

ABSTRACT

Impulse buying has dominated consumer buying behavior in the retail business. This shows that consumers buy certain goods to fulfill their desires. Store environment and promotional activities are one of the factors that influence customers' impulsive and compulsive shopping experiences, not only from behavioral reactions but also from positive affective reactions.

The purpose of this study is to determine how much role impulsive buying tendency plays in mediating the influence of store environment and promotional activities on compulsive buying of Hypermart Mal Bali Galeria consumers.

This research uses a quantitative approach with descriptive research type. The sampling technique used is a non-probability sampling technique with a type of purpose sampling distributed to 300 respondents via an online questionnaire. The data analysis technique uses the Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 4 software.

The results showed that store environment has a positive and significant effect on impulsive buying tendency, store environment has a positive and significant effect on compulsive buying, promotional activities have a positive and significant effect on impulsive buying tendency, promotional activities have a positive and significant effect on compulsive buying, impulsive buying tendency has a positive and significant effect on compulsive buying, then impulsive buying tendency positively and significantly mediates the effect of store environment on compulsive buying, and impulsive buying tendency positively and significantly mediates the effect of promotional activities on compulsive buying.

Based on the research results, Hypermart Mal Bali Galeria is advised to continue to improve the quality of company services and store visualization to create impulsive buying tendencies which will ultimately have an impact on compulsive buying behavior. Because based on the research results, the influence of store environment on compulsive buying has the least influence compared to other variables. Then for future researchers it is recommended to explore deeper research on store environment and consider other factors such as personality, psychological factors, visual merchandising, and positive emotion in understanding the behaviors that cause consumer compulsive buying.

Keywords: *Store environment, Promotional activities, Impulsive Buying Tendency, Compulsive Buying, Hypermart*