

INTISARI

Seiring dengan perkembangan ekonomi di Indonesia yang meningkat sangat cepat, Matahari *Department Store* sebagai *distribution store* atau *distribution outlet* yang bergerak dibidang ritel berupaya untuk meningkatkan omset penjualannya dengan menggunakan beberapa strategi seperti *price discount*, *positive emotion* dan *in-store stimuli* untuk menimbulkan *impulse buying*.

Penelitian ini bertujuan untuk menguji pengaruh *price discount*, *positive emotion* dan *in-store stimuli* terhadap *impulse buying* di Matahari *Department Store* Tunjungan Plaza Surabaya dengan jenis penelitian adalah kausal komparatif. Populasi dalam penelitian ini adalah seluruh pelanggan yang telah membeli produk di Matahari *Department Store* Tunjungan Plaza Surabaya, sampel diambil sebanyak 96 orang. Data dikumpulkan menggunakan kuesioner, kemudian dianalisis menggunakan analisis regresi linier berganda dengan bantuan *Statistical Product and Service Solution (SPSS) 22.0 for windows*. Hasil penelitian menunjukkan bahwa variabel *price discount*, *positive emotion* dan *in-store stimuli* berpengaruh positif terhadap *impulse buying* secara parsial maupun simultan, variabel *price discount*, *positive emotion* dan *in-store stimuli* memiliki pengaruh signifikan terhadap variabel *impulse buying*.

Kata kunci: *Impulse Buying, Price Discount, Positive Emotion dan In-store Stimuli*

ABSTRACT

Along with the economic development in Indonesia which increases rapidly, Matahari Department Store as the distribution store or distribution outlet which engages in the field of retail tries to increase its sales gross profit by using several strategies such as price discount, positive emotion and in-store stimuli to create impulse buying.

This research is meant to test the influence of price discount, positive emotion and in-store stimuli to the impulse buying at Matahari Department Store Tunjungan Plaza Surabaya, this research is a comparative casual research. The population is all customers who have ever purchased products at Matahari Department Store Tunjungan Plaza Surabaya, the samples are 96 people. The data has been obtained by issuing questionnaires, the analysis has been done by using multiple linear regressions analysis with the instrument of Statistical Product and Service Solution (SPSS) 22.0 for windows. The result of the research shows that price discount, positive emotion and in-store stimuli have significant influence to the impulse buying.

Keywords: *Impulse buying, price discount, positive emotion and In store stimuli.*

