

INTISARI

Penelitian ini bertujuan untuk menjelaskan faktor-faktor yang mempengaruhi *Impulse Buying Behavior* di Tunjungan Plaza Surabaya. Penelitian ini juga bertujuan untuk mengetahui peran *Gender* yang memoderasi hubungan antara *Hedonic Shopping Value* terhadap *Felt Urge to Buy Impulsively* di Tunjungan Plaza Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan software Amos 20. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *quota sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 200 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *Physical Stimuli*, *Hedonic Shopping Value*, *Product Involvement*, *Positive Mood*, *Felt Urge to Buy Impulsively* terhadap *Impulse Buying* di Tunjungan Plaza Surabaya. Sedangkan, pengaruh *Impulse Buying Tendency* terhadap *Impulse Buying* di Tunjungan Plaza tidak terbukti. Peran *Gender* tidak terbukti memoderasi hubungan antara *Hedonic Shopping Value* terhadap *Felt Urge to Buy Impulsively*.

Kata kunci: *Physical Stimuli*, *Hedonic Shopping Value*, *Positive Mood*, *Impulse Buying*.

ABSTRACT

This study aims to explain factors that affect impulse buying behavior in Tunjungan Plaza Surabaya. This study also aimed to determine the role of Gender that moderate the relationship between Hedonic Shopping Value on Felt Urge to Buy Impulsively in Tunjungan Plaza.

This research using Structural Equation Modeling (SEM) with Amos 20 software. Sampling techniques used in this research are non probability sampling with this type of quota sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 200 respondents.

The results of this study showed the influence of Physical Stimuli, Hedonic Shopping Value, Product Involvement, Positive Mood, Felt Urge to Buy Impulsively on Impulse Buying in Tunjungan Plaza Surabaya. While, the influence of Impulse Buying Tendency on Impulse Buying in Tunjungan Plaza rejected. The role of Gender that moderate the relationship between Hedonic Shopping Value on Felt Urge to Buy Impulsively also rejected.

Keywords: Physical Stimuli, Hedonic Shopping Value, Positive Mood, Impulse Buying.