

## **ABSTRACT**

*The background of this research with the advent of globalization, which brings a modern retail to thrive and eventually become increasingly keen competition in the modern retail industry in Indonesia. The emergence of new players in this industry increasingly tightening competition. There are interesting from the consumer behavior in modern retailing, most shoppers in modern retail shops in big cities like Jakarta, Bandung and Surabaya experience impulse buying (unplanned purchasing) when shopping. This study tried to determine what factors cause consumers impulse buying. This study use 4 independent variables, that are positive emotions (X1), shopping environment response(X2), the interaction between customers and sales person (X3), hedonic shopping value (X4), and impulse buying as the dependent variable (Y).*

*After doing a literature review, and preparation of the hypothesis, the data were collected through a questionnaire distributed to 100 people in the hypermarket shoppers of Semarangtown, which has made a impulse buying with purposive sampling. While the analysis of the data processing is done by using SPSS 17.0 for windows. Analysis were performed with existing data using a test of validity, reliability, test the classic assumption of multiple regression analysis, and hypothesis testing using the f test and t test.*

*Based on the results of the analysis conducted shows that, the four independent variables significantly influence the dependent. positive emotions variable has positive effect of 0.320 with a significance level 0.000, the shoppingenvironment response variable has a positif impact of 0.210 with a significance level of 0.011, the interaction between the customer and sales person variable has a positive effect of 0.248 with a significance level of 0.003, and the hedonic shopping value variable has positive effect of 0.248 with a significance level of 0.003. Coefficient amount of determination  $R^2$  of the four variables is 49.6%. This means that the four independent variables could explain 49.6% variation while other variations in the amount of  $100\% - 49.6\% = 50.4\%$  explained by other variables that are not described in this study.*

***Key words: impulse buying, positive emotion,shopping environment response, interaction between customers and sales person, and hedonic shopping value***