

PENGARUH *STORE ATMOSPHERE* TERHADAP *EMOTIONAL RESPONSES*
(Studi Kasus di Sunrise Mall Mojokerto)

ABSTRAK

Oleh:
Septiana Eka Indra Rahayu

Dosen Pembimbing

Dr. Siti Zuhroh, M.Si

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan pengaruh *Sight Appeal* , *Sound Appeal* dan *Scent Appeal* terhadap *emotional response* pada pengunjung Sunrise Mall Mojokerto. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi adalah pengunjung pada Sunrise Mall Mojokerto dengan sampel penelitian sebanyak 97 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa *Sight Appeal* dapat meningkatkan *emotional responses* di Sunrise Mall Mojokerto, *Sound Appeal* dapat meningkatkan *emotional responses* di Sunrise Mall Mojokerto dan *Scent Appeal* mampu meningkatkan *emotional responses* di Sunrise Mall Mojokerto

Kata Kunci: Sight Appeal , Sound Appeal, Scent Appeal dan emotional response

**THE EFFECT OF ATMOSPHERE STORE ON EMOTIONAL RESPONSE
(Case Study in Sunrise Mall Mojokerto)**

ABSTRACT

By:
Septiana Eka Indra Rahayu

Consellor

Dr. Siti Zuhroh, M.Si

This study aims to determine, analyze and explain the effect of Sight Appeal, Sound Appeal and Scent Appeal on emotional responses in Sunrise Mall Mojokerto visitors. The study uses explanatory research methods carried out through data collection in the field. The population is visitors to the Mojokerto Sunrise Mall with a sample of 97 people, data analysis using the statistical methods of multiple linear regression and testing hypotheses and coefficients are terminated. Based on research results show that Sight Appeal can increase emotional responses at Sunrise Mall Mojokerto, Sound Appeal can increase emotional responses at Sunrise Mall Mojokerto and Scent Appeal can increase emotional responses at Sunrise Mall Mojokerto

Keywords: Sight Appeal, Sound Appeal, Scent Appeal and emotional response