

ABSTRACT

Marketing management has a great impact to achieve corporate objectives by taking into account aspects of consumer behavior, as well as create an atmosphere that favored by consumers. This study aims to determine the effect of store atmosphere and sales promotions on shopping buying interest with emotion as an intervening variable. The population in this study is that consumers in the store Levi's that were in the sun department stores in Lippo Karawaci Mall. Samples used were as many as 160 people. The sampling technique using sampling techniques saturated. To answer the problem formulation, purpose and hypothesis of this study, the analysis using Structural Equation Model (SEM).

Based on the analysis of Structural Equation Model (SEM) can be concluded that the atmosphere does not significantly influence the store shopping emotion at Levi's store. Sales promotion and significant positive effect on shopping emotion at the Levi's store. While shopping emotion does not affect the buying interest at the Levi's store. In addition, the store atmosphere has no effect on buying interest at Levi's stores, but sales promotion and significant positive effect on the buying interest in the Levi's store.

Keywords: atmosphere store, sales promotion, shopping emotion, and buying interest



ABSTRAK

Manajemen pemasaran yang mempunyai dampak besar untuk mencapai tujuan perusahaan dengan memperhatikan aspek perilaku konsumen, serta menciptakan suasana yang disenangi oleh konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *atmosphere store* dan promosi penjualan terhadap minat beli dengan *shopping emotion* sebagai variabel *intervening*. Populasi dalam penelitian ini adalah konsumen pada store Levi's yang berada di matahari departement store di Lippo Mall Karawaci. Sampel yang dipergunakan adalah sebanyak 160 orang. Teknik pengambilan sampel menggunakan teknik *sampling jenuh*. Untuk menjawab perumusan masalah, tujuan, dan hipotesis penelitian ini, maka analisis menggunakan *Structural Equation Model* (SEM).

Berdasarkan hasil analisis Structural Equation Model (SEM) dapat disimpulkan bahwa *atmosphere store* tidak berpengaruh signifikan terhadap *shopping emotion* pada store levi's. Promosi penjualan berpengaruh positif dan signifikan terhadap *shopping emotion* pada store levi's. Sedangkan *shopping emotion* tidak berpengaruh terhadap minat beli pada store levi's. Selain itu, *atmosphere store* tidak berpengaruh terhadap minat beli pada store levi's, namun promosi penjualan berpengaruh positif dan signifikan terhadap minat beli pada store levi's.

Kata Kunci: *atmosphere store*, promosi penjualan, *shopping emotion*, dan minat beli.

