

ABSTRACT

Tifani (01011170142)

“FACTORS AFFECTING IMPULSE BUYING OF CONSUMERS AT INDOMARET IN INDONESIA”

(xv + 111 pages; 31 tables; 6 images)

This study aims to determine the factors of consumers in making impulsive purchases by paying attention to consumer characteristics such as shopping preparation, impulsive buying tendencies, as well as positive, negative affect and urge to buy impulsively. In this study, Indomaret outlets under the auspices of PT. Indomarco Pristama was chosen as the company to be researched. This study used a method of distributing questionnaires to obtain data and then measured using the SmartPLS 3.0 program. The questionnaire itself was distributed online using social media such as WhatsApp, Line, Instagram and Twitter. A total of 210 respondents participated in this study which was conducted from August to November 2020. The results of this study concluded that the variable pre-shopping preparation tendency has no negative effect on impulse buying, shopping enjoyment tendency has a positive effect on positive affect, impulse buying tendency has a positive effect on urge to purchase, positive affect has a positive effect on urge to purchase, negative affect has no negative effect on urge to purchase, urge to purchase has a positive effect on impulse buying.

References: 60, (1998-2020)

Keywords: *Shopping enjoyment tendency, pre-shopping preparation tendency, urge to purchase, positive affect, negative affect, impulse buying tendency dan impulse buying.*

ABSTRAK

Tifani (01011170142)

“FAKTOR-FAKTOR YANG MEMENGARUHI PEMBELIAN IMPULSIF KONSUMEN INDOMARET DI INDONESIA”

(xv + 111 halaman; 31 tabel; 6 gambar)

Penelitian ini memiliki tujuan untuk mengetahui faktor atau penentu konsumen dalam melakukan pembelian secara impulsif dengan memperhatikan karakteristik konsumen seperti persiapan berbelanja, kecenderungan pembelian impulsif, serta pengaruh positif, negatif dan juga dorongan untuk membeli secara impulsif. Dalam penelitian ini gerai Indomaret yang berada dibawah naungan PT. Indomarco Pristama dipilih sebagai perusahaan yang akan diteliti. Penelitian ini menggunakan meode menyebarkan kuesioner untuk memperoleh data dan kemudian diukur menggunakan program *SmartPLS 3.0*. Penyebaran kuesioner sendiri dilakukan secara *online* dengan memanfaatkan *social media* seperti WhatsApp, Line, Instagram dan Twitter. Sebanyak 210 responden turut berpartisipasi dalam penelitian ini yang telah dilakukan pada bulan Agustus hingga November 2020. Hasil dari penelitian ini menyimpulkan bahwa variabel *pre-shopping preparation tendency* tidak berpengaruh negatif terhadap *impulse buying*, *shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*, *impulse buying tendency* berpengaruh positif terhadap *urge to purchase*, *positive affect* berpengaruh positif terhadap *urge to purchase*, *negative affect* tidak berpengaruh negatif terhadap *urge to purchase*, *urge to purchase* berpengaruh positif terhadap *impulse buying*.

Referensi: 60, (1998-2020)

Kata kunci: *Shopping enjoyment tendency, pre-shopping preparation tendency, urge to purchase, positive affect, negative affect, impulse buying tendency* dan *impulse buying*.