

Pengaruh *In-Store Shopping Environment* dan Materialisme Individu Terhadap Perilaku Pembelian Impulsif

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *in-store shopping environment* dan materialisme individu terhadap perilaku pembelian impulsif. Konsep *in-store shopping environment* yang digunakan dalam penelitian ini adalah kondisi lingkungan belanja di toko/outlet baik yang bersifat *promotional* maupun *atmospheric engagement*. Lalu untuk konsep materialisme individu adalah seperangkat keyakinan yang terpusat mengenai pentingnya materi dalam hidup seseorang. Sedangkan pembelian impulsif adalah pembelian yang dilakukan tanpa didahului adanya perencanaan yang baik untuk melakukan pembelian. Sampel yang digunakan berjumlah 150 pengunjung mal yang pernah melakukan pembelian impulsif. 42 responden mengisi kuesioner melalui media *online* menggunakan fasilitas survey dari *surveymonkey.com* dan sisanya 108 responden mayoritas merupakan pengunjung mal Central Park dan Senayan City yang dipilih dengan teknik *purposive sampling*. Metode analisis penelitian menggunakan analisis regresi berganda untuk menguji pengaruh *in store shopping environment* dan materialisme individu terhadap pembelian impulsif. Sedangkan untuk menguji efek moderasi dari materialisme digunakan uji interaksi (*moderated regression analysis*), uji nilai selisih mutlak, dan uji residual. Hasil penelitian menunjukkan *in store shopping environment* dan materialisme individu berpengaruh signifikan positif terhadap pembelian impulsif. Selain itu, uji efek moderasi menunjukkan bahwa materialisme berperan sebagai *quasi* moderator, yaitu variabel independen yang juga memiliki efek moderasi seperti layaknya variabel moderator. Efek moderasinya adalah, semakin tinggi nilai materialisme konsumen maka pengaruh *in store shopping environment* terhadap pembelian impulsif akan semakin kuat dan sebaliknya.

Kata kunci: materialisme, *in-store shopping environment*, pembelian impulsif, *quasi* moderator.

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The Effect of In-Store Shopping Environment and Individual Materialism on Impulse Buying Activity

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ABSTRACT

This study aims to analyze the effect of in-store shopping environment and individual materialism on impulse buying behavior. The concept of in-store shopping environment used in this study is about the store/outlet environments that consists of promotional and atmospheric engagement aspects. Then, individual materialism is a set of beliefs that centered on the importance of the material things in one's life. While impulse buying is purchases that made without any prior proper planning to make a purchase. The samples used were 150 mall visitors who have made a purchase impulsively. The 42 respondents fill out the questionnaire via online media, using the facility of surveymonkey.com. While the remaining, 108 respondents, majority are Central Park mall and Senayan City visitors selected by purposive sampling technique. Research analysis method used to examine the influences of individual materialism and in-store shopping environment towards impulse buying is the multiple regression analysis. To test the moderating effects of materialism, test of interaction (moderated regression analysis), the absolute value of the difference's test and the residual test were used. The results showed that individual materialism and in-store shopping environment positively and significantly affect impulse buying. In addition, the test of moderating effects showed that materialism act as a quasi moderator, an independent variables that also have an effect of moderating variables like a pure moderator. The moderating effect of materialism is that the higher the value of consumer materialism, the influences of in-store shopping environment on impulsive buying will be stronger and vice versa.

Keywords : materialism, in-store shopping environment, impulse buying, quasi moderator.

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