

ABSTRAK

Tujuan penelitian adalah untuk mengetahui pengaruh *Store Environment* dan *Personality Traits* terhadap *Emotional Gratification* dan *Impulse Buying Behaviour*. Penelitian ini mengambil lokasi di gerai Matahari *Departemen Store* Mal Ciputra Jakarta. Populasi dalam penelitian ini adalah seluruh pengunjung gerai Matahari *Departemen Store* mal Ciputra Jakarta. Sedangkan, pengambilan sampel dalam penelitian ini dengan menggunakan metode *convenience sampling*, sehingga diperoleh jumlah sebanyak 155 responden yang pernah membeli produk sepatu merek Yongki Komaladi. Analisis statistik yang digunakan untuk menguji hipotesis adalah *Structural Equation Model* (SEM) dengan program SPSS 20.0 dan AMOS 20.0. Hasil hipotesis dari penelitian ini menunjukkan bahwa *Personality Traits* tidak berpengaruh terhadap *Emotional Gratification*, *Store Environment* berpengaruh signifikan terhadap *Emotional Gratification*, *Store Environment* tidak berpengaruh terhadap *Impulse Buying Behaviour*, *Personality Traits* berpengaruh tidak signifikan terhadap *Impulse Buying Behaviour*, dan *Emotional Gratification* berpengaruh signifikan terhadap *Impulse Buying Behaviour*.

Kata kunci : *impulse buying behavior, emotional gratification, store environment, personality traits*

ABSTRACT

The research objective was to determine the effect Store Environment and Personality Traits on Emotional Gratification and Impulse Buying Behavior. This study took place in the Matahari Department Store Mall Ciputra. The population in this study are all visitors outlet mall Matahari Department Store Ciputra Jakarta. Meanwhile, sampling in this study using a convenience sampling method, in order to obtain a high of 155 respondents who have bought the product brand shoes Yong Komaladi. Statistical analysis was used to test the hypothesis is Structural Equation Model (SEM) by SPSS 20.0 and AMOS 20.0. Results hypothesis of this study indicate that no effect Personality Traits on Emotional Gratification, Store Environment significant effect on Emotional Gratification, Store Environment no effect on Impulse Buying Behavior, Personality Traits not significant effect on Impulse Buying Behavior, and Emotional Gratification effect significant impact on Impulse Buying Behavior.

Keywords: impulse buying behavior, emotional gratification, store environment, personality traits

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