

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the results of research on the influence of sales promotion and store atmosphere on impulse buying with shopping emotion as intervening variable at Matahari Department Store Purwokerto can be concluded that:

1. Sales promotion has a positive influence on shopping emotion at visitors of Matahari Department Store Purwokerto.
2. Store atmosphere has a positive influence on shopping emotion at visitors of Matahari Department Store Purwokerto.
3. Sales promotion has a positive influence on impulse buying at visitors of Matahari Department Store Purwokerto.
4. Store atmosphere has a positive influence on impulse buying at visitors of Matahari Department Store Purwokerto.
5. Shopping emotion has a positive influence on impulse buying at visitors of Matahari Department Store Purwokerto.
6. Sales promotion has a positive influence on impulse buying with shopping emotion as intervening variable at visitors of Matahari Department Store Purwokerto.
7. Store atmosphere has a positive influence on impulse buying with emotion as intervening variable at visitors of Matahari Department Store Purwokerto.

B. Implication

1. Managerial Implication

Based on the conclusion, there are several ways Matahari Department Store Purwokerto can be used as a consideration to improve the convenience of the store atmosphere and increase their sales, as follows, overall, consumers in Matahari Department Store Purwokerto feel that the atmosphere in Matahari Department Store Store Purwokerto has provided convenience for consumers when shopping in the store. Some things to improve the convenience of consumers is by marketing manager of Matahari Department Store Purwokerto needs to create the exciting store design and atmosphere in accordance with the consumers' needs and their expectation such as adding air conditioner or provide cooler temperature in the outlets, because the outlets Matahari Department Store Purwokerto is wide enough to require room temperature cool enough for consumer convenience. Performing a neat product arrangement should also be considered so as to make consumers comfortable when looking for products they want, it can also increase consumer emotions to shop outside their plans.

In an effort to increase consumers impulse buying and purchases, Matahari Department Store Purwokerto Management needs to prioritize sales promotion. Implementing the right promotional program that can increase revenue and customer satisfaction. Companies must add more types of promotion like frequency program, cash back, and price pack to give to consumers this can make consumers to spend from their plans before because

they interested with promotions that offered by the company. In addition, the company must provide information that is clear enough on each promotion posted on the booth. Consumers do not need to ask back to the shop assistant. This can make more efficient when crowded visitors in the booth.

2. Theoretical Implication

Refers to the limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method, needs to consider using the other methods of data collection, such as interview and observation. Further research also can extend the studies to incorporate the other independent, mediator or moderator variables and develop wider object to produce the better result, more generally and objectively. For further research may also add independent variables such as service quality and packaging design, both variables also can affect impulse buying. And to avoid marginal category on the results of the goodness of fit index of the full model analysis, the next researcher can take more respondents and try to get more varied answers from respondents.