

## **ABSTRACT**

UNIQLO, which used to be one of the biggest brands retailing clothes, is now experiencing declining sales. The way to increase sales is to increase impulse buying. Increasing impulse purchases can be influenced by store atmosphere and hedonic shopping motivation. This study aims to determine the effect of store atmosphere and hedonic shopping motivation on impulse purchases using structural equation modelling (SEM) analysis on UNIQLO DP Mall Semarang consumers.

This research method uses structural equation model analysis, with the population being people in the city of Semarang. The sample used in this study was 100 respondents, with data collection methods using questionnaires and non-probability sampling techniques.

This study found the results of the study, namely store atmosphere does not have a significant relationship with impulse buying decisions, hedonic shopping motivation has a significant effect on impulse buying, store atmosphere has a significant influence on hedonic shopping motivation, store atmosphere arrangement affects impulse buying decisions indirectly. Suggestions for further research to make the research results more accurate, namely increasing the sample size, using more robust data collection methods, implementing longitudinal research designs, considering external factors.

**Keywords:** Store atmosphere, hedonic shopping motivation, impulse buying.