

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi *store atmosphere* dan *impulsive buying* pada konsumen mirota kampus. Responden dalam penelitian ini adalah Konsumen Mirota Kampus usia 12-20 tahun dengan jenis kelamin laki-laki dan perempuan. Jumlah subjek dalam penelitian ini sebanyak 60 Responden. Pengambilan subjek menggunakan *purposive sampling* dengan data yang dikumpulkan menggunakan Skala Persepsi *Store Atmosphere* dan Skala *Impulsive Buying*. Data di analisis menggunakan analisis Korelasi *Product Moment*. Hasil uji hipotesisi Berdasarkan hasil analisis korelasi *product moment* diperoleh koefisiensi korelasi sebesar (rxy) 0,261 dengan taraf signifikansi sebesar 0,022 ($P < 0,050$). Hal ini menunjukkan adanya korelasi positif antara Persepsi *Store Atmosphere* dengan *Impulsive Buying*, menggambarkan bahwa semakin positif Persepsi *Store Atmosphere* yang dimiliki konsumen Mirota Kampus maka *Impulsive Buying* akan cenderung semakin tinggi. Begitu juga sebaliknya, semakin negatif Persepsi *Store Atmosphere* pada konsumen Mirota Kampus, maka *Impulsive Buying* pada konsumen Mirota Kampus akan cenderung rendah. Diterimanya hipotesis dalam penelitian ini menunjukkan koefisien determinasi (R^2) yang memperoleh sumbangan efektif sebesar 0,068 menunjukkan bahwa variabel persepsi *store atmosphere* memberikan kontribusi sebesar 6,8% terhadap variabel *impulsive buying* pada konsumen Mirota Kampus, sedangkan sebesar 93,2% sisanya dipengaruhi oleh variabel lain. Menurut Kurniawan dan Kunto (2013) faktor-faktor yang dapat mempengaruhi *impulsive buying* Seperti promosi, *shopping emotion*, personal (*mood*, identitas diri, kepribadian, dan pengalaman pendidikan).

Kata kunci: ritel, persepsi, *store atmosphere*, *impulsive buying*

Abstract

This study aims to determine the relationship between perception store atmosphere and impulsive buying at mirota kampus consumers. Responded in this study are Mirota Kampus Consumers aged 12-21 years with male and female gender. The number of subject in this study were 60 respondents. Subject retrieval using purposive sampling with data collected using a Scale of Perceptions Store Atmosphere and Scale of Impulsive Buying. Data analysis using Correlation analysis Product Moment. Hypothesis test results Based on the results of the analysis when the product obtained coefficient of (rxy) 0.261 with a significance level of 0.022 ($P < 0.050$). This shows a positive significance between Perception Store Atmosphere and Impulsive Buying, reflecting the positive Perception of Store Atmosphere obtained by Mirota Campus customers, so Impulsive Buying will tend to be higher. Vice versa, the more negative the Perception Store Atmosphere on Mirota Kampus consumers, the Impulsive Buying for Mirota Kampus consumers will tend to be low. This research shows there for the hypothesis excited coefficient of determination (R^2) 0,068 which mean this the variable perceptions of store atmosphere contributes of 6.8% against the variable impulsive buying on consumers Mirota Kampus, While of 93.2% the rest is affected by other variables. According to Kurniawan and Kunto (2013) are factors that can affect the impulsive buying, shopping promotions such as emotion, personal (self identity, mood, personality, education and experience).

Keywords: retail, perception, store atmosphere, impulsive