

ABSTRACT

This study aims to analyze the effects arising from mall attributes, word of mouth, and price sensitivity to the hedonic shopping value, and its influence with impulse buying from Paragon City Mall Semarang. The variable used in this study are mall attributes, word of mouth, and price sensitivity as independent variable, then the hedonic shopping value as an intervening variable then impulse buying as the dependent variable.

The population used in this study was customers who had or had ever shopped and experienced impulse buying when do shopping at Paragon City Mall Semarang with the age range between 18 to 55 years old Because according to Andriani (2017) that those ages are considered as an adult customer who has been able to make a decision or is most easily affected when making a decision in a purchase. The method for selecting the sample used is non-probability sampling methods and the purposive sampling method is selected. This study uses 126 respondents. The data obtained from questionnaires were then processed and analyzed using SEM (Structural Equation Modeling) analysis through IBM SPSS AMOS 22 software programs.

The result of this study indicates that mall attributes and price sensitivity have a positive and significant influence on the hedonic shopping value, and the hedonic shopping value also has a positive and significant influence on impulse buying. Meanwhile word of mouth has a positive effect and not significant on hedonic shopping value.

Keywords: mall attributes, word of mouth, price sensitivity, hedonic shopping value, impulse buying