

**PENGARUH PERILAKU HEDONIK, *MERCHANDISING* DAN
STORE ATMOSPHERE TERHADAP PERILAKU PEMBELIAN
IMPLUSIF DI GERAI UNIQLO HARTONO MALL
YOGYAKARTA**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh perilaku hedonik, *merchandising* dan *store atmosphere* terhadap pembelian impulsif di gerai Uniqlo Hartono Mall Yogyakarta. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dan penilaian dari hasil penelitian ini berdasarkan jawaban responden dengan menggunakan skala likert. Populasi dalam penelitian ini adalah konsumen gerai Uniqlo Hartono Mall Yogyakarta dan sample dalam penelitian ini berjumlah 100 responden. Dari hasil penelitian menunjukkan bahwa: (1) perilaku hedonik berpengaruh positif dan signifikan terhadap pembelian impulsif, (2) *merchandising* dan *store atmosphere* secara parsial tidak berpengaruh signifikan terhadap pembelian impulsif. Dari uji determinasi diketahui bahwa besarnya kontribusi pengaruh variabel perilaku hedonik, *merchandising* dan *store atmosphere* terhadap pembelian impulsif sebesar 53,5%.

Kata kunci : Perilaku Hedonik, *Merchandising*, *Store Atmosphere*, Pembelian impulsif

**THE EFFECT OF HEDONIC BEHAVIOR, MERCHANDISING
AND ATMOSPHERE STORE ON IMPLUSION BUYING
BEHAVIOR AT UNIQLO HARTONO MALL YOGYAKARTA
STORE
ABSTRAC**

This study aims to analyze and determine the effect of hedonic behavior, merchandising and store atmosphere on impulse buying at Uniqlo Hartono Mall Yogyakarta outlets. The method used in this study is a quantitative method and the assessment of the results of this study is based on the respondents' answers using a Likert scale. The population in this study were consumers of Uniqlo Hartono Mall Yogyakarta outlets and the sample in this study amounted to 100 respondents. The results of the study show that: (1) hedonic behavior has a positive and significant effect on impulse buying, (2) merchandising and store atmosphere partially have no significant effect on impulsive buying. From the test of determination, it is known that the contribution of the hedonic behavior variable, merchandising and store atmosphere on impulse buying is 53.5%.

Keywords: Hedonic Behavior, Merchandising, Store Atmosphere, Impulse buying