**PENGARUH HARGA, ATMOSFER TOKO DAN MOTIVASI BELANJA BERDASARKAN KESENANGAN (HEDONIC) TERHADAP PEMBELIAN IMPULSIF PADA KONSUMEN ROBINSON RAMAYANA DI KOTA PADANG**

**Oleh:**

Nur Aisyah Isty1, Yuhelmi2, Yulihar Mukhtar2

1Mahasiswa Jurusan Manajemen, Fakultas Ekonomi, Universitas Bung Hatta Padang

2Dosen Jurusan Manajemen, Fakultas Ekonomi, Universitas Bung Hatta Padang

*E-mail* :[nuraisyah.isty@yahoo.co.id](mailto:nuraisyah.isty@yahoo.co.id), [yuhelmi@yahoo.com](mailto:yuhelmi@yahoo.com), yul\_mukhtar@yahoo.com

**Abstract**

*This study aims to determine the effect of price, store atmosphere and motivation of expenditure on impulsive purchases on consumers in Robinson Ramayana in Padang. Which is the object of this research that consumers who make purchases at Robinson impulsive Ramayana in Padang. The sample used in this study were 80 respondents. The sampling method is accidental sampling. The analysis used in this research is descriptive analysis and multiple linear regression analysis. Test the hypothesis by using test T-test statistics to demonstrate the influence of the independent variables on the dependent variable partially or individual. The results in this study show that price, store atmosphere and shopping motivation positive effect on impulsive purchases on consumers in Robinson Ramayana in Padang. Furthermore, it is suggested to the company should consider pricing strategies, improve store atmosphere and maintaining hedonic shopping motivations within the consumer so that the consumer attitudes can be changed for the better and make a purchase impulsively.****Keywords*** *: Price, atmospheric stores, shopping motivation and impulse purchases*