

ABSTRAK

Angel Stefanny (01011170301)

PENGARUH SALES PROMOTION DAN STORE ATMOSPHERE TERHADAP IMPULSE BUYING DENGAN MEDIASI HEDONIC SHOPPING MOTIVATION PADA MATAHARI DEPARTMENT STORE SUPERMALL KARAWACI.

(xv + 101 halaman + 11 gambar + 24 tabel + 3 lampiran)

Pada beberapa tahun terakhir, pertumbuhan industri ritel Indonesia mengalami perlambatan. Terbukti bahwa banyaknya gerai ritel yang tutup, salah satunya yaitu Matahari Department Store. Matahari Department Store juga mengalami penurunan pada penjualan, laba bersih serta pertumbuhan rata-rata tiap gerainya. Maka, para peritel dituntut untuk mampu meningkatkan *Hedonic Shopping Motivation* dan *Impulse Buying* pada konsumen agar penjualan dapat meningkat. Penelitian ini dilakukan dengan menggunakan variabel *Sales Promotion*, *Store Atmosphere*, *Hedonic Shopping Motivation* untuk melihat terhadap *Impulse Buying*. Hasil dari penelitian ini adalah dari lima hipotesis yang ditentukan sebelumnya, terdapat empat hipotesis yang diterima dan satu hipotesis yang ditolak. Dari penelitian ini, dapat ditarik kesimpulan bahwa *Hedonic Shopping Motivation* berpengaruh positif dan signifikan dalam memediasi *Sales Promotion* terhadap *Impulse Buying*. *Hedonic Shopping Motivation* berpengaruh positif dan signifikan dalam memediasi *Store Atmosphere* terhadap *Impulse Buying*, *Sales Promotion* berpengaruh positif dan signifikan terhadap *Impulse Buying*, *Store Atmosphere* tidak berpengaruh signifikan terhadap *Impulse Buying* dan *Hedonic Shopping Motivation* berpengaruh positif dan signifikan terhadap *Impulse Buying*. Pihak Matahari Department Store *Supermall* Karawaci bisa menambah variasi promosi pada *loyalty program* dengan menaikkan jumlah persentasi diskon serta mengadakan *event* khusus. Selain itu, juga diperlukan untuk memperhatikan jarak antar rak agar lalu lintas pengunjung lebih baik lagi.

Kata Kunci: Retail, *Sales Promotion*, *Store Atmosphere*, *Hedonic Shopping Motivation*, *Impulse Buying*, Matahari Department Store.

Referensi : 72 (2002 – 2020)

ABSTRACT

Angel Stefanny (01011170301)

THE EFFECT OF SALES PROMOTION AND STORE ATMOSPHERE ON IMPULSE BUYING MEDIATED BY HEDONIC SHOPPING MOTIVATION AT MATAHARI DEPARTMENT STORE SUPERMALL KARAWACI.

(xv + 101 page + 11 figure + 24 tabel + 3 appendix)

In recent years, the growth of Indonesia's retail industry has slowed down. It is proven that many retail outlets have closed, one of which is Matahari Department Store. Matahari Department Store also experienced a decline in sales, net profit and the average growth of each outlet. Thus, retailers are required to be able to increase Hedonic Shopping Motivation and Impulse Buying to consumers so that sales can increase. This research was conducted using the variable Sales Promotion, Store Atmosphere, Hedonic Shopping Motivation to look at Impulse Buying. The results of this study are from five predetermined hypotheses, there are four accepted hypotheses and one rejected hypothesis. From this research, it can be concluded that Hedonic Shopping Motivation has a positive and significant effect in mediating Sales Promotion on Impulse Buying. Hedonic Shopping Motivation has a positive and significant effect in mediating Store Atmosphere on Impulse Buying, Sales Promotion has a positive and significant effect on Impulse Buying, Store Atmosphere has no significant effect on Impulse Buying and Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying. Matahari Department Store Supermall Karawaci can add a variety of promotions to the loyalty program by increasing the percentage of discounts and holding special events. In addition, it is also necessary to pay attention to the distance between the racks so that visitor traffic is even better.

Keywords: *Retail, Sales Promotion, Store Atmosphere, Hedonic Shopping Motivation, Impulse Buying, Matahari Department Store.*

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