

ABSTRACT

The modern retail industry in Indonesia is growing rapidly and becoming increasingly competitive, requiring effective marketing strategies to attract consumers' attention. Miniso faces challenges in increasing impulsive buying amid competition with other retail brands. Seeing these condition, this study aims to analyze the influence of sales promotion, store atmosphere, and hedonic shopping motivation on impulsive buying, while also examining the role of positive emotion as an intervening variable.

The population in this study consists of consumers who have made at least one purchase at a Miniso offline store in Semarang. The sample size used in this study is 130 respondents. Data collection was conducted using a questionnaire, and the collected data were processed and analyzed using the Structural Equation Modeling (SEM) technique with AMOS 22.0.

The results indicate that sales promotion has a positive and significant effect on positive emotion, store atmosphere has a positive and significant effect on positive emotion, and hedonic shopping motivation has a positive and significant effect on positive emotion. Additionally, positive emotion has a positive and significant effect on impulsive buying.

Keywords: Sales Promotion, Store Atmosphere, Hedonic Shopping Motivation, Positive Emotion, Impulsive Buying.