

**PENGARUH VISUAL MERCHANDISING DAN SHOPPING LIFESTYLE
TERHADAP IMPULSE BUYING MELALUI POSITIVE EMOTION PADA
TOKO JOLIE WIROBRAJAN**

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INTISARI

Latar Belakang: Toko Jolie Wirobrajan menjadi salah satu toko yang ramai dikunjungi oleh masyarakat Yogyakarta, hal ini diperoleh dari hasil observasi peneliti. Sebagai upaya untuk tetap bertahan dalam bisnis retail, maka diperlukan strategi pemasaran berupa peningkatan stimulus agar dapat meningkatkan penjualan produk dan laba perusahaan.

Tujuan Penelitian: Penelitian ini untuk mengetahui pengaruh *visual merchandising* dan *shopping lifestyle* terhadap *impulse buying* melalui *positive emotion* pada toko Jolie Wirobrajan.

Metode Penelitian: Jenis penelitian kuantitatif dengan metode *purposive sampling* dan jumlah sampel sebanyak 161 responden yang didapat melalui *google form* yang kemudian dianalisis menggunakan SEM-AMOS 24.

Hasil: (1) *Visual merchandising* berpengaruh secara positif dan signifikan terhadap *Impulse Buying* di toko Jolie Wirobrajan, (2) Terdapat pengaruh secara positif dan signifikan antara *Shopping Lifestyle* terhadap *Impulse Buying* di toko Jolie Wirobrajan, (3) Terdapat pengaruh secara positif dan signifikan antara *visual merchandising* terhadap *Positive Emotion* pada toko Jolie Wirobrajan, (4) Terdapat pengaruh positif dan signifikan antara *Shopping Lifestyle* terhadap *Positive Emotion* toko Jolie Wirobrajan, (5) Terdapat pengaruh secara positif dan signifikan antara *Positive Emotion* yang dirasakan oleh konsumen terhadap perilaku *Impulse Buying* di toko Jolie Wirobrajan, (6) *Positive Emotion* dapat memediasi antara variabel *visual merchandising* terhadap *Impulse Buying* secara parsial di toko Jolie Wirobrajan, (7) *Positive Emotion* dapat memediasi antara variabel *Shopping Lifestyle* terhadap *Impulse Buying* secara parsial di toko Jolie Wirobrajan

Kesimpulan: Ditemukan adanya pengaruh pada semua variabel penelitian

Kata Kunci : *Visual Merchandising, Shopping Lifestyle, Impulse Buying, Positive Emotion.*

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**THE EFFECT OF VISUAL MERCHANDISING AND SHOPPING
LIFESTYLE ON IMPULSE BUYING THROUGH POSITIVE EMOTION AS
AN INTERVENING VARIABLE AT JOLIE WIROBRAJAN STORE**

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ABSTRACT

Background: Jolie Wirobrajan store became one of the many shops visited by the community of Yogyakarta, this is obtained from the observations of researchers. In an attempt to survive in the existing retail business in Yogyakarta City, there is a need for a marketing strategy of increased stimulus in order to increase the sales of products and profits of the company.

Research Objective Research: This research is to determine the effect of visual merchandising and shopping lifestyle on impulse buying through positive emotions at the Jolie Wirobrajan store.

Research methods: Quantitative research type with purposive sampling method and sample number of 161 respondents obtained through google forms that are then analyzed using SEM-AMOS 24.

Result: (1) visual merchandising has a positive and significant impact on the Impulse Buying in Jolie Wirobrajan, (2) there is a positive and significant influence between the Shopping Lifestyle and the buying impulses in Jolie Wirobrayan, (3) there are a positive effect of the visual Merchandise on the Positive Emotions in Jolie wirobrajan; (4) Shopping Lifestyle has a positive and significant impact on the Positive Emotion in Jolie wirobrajan store, (5) Positive Emotion has a positive and significant impact on yhe Impulse Buying in Jolie Wirobraja store, (6) Positive Emotions can mediate between visual merchandising variables to partial Impulse Buying in Jolie Wirobrajan stores, (7) Positive Emotion can Mediate between Shopping Lifestyle variables and partially impulse purchase in Angelina Jolie wirobrajan shops

Conclusion: An influence was found on all research variables

Keyword: Visual Merchandising, Shopping Lifestyle, Positive Emotion, Impulse Buying.

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