Abstract

The research was conducted on consumers Gyant Hypermarket-Bandung Supermall. The phenomenon that occurs is the development of modern retail business one of the emergence of hypermarkets, many strategies to attract customers is by placing a modern retail in the mall so it can easily be the occurrence of impulsive purchases, such as maintaining a shopping environment that is always interesting, for example, how managers can manipulate the building design, interior space, spatial alleys, smells, colors, and sounds experienced by customers. But Giant Bandung Supermall less attention to it. The purpose of this study was to determine how much influence emsoi shopping environment and the response to impulsive purchases at Giant Hypermarket consumer-Bnadung Supermall.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is consumers who make purchases at Giant Bandung Supermall, amounting to 3000 customers per month with a sample of 98 respondents. The test statistic used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 17.0 for windows.

The results showed that impulsive purchase at Giant Bandung Supermall overall pretty good, including the criteria, indicators of good shopping environment menunujukkan criteria. As for the variables included in the criteria of emotional response is quite good this is due to inadequate facilities provided so that consumers are less comfortable when he was in Giant Bandung Supermall. Environmental influences spending and emotional responses have a positive and significant impact on consumer impulsive buying Giant Bandung Supermall. Then the impact of simultaneous rather than partially. This means that the shopping environment and consumers can evoke emotional responses of consumers to make unplanned purchases.

Key words: environmental shopping, consumer emotional response, unplanned purchases.