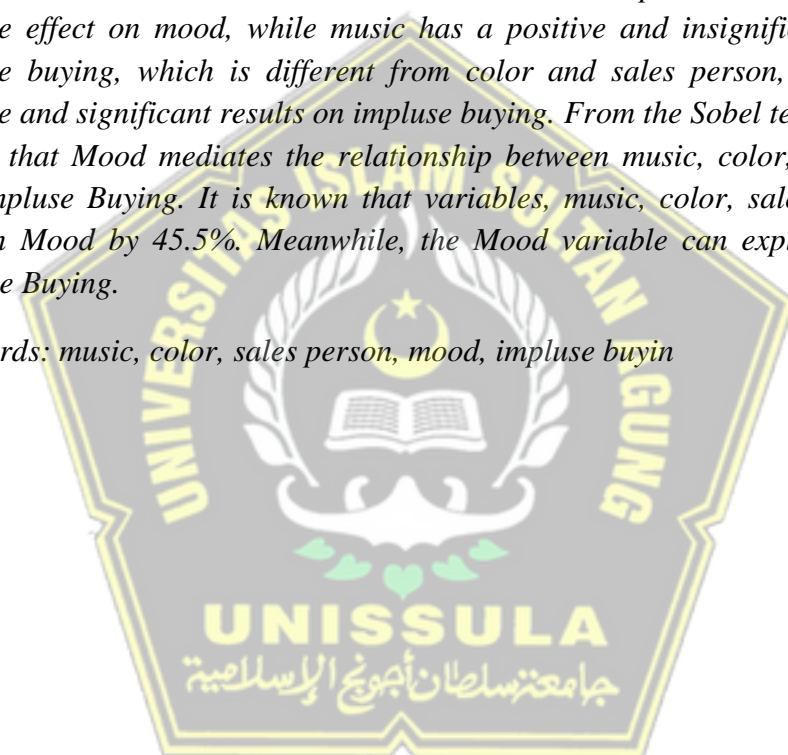


ABSTRACT

In this modern era, in the marketing world there is a very tight competition in marketing its products with various marketing strategies. Coupled with the very rapid advancement of technology, it has had a major impact on marketing in general. Especially through offline stores, which are exposed to technological advances and online shop competition. In this study, the aim of this research is to examine and test the effect of music, color, sales person on impulse buying mediated by mood. The population in this study were visitors to the Blessing Shop who were over 18 years old. The number of samples used in this study were 100 respondents and the sampling technique was purposive sampling technique. The data analysis method in this study is multiple linear regression. Based on the tests conducted, the results show that music, color, sales person has a significant positive effect on mood, while music has a positive and insignificant effect on impulse buying, which is different from color and sales person, which shows positive and significant results on impulse buying. From the Sobel test results, it is known that Mood mediates the relationship between music, color, sales person and Impulse Buying. It is known that variables, music, color, sales person can explain Mood by 45.5%. Meanwhile, the Mood variable can explain 52.5% of Impulse Buying.

Keywords: music, color, sales person, mood, impulse buyin



ABSTRAK

Di era modern ini didunia pemasaran terjadi kompetisi yang begitu ketat dalam memasarkan produknya dengan berbagai macam strategi pemasaran. Ditambah dengan kemajuan teknologi yang sangat pesat, berpengaruh besar terhadap pemasaran secara umum. Terutama melalui toko offline, yang di terpa kemajuan teknologi dan persaingan toko online. Dalam penelitian ini bertujuan untuk meneliti serta menguji mengenai pengaruh *music, colour, sales person* terhadap *Impuse Buying* yang dimediasi oleh *mood*. Populasi dalam penelitian ini adalah pengunjung Toko Berkah yang berusia diatas 18 tahun. Jumlah sampel yang digunakan dalam penelitian ini adalah 100 responden serta teknik pengambilan sampel dengan teknik *purposive sampling*. Metode analisis data pada penelitian ini adalah regresi linier berganda. Berdasarkan pengujian yang dilakukan diperoleh hasil bahwa *music, colour, sales person* berpengaruh positif signifikan terhadap *mood* sedangkan *music* berpengaruh positif dan tidak signifikan terhadap *impluse buying* berbeda dengan *colour* dan *sales person* yang menunjukkan hasil positif dan signifikan terhadap *impluse buying*. Dari hasil uji sobel diketahui bahwa *Mood* memediasi hubungan antara *music, colour, sales person* dengan *Impluse Buying*. Diketahui bahwa variabel, *music, colour, sales person* dapat menjelaskan *Mood* sebesar 45.5%. Sedangkan variabel *Mood* dapat menjelaskan *Impluse Buying* 52.5%.

Kata Kunci: *music, colour, sales person, mood, impluse buying*.

