

## ABSTRACT

*Judul : The influence of shopping lifestyle, price discount and store atmosphere on impulse buying (case study on customers of Alfamart kel. Cimone)*

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*This study aims to determine the effect of shopping lifestyle, price discounts and store atmosphere on impulse buying (a case study on customers of Alfamart Kel. Cimone). The population in this study were all customers who shop at Alfamart kel. Cimone with approximately five times a month shopping at Alfamart. The sample used is as many as 150 respondents with a sampling technique that is purposive sampling. This type of research is associative which is causal and the method used in this research is Multiple Linear Regression Analysis.*

*The results of this study indicate that simultaneous shopping lifestyle, price discount and store atmosphere have a positive and significant effect on impulse buying, while partial shopping lifestyle has a positive and significant effect on impulse buying, price discount has a positive and significant effect on impulse buying. However, store atmosphere does not have a positive and significant effect on impulse buying*

*Keywords : Shopping Lifestyle, Price Discount, Store Atmosphere Impulse Buying*