

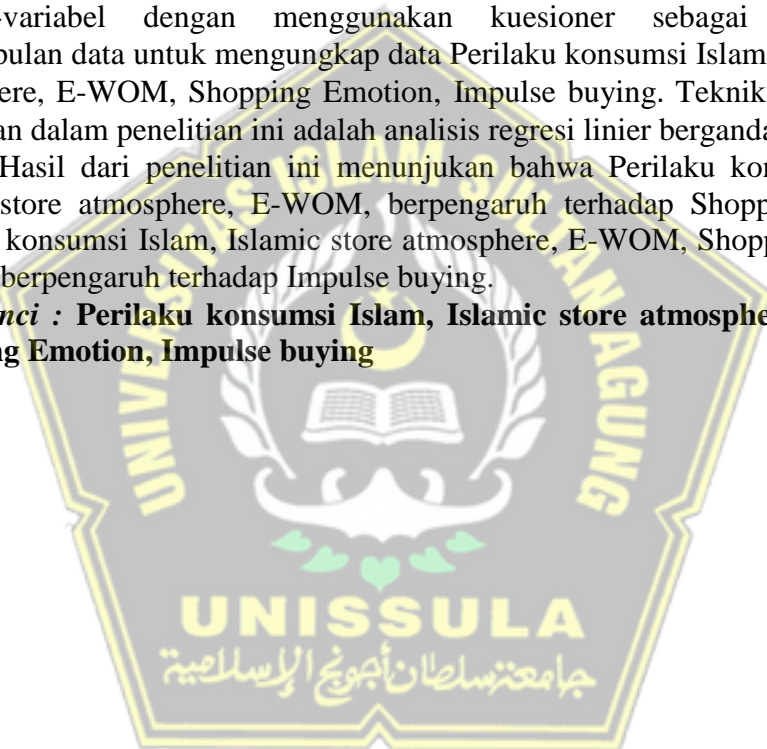
ABSTRAK

Penelitian ini bertujuan untuk mengetahui : 1) Pengaruh Perilaku konsumsi Islam terhadap Shopping Emotion? 2) Pengaruh Islamic store atmosphere terhadap Shopping Emotion ? 3) Pengaruh E-WOM terhadap Shopping Emotion? 4) Pengaruh Perilaku konsumsi Islam terhadap Impulse Buying ? 5) Pengaruh Islamic store atmosphere terhadap Impulse Buying ? 6) Pengaruh Ewom terhadap Impulse Buying ? 7) Pengaruh Shopping Emotion terhadap Impulse buying. Responden dalam penelitian ini adalah pembeli yang belanja di Pand's Semarang

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data Perilaku konsumsi Islam, Islamic store atmosphere, E-WOM, Shopping Emotion, Impulse buying. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil dari penelitian ini menunjukkan bahwa Perilaku konsumsi Islam, Islamic store atmosphere, E-WOM, berpengaruh terhadap Shopping Emotion. Perilaku konsumsi Islam, Islamic store atmosphere, E-WOM, Shopping Emotion, didapati berpengaruh terhadap Impulse buying.

Kata kunci : Perilaku konsumsi Islam, Islamic store atmosphere, E-WOM, Shopping Emotion, Impulse buying



ABSTRACT

This study aims to determine: 1) The influence of Islamic consumption behavior on Shopping Emotion? 2) The influence of Islamic store atmosphere on Shopping Emotion? 3) The effect of E-WOM on Shopping Emotion? 4) The Effect of Islamic Consumption Behavior on Impulse Buying? 5) The effect of Islamic store atmosphere on Impulse Buying? 6) The effect of Ewom on Impulse Buying? 7) Effect of Shopping Emotion on Impulse buying. Respondents in this study were buyers who shopped at Pand's Semarang

The research method used is research explanator yresearch with a quantitative approach because it explains the relationship between variables using a questionnaire as a tool in data collection to reveal data on Islamic consumption behavior, Islamic store atmosphere, E-WOM, Shopping Emotion, Impulse buying. The analysis technique used in this research is multiple linear regression analysis.

The results of this study indicate that Islamic consumption behavior, Islamic store atmosphere, E-WOM, have an effect on Shopping Emotion. Islamic consumption behavior, Islamic store atmosphere, E-WOM, Shopping Emotion, were found to have an effect on Impulse buying.

Keywords: Islamic consumption behavior, Islamic store atmosphere, E-WOM, Shopping Emotion, Impulse buying

