

ABSTRACT

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**THE EFFECT OF VISUAL MERCHANDISING, SALES PROMOTION,
AND STORE ATMOSPHERE ON IMPULSE BUYING BEHAVIOR AT PT
MEGA DEPARTMENT STORE, PEKANBARU**

(xix + 170 pages; 13 figures; 68 tables; 9 appendix)

In this modern era, most of the people have the desire to upgrade their lifestyle in which they need a variety of clothes, bags, shoes, and accessories to elevate their look as the time goes by. Retail fashion is one of the places that can fulfill the customers' desires in enhancing their lifestyle. According to Farfan (2020), the term "retail" refers to the act of selling products directly to end-user consumers from a single place or department store. It is stated that consumers can be enticed into a store by many forms of marketing and product display.

The purpose of this paper is to analyze the effect between visual merchandising, sales promotion, and store atmosphere toward impulse buying behavior of customers at PT Mega Department Store, Pekanbaru. In this regard, this research utilizes primary and secondary data for collecting the research data through distributing questionnaires to 100 respondents, which includes male and female among 18-65 years old, have visited and purchased product at PT Mega Department Store Pekanbaru. Non-probability sampling is used in this paper, specifically convenience sampling method. This research also utilized quantitative methods with using descriptive study and causal research via SPSS 25 application.

The result of this research indicates that visual merchandising has no partial effect on impulse buying behavior. Sales promotion and store atmosphere is evident to have significant effect on client's impulse buying behavior at PT Mega Department Store Pekanbaru.

Keywords: visual merchandising, sales promotion, store atmosphere, impulse buying behavior

References: 77 (1962 – 2022)

ABSTRAK

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***PENGARUH VISUAL BARANG DAGANGAN, PROMOSI PENJUALAN,
DAN SUASANA TOKO TERHADAP PERILAKU PEMBELIAN IMPULSIF
DI PT MEGA DEPARTMENT STORE, PEKANBARU***

(xix + 170 halaman; 13 gambar; 68 tabel; 9 lampiran)

Di era modern ini, sebagian besar masyarakat memiliki keinginan untuk meningkatkan gaya hidup dimana mereka membutuhkan berbagai macam pakaian, tas, sepatu, dan aksesoris untuk meningkatkan penampilan mereka seiring berjalannya waktu. *Retail fashion* merupakan salah satu tempat yang dapat memenuhi keinginan pelanggan dalam meningkatkan gaya hidup mereka. Menurut Farfan (2020), istilah “ritel” mengacu pada tindakan menjual produk secara langsung kepada konsumen pengguna akhir dari satu tempat atau department store. Hal ini dapat dinyatakan bahwa konsumen dapat terpikat ke suatu toko dengan berbagai bentuk pemasaran dan tampilan produk. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh antara *visual merchandising*, *sales promotion*, dan *store atmosphere* terhadap *impulse buying behavior* pelanggan di PT Mega Department Store, Pekanbaru. Sehubungan dengan hal tersebut, penelitian ini menggunakan data primer dan data sekunder untuk pengumpulan data penelitian melalui penyebaran kuesioner kepada 100 responden yang terdiri dari laki-laki dan perempuan berusia 18-65 tahun, pernah berkunjung dan membeli produk di PT Mega Department Store Pekanbaru. *Non-probability sampling* digunakan dalam penelitian ini, khususnya metode *convenience sampling*. Penelitian ini juga menggunakan metode kuantitatif dengan menggunakan studi deskriptif dan penelitian kausal melalui aplikasi SPSS 25.

Hasil penelitian ini menunjukkan bahwa *visual merchandising* tidak berpengaruh secara parsial terhadap *impulse buying behavior*. *Sales promotion* dan *store atmosphere* berpengaruh signifikan terhadap *impulse buying behavior* pelanggan di PT Mega Department Store Pekanbaru.

Kata kunci: visual merchandising, sales promotion, store atmosphere, impulse buying behavior
Referensi: 77 (1962 – 2022)