INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Environment, Shopping Enjoyment Tendency,* dan *Impulse Buying Tendency* terhadap *Impulse Buying* melalui *Positive Affect, Negative Affect, dan Urge to Buy Impulsively*. Objek yang diambil adalah Supermarket Super Indo MERR.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 260 responden yang pernah berbelanja secara impulsive dan minimal berbelanja 3 kali dalam sebulan. Teknik pengambilan sampel penelitian ini adalah *non probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan dengan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *Partial Least Square (PLS)*.

Hasil penelitian ini menunjukkan bahwa *store environment* berpengaruh positif terhadap *positive affect* dan *urge to buy impulsively*, *store environment* berpengaruh negatif terhadap *negative affect, shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*, *impulse buying tendency* berpengaruh positif terhadap *urge to buy impulsively*, *positive affect* berpengaruh positif terhadap *urge to buy impulsively*, dan urge to bu impulsively berpengaruh positif terhadap impulse buying. Tidak terdapat pengaruh signifikan *negative affect* terhadap *urge to buy impulsively*.

Kata kunci: *Store Environment, Shopping Enjoyment Tendency, Impulse Buying Tendency, Urge to Buy Impulsively, Impulse Buying*

ABSTRACT

The Objective of this study is to examine the effect of Store Environment, Shopping Enjoyment Tendency, and Impulse Buying Tendency on Impulse Buying through Positive Affect, Negative Affect, and Urge to Buy Impulsively. Object taken is Super Indo MERR in Surabaya.

The data used in this research is primary data obtained from questionnaires. Total respondent are 260 person who have an experience shopping impulsively and minimum 3 times shopping per month. The samling technique of this study was non-probability sampling. This study uses a quantitative approach through statistical analysis, Test conducted using Structural Equation Modeling (SEM) and with the hel of Partial Least Square (PLS)

The result of this study show that Store environment have a positive relationship with positive affect and urge to buy impulsively, store environment have a negative relationship with negative affect. Shopping enjoyment tendency have a positive relationship with positive affect, Impulse buying tendency have a positive relationship with urge to buy impulsively. Positive affect have a positive relation with urge to buy impulsively, and urge to buy impulsively have a positive relationship with impulse buying. The relationship between negative affect and urge to buy impulsively proved not to be significant.

Key words: Store Environment, Shopping Enjoyment Tendency, Impulse Buying Tendency, Urge to Buy Impulsively, Impulse Buying