

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi, Atmosfer Gerai terhadap Impulse Buying melalui Emosi Positif sebagai Variabel Intervening pada Pusat Promosi Produk Daerah kabupaten Sijunjung. Metode yang digunakan dalam penelitian ini adalah dengan menggunakan analisis regresi linear berganda dan analisis jalur.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh: (a) Terdapat pengaruh tidak signifikan Promosi terhadap Emosi Positif. (b) Terdapat pengaruh positif dan signifikan Atmosfer gerai terhadap emosi positif. (c) Terdapat pengaruh positif dan signifikan promosi terhadap impulse buying (d) Terdapat pengaruh positif dan signifikan Atmosfer gerai terhadap impulse buying (e) Terdapat pengaruh positif dan signifikan Emosi positif terhadap impulse buying. Kemudian berdasarkan uji hipotesis secara simultan (Uji F) model I dan model II dapat diketahui nilai F_{hitung} . (f) Pengaruh promosi terhadap impulse buying melalui emosi positif sebagai variabel intervening tersebut sudah layak dan benar. (g) Pengaruh Atmosfer gerai terhadap impulse buying melalui emosi positif sebagai variabel intervening tersebut sudah layak dan benar .

Kata Kunci : Promosi, Atmosfer Gerai, Emosi Positif dan *Impulse Buying*

ABSTRACT

This study aims to determine the effect of Promotion, Store Atmosphere on Impulse Buying through Positive Emotions as an Intervening Variable at the Regional Product Promotion Center, Sijunjung district. The method used in this research is to use multiple linear regression analysis and path analysis.

The research results obtained based on the partial test (t test) obtained: (a) There is no significant effect of Promotion on Positive Emotions. (b) There is a positive and significant effect of outlet atmosphere on positive emotions. (c) There is a positive and significant influence of promotion on impulse buying (d) There is a positive and significant effect of outlet atmosphere on impulse buying (e) There is a positive and significant influence Positive emotions against impulse buying. Then based on the simultaneous hypothesis test (F test) model I and model II, it can be seen that the value of Fcount. (f) The effect of promotion on impulse buying through positive emotions as an intervening variable is feasible and correct. (g) The influence of outlet atmosphere on impulse buying through positive emotions as an intervening variable is feasible and correct.

Keywords: *Promotion, Store Atmosphere, Positive Emotions and Impulse Buying*