SUMMARY

STEVANUS BAYU SATRIAWAN. Analysis of Factors Influencing Unplanned Purchases. Supervised by HARTOYO and LILIK NOOR YULIATI.

Sellers’ strategies in shopping centers to attract customers vary. Customers are given a lot of stimuli to make purchases, whether planned or unplanned. According to Loudon & Bitta in Widawati (2011) and Hawkins (2007) early conclusion can be drawn that factors influencing unplanned purchases are marketing and hedonic.

The purpose of this study was to Analyze the influence of marketing, consumers’ lifestyle, demographic, and hedonic benefit factors on impulsive purchasing decision; To analyze the influence of marketing, consumers’ lifestyle and consumers’ demographic factors on consumers hedonic benefit; To formulate marketing strategies to increase impulsive purchases. Research period was 15-21 December 2014. Total respondents studied were 192 respondents and used SEM (Structural Equation Modeling) analysis tool.

The conclusion of this study was marketing and hedonic factors had significant influence on impulsive purchases and the influence of the two factor was positive. Marketing factors had positive significant influence of hedonic benefit and the influence was positive.

Keywords: purchasing decision, unplanned purchase, SEM