

**PENGARUH STORE ATMOSPHERE, PRICE DISCOUNT,  
SALES PERSON, TERHADAP IMPULSE BUYING**

(Studi Kasus Pada Pembelian Sepatu Yongki Komaladi di *Matahari Department  
Store Mall Balekota Tangerang*)



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**JAKARTA**  
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**(Case Study On The Purchase of Yongki Komaladi's Shoes at Matahari  
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**(Case Study On The Purchase of YongkiKomaladi's Shoes at Matahari  
Department Store Mall Balekota Tangerang)**

## **THESIS**

**Presented As One Of The Condutons For Obtaining A Degree**

**BACHELOR OF ECONOMICS**

**Economic Studies Program Management – Strata 1**



**ECONOMIC FACULTY**

**UNIVERSITY OF SATYA NEGARA INDONESIA**

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Store Atmosphere*, *Price Discount*, dan *Sales Person* terhadap *Impulse Buying*. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dan penilaian dari hasil penelitian ini berdasarkan jawaban responden dengan menggunakan Skala Likert. Populasi dalam Penelitian ini adalah Konsumen Sepatu Yongki Komaladi di Matahari *Department Store Mall* Balekota Tangerang dan sampel dalam penelitian ini berjumlah 65 responden. Metode analisis dalam penelitian ini menggunakan Uji Instrument (Validitas dan Reliabilitas), Analisis Normalitas data, Uji Asumsi (Normalitas, Multikolonieritas, Heteroskedatisitas, Autokorelasi), Uji Koefisien Korelasi, Uji Regresi Linear Berganda, Uji t, Uji F, dan Kofisien Determinasi  $R^2$ .

Dari hasil uji t (Secara parsial) dan uji F (secara simultan), telah diperoleh hasil bahwa variabel *Store Atmosphere* (X1), *Price Discount* (X2), dan *Sales Person* (X3) mempunyai pengaruh dan signifikan terhadap *Impulse Buying* (Y) Sepatu Yongki Komaladi di Matahari *Department Store Mall* Balekota Tangerang. Variabel yang paling berpengaruh dominan adalah *Price Discount* (X2) terhadap *Impulse Buying* (Y).

Kata Kunci: *Store Atmosphere*, *Price Discount*, *Sales Person*, *Impulse Buying*.

## **ABSTRACT**

*This study aimed to determine the effect of Store Atmosphere, Price Discount, and Sales Person to Impulse Buying. The method used in this study is the quantitative method and the assessment of the results of this study based on respondents' answers using the Likert Scale. Population in this research is Consumer Shoes Yongki Komaladi at Matahari Department Store Mall Balekota Tangerang and sample in this research amounted to 65 respondents. The method of analysis in this study using the Test Instrument (Validity and Reliability), Analysis Normality of data, test assumptions (Normality, multicollinearity, Heteroskedatisitas, autocorrelation), Test Correlation Coefficient Test, linear regression, t test, Test f, and the coefficient of determination R<sup>2</sup>.*

*From the results of the t test (Partially) and of the F test (Simultaneously), has obtained results that variable Store Atmosphere (X1), Price Discount (X2), and Sales Person (X3) influence and significant impact on Impulse Buying (Y) Shoes Yongki Komaladi in Matahari Department Store Mall Balekota Tangerang. And the most dominant variable is Price Discount (X2) to Impulse Buying (Y).*

*Keywords:* *Store Atmosphere, Price Discount, Sales Person, Impulse Buying.*

