

Consumers at Central Java's Matahari Department Store: Hedonic Shopping Motives, Sales Promotion, and Impulse Buying.

- **Author(s):** Frans Sudirjo,
- **Abstract:** Hedonic Shopping Motives and Sales Promotion both have an impact on impulse buying, but the combined effect of both Hedonic Shopping Motives and Sales Promotion will be examined in this research. Explanatory research is the methodology used. In this research, a sample of 113 customers of the Matahari Department Store were surveyed. Precise sampling was utilised, as well as random sampling. Using a questionnaire to gather data is one method. Descriptive and multiple linear regression analyses are both types of data analysis. 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 > F table), the F significance probability number is 0.000. The results show that: (1) Hedonic Shopping Motives have a partially significant effect on Impulse Buying with at count of 5, (2) Sales Promotion have a partially significant effect on Impulse Buying with 3.336 and t tables 1,980 (t counts >t).
- **Keyword:** Hedonic Shopping, impulse buying, Sales Promotion, Matahari, significance probability,