

## **ABSTRAK**

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### **PENGARUH MOTIVASI BELANJA HEDONIS, EMOSI POSITIF DAN RESPON LINGKUNGAN BELANJA TERHADAP *IMPULSE BUYING BEHAVIOR* PADA CANDY LADY *BOUTIQUE STORE* BANDARLAMPUNG**

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi belanja hedonis, emosi positif, dan respon lingkungan belanja terhadap *impulse buying behavior* pada Candy Lady *Boutique Store* Bandarlampung. Populasi dalam penelitian ini yaitu 150 orang diambil dari rata-rata jumlah konsumen Candy Lady *Boutique Store* dalam sehari dan jumlah sampel didapat 110 responden. Teknik pengambilan sampel yaitu *non probability sampling* dengan menggunakan *accidental sampling*. Pengambilan sampel menggunakan metode deskriptif verifikatif dengan pendekatan *expost facto* dan *survey*. Data yang terkumpul diolah dengan analisis regresi multiple dan analisis path. Hasil penelitian menunjukkan bahwa motivasi belanja hedonis, emosi positif dan respon lingkungan belanja berpengaruh signifikan terhadap *impulse buying behavior* pada Candy Lady *Boutique Store* Bandarlampung. Berdasarkan analisis data diperoleh diperoleh  $F_{hitung} = 54,345 > F_{tabel} = 2,69$  dengan koefisien determinasi ( $R^2$ ) yaitu 0,606 yang berarti *impulse buying behavior* dipengaruhi oleh variabel motivasi belanja hedonis, emosi positif, dan respon lingkungan belanja sebesar 60,6%, sisanya 39,4% dipengaruhi oleh faktor lain.

Kata kunci: motivasi belanja hedonis, emosi positif, respon lingkungan belanja, *impulse buying behavior*

## **ABSTRACT**

### **THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION, POSITIVE EMOTION, AND SHOPPING ENVIRONMENT RESPONSES ON IMPULSE BUYING BEHAVIOR AT CANDY LADY BOUTIQUE STORE BANDARLAMPUNG**

This research aims to determine the influence of hedonic shopping motivation, positive emotion, and shopping environment responses on impulse buying behavior at Candy Lady Boutique Store Bandarlampung. The population in this research are 150 taken from the average number of Candy Lady Boutique Store consumers in a day and the number of samples obtained are 110 respondents. Sampling technique is non probability sampling by using accidental sampling. Sampling using descriptive verification method with ex post facto approach and survey. The collected data was processed by mutiple regression analysis and path analysis. The result of this research showed that hedonic shopping motivation, positive emotion and shopping environment responses significantly influence the impulse buying behavior at Candy Lady Boutique Store Bandarlampung. Based on the data analysis obtained  $F_{hitung} = 54.345 > F_{tabel} = 2.69$  with the coefficient of determination ( $R^2$ ) is 0.606 which means impulse buying behavior is influenced by hedonic shopping motivation, positive emotion, and shopping environment responses of 60.6%, the rest 39.4% is influenced by other factors.

**Keywords** : hedonic shopping motivation, positive emotion, shopping environment responses, impulse buying behavior