

ABSTRACT

The Effect of Store Atmosphere and Hedonic Shopping on Impulse Buying Through Consumer Emotions as Moderation

By:

Jepta Patricila

193402071

Guide I : H. Kartawan
Guide II : H. Asep Budiman

The purpose of this research is to find out the role of store atmosphere in mediating the interaction between hedonic shopping and impulse buying with consumer emotions as moderation. This research was designed as a type of survey method by distributing questionnaires to 240 respondents who are branded tshirt users spread across Tasikmalaya and aged over 18 years, using a purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM). The results of the study prove that store atmosphere has an influence on hedonic shopping and hedonic shopping is proven to have an influence on impulse buying. Then consumers emotions are proven to be able to moderate the relationship between store atmosphere and hedonic shopping with impulse buying. In addition, impulse buying is proven to mediate between store atmosphere and hedonic shopping.

Keywords: Store Atmosphere, Hedonic Shopping, Impulse Buying, Consumer Emotion.