

Analisis pengaruh store environment impulse buying tendency dan shopping enjoyment tendency terhadap dorongan impulse buying = Analysis of store environment effect impulse buying tendency and shopping enjoyment tendency on impulse buying urge

Yazid Hamdani, author

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Abstrak

Penelitian ini membahas tentang pengaruh Store Environment, Impulse Buying tendency dan Shopping Enjoyment Tendency terhadap dorongan impulse buying di Lawson. Penelitian ini menggunakan desain riset studi deskriptif dengan melakukan survey kepada 165 responden pengunjung Lawson yang pernah melakukan pembelian impulsif. Desain penelitian yang digunakan adalah deskriptif konklusif-cross sectional (single cross period). Metode pengambilan sampel yang digunakan adalah teknik non-probability sampling yakni convenience sampling. Teknik analisis data yang digunakan adalah dengan menggunakan SPSS 22 for windows untuk melakukan analisis pre test dan menggunakan Structural Equation Model (SEM) untuk main test.

Hasil dari penelitian ini bahwa pertama, shopping enjoyment tendency berpengaruh positif terhadap pembelian impulsif melalui afeksi positif dan urge. Kedua, Impulse buying tendency berpengaruh positif terhadap pembelian impulsif melalui urge. Ketiga, Store environment perception berpengaruh positif terhadap dorongan pembelian impulsif melalui afeksi positif. Keempat, Store environment tidak menimbulkan dorongan dalam melakukan pembelian impulsif kendati dorongan melakukan pembelian impulsif itu mempengaruhi keputusan pembelian impulsif. Kelima, Store environment tidak berpengaruh pada dorongan pembelian impulsif melalui afeksi negatif kendati dorongan melakukan pembelian impulsif itu mempengaruhi keputusan pembelian impulsif.

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This study discusses the influence of store environment, impulse buying tendency and shopping enjoyment tendency to urge impulse buying at Lawson. This study used a descriptive study research design did a survey of 165 respondents Lawson visitors have ever did impulse buying. The design study is conclusive descriptive cross-sectional (single cross period). The sampling method used is a nonprobability sampling technique which convenience sampling. The data analysis technique used is by using SPSS 22 for windows to do the pre-test analysis and Structural Equation Model (SEM) for the main test.

Results from this study that the first, shopping enjoyment tendency positive effect on impulse buying through positive affection and urge. Secondly, Impulse buying tendency positive effect on impulse buying through urge. Third, Store environment perception positive effect on impulse buying urge through positive affection. Fourth, Store environment is not conducive to the stimulation in making impulse buying despite urge impulse buying that influence impulse buying decisions. Fifth, Store environment has no effect on impulse buying urge through despite the negative affection urge impulse buying that influence impulse buying decisions.