

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *outlet ambience*, *hedonic* dan *utilitarian shopping value* terhadap *impulse buying* dengan *shopping emotion* sebagai variabel intervening dengan studi kasus konsumen “emak-emak” di Miniso. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif serta metode penelitian yang dipakai adalah metode *purposive sampling*. Sampel yang diambil sebanyak 220 responden konsumen “emak-emak” di Miniso dihitung berdasarkan jumlah sampel minimum yang *representative* yaitu dari 44 indikator yang digunakan. Data dikumpulkan dari responden melalui kuesioner kemudian dianalisis menggunakan *structural equation modeling* melalui *software Smart PLS 3.0*. Hasil dari penelitian ini menyebutkan bahwa variabel *outlet ambience*, *hedonic shopping value* dan *shopping emotion* berpengaruh positif dan signifikan terhadap *impulse buying*. Sedangkan untuk variabel *utilitarian shopping value* memiliki hubungan positif dan tidak signifikan terhadap *impulse buying*. Kemudian terdapat pengaruh positif antara *outlet ambience* dan *utilitarian shopping value* terhadap *shopping emotion*. Sedangkan untuk variabel *hedonic shopping value* memiliki hubungan negatif dan tidak signifikan terhadap *shopping emotion*.

Kata kunci : *retail*, *impulse buying*, *outlet ambience*, *hedonic shopping value*, *utilitarian shopping value*, *shopping emotion*.



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ABSTRACT

This study aims to analyze the effect of outlet ambience, hedonic and utilitarian shopping value on impulse buying with shopping emotion as an intervening variable with a "mother-to-consumer" case study in Miniso. This type of research used in this study is quantitative and the research method used is purposive sampling method. Samples taken as many as 220 consumer respondents "mother" in Miniso are calculated based on the minimum number of representative samples, from 44 indicators used. Data was collected from respondents through a questionnaire and then analyzed using structural equation modeling through Smart PLS 3.0 software. The results of this study indicate that the outlet ambience variable, hedonic shopping value and shopping emotion have a positive and significant effect on impulse buying. However the utilitarian shopping value variable has a positive and not significant relationship to impulse buying. Then there is a positive influence between ambience outlets and utilitarian shopping value on shopping emotion. The variable hedonic shopping value has a negative and not significant relationship to shopping emotion.

Keywords : retail, impulse buying, outlet ambience, hedonic shopping value, utilitarian shopping value, shopping emotion.

