

ABSTRAK

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Pengaruh Promosi dan *Store Atmosphere* terhadap *Impulsive Buying* melalui Emosi Positif sebagai Mediasi serta Tinjauannya Menurut Sudut Pandang Islam (Studi Kasus pada Pelanggan PT. Lion Superindo)

96 halaman + xv halaman + 15 tabel + 3 gambar dan 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi dan *Store Atmosphere* terhadap *Impulsive Buying* melalui Emosi Positif sebagai Mediasi serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus pada Pelanggan PT. Lion Superindo). Sampel pada penelitian ini adalah 100 konsumen PT. Lion Superindo. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Data dikumpulkan dengan menggunakan instrument kuesioner untuk diberikan secara langsung dengan qr code yang memunculkan halaman google form. Metode analisis data yang digunakan yaitu menggunakan metode *Partial Least Square* (PLS) melalui *software* WarPLS versi 8.0. Hasil penelitian ini menunjukkan Promosi berpengaruh positif dan signifikan terhadap Emosi Positif, *Store Atmosphere* berpengaruh positif dan signifikan terhadap Emosi Positif. Promosi tidak berpengaruh terhadap *Impulsive Buying*, *Store Atmosphere* berpengaruh positif dan signifikan terhadap *Impulsive Buying*, Emosi Positif dapat memediasi pengaruh Promosi terhadap *Impulsive*, Emosi Positif dapat memediasi pengaruh *Store Atmosphere* terhadap *Impulsive Buying*). Berdasarkan data hasil nilai R- Square sebesar 0,398 yang berarti termasuk dalam kriteria moderat dan selebihkan dipengaruhi oleh faktor lain. Menurut pandangan Islam *Impulsive Buying* merupakan perilaku yang dilarang oleh agama karena perilaku tersebut mendorong kita untuk menjadi boros atau sia-sia, hal tersebut dalam penelitian ini dapat dipicu oleh Promosi, *Store Atmosphere*, dan Emosi Positif.

Kata Kunci: Promosi, *Store Atmosphere*, Emosi Positif, *Impulsive Buying*, Islam

ABSTRACT

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The Influence of Promotion and Store Atmosphere on Impulsive Buying through Positive Emotions as Mediation and Its Review from an Islamic Perspective (Case Study on Customers of PT. Lion Superindo)

96 pages + xv pages + 15 tables + 3 pictures and 4 attachments

Abstract Description

This study aims to determine the effect of Promotion and Store Atmosphere on Impulsive Buying through Positive Emotions as Mediation and the View from an Islamic Perspective (Case Study on Customers of PT. Lion Superindo). The sample in this research is 100 consumers of PT. Lion Superindo. The sampling technique used was purposive sampling. Data was collected using a questionnaire instrument to be given directly with a qr code that brought up the google form page. The data analysis method used is the Partial Least Square (PLS) method through WarPLS version 8.0 software. The results of this study indicate that P-value <0.05 which means (H1) Promotion has a positive and significant effect on Positive Emotions (<0.001), (H2) Store Atmosphere has a positive and significant effect on Positive Emotions ($0.010 < 0.05$), but in (H3) P-value >0.05 which means Promotion has no effect on Impulsive Buying ($0.079 > 0.05$), then other results show that P-value $<.05$ which means (H 4) Store Atmosphere has a positive and significant effect on Impulsive Buying (<0.001), (H6) Positive Emotions can mediate the effect of Promotion on Impulsive Buying ($0.040 < 0.05$), (H7) Positive Emotions can mediate the effect of Store Atmosphere on Impulsive Buying). Based on the data, the R-Square value is 0.398, which means that it is included in the moderate criteria and is excessively influenced by other factors. According to the Islamic view, Impulsive Buying is a behavior that is prohibited by religion because this behavior encourages us to be wasteful or wasteful, this in this study can be triggered by Promotion, Store Atmosphere, and Positive Emotions.

Keywords: Promotion, Store Atmosphere, Positive Emotions, Impulsive Buying, Islam