ABSTRACT

This study aims to analyze the effect of store atmosphere and salespromotion on positiveemotion and unplanned purchase. The Subjects in this study are consumers who have made unplanned purchase caused by sales promotion in Transmart Carrefour Maguwo Yogyakarta. In this study, sample of 160 respondents were selected using purposive sampling method. Analysis tool used in this study is the Structural Equation Model (SEM).

Based on the analysis that have been madethe results are the store atmosphere and sales promotion significantly influence positive emotion and unplanned purchase.

Keywords: Store Atmosphere, Sales Promotion, Positive Emotion, Unplanned Purchase.