

## ABSTRAK

Judul : “Analisis Pengaruh *Display Product* dan *Store Atmosphere* Terhadap *Impulse Buying* Melalui *Shopping Emotion* sebagai Variabel Intervening pada Miniso Life”  
Nama : Yuni Ikrimah  
Program Studi : Manajemen

**Yuni Ikrimah.** Analisis Pengaruh *Display Product* dan *Store Atmosphere* terhadap *Impulse Buying* melalui *Shopping Emotion* pada Miniso Life Studi Kasus di Emporium Mall Pluit Jakarta Utara (di Bimbiing oleh Ir Jatmiko)

Penelitian ini bertujuan untuk mengetahui pengaruh *Display Product* ( $X_1$ ) dan *Store Atmosphere* ( $X_2$ ) terhadap *Impulse Buying* ( $Y$ ) melalui *Shopping Emotion* ( $Z$ ) pada pengunjung Toko Miniso Life.. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 150 responden. Responden penelitian ini adalah masyarakat yang pernah berkunjung ke Toko Miniso Life cabang Emporium Mall Pluit di Jakarta Utara. dalam penelitian ini Uji yang digunakan adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur (*Path Analysis*), dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa *Display Product* berpengaruh terhadap *Shopping Emotion*, *Store Atmosphere* berpengaruh terhadap *Shopping Emotion*, *Display Product* berpengaruh terhadap *Impulse Buying*, *Store Atmosphere* berpengaruh terhadap *Impulse Buying*, dan *Shopping Emotion* berpengaruh terhadap *Impulse Buying*. Selanjutnya *Display Product* berpengaruh terhadap *Impulse Buying* melalui *Shopping Emotion* dan *Store Atmosphere* berpengaruh terhadap *Impulse Buying* melalui *Shopping Emotion*.

Kata Kunci: *Display Product*, *Store Atmosphere*, *Shopping Emotion*, dan *Impulse Buying*

**ABSTRACT**

*Title: "The Effect of Display Products and Store Atmosphere on Impulse Buying Through Shopping Emotion on Miniso Life.*

*Name: Yuni Ikrimah*

*Study Program: Management*

***Yuni Ikrimah.*** *Analysis of Display Product and Store Atmosphere's Influence on Impulse Buying through Shopping Emotion on Miniso Life Case Study at Emporium Mall Pluit North Jakarta (Bimbingan by Ir Jatmiko)*

*This study aims to determine the effect of Display Product (X1) and Store Atmosphere (X2) on Impulse Buying (Y) through Shopping Emotion (Z) for visitors to the Miniso Life Store. The research method used in sampling is Purposive Sampling method with the number of samples 150 respondents. Respondents of this study were people who had visited the Miniso Life Store in the Emporium Mall Pluit branch in North Jakarta. In this study the tests used were Validity Test, Reliability Test, Path Analysis, and Determination Test.*

*The results showed that Display Product had an effect on Shopping Emotion, Store Atmosphere had an effect on Shopping Emotion, Display Product had an effect on Impulse Buying, Store Atmosphere had an effect on Impulse Buying, and Shopping Emotion had an effect on Impulse Buying. Furthermore, Display Product has an effect on Impulse Buying through Shopping Emotion and Store Atmosphere, which has an effect on Impulse Buying through Shopping Emotion.*

*Keywords: Display Products, Store Atmosphere, Shopping Emotion, and Impulse Buying*