

ABSTRAK

Penelitian penulis berjudul : Pengaruh *Store Atmosphere* dan *Hedonic Shopping Motives* terhadap *Impulse Buying* pada Pengunjung Mayoutfit *Clothing Line* Cabang Gandapura Bandung. Tujuan penelitian adalah untuk mengetahui pengaruh *store atmosphere* dan *hedonic shopping motives* baik secara parsial maupun simultan terhadap *impulse buying* pada pengunjung Mayoutfit *Clothing Line* Cabang Gandapura Bandung.

Metode penelitian yang digunakan adalah jenis penelitian kuantitatif dengan pendekatan eksplanatori. Teknik pengambilan sampel dengan *probability sampling* menggunakan pendekatan *simple random sampling* dengan perhitungan rumus Lemeshow berjumlah 100 orang sebagai responden. Teknik analisis menggunakan analisis regresi liner berganda.

Hasil penelitian dengan uji statistik t menunjukkan bahwa variabel *store atmosphere* berpengaruh signifikan terhadap *impulse buying* dan variabel *hedonic shopping motives* juga berpengaruh signifikan terhadap *impulse buying*. Hasil penelitian dengan uji statistik F menunjukkan bahwa variabel *store atmosphere* dan *hedonic shopping motives* secara simultan berpengaruh terhadap *impulse buying*. Dengan melihat R square sebesar 0,214, artinya pengaruh *store atmosphere* dan *hedonic shopping motives* secara simultan terhadap *impulse buying* sebesar 21,4% sedangkan 78,6% sisanya merupakan pengaruh dari variabel lainnya yang tidak diteliti dalam penelitian ini.

Kata kunci : *store atmosphere, hedonic shopping motives, impulse buying*

ABSTRACT

The author's research entitled: Influence of Store Atmosphere and Hedonic Shopping Motives to Impulse Buying in Mayoutfit Clothing Line visitor of Gandapura Bandung Branch. The purpose of this research is to find out the influence of store atmosphere and hedonic shopping motives either partially or simultaneously to impulse buying in Mayoutfit Clothing Line visitor of Gandapura Bandung Branch.

The research method is using the type of quantitative research with explanatory approach. Sampling technique with probability sampling using simple random sampling approach with calculation of Lemeshow formula is 100 people as respondent. The analysis technique using multiple linear regression analysis.

The result of the research by statistical test t shows that store atmosphere variable significantly influence to impulse buying and hedonic shopping motives variable also have significantly influence to impulse buying. The result of research with statistical test F shows that store atmosphere variable and hedonic shopping motives simultaneously influence impulse buying. By looking at R square equal to 0,214, meaning influence of store atmosphere and hedonic shopping motives simultaneously to impulse buying equal to 21,4% while 78,6% rest is influence from other variable not examined in this research.

Keyword : store atmosphere, hedonic shopping motives, impulse buying