

## **ABSTRACT**

### ***EFFECT OF PRODUCT MIX, PROMOTION AND STORE ATMOSPHERE ON IMPULSE BUYING***

***(Study on Visitors of Putra Baru Supermarket, Central Poncowati)***

By

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*This study aims to determine the effect of product mix, promotion and store atmosphere on the impulse buying of visitors to the Putra Baru Supermarket, Central Poncowati. This type of research is Explanatory Research with a quantitative approach. The population in this study were visitors to the Putra Baru Supermarket, Central Poncowati. The sampling of this research used non-probability sampling with purposive sampling technique with a total sample of 100 people. Data collection techniques are questionnaires and literature study. Data analysis in this study used multiple linear regression analysis with SPSS 25.0 application tools. Based on the results of research and data analysis shows that the effect of product mix, promotion and store atmosphere on impulse buying is 54,491. While the partial test results of each variable indicate that the Product Mix has a significant effect on Impulse Buying of 5,903, Promotion has a significant effect on Impulse Buying of 5.705 and Store Atmosphere has a significant effect on Impulse Buying of 4,116.*

***Keywords: Product Mix, Promotion, Store Atmosphere, Impulse Buying***

## ABSTRAK

### **PENGARUH BAURAN PRODUK, PROMOSI DAN *STORE ATMOSPHERE* TERHADAP *IMPULSE BUYING***

**(Studi Pada Pengunjung Swalayan Putra Baru Central Poncowati)**

Oleh

SINGGIH WIJAYA

Penelitian ini bertujuan untuk mengetahui besar pengaruh bauran produk, promosi dan *store atmosphere* terhadap *impulse buying* pengunjung Swalayan Putra Baru Central Poncowati. Jenis penelitian ini *Explanatory Research* dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pengunjung Swalayan Putra Baru Central Poncowati. Penarikan sampel penelitian ini menggunakan *nonprobability sampling* dengan teknik *purposive sampling* dan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data yaitu dengan kuesioner dan studi pustaka. Analisis data dalam penelitian ini menggunakan analisis regresi linear berganda dengan alat bantu aplikasi SPSS 25.0. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa pengaruh bauran produk, promosi dan *store atmosphere* terhadap *impulse buying* sebesar 54,491. Sedangkan hasil pengujian secara parsial masing-masing variabel menunjukkan bahwa Bauran Produk berpengaruh signifikan terhadap *Impulse Buying* sebesar 5,903, Promosi berpengaruh signifikan terhadap *Impulse Buying* sebesar 5,705 dan *Store Atmosphere* berpengaruh signifikan terhadap *Impulse Buying* sebesar 4,116.

**Kata kunci:** Bauran Produk, Promosi, *Store Atmosphere*, *Impulse Buying*