

## ABSTRAK

Judul : Pengaruh *Store Atmosphere* dan *Price Discount* Terhadap *Purchase Decision* Dengan *Hedonic Shopping Motivation* Sebagai Variabel Intervening (Dibimbing oleh Dr. Hasyim, S.E., MM., M.Ed.)  
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Program Studi : Manajemen

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere* dan *Price Discount* terhadap *Purchase Decision* dengan *Hedonic Shopping Motivation* sebagai Variabel Intervening. Objek penelitian ini dilakukan pada Sports Station. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 190 Responden yang terdiri dari konsumen yang pernah berkunjung dan membeli barang di Sports Station. Teknik pengambilan sampel menggunakan metode *Non Probability Sampling* dengan menggunakan teknik *Purposive Sampling*. Variabel Independen terdiri dari *Store atmosphere* dan *Price Discount*, Variabel Intervening terdiri dari *Hedonic Shopping Motivation*, dan Variabel Dependen terdiri dari *Purchase Decision*. Pengujian instrumen menggunakan uji validitas dan reliabilitas dan untuk teknik analisis data menggunakan teknik Analisis Jalur.

Hasil penelitian ini menunjukkan bahwa *Store Atmosphere* berpengaruh signifikan terhadap *Hedonic Shopping Motivation*, *Price Discount* berpengaruh signifikan terhadap *Hedonic Shopping Motivation*, *Store Atmosphere* tidak berpengaruh signifikan terhadap *Purchase Decision*, *Price Discount* berpengaruh signifikan terhadap *Purchase Decision*, *Hedonic Shopping Motivation* berpengaruh signifikan terhadap *Purchase Decision*, *Store Atmosphere* berpengaruh signifikan terhadap *Purchase Decision* melalui *Hedonic Shopping Motivation* dan *Price Discount* berpengaruh signifikan terhadap *Purchase Decision* melalui *Hedonic Shopping Motivation*. Berdasarkan hasil penelitian tersebut dapat disimpulkan bahwa variabel intervening dalam hal ini *Hedonic Shopping Motivation* terbukti sebagai variabel intervening, dikarenakan nilai pengaruh tidak langsungnya lebih besar daripada nilai pengaruh langsungnya.

**Kata kunci : *Store Atmosphere*, *Price Discount*, *Hedonic Shopping Motivation*, dan *Purchase Decision***

**ABSTRACT**

**Title** : *The Effect of Store Atmosphere and Price Discount on Purchase Decision with Hedonic Shopping Motivation as an Intervening Variable (Guided by Dr. Hasyim, S.E., MM., M.Ed.)*

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**Study Program** : Management

*This study aims to determine the effect of Store Atmosphere and Price Discount on Purchase Decision with Hedonic Shopping Motivation as an Intervening Variable. The object of this research was conducted at Sports Station. The number of samples used in this study were 190 respondents consisting of consumers who had visited and purchased goods at the Sports Station. The sampling technique used the Non Probability Sampling method using purposive Sampling technique. Independent variables consist of Store Atmosphere and Price Discount, Intervening variables consist of Hedonic Shopping Motivation, and Dependent Variables consist of Purchase Decision. Testing instruments using validity and reliability tests and for data analysis technique using Path Analysis techniques.*

*The results of this study indicate that Store Atmosphere has a significant effect on Hedonic Shopping Motivation, Price Discount has a significant effect on Hedonic Shopping Motivation, Store Atmosphere has no significant effect on Purchase Decision, Price Discount has a significant effect on Purchase Decision, Hedonic Shopping Motivation has a significant effect on Purchase Decision, Store Atmosphere has a significant effect on Purchase Decision through Hedonic Shopping motivation and Price Discount have a significant effect on Purchase Decision through Hedonic Shopping Motivation. Based on these results, it can be concluded that the Intervening Variable, in this case Hedonic Shopping Motivation, is proven to be an Intervening Variable, because the value of the indirect effect is greater than the value of the direct effect.*

**Keywords** : *Store Atmosphere, Price Discount, Hedonic Shopping Motivation, and Purchase Decision*