

## ABSTRAK

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### **ANALISIS PENGARUH SALES PROMOTION, STORE ATMOSPHERE DAN WORD OF MOUTH TERHADAP HEDONIC SHOPPING MOTIVATION DAN IMPULSE BUYING PADA PELANGGAN ALFAMART KOTA TANGERANG**

Penelitian ini bertujuan untuk menjelaskan pengaruh *Sales Promotion*, *Store Atmosphere* dan *Word Of Mouth* terhadap *Hedonic Shopping Motivation* dan *Impulse Buying* pada pelanggan Alfamart Kota Tangerang. Penelitian yang dilakukan menggunakan sampel sebanyak 200 responden dengan menggunakan teknik *purposive sampling* yaitu pelanggan Alfamart yang bertempat tinggal di Kota Tangerang dan pernah melakukan sikap *Impulse Buying* dan *Hedonic Shopping Motivation*. Pengaruh dari masing-masing variabel terhadap *Hedonic Shopping* dan *Impulse Buying* menggunakan teknik analisis SEM (*Structural Equation Modelling*). Hasil penelitian ini menunjukkan bahwa dengan adanya *Sales Promotion* berpengaruh positif dan signifikan terhadap *Hedonic Shopping Motivation* maupun *Impulse Buying* dan *Store Atmosphere* berpengaruh positif terhadap *hedonic shopping motivation* maupun *Impulse Buying*. Tidak hanya itu, *Word Of Mouth* juga berpengaruh positif terhadap *Hedonic Shopping Motivation* maupun *Impulse Buying*. Implikasi penelitian ini memberikan saran kepada pelaku usaha Alfamart agar selalu mengembangkan *Sales Promotion*, Suasana Toko (*Store Atmosphere*) dan didukung dengan adanya *Word Of Mouth* menjadi lebih baik, dengan tujuan untuk meningkatkan penjualan dan daya beli konsumen dengan melihat adanya desain toko yang dibangun sehingga memicu konsumen atau pelanggan untuk melakukan pembelian tidak terencana dengan perasaan yang bahagia dan memuaskan terhadap produk-produk tersebut.

**Kata Kunci:** *Sales Promotion, Store Atmosphere, Word Of Mouth, Impulse Buying, Hedonic Shopping Motivation.*

## ABSTRACT

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### **ANALYSIS OF THE INFLUENCE OF SALES PROMOTION, STORE ATMOSPHERE AND WORD OF MOUTH ON HEDONIC SHOPPING MOTIVATION AND IMPULSE BUYING TO ALFAMART CUSTOMERS IN TANGERANG CITY**

This study aims to explain the effect of Sales Promotion, Store Atmosphere, and Word Of Mouth on Hedonic Shopping Motivation and Impulse Buying to Alfamart Customer of Tangerang City. The sample used was 200 respondents using purposive sampling technique that resided in Alfamart Customer of Tangerang City, and had carried out Impulse Buying and Hedonic Shopping Motivation. The impact of each variable to Hedonic Shopping Motivation and Impulse Buying are using SEM (Structural Equation Modelling analysis technique. The results of this study indicate that Sales promotion has a positive and significant effect on Impulse Buying and Hedonic Shopping Motivation, Store Atmosphere has a positive and significant effect on Impulse Buying and Hedonic Shopping Motivation; and last the Word Of Mouth has a positive and significant effect on Impulse Buying and Hedonic Shopping Motivation. product display has a significant positive effect on Impulse Buying; and Price Discount has a significant positive effect on Impulse Buying. The implications of this research suggest that Alfamart always develop Sales Promotion, Store Atmosphere and Word Of Mouth to be better, with the aim of increasing sales and purchasing power of Consumers by seeing a store design that is build so that it triggers consumers or customers to make unplanned purchases with a happy and satisfying feel for these product.

**Keywords:** Sales Promotion, Store Atmosphere, Word Of Mouth, Impulse Buying, Hedonic Shopping Motivation.