

ABSTRACT

This research aims to analyze the influence of shopping hedonic motivation, shopping lifestyle, and store environment to impulse buying through positive emotion as the intervening variable to consumers of Matahari Department Store in Semarang.

The population used in this research is customers who have come and made purchases at Matahari Department Store products in Semarang. Total samples used were up to 120 respondents. The technique of collecting samples using Purposive Sampling Method. The method of data collection was through questionnaire and scientific study. This research utilized Structural Equation Modeling (SEM) for analysis technique and AMOS 23.0 for the analysis tool.

The results of this research indicate that the hedonic shopping motivation, shopping lifestyle, and store environment have a positive and significant effects on positive emotions. In addition, hedonic shopping motivation, shopping lifestyle, shop environment, and positive emotions also have a positive and significant effects on impulsive purchases.

Keywords: *Hedonic shopping motivation, shopping lifestyle, store environment, positive emotions, impulse buying*