



**THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON
IMPULSIVE BUYING WITH SHOPPING LIFESTYLE AS AN
INTERVENING VARIABLE**

(Study on ADA Customers of Kudus Branch)

By:

TALITHA AYU HAPSARI

201911644

**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MURIA KUDUS**

2024



**THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON
IMPULSIVE BUYING WITH SHOPPING LIFESTYLE AS AN
INTERVENING VARIABLE**

(Study on ADA Customers of Kudus Branch)

This thesis is submitted as one of the requirements for completing undergraduate
education (S1) at the Faculty of Economics and Business
Universitas Muria Kudus

By:

TALITHA AYU HAPSARI

201911644

**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MURIA KUDUS**

2024

**THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON
IMPULSIVE BUYING WITH SHOPPING LIFESTYLE AS AN
INTERVENING VARIABLE**

(Study on ADA Customers of Kudus Branch)

Nama : Talitha Ayu Hapsari
NIM : 201911644
Program Studi : Management

This thesis has been approved to be defended before the Thesis Examining Team

Faculty of Economics and Business, Universitas Muria Kudus.

Kudus,

Supervisor I



Dina Lusianti, S.E., M.M., A.A.K
NIDN. 0630098401

Supervisor II



Faridhatun Faidah, S.E., M.M
NIDN. 0601099201

Discover by

Head Of the Management Study Program



Noor Indah Rahmawati, S.E., M.M
NIDN. 0024037701

**THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON
IMPULSIVE BUYING WITH SHOPPING LIFESTYLE AS AN
INTERVENING VARIABLE**

(Study on ADA Customers of Kudus Branch)

Nama : Talitha Ayu Hapsari
NIM : 201911644
Program Studi : Management

This thesis has been approved and defended before the Examining Team,

Faculty of Economics and Business, Muria Kudus University

Kudus,

Discover by
Head of Study Program

Supervisor I


Noor Indah Rahmawati, S.E., M.M

NIDN. 0024037701


Dina Lusianti, S.E., M.M., A.A.K

NIDN. 0630098401

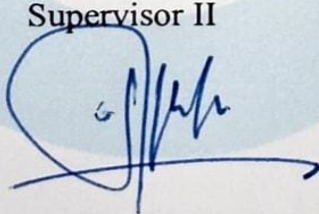
Discover by

Supervisor II



Dr. Kertati Sumekar, S.E., M.M

NIDN. 0616077304


Faridhatun Faidah, S.E., M.M

NIDN. 0601099201

MOTTO AND DEDICATION

Motto:

“Dan hanya kepada Tuhanmulah hendaknya kamu berharap.”

— QS Al-Insyirah: 8

“Weak people revenge. Strong people forgive. Intelligent people ignore.”

— Albert Einstein

Dedication:

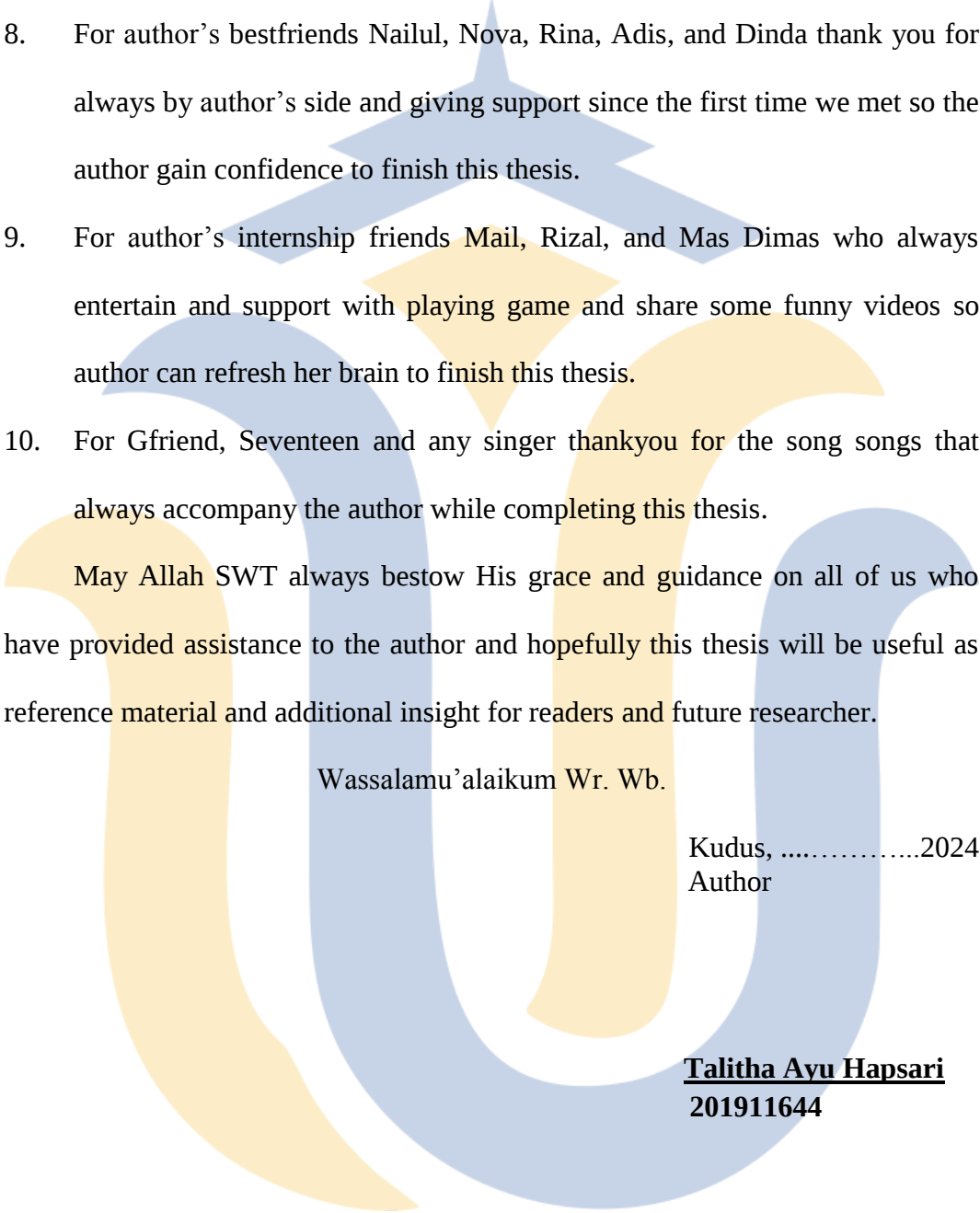
1. My lovely parents, also my little sister
2. My beloved family
3. Myself

FOREWORD

Assalamu'alaikum Wr. Wb.

In the Name of Allah SWT, the Most Gracious, the Most Merciful. Deepest thank To Allah SWT, the lord of the universe. And also, to our prophet Muhammad SAW, may peace and blessing be upon him, his family and his followers. With Allah's help the author can finish this thesis with the title is **“The Influence of Promotion and Service Quality on Impulsive Buying with Shopping Lifestyle as an Intervening Variable (Study on ADA Customers of Kudus Branch)”** This thesis is submitted as one of the requirements for completing undergraduate education (S1) at the Faculty of Economics and Business Universitas Muria Kudus. The author would like to respectfully thank:

1. Prof. Dr. Ir. Darsono, M.Si as a Rektor Universitas Muria Kudus.
2. Dr. Kertati Sumekar, S.E., M.M., as a Dekan Faculty of Economics and Business Universitas Muria Kudus.
3. Noor Indah Rahmawati, S.E., M.M., as a Head of Management Study Program Faculty of Economics and Business Universitas Muria Kudus.
4. Dina Lusianti, S.E., M.M., A.A.K., as a supervisor 1 who always giving the guidance and support to finish this thesis.
5. Faridhatun Faidah, S.E., M.M, as a supervisor 2 who also giving the guidance and support to finish this thesis.
6. All the lectures as a teaching staff who guide and give any insight during the education period.

- 
7. For author's parents as a main investor, Mr. Moh. Zaini and Mrs. Alfiatun, and also author's sister Na'ila Ayu Maheswari, thank you for all the love, supports, and prayers are always given.
 8. For author's bestfriends Nailul, Nova, Rina, Adis, and Dinda thank you for always by author's side and giving support since the first time we met so the author gain confidence to finish this thesis.
 9. For author's internship friends Mail, Rizal, and Mas Dimas who always entertain and support with playing game and share some funny videos so author can refresh her brain to finish this thesis.
 10. For Gfriend, Seventeen and any singer thankyou for the song songs that always accompany the author while completing this thesis.

May Allah SWT always bestow His grace and guidance on all of us who have provided assistance to the author and hopefully this thesis will be useful as reference material and additional insight for readers and future researcher.

Wassalamu'alaikum Wr. Wb.

Kudus,2024
Author

Talitha Ayu Hapsari
201911644

**PENGARUH PROMOSI DAN KUALITAS PELAYANAN TERHADAP
PEMBELIAN IMPULSIF DENGAN *SHOPPING LIFESTYLE* SEBAGAI
VARIABEL *INTERVENING*
(Studi pada Konsumen ADA Cabang Kudus)**

Talitha Ayu Hapsari

2019-11-644

Dosen Pembimbing 1: Dina Lusianti, S.E., M.M., A.A.K

Dosen Pembimbing 2: Faridhatun Faidah, S.E., M.M

**UNIVERSITAS MURIA KUDUS
FAKULTAS EKONOMI DAN BISNIS
PROGRAM STUDI MANAJEMEN**

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Promosi dan Kualitas Pelayanan terhadap Pembelian Impulsif melalui *Shopping Lifestyle*. Objek penelitiannya adalah Konsumen ADA Cabang Kudus. Teknik pengambilan sampel menggunakan *purposive sampling* dengan rumus *rule of thumb* sehingga menghasilkan sampel sebanyak 114 orang. Alat analisis dalam penelitian ini menggunakan SEM-AMOS. Hasil penelitian menunjukkan dan menyimpulkan bahwa promosi dan kualitas pelayanan berpengaruh positif dan signifikan terhadap *shopping lifestyle*. Namun di sisi lain promosi, kualitas pelayanan dan *shopping lifestyle* tidak berpengaruh terhadap pembelian impulsif. Kemudian *shopping lifestyle* dapat menjadi variabel *intervening* antara kualitas pelayanan dan promosi terhadap pembelian impulsif, namun pengaruhnya lemah.

Kata Kunci: promosi, kualitas pelayanan, pembelian impulsif, *shopping lifestyle*

**THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON
IMPULSIVE BUYING WITH SHOPPING LIFESTYLE AS AN
INTERVENING VARIABLE
(Study on ADA Customers of Kudus Branch)**

Talitha Ayu Hapsari

2019-11-644

Dosen Pembimbing 1: Dina Lusianti, S.E., M.M., A.A.K

Dosen Pembimbing 2: Faridhatun Faidah, S.E., M.M

UNIVERSITAS MURIA KUDUS

**FAKULTY OF EKONOMIC AND BUSINESS
MANAGEMENT STUDY PROGRAM**

ABSTRACT

The aim of this research is to analyze the influence of Promotion and Service Quality on Impulsive Buying through Shopping Lifestyle. The object of the research is ADA Customers of Kudus Branch. The sampling technique used purposive sampling with the rule of thumb formula to produce a sample off 114 people. The analytical tool in this research uses SEM-AMOS. The results of this research show and conclude that promotion and service quality have a positive and significant effect on shopping lifestyle. But, in other side promotion, service quality and shopping lifestyle has no effect on impulsive buying. Then, shopping lifestyle could be an intervening variable between service quality and promotion on impulsive buying, but the influence was weak.

Keywords: promotion, service quality, impulsive buying, shopping lifestyle

TABLE OF CONTENTS

	Page
COVER PAGE	i
TITLE PAGE	i
APPROVAL PAGE	ii
VALIDITY SHEET	iii
MOTTO AND DEDICATION.....	iv
FOREWORD.....	v
ABSTRAK	vii
ABSTRACT	viii
TABLE LIST	xii
FIGURE LIST	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background	1
1.2 Scope.....	9
1.3 Problem Statement	9
1.4 Research Purposes	10
1.5 Research Usefulness	11
CHAPTER II LITERATURE REVIEW	12
2.1 Consumer Behaviour Theory	12
2.2 Impulsive Buying.....	13
2.2.1 Definition of Impulsive Buying.....	13
2.2.2 Factors that Influence Impulsive Buying.....	13
2.2.3 The indicators of Impulsive Buying	14
2.3 Shopping Lifestyle	15
2.3.1 Definition of Shopping Lifestyle	15
2.3.2 Factors that Influence Shopping Lifestyle	15
2.3.3 The indicators of Shopping Lifestyle.....	16
2.4 Promotion.....	17
2.4.1 Definition of Promotion.....	17
2.4.2 The indicators of the Promotion	18
2.5 Service Quality.....	19
2.5.1 Definition of Service Quality.....	19
2.5.2 The Indicators of Service Quality	19
2.6 Influence Between Variables	20

2.6.1	Influence Promotion to Impulsive Buying.....	20
2.6.2	Influence Service Quality to Impulsive Buying.....	21
2.6.3	Influence Promotion to Shopping Lifestyle.....	21
2.6.4	Influence Service Quality to Shopping Lifestyle.....	22
2.6.5	Influence Shopping Lifestyle to Impulsive Buying	22
2.7	Past Research	23
2.8	Theoretical Framework.....	25
2.9	Hypothesis.....	25
CHAPTER III RESEARCH METHOD		27
3.1	Research Design.....	27
3.2	Research Variables.....	27
3.1.1	Exogenous Variables	27
3.1.2	Endogenous Variable	28
3.1.3	Intervening Variable	28
3.3	Operational Definition of Research Variables.....	28
3.4	Type and Source of Data.....	34
3.1.4	Primary Data	34
3.1.5	Secondary Data	34
3.5	Population and Sample	34
3.1.6	Population	34
3.1.7	Sample.....	35
3.6	Data Collecting Method.....	36
3.7	Instrumental Research Test.....	36
3.1.8	Validity Test.....	36
3.1.9	Reliability Test.....	37
3.8	Data Processing.....	38
3.9	Data Analysis	38
3.1.10	Stages of Modeling Analysis and Structural Equations.....	38
3.1.11	Hypothesis Test.....	42
3.1.12	Direct and Indirect Effect Analysis.....	42
CHAPTER IV RESEARCH RESULT AND DISCUSSION		43
4.1	Research Result.....	43
4.1.1	ADA Profile	43
4.1.2	Characteristics of Responden.....	44

4.1.3	Descriptive Research Variables	46
4.1.4	Instrumental Research Test.....	48
4.1.5	Normality Test	50
4.1.6	Outlier Evaluation.....	50
4.1.7	Data Analysis	51
4.1.8	Squared Multiple Correlation Analysis	56
4.1.9	Hypothesis Test.....	58
4.1.10	Direct and Indirect Effect Analysis.....	59
4.2	Discussion	60
4.2.1	The Influence of Promotion on Impulsive buying.....	60
4.2.2	The Influence of Service Quality on Impulsive buying.....	62
4.2.3	The Influence of Promotion on Shopping Lifestyle	63
4.2.4	The Influence of Service Quality on Shopping Lifestyle	64
4.2.5	The Influence of Shopping Lifestyle on Impulsive buying	66
4.2.6	The Influence of Promotion on Impulsive Buying trough Shopping Lifestyle	67
4.2.7	The Influence of Service Quality on Impulsive Buying trough Shopping Lifestyle	67
CHAPTER V CONCLUSIONS & SUGGESTIONS		69
5.1	Conclutions	69
5.2	Suggestions	70
BIBLIOGRAPHY		72

TABLE LIST

	Page
Table 3. 1 Operational Definition and Research Variables.....	28
Table 3. 2 Scoring Questionnaire Answers	36
Table 3. 3 Goodness of Fit Index	41
Table 4. 1 Respondents According to Age.....	44
Table 4. 2 Respondents According to Gender.....	45
Table 4. 3 Respondents According to Job.....	45
Table 4. 4 Variable Description of Shopping Lifestyle (Z)	46
Table 4. 5 Description of Impulsive Buying Variables (Y)	47
Table 4. 6 Description of Promotion Variable (X1).....	47
Table 4. 7 Description of Service Quality Variables (X2).....	48
Table 4. 8 Validity Test.....	49
Table 4. 9 Reliability Test	49
Table 4. 10 Normality Test	50
Table 4. 11 Outlier Analysis	50
Table 4. 12 Full Measurement Goodness of Fit Model Test Before Improvements.....	52
Table 4. 13 Full Measurement Goodness of Fit Model Test After 1 st Improvements.....	53
Table 4. 14 Full Measurement Goodness of Fit Model Test After Final Improvements.....	54
Table 4. 15 Full Model Goodness of Fit Test	56
Table 4. 16 Standarized Regression Weight	56
Table 4. 17 Squared Multiple Correlations	57
Table 4. 18 Hypothesis Test.....	58
Table 4. 19 Direct Effect, Indirect Effect dan Total Effect Estimation Results	60

FIGURE LIST

	Page
Figure 1. 1 Diagram whether consumers are making more impulse purchases during pandemic COVID-19	1
Figure 1. 2 Chart reason why bought the impulse purchase in-store.....	2
Figure 1. 3 Chart of Indonesian consumer spending priorities after the pandemic	3
Figure 1. 4 Gen Z uniqueness chart and Gen Z favorite places to shop	4
Figure 1. 5 Screenshot of comments complaining about the promotion	5
Figure 1. 6 Rating ADA Supermarket Kudus.....	6
Figure 1. 7 Screenshot of comments complaining about service quality	7
Figure 2. 1 Theoretical Framework	25
Figure 3. 1 Structural Equation.....	39
Figure 4. 1 Logo of ADA Supermarket	43
Figure 4. 2 Full Measurement Testing Before Improvements.....	51
Figure 4. 3 Full Measurement Testing After 1 st Improvements	53
Figure 4. 4 Full Measurement Testing After Final Improvements.....	54
Figure 4. 5 Full Model Testing.....	55