

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *hedonic shopping motivation* terhadap *positive emotion* konsumen City Of Tomorrow di Surabaya, pengaruh *hedonic shopping motivation* terhadap *impulse buying* konsumen City Of Tomorrow di Surabaya, pengaruh *positive emotion* terhadap *impulse buying* konsumen City Of Tomorrow di Surabaya. Jenis penelitian yang digunakan adalah pendekatan kuantitatif. Sampel yang digunakan berjumlah 112 orang responden yang merupakan konsumen yang memutuskan untuk berbelanja di City Of Tomorrow Surabaya dengan menggunakan *sampling insidental*. Metode pengumpulan data dilakukan dengan melakukan penyebaran kuesioner. Untuk pengujian instrumen dengan uji validitas dan uji reliabilitas. Hasil dari uji instrumen, menunjukkan bahwa keseluruhan instrumen valid dan reliabel. Analisis data menggunakan analisis deskriptif dan *path analysis* dengan uji t. Hasil penelitian ini menunjukkan *hedonic shopping motivation* berpengaruh signifikan dan positif terhadap *positive emotion*, *hedonic shopping motivation* berpengaruh signifikan dan positif terhadap *impulse buying* dan *positive emotion* berpengaruh signifikan dan positif terhadap *impulse buying*.

Kata Kunci : *Hedonic Shopping Motivation, Positive Emotion, Impulse Buying*

ABSTRACT

This study aims to find out the influence of hedonic shopping motivation on consumer emotion of City of Tomorrow in Surabaya, the hedonic shopping motivation effect on impulse buying consumers of City of Tomorrow in Surabaya, the effect of positive emotion on impulse buying consumers of City of Tomorrow in Surabaya. The type of research used is a quantitative approach. The sample used amounted to 112 respondents who were consumers who decided to shop at City Of Tomorrow Surabaya using incidental sampling. The method of data collection is done by distributing questionnaires. For testing instruments with validity and reliability tests. The results of the instrument test show that the whole instrument is valid and reliable. Data analysis using descriptive analysis and path analysis with t test. The results of this study indicate that the hedonic shopping motivation has a significant and positive effect on positive emotions, the hedonic shopping motivation has a significant and positive effect on impulse buying and positive emotion with a significant and positive effect on impulse buying.

Keyword: Hedonic Shopping Motivation, Positive Emotion, Impulse Buying