

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mendiskripsikan dan menganalisis pengaruh *Islamic store atmosphere*, *sales promotion*, *price discount*, *shopping emotion* terhadap *impulse buying*. Populasi yang digunakan adalah konsumen yang pernah melakukan pembelian di Pand's Muslim Department Store Semarang. Teknik pemilihan sampel menggunakan *purposive sampling*. Sampel yang digunakan dalam penelitian ini sebanyak 100 responden yang berbelanja di Pand's Muslim Department Store. Teknik analisis dalam penelitian ini adalah uji validitas, uji reabilitas, uji asumsi klasik, dan uji hipotesis dengan menggunakan SPSS 22. Hasil penelitian ini menunjukkan bahwa *Islamic store atmosphere*, *sales promotion*, dan *price discount* berpengaruh positif dan signifikan terhadap *shopping emotion*. *Islamic store atmosphere*, *sales promotion*, *price discount*, dan *shopping emotion* berpengaruh positif dan signifikan terhadap *impulse buying*. *Shopping Emotion* merupakan variabel intervening antara *Islamic store atmosphere* terhadap *impulse buying*. *Shopping Emotion* merupakan variabel intervening antara *sales promotion* terhadap *impulse buying*. *Shopping Emotion* merupakan variabel intervening antara *price discount* terhadap *impulse buying*.

**Kata kunci** : *Islamic Store Atmosphere*, *Sales Promotion*, *Price Discount*, *Shopping Emotion*, dan *Impulse Buying*.

## **ABSTRACT**

*The purpose of this study is to describe and analyze the influence of Islamic store atmosphere, sales promotion, price discount, shopping emotion on impulse buying. The population used is consumers who have made purchases at Pand's Muslim Department Store Semarang. The sample selection technique uses purposive sampling. The samples used in this study were 100 respondents who shop at Pand's Muslim Department Store. The analysis technique in this study is validity test, reliability test, classic assumption test, and hypothesis testing using SPSS 22. The results of this study indicate that Islamic store atmosphere, sales promotion, and price discount have a positive and significant effect on shopping emotion. Islamic store atmosphere, sales promotion, price discount, and shopping emotion have a positive and significant effect on impulse buying. Shopping Emotion is an intervening variable between Islamic store atmosphere and impulse buying. Shopping Emotion is an intervening variable between sales promotion to impulse buying. Shopping Emotion is an intervening variable between price discount on impulse buying.*

**Keyword:** *Islamic Store Atmosphere, Sales Promotion, Price Discount, Shopping Emotion, dan Impulse Buying.*