

ABSTRAK

Perkembangan industri *retail* modern semakin pesat menyebabkan perubahan signifikan terhadap kehidupan masyarakat terutama dalam hal berbelanja. Kemudahan berbelanja berdampak pada masyarakat yang semakin sering melakukan pembelian impulsif. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, faktor situasional, promosi penjualan dan suasana toko terhadap *impulsive buying* dimediasi *hedonic shopping motivation* di *retail modern market*. Dalam penelitian ini populasi yang diteliti adalah seluruh semua orang yang sudah menggunakan dan pernah membeli minimal satu kali di *retail modern market* yang ada di Jakarta Barat.

Sampel dalam penelitian ini berjumlah 200 orang dengan menggunakan teknik *purposive sampling*. Data tersebut kemudian diolah dengan menggunakan metode *Structural Equation Model* (SEM) Lisrel. Berdasarkan hasil pengujian diketahui bahwa citra merek, faktor situasional, promosi penjualan dan suasana toko berpengaruh signifikan terhadap motivasi belanja hedonis. Sementara citra merek, faktor situasional, motivasi belanja hedonis, promosi penjualan, dan suasana toko berpengaruh signifikan terhadap *impulsive buying*.

Kata Kunci: Citra Merek, Faktor Situasional, Promosi Penjualan, Suasana Toko, Impulsive Buying dan Hedonic Shopping Motivation

ABSTRACT

The development of the industry retail modern is growing rapidly causing significant changes to people's lives, especially in terms of shopping. The convenience of shopping has an impact on people who are increasingly making impulsive buying. This study aims to determine the effect of brand image, situational factors, sales promotion and store atmosphere on impulsive buying mediated by hedonic shopping motivation at retail modern market. In this study, the population studied were all people who had go or had purchased at least once at retail modern market in West Jakarta.

The sample in this study amounted to 200 peoples using purposive sampling technique. The data is then processed using the Structural Equation Model Lisrel (SEM) method. Based on the test results, it is known that brand image, situational factors, sales promotion and store atmosphere have a significant effect on hedonic shopping motivation. While brand image, situational factors, hedonic shopping sales promotion and store atmosphere motivation have a significant effect on impulsive buying.

Keywords: Brand Image, Situational Factors, Sales Promotion, Store Atmosphere, Impulsive Buying and Hedonic Shopping Motivation