

PENGARUH SALES PROMOTION, DAN STORE ATMOSPHERE TERHADAP
HEDONIC SHOPPING MOTIVATION, DAN IMPULSIVE BUYING
TRANSMART SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *sales promotion*, dan *store atmosphere* terhadap *hedonic shopping motivation*, dan *impulsive buying* Transmart Surabaya.

Penelitian ini merupakan *basic research* karena penelitian ini bertujuan untuk mengembangkan ilmu pengetahuan dengan tipe penelitian *causal* dan pendekatan penelitian kuantitatif. Data yang digunakan didalam penelitian merupakan data primer yang diperoleh dari penyebaran kuesioner. Jumlah responden dalam penelitian ini adalah sebanyak 150 responden yang pernah melakukan pembelian impulsif di Transmart Surabaya, pernah melakukan pembelian impulsif sebanyak minimal 3 kali dalam 6 bulan terakhir di Transmart Surabaya, berdomisili di Surabaya, berpendidikan minimal SMA, pernah memanfaatkan promosi produk berupa sampel, *voucher*/kupon, dan paket harga, dan berbelanja di Transmart atas inisiatif pribadi, Pengujian dilakukan dengan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *software* Lisrel 8.70

Hasil penelitian ini menunjukkan bahwa *sales promotion* memiliki pengaruh positif dan signifikan terhadap *hedonic shopping motivation*. *Store atmosphere* memiliki pengaruh positif dan signifikan terhadap *hedonic shopping motivation*. *Sales promotion* memiliki pengaruh positif dan signifikan terhadap *impulsive buying*. *Store atmosphere* tidak berpengaruh signifikan terhadap *impulsive buying*. *Hedonic shopping motivation* memiliki pengaruh positif dan signifikan terhadap *impulsive buying*.

Kata kunci: *Sales promotion*, *store atmosphere*, *hedonic shopping motivation*, *impulsive buying*.

*THE IMPACT OF SALES PROMOTION, AND STORE ATMOSPHERE ON
HEDONIC SHOPPING MOTIVATION, AND IMPULSIVE BUYING
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ABSTRACT

This study aims to examine the effect of sales promotion, and store atmosphere on hedonic shopping motivation, and impulsive buying on Transmart Surabaya consumers.

This research is basic research because this study aims to develop science with causal research types and quantitative research approaches. The data used in the study is the primary data obtained from the distribution of questionnaires. The number of respondents in this study were 150 respondents who had made impulsive purchases at Transmart Surabaya, had made impulsive purchases of at least 3 times in the last 6 months in Transmart Surabaya, resided in Surabaya, had at least high school education, used product promotions in the form of samples, vouchers / coupons, and price packages, and shopping at Transmart on personal initiative. Testing is done using the Structural Equation Modeling (SEM) method with the help of Lisrel 8.70.

The results of this study indicate that sales promotion has a positive and significant influence on hedonic shopping motivation. Store atmosphere has a positive and significant influence on hedonic shopping motivation. Sales promotion has a positive and significant influence on impulsive buying. Store atmosphere does not have a significant effect on impulsive buying. Hedonic shopping motivation has a positive and significant influence on impulsive buying.

Keywords: Sales promotion, store atmosphere, hedonic shopping motivation, impulsive buying.