

Hedonic Shopping Motives, Sales Promotion and Impulse Buying at Matahari Department Store Consumers in Central Java Province.

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- **Abstract:** Hedonic Shopping Motives, Sales Promotion, and Impulse Buying are all examined in this study. Explanatory research is the method employed. 113 Matahari Department Store customers were included in the study's sample. Samples were taken by both deliberate and incidental means. Using a questionnaire to gather information. Multiple linear regression and descriptive analysis are both types of data analysis. Results show that (1) there is a partially significant effect of Hedonic shopping motives on Impulse Buying, and (2) there is a partially significant effect of Sales Promotion on Impulse Buying, with at count of 5, and (3) there is a significant effect of Hedonic shopping motives and Sales Promotion on Impulse Buying, with F count of 62,053 and F table of 3.08 (F count > t table), the F significance probability number is 0.0001.
- **Keywords:** Hedonic Shopping Motives, Sales Promotion, and Impulse Buying, Matahari Department Store, linear regression and descriptive analysis