

## ABSTRACT

This research tried to determine what factors are causing consumer to do impulse buying at Gramediia Book store. Variables examined in this research include hedonic shooping tendency and visual merchandising as the independent variabel, positive emotion as the intervening variable, and impulse buying as the dependent variable . The sample use amount 100 respondents. By using survey technique with questionnaire distribution tool. This type of researgh is quantitative causal with non probability purposive type. The data instrument uses SEMSmart PLS software version 3.0.

The result of this research showed that in persial, hedonic shooping tendency variables have a significant effect on impulse buying, visual merchandising significant effect on impulse buying, and positife emotion variables significantly influence the impulse buying.

*Keywords :hedonic shooping tendency, positive emotion, visual merchandising, impulse buying.*



## ABSTRAK

Tujuan penelitian ini adalah untuk menguji faktor-faktor apa yang menyebabkan konsumen melakukan pembelian impuls pada toko buku gramedia. Variabel yang diteliti dalam penelitian ini meliputi *hedonic shopping tendency* dan *visual merchandising* sebagai variabel independen, penelitian ini dilakukan terhadap 100 responden dengan menggunakan teknik analisis survey dengan alat penyebaran kuesioner, jenis penelitian ini adalah kuantitatif kausal, dengan jenis *non probablyti purposive*. Instrument data dengan menggunakan metode statistic SEM software Smart PLS versi 3.0.

Hasil penelitian ini menunjukkan bahwa secara parsial variabel *hedonic shopping tendency*, *visual merchandising* dan *positive emotion* berpengaruh signifikan terhadap *impulse buying*

**Kata kunci :** *Hedonic Shopping Tendency, Visual merchandising, Positive emotion, Impulse Buying.*

