ABSTRACT

EFFECT OF POSITIVE EMOTIONS, ENVIRONMENT AND SHOPPING EXPERIENCE IMPULSE BUYING ON HYPERMART BANDAR LAMPU NG

by:

Ivan Jepriansyah

This research aims to determine how much influence positive emotions, environment and shopping experience to impulse buying at the hypermart Bandar Lampung. Object of this study is the city of Bandar Lampung community who make a visit to shopping in the city of Bandar Lampung hypermart of the month January 2014 to july 2013 data used are primary data.

The results showed that the effect of positive emotions, the environment and shopping experience to impulse buying on hypermart Bandar Lampung from month to month January 2014 to july 2014 can be explained by the positive emotion variables, environment variables and variable shopping experience a positive and significant effect on impulse buying at hypermart Bandar Lampung.

Keywords: Positive Emotions, Environment, and Shopping Experience.