

## ABSTRAK

### **KAJIAN MENGENAI KEPUTUSAN PEMBELIAN IMPULSIF KONSUMEN YANG DIPENGARUHI OLEH PROMOSI PRODUK, FASILITAS DAN STRATEGI LOKASI, KENYAMANAN PELAYANAN, KERAPIHAN SUASANA, DAN DAYA SAING HARGA (STUDI PADA KONSUMEN CHANDRA SUPER STORE TANJUNG KARANG BANDAR LAMPUNG)**

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Penelitian ini berencana untuk mengetahui beberapa faktor yang dapat mempengaruhi *impulsive buying* seperti promosi produk, fasilitas dan strategi lokasi, kenyamanan pelayanan, kerapihan suasana dan daya saing harga. Setelah dilakukan tinjauan pustaka, penyusunan hipotesis, data dikumpulkan melalui metode kuisioner yang disebar kepada 100 orang responden di Chanda Super Store Tanjung Karang dengan menggunakan *purposive*. Sedangkan analisis dilakukan dengan menggunakan *SPSS 17.0 for window*. Kemudian dilakukan analisis dengan data yang ada menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan pengujian hipotesis menggunakan uji t dan uji f. Hasil penelitian menunjukkan bahwa Terdapat pengaruh yang signifikan antara promosi penjualan dan daya saing harga terhadap keputusan pembelian impulsif konsumen, dan Tidak Terdapat pengaruh yang signifikan antara fasilitas dan strategi lokasi, kenyamanan dan pelayanan, atribut toko terhadap keputusan pembelian impulsif konsumen dan Terdapat pengaruh secara bersama-sama antara Promosi, Fasilitas dan Strategi Lokasi, Kenyamanan dan Pelayanan, Kerapihan Suasana, dan Daya Saing Harga terhadap pembelian impulsif.

**Kata Kunci : *Impulsive buying*, promosi produk, fasilitas dan strategi lokasi, kenyamanan pelayanan, kerapihan suasana dan daya saing harga.**

## **ABSTRACT**

### **STUDY ON THE DECISION OF PURCHASING CONSUMER IMPULSION THAT IS AFFECTED BY THE PROMOTION OF PRODUCTS, FACILITIES AND LOCATION STRATEGIES, COMFORT OF SERVICES, ATMOSPHERE, AND COMPETITIVENESS (STUDY ON CHANDRA SUPER STORE TANJUNG KARANG CONSUMERS BANDAR LAMPUNG)**

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This study plans to find out several factors that can influence impulsive buying such as product promotion, location facilities and strategies, service convenience, atmosphere tidiness and price competitiveness. After a literature review, hypothesis formulation, data was collected through a questionnaire method distributed to 100 respondents at the Tanjung Karang Chanda Super Store who were shopping using purposive. While the analysis is done using SPSS 17.0 for window. Then analyzed with existing data using validity, reliability, classical assumption, multiple linear regression analysis, and hypothesis testing using t test and f test. The results showed that there was a significant effect between sales promotion and price competitiveness on consumer impulse buying decisions, and there was no significant influence between facilities and location strategies, convenience and services, store attributes to consumer impulse buying decisions and there was a joint effect the same between Promsi, Facility and Location Strategy, Comfort and Service, Atmosphere Neatness, and Power Sing Price for impulsive purchases.

**Keywords: Impulsive buying, product promotion, location facilities and strategies, service convenience, atmosphere and price competitiveness.**