

ABSTRACT

This research is motivated by intense competition in the modern retail industry in Indonesia. That is because a lot of new faces emerging modern retail players. However, there is one thing on consumer purchasing behavior in modern retailing that steal the show. Most consumers in major cities in Indonesia, such as Jakarta, Bandung, and Surabaya, experiencing unplanned purchase when shopping. This study was conducted to determine what factors are likely to influence consumers in making unplanned purchases. This study used four independent variable is the availability of money and time (X_1), a shop environment (X_2), hedonic shopping value (X_3), and positive emotions (X_4), while unplanned purchases (Y) as the dependent variable.

After a literature review and hypothesis formulation, data collection is done by distributing questionnaires to 100 customers in Lottemart Jakarta who have made impulsive purchases by using purposive sampling technique. For the analysis and processing of data using SPSS version 21.0. then there are several tests that are performed in analyzing the data, such as test gauges, classic assumption test, multiple linear regression analysis, and hypothesis testing.

Based on the analysis, it was found that four independent variables significant and positive impact on the dependent variable. Availability of money and time variable positive effect 0.220 with a significance level of 0.002. Store environment variable influences positively 0.222 with a significance level of 0,010. Hedonic shopping value variable effects 0.219 with a significance level of 0.003. And positive emotions variable has a positive effect of 0.397 with a significance level of 0.000. Adjusted R Square of the four variables amounted to 59.2 percent, which means that four independent variables can explain the variation in the dependent variable by 59.2 percent to 40.8 percent is explained by other variables not used in this study.

Key words : ***impulse buying, availability of money and time, store environment, hedonic shopping value, and positive emotion.***