

# **The Effect of Price Discount and Store Atmosphere on Impulse Buying Mediated by Positive Emotion and Moderated by Ease of Payment at Shopping Centers in Yogyakarta City**

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## **ABSTRACT**

This study aims to determine the effect of price discounts and shop atmosphere on spontaneous purchases made by consumers, which are mediated by positive consumer feelings and moderated by the ease of payment at shopping centers in the city of Yogyakarta. The subjects examined in this study were consumers / visitors to shopping centers in Yogyakarta. Data collection was carried out using a closed-ended questionnaire. The research data were analyzed using factor analysis techniques to test validity and reality, then hypothesis testing using analysis of Partial Least Square-Structural Equation Modeling (PLS-SEM).

The results of the study found that price discount and store atmosphere have a positive influence on Positive Emotion. Store atmosphere and Ease of Payment also have a positive influence on impulse buying. However, the price discount has a negative effect on the variable impulse buying for Shopping Center consumers in the city of Yogyakarta. The results of further research show that the ease of payment variable has a positive effect in moderating the price discount on impulse buying. Meanwhile, the Ease of payment variable has a negative influence in moderating the store atmosphere on impulse buying

Kata Kunci: *impulse buying; price discount; store atmosphere, positive emotion; ease of payment*