

ABSTRAK

Penelitian ini bertujuan untuk menguji secara empiris pengaruh suasana toko (*store atmosphere*), diskon harga (*price discount*), dan kualitas produk (*Quality Of Product*) terhadap perilaku pembelian impulsif (*impulse buying*). Populasi penelitian ini adalah konsumen Toko Slamet Sentul, dengan pengambilan sampel menggunakan teknik *probability sampling* berdasarkan rumus *Roscoe*. Dengan bantuan perangkat lunak SPSS versi 25, pengujian hipotesis dilakukan melalui sejumlah langkah analisis, termasuk validitas, reliabilitas, regresi linier berganda, asumsi klasik, dan uji koefisien determinasi. Hasil penelitian menyimpulkan *Store Atmosphere* dan *Quality Of Product* tidak berpengaruh terhadap *Impulse Buying*. Namun, diskon harga terbukti memberikan pengaruh signifikan terhadap *impulse buying*.

Kata Kunci : *Store atmosphere, price discount, quality of product, Impulse Buying*



ABSTRACT

This research aims to empirically test the influence of store atmosphere, price discounts and product quality on impulsive buying behavior. The population of this study is consumers of Slamet Sentul Shop, with sampling using probability sampling techniques based on the Roscoe formula. With the help of SPSS version 25 software, hypothesis testing is carried out through a number of analytical steps, including validity, reliability, multiple linear regression, classical assumptions, and determination coefficient tests. The results of the study concluded that Store Atmosphere and Quality Of Product did not have an impact on Impulse Buying. However, price discounts have proven to have a significant influence on impulse buying.

Keyword : Store atmosphere, price discount, quality of product, Impulse Buying

