

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *servicescape* dan *hedonic value* terhadap *impulse buying* dengan *shopping emotion* sebagai variabel *intervening*. Populasi yang digunakan dalam penelitian ini adalah masyarakat Kota Semarang yang pernah membeli produk di Miniso. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa *servicescape* dan *hedonic value* berpengaruh positif dan signifikan terhadap *shopping emotion*. *Servicescape*, *hedonic value* dan *shopping emotion* berpengaruh positif dan signifikan terhadap *impulse buying*. *Shopping emotion* mampu menjadi variabel *intervening* antara *servicescape* terhadap *impulse buying* dan *shopping emotion* juga mampu menjadi variabel *intervening* antara *hedonic value* terhadap *impulse buying*.

Kata Kunci: *Servicescape*, *Hedonic Value*, *Shopping Emotion* Dan *Impulse Buying*

ABSTRACT

This study aims to analyze the influence of servicescape and hedonic value on impulse buying with shopping emotion as an intervening variable. The population used in this study was Semarang City people who had bought products at Miniso. The sampling technique uses non-probability sampling techniques using the purposive sampling method, where samples are selected according to certain criteria. The sample was taken as many as 100 respondents with the research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that servicescape and hedonic value have a positive and significant effect on shopping emotion. Servicescape, hedonic value and shopping emotion have a positive and significant effect on impulse buying. Shopping emotion is able to be an intervening variable between servicescape of impulse buying and shopping emotion, and it can also be an intervening variable between hedonic value towards impulse buying.

Keywords: Servicescape, Hedonic Value, Shopping Emotion and Impulse Buying