

ABSTRAK

Aynaya, 2023 : Pengaruh *Adventure Shopping*, *Value Shopping* dan *Relaxation Shopping* terhadap *Impulse Buying Tendency* pada Konsumen Tanjungpinang *City Centre* di Kota Tanjungpinang.

Penelitian ini bertujuan untuk mengetahui pengaruh *Adventure Shopping*, terhadap *Impulse Buying Tendency*, pengaruh *Value Shopping* terhadap *Impulse Buying Tendency*, pengaruh *Relaxation Shopping* terhadap *Impulse Buying Tendency* dan pengaruh *Adventure Shopping*, *Value Shopping* dan *Relaxation Shopping* secara parsial terhadap *Impulse Buying Tendency*. Populasi pada penelitian ini adalah seluruh pelanggan Konsumen Tanjungpinang *City Centre* di Kota Tanjungpinang. Penentuan sampel menggunakan metode insidental sampling, dengan teknik pengambilan sampel menggunakan rumus (paling sedikit 5×14 jumlah indikator) hingga didapat 65 responden. Metode pengumpulan data yang digunakan adalah angket/ kuesioner. Metode analisis yang digunakan pada penelitian ini adalah uji deskriptif, uji kualitas data, uji asumsi klasik, regresi linear berganda dan uji hipotesis. Hasil analisis pada penelitian *Adventure Shopping* berpengaruh signifikan terhadap *Impulse Buying Tendency*, *value shopping* berpengaruh signifikan terhadap *Impulse Buying Tendency*, *relaxation shopping* berpengaruh signifikan terhadap *Impulse Buying Tendency* dan *Adventure Shopping*, *Value Shopping* dan *Relaxation Shopping* secara parsial berpengaruh terhadap *Impulse Buying Tendency*. Berdasarkan hasil penelitian, Tanjungpinang *City Centre* diharapkan tetap mempertahankan dan terus berupaya meningkatkan dan memperhatikan faktor-faktor apa saja yang dapat menunjang *Impulse Buying Tendency* selain melalui *Adventure Shopping*, *Value Shopping* dan *Relaxation Shopping*.

Kata Kunci: *Adventure Shopping*, *Value Shopping*, *Relaxation Shopping* dan *Impulse Buying Tendency*.

ABSTRACT

Aynaya, 2023: *The Influence of Adventure Shopping, Value Shopping and Value Shopping on Impulse Buying Tendency for Tanjungpinang City Center Consumers in Tanjungpinang City.*

This study aims to determine the effect of Adventure Shopping on Impulse Buying Tendency, the effect of Value Shopping and Value Shopping on Impulse Buying Tendency, the effect of Value Shopping on Impulse Buying Tendency and the effect of Adventure Shopping, Value Shopping and Value Shopping partially on Impulse Buying Tendency. The population in this study are all Tanjungpinang City Center Consumer customers in Tanjungpinang City. .Determination of the sample using the incidental sampling method, with the sampling technique using the formula (at least 5 x 14 number of indicators) to obtain 65 respondents. The data collection method used is a questionnaire / questionnaire. The analytical method used in this research is descriptive test, data quality test, classical assumption test, multiple linear regression and hypothesis testing. The results of the analysis on Adventure Shopping research have a significant effect on Impulse Buying Tendency, value shopping has a significant effect on Impulse Buying Tendency, relaxatio shopping has a significant effect on Impulse Buying Tendency and Adventure Shopping, Value Shopping and Value Shopping partially affect Impulse Buying Tendency. Based on the research results, it is hoped that Tanjungpinang City Center will continue to maintain and continue to strive to improve and pay attention to what factors can support Impulse Buying Tendency other than through Adventure Shopping, Value Shopping and Value Shopping.

Keywords: *Adventure Shopping, Value Shopping, Value Shopping and Impulse Buying Tendency.*