

ABSTRAK

Penelitian ini dilakukan untuk mengetahui dan menganalisis pengaruh variabel potongan harga, paket bonus, dan suasana toko terhadap variabel emosi positif dan pembelian impulsif. Sampel yang diambil untuk penelitian berjumlah 145 responden yang merupakan konsumen MORO Grosir & Ritel Purwokerto. Penentuan sampel penelitian menggunakan metode *accidental sampling*. Data dianalisis menggunakan *Structural Equation Model* (SEM). Hasil penelitian menunjukkan hasil bahwa : (1) potongan harga berpengaruh positif terhadap pembelian impulsif, (2) paket bonus berpengaruh positif terhadap pembelian impulsif, (3) suasana toko tidak berpengaruh terhadap pembelian impulsif, (4) potongan harga berpengaruh positif terhadap emosi positif, (5) paket bonus berpengaruh positif terhadap emosi positif, (6) suasana toko berpengaruh positif terhadap emosi positif, dan (7) emosi positif berpengaruh positif terhadap pembelian impulsif.

Kata Kunci : potongan harga, paket bonus, suasana toko, emosi positif, pembelian impulsif.

ABSTRACT

The aim of the research is to identify and analyze the effect of variable price discount, bonus pack, and store atmosphere on variable positive emotion and impuls buying. The sample in this study is 145 respondents who are the customers of MORO Grosir & Ritel Purwokerto. Accidental sampling method used in the determination of the sample. Data was analyze using Structural Equation Model (SEM). Based on the result of the research, it can be conclude that : (1) price discount has positive effect on impuls buying, (2) bonus pack has positive effect on impuls buying, (3) store atmosphere has no effect on impuls buying, (4) price discount has positive effect on positive emotion, (5) bonus pack has positive effect on positive emotion, (6) store atmosphere has positive effect on positive emotion, and (7) positive emotion has positive effect on impuls buying.

Keywords : *price discount, bonus pack, store atmosphere, positive emotion, impuls buying*