

**THE IMPACT OF MOODS AND EMOTIONS ON CUSTOMER'S IMPULSE
PURCHASING BEHAVIOR: A CASE STUDY OF STARBUCKS
TANGERANG**

By

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11303046

BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION-
HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES



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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

The Impact of Moods and Emotions on Customer's Impulse Purchasing Behavior: A Case Study of Starbucks Tangerang

By

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The objective of this study is to investigate the impact of moods and emotions on customer's impulse purchasing behavior. In this context, this research has moods and emotions as its independent variables, and impulse purchasing as its dependent variable. Each independent variable has its own indicators, which are: positive and negative for moods; happiness, sadness, anger, and fear for emotions. This study uses an experiment with 200 customers of Starbucks Tangerang, where the primary data was collected through questionnaire. Multiple regression and Chi-Square test per indicator was used to analyze the data, using SPSS program. The result shows that both moods and emotions positively impact customer's impulse purchasing behavior at Starbucks Tangerang, with positive moods as the strongest indicator that impacts impulse purchasing.

Keywords: Moods, Emotions, Impulse Purchasing



DEDICATION

I dedicate this study for my family, my thesis advisor; Mrs. Munawaroh MM., and the future and improvement of our country, Indonesia.



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