

RINGKASAN

Penelitian ini dilakukan pada Perusahaan Ramayana Bogor Square yang beralamat J. KH Sholeh Iskandar Cimanggu Bogor. Perusahaan ini bergerak dibidang *ritel department store*. Penelitian ini mengambil judul : “ Pengaruh *Store Atmosphere* Dan *Sales Promotion* Terhadap *Impulsive Buying* (Studi Kasus Konsumen Mahasiswa Store Ramayana Bogor Square)”.

Penelitian ini berupa penelitian kuantitatif dengan tujuan penelitian ini adalah mengetahui Pengaruh *Store Atmosphere* dan *Sales Promotion* Terhadap *Impulsive Buying*. Metode *non probability sampling* dan teknik *purposive sampling* dengan menggunakan konsumen mahasiswa di Ramayana Bogor Square sebanyak 100 konsumen sebagai responden.

Hasil analisis penelitian menggunakan aplikasi komputer SPSS 29 dengan hasil analisis regresi $Y = 3,313 + 0,327X_1 + 0,373X_2$, variabel X_1 sebesar 0,327 dan variabel X_2 sebesar 0,373.

Ini menunjukkan pengaruh bahwa *Store Atmosphere* dan *Sales Promotion* berpengaruh positif dan signifikan terhadap *Impulsive Buying*, ditunjukkan oleh koefisien kolerasi sebesar 0,816 dan koefisien determinasi sebesar 0,666. Secara parsial terdapat pengaruh positif dan signifikan *Store Atmosphere* terhadap *Impulsive Buying*. Dimana t -hitung lebih besar dari t -tabel ($3,126 > 1,984$) atau tingkat signifikan lebih kecil dari alpha ($0,002 < 0,05$) maka dapat diperoleh H_1 diterima. Secara parsial terdapat pengaruh positif dan signifikan *Sales Promotion* terhadap *Impulsive Buying*. Dimana t -hitung lebih besar dari t -tabel ($2,923 > 1,984$) atau tingkat signifikan lebih kecil dari alpha ($0,004 < 0,05$) maka dapat diperoleh H_2 diterima.. Secara simultan nilai F hitung = $96,901 > F$ tabel = $3,09$ maka dapat disimpulkan bahwa terdapat hubungan yang signifikan antara *Store Atmosphere* (X_1) dan *Sales Promotion* (X_2) secara bersama-sama terhadap *Impulsive Buying* (Y) pada Konsumen Ramayana Bogor Square.

Kata Kunci: *Store Atmosphere*, *Sales Promotion* dan *Impulsive Buying*

SUMMARY

This research was conducted at Ramayana Bogor Square Company which is located at J. KH Sholeh Iskandar Cimanggu Bogor. The company is engaged in department store retail. This research is titled: " The Influence of Store Atmosphere and Sales Promotion on Impulsive Buying (Case Study of Student Consumers of Ramayana Bogor Square Store)".

This research is in the form of quantitative research with the purpose of this research is to determine the Influence of Store Atmosphere and Sales Promotion on Impulsive Buying. The non-probability sampling method and purposive sampling technique using student consumers in Ramayana Bogor Square as many as 100 consumers as respondents.

The results of the research analysis using the SPSS 29 computer application with the results of regression analysis $Y = 3.313 + 0.327X_1 + 0.373X_2$, variable X_1 of 0.327 and variable X_2 of 0.373.

This shows that Store Atmosphere and Sales Promotion have a positive and significant effect on Impulsive Buying, shown by a correlation coefficient of 0.816 and a determination coefficient of 0.666. Partially, there is a positive and significant influence of Store Atmosphere on Impulsive Buying. Where the t-count is greater than the t-table ($3.126 < 1.984$) or the significant level is smaller than alpha ($0.002 < 0.05$), then H_1 can be obtained. Partially, there is a positive and significant influence of Sales Promotion on Impulsive Buying. Where the t-count is greater than the t-table ($2.923 > 1.984$) or the significance level is smaller than alpha ($0.004 < 0.05$), then H_2 can be obtained. Simultaneously, the value of F calculation = $96.901 > F$ table = 3.09 , it can be concluded that there is a significant relationship between Store Atmosphere (X_1) and Sales Promotion (X_2) together on Impulsive Buying (Y) in Ramayana Bogor Square Consumers.

Keywords: Store Atmosphere, Sales Promotion and Impulsive Buying