

## ABSTRAK

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**Pengaruh *Store Atmosphere* Terhadap *Impulse Buying* Dengan *Positive Emotion* Sebagai Variabel Mediasi Pada Kopi Janji Jiwa Serta Tinjauannya dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas YARSI Angkatan 2017)**

69 halaman + xiv halaman + 13 tabel + 4 gambar dan 5 lampiran

### Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh *Store Atmosphere* terhadap *Impulse Buying* dengan *Positive Emotion* sebagai Variabel Mediasi Pada Kopi Janji Jiwa serta Tinjauannya dari Sudut Pandang Islam. Sampel dalam penelitian ini adalah 75 Mahasiswa/i Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas YARSI Angkatan 2017 yang pernah membeli membeli Kopi Janji Jiwa. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*.

Hasil penelitian menunjukkan bahwa (1) *store atmosphere* berpengaruh positif dan signifikan terhadap *positive emotion* (p-value <0.001) (2) *store atmosphere* berpengaruh positif dan signifikan terhadap *impulse buying* (p-value <0.001) (3) *positive emotion* berpengaruh positif dan signifikan terhadap *impulse buying* (p-value <0.001) (4) *positive emotion* dapat memediasi pengaruh *store atmosphere* terhadap *impulse buying* (p-value <0.001). *store atmosphere* memiliki kesesuaian (fit) yang sebesar (GoF 0.561) untuk dijadikan model yang dapat memprediksi ( $Q^2 = 0.688$ ) pengaruh *impulse buying* dengan *positive emotion* sebagai mediasi.

Dalam pandangan Islam, Allah mengajarkan kepada umatnya untuk menjalankan usaha hendaknya mengutamakan pelayanan yang baik, berkualitas, sopan, jujur, dan lemah lembut sehingga konsumen merasakan kenyamanan dan ada keinginan untuk berkunjung kembali.

**Kata Kunci:** *Store Atmosphere, Impulse Buying, Positive Emotion*

## ABSTRACT

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***The Influence of Store Atmosphere on Impulse Buying with Positive Emotion as a Mediation Variable in kopi janji jiwa and its Review from an Islamic Perspective (Case Study of Management Study Program Students, Faculty of Economics and Business, YARSI University Class of 2017)***

*69 pages + xiv pages + 13 tables + 4 pictures and 5 attachments*

### ***Abstract***

*This study aims to determine the effect of the Store Atmosphere on Impulse Buying with Positive Emotion as a Mediation Variable in Kopi Janji Jiwa and its Review an Islamic point of view. The sample in the study were 75 students of the Management Study Program, Faculty of Economics and Business, YARSI University Class of 2017 who had bought the Kopi Janji Jiwa. The sampling technique used is purposive sampling. Data were collected by means of a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.*

*The results showed that (1) store atmosphere had a positive and significant effect on positive emotion (p-value <0.001) (2) store atmosphere had a positive and significant effect on impulse buying (p-value <0.001) (3) positive emotion had a positive and significant on impulse buying (p-value <0.001) (4) positive emotion can mediate the effect of store atmosphere on impulse buying (p-value <0.001). Store atmosphere has a great fit (GoF 0.561) to be used as a model that can predict ( $Q^2 = 0.688$ ) the effect on impulse buying with positive emotion as a mediation.*

*In the Islamic view, Allah teaches his people to run a business should prioritize good service, quality, polite, honest, and gentle so that consumers feel comfortable and there is a desire to visit again.*

***Keywords:*** *Store Atmosphere, Impulse Buying, Positive Emotion*