

ABSTRAK

Bisnis retail yakni bisnis yang mendukung banyak orang dan menguntungkan orang lain pada saat yang bersamaan. Perkembangan bisnis menyebabkan timbulnya berbagai perusahaan baru, seperti perusahaan retail. Munculnya banyak perusahaan ritel modern merupakan akibat dari perubahan kebiasaan belanja konsumen global, termasuk di Indonesia. Kota Surabaya jadi kota di Indonesia dengan perkembangan bisnis ritel pesat. Salah satu ritel modern di Kota Surabaya yakni Daiso Surabaya. Daiso ialah bisnis ritel di kota Surabaya yang menjual beragam kebutuhan konsumen, guna memikat konsumen supaya belanja dibutuhkan strategi penjualan ritel. Berdasarkan informasi dari karyawan, tak banyak konsumen Daiso yang berbelanja ulang dengan teratur. Kemudian minimnya ketertarikan konsumen untuk kembali menggunakan produk yang ditawarkan.

Penelitian ini bertujuan untuk mengetahui dan menganalisis apakah terdapat pengaruh Dimensi *Store Environment* (*In store music, Lighting, Store Layout, Employee*) terhadap *Impulse Buying* melalui *Positive Affect* dan *Urge To Buy* pada konsumen Daiso Tunjungan Plaza di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode yang digunakan yakni metode kuantitatif dengan pengolahan data menggunakan software AMOS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden yang mengenal produk Daiso Tunjungan Plaza Surabaya dan pernah membeli produk tersebut lebih dari 2 kali di 3 bulan terakhir.

Hasil penelitian menunjukkan bahwa *In Store Music* berpengaruh positif signifikan terhadap *Positive Affect* dengan nilai koefisien regresi 0,393; *Lighting* berpengaruh positif signifikan terhadap *Positive Affect* dengan nilai koefisien regresi 0,213; *Store Layout* berpengaruh positif signifikan terhadap *Positive Affect* dengan nilai koefisien regresi 0,380; *Employee* berpengaruh positif signifikan terhadap *Positive Affect* dengan nilai koefisien regresi 0,328; *Positive Affect* berpengaruh positif signifikan terhadap *Urge to Buy* dengan nilai koefisien regresi 0,667; *Urge to Buy* berpengaruh positif signifikan terhadap *Impulse Buying* dengan nilai koefisien 0,591.

Kata Kunci : In Store Music, Lighting, Store Layout, Employee, Positive Affect, Urge to Buy, dan Impulse Buying.

ABSTRACT

A retail business is a business that supports many people and benefits others at the same time. Developments led to the emergence of various new companies, such as retail companies. The emergence of many modern retail companies is the result of changes in the shopping habits of global consumers, including in Indonesia. The city of Surabaya is a city in Indonesia with the rapid development of the retail business. One of the modern retailers in the city of Surabaya is Daiso Surabaya. Daiso is a retail business in the city of Surabaya that sells a variety of consumer needs, to meet consumer needs so that a retail sales strategy is needed. Based on information from employees, not many Daiso consumers shop regularly. Then the lack of consumer interest to return to using the products offered. This study aims to determine and analyze whether there is an influence of the Store Environment Dimension (In store music, Lighting, Store Layout, Employee) on Impulse Buying through Positive Affect and Urge To Buy on Daiso Tunjungan Plaza consumers in Surabaya.

This research is causal research. The method used is a quantitative method with data processing using AMOS 22.0. software. Data was collected by distributing questionnaires to 125 respondents who knew Daiso Tunjungan Plaza Surabaya products and had bought the product more than 2 times in the last 3 months.

The results showed that Store Music had a significant positive effect on the positive effect with a regression coefficient of 0.393; Lighting has a significant positive effect on a positive effect with a regression coefficient of 0.213; Store Layout has a significant positive effect on a positive effect with a regression coefficient of 0.380; Employees have a significant positive effect on a positive effect with a regression coefficient of 0.328; The positive effect has a significant positive effect on Urge to Buy with a regression coefficient value of 0.667; The urge to buy has a significant positive effect on Impulse Buying with a coefficient value of 0.591.

Keywords : In Store Music, Lighting, Store Layout, Employee, Positive Affect, Urge to Buy, and Impulse Buying