

## ABSTRAK

Judul : Pengaruh *Sales Promotion*, *Visual Merchandising*,  
*Shopping Lifestyle* Terhadap *Impulse Buying*  
(Studi Kasus Pada Konsumen Matahari Department  
Store Mall Ciputra)  
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Program Studi : Manajemen  
Dosen Pembimbing : Dr. Hasyim , SE, MM, M.Ed

Penelitian ini bertujuan untuk mengetahui pengaruh dari Pengaruh Sales Promotion, Visual Merchandising, Shopping Lifestyle Terhadap Impulse Buying (Studi Kasus Pada Konsumen Matahari Department Store Mall Ciputra). Data sampel yang digunakan dalam penelitian ini berjumlah 100 responden yang diperoleh pengambilannya melalui teknik *Quota Sampling* dengan non probability sampling yaitu responden pernah membeli produk di Matahari *Department Store* yang berusia 18 tahun ke atas dan sudah memiliki penghasilan, kuesioner yang diberikan menggunakan skala likert 1 sampai 4 untuk menghindari bias dari responden. Metode analisis yang digunakan dalam penelitian ini menggunakan metode regresi linier berganda dengan software pengolah data yaitu Software Statistika .

Hasil penelitian ini menunjukkan bahwa *Sales Promotion* tidak berpengaruh secara positif terhadap *Impulse Buying* karena T hitung sebesar 0,472 dengan nilai signifikansi 0,638 dan *Visual Merchandising* berpengaruh positif terhadap *Impulse Buying* karena T hitung sebesar 5,466 dengan nilai signifikansi 0,000, sedangkan *Shopping Lifestyle* berpengaruh secara signifikan terhadap *Impulse Buying* dengan T hitung sebesar 5,843 dan nilai signifikansi 0,000.

Kata kunci: *Sales Promotion*, *Visual Merchandising*, *Shopping Lifestyle*, *Impulse Buying*

**ABSTRACT**

*Title* : *The Effect of Sales Promotion, Visual Merchandising, Shopping Lifestyle on Impulse Buying (Case Study on Matahari Department Store at Ciputra Mall)*  
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*This study aims to determine the effect of the effect of Sales Promotion, Visual Merchandising, Shopping Lifestyle on Impulse Buying (Case Study on the Consumer of Matahari Department Store Mall Ciputra). The sample data used in this study amounted to 100 respondents who were obtained through Quota Sampling technique with non-probability sampling, namely respondents who had purchased products at Matahari Department Store who were 18 years old and over and already had income, the questionnaire was given using a Likert scale of 1 to 4. to avoid bias from respondents. The method of analysis used in this research is multiple linear regression with data processing software, namely Statistics Software.*

*The results of this study indicate that Sales Promotion has no positive effect on Impulse Buying because T count is 0.472 with a significance value of 0.638 and Visual Merchandising has a positive effect on Impulse Buying because T is 5.466 with a significance value of 0.000, while Shopping Lifestyle has a significant effect on Impulse Buying. with T count 5,843 and a significance value of 0,000.*

*Keywords: Sales Promotion, Visual Merchandising, Shopping Lifestyle, Impulse Buying*