

ABSTRACT

***THE INFLUENCE OF SHOPPING ENVIRONMENT RESPONSES,
SHOPPING LIFESTYLE, IN-STORE PROMOTION AND SERVICE
QUALITY TOWARD IMPULSE BUYING
(Study at Chandra Departement Store Tanjung Karang)***

By

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The purpose of this research is to find out the effect of the shopping environment responses, shopping lifestyle, in-store promotion and service quality toward impulse buying. The type of this research is hypothesis examining. The population in this research is the consumers of Chandra Departement Store with samples of this research are 100 respondents who shop at Chandra Departement Store using accidental sampling. This research uses questionnaire as a measurement instrument. While the data analysis used is multiple regression analysis and the classical assumptions test. The results of data analysis by using multiple regression showing that the variable of shopping lifestyle, in-store promotion and service quality influenced significantly to impulse buying. All four variables are simultaneously influenced toward impulse buying. The practical implications for the retailers should be more focus on doing in-store promotion programs and stimulate consumers for doing shopping lifestyle to increase the impulse buying.

keyword: impulse buying, shopping environment responses, shopping lifestyle, in-store promotion, service quality.