

## **ABSTRACT**

*This study aims to determine the effect of Store Atmosphere, Sales Promotion and Emotional Shopping on Impulse Buying Behavior. The population in this study is the PIK branch of UNIQLO consumers, with a sample of 200 respondents. Analysis of the data used is SEM (Structural Equation Model) using LISREL. The results showed that Store Athmosphere had no significant effect on Impulse Buying Behavior, then the sales promotion variable had a positive and significant effect on Impulse Buying Behavior and the emotional shopping variable had a positive and significant effect on Impulse Buying Behavior.*

*Keywords: Store Atmosphere, Sales Promotion , Emotional Shopping , Impulse Buying Behavior*



UNIVERSITAS  
MERCU BUANA

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Store Atmosphere*, *Sales Promotion* dan *Emotional Shopping* Terhadap *Impulse Buying Behavior*. Populasi dalam penelitian ini yaitu konsumen UNIQLO cabang PIK, dengan sampel sebanyak 200 responden. Analisis data yang digunakan adalah SEM (*Structural Equation Model*) dengan menggunakan LISREL. Hasil penelitian menunjukkan bahwa *Store Athmoshpere* tidak berpengaruh signifikan terhadap *Impulse Buying Behavior*, kemudian variabel *sales promotion* berpengaruh positif dan signifikan terhadap *Impulse Buying Behavior* dan variabel *emotional shopping* berpengaruh positif dan signifikan terhadap *Impulse Buying Behavior*.

Kata Kunci : *Store Atmosphere*, *Sales Promotion*, *Emotional Shopping*, *Impulse Buying Behavior*



UNIVERSITAS  
MERCU BUANA