

ABSTRAK

Perumusan masalah dalam penelitian ini adalah bagaimana pengaruh produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses terhadap pembelian impulsif Super market MD3 Ledokombo Jember. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses terhadap pembelian impulsif secara simultan dan parsial. Teori yang dipakai pada penelitian ini adalah teori manajemen pemasaran, bauran pemasaran dan pembelian impulsif. Penelitian dilakukan pada konsumen Super market MD3 Ledokombo Jember. Jenis penelitian deskriptif kuantitatif dengan menggunakan metode *quota sampling* dengan sampel 70 orang responden. Adapun sifat dari penelitian adalah penjelasan (*explanatory*). Dengan menggunakan uji hipotesis didapatkan hasil bahwa produk, tempat, promosi, orang, lingkungan fisik, dan proses berpengaruh signifikan terhadap pembelian impulsif sedangkan harga tidak berpengaruh signifikan terhadap pembelian impulsif secara parsial, dan produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses berpengaruh signifikan terhadap pembelian impulsif secara simultan (0,000). Uji regresi menunjukkan bahwa produk, tempat, promosi, orang, lingkungan fisik, dan proses berpengaruh positif terhadap pembelian impulsif dan uji koefisien determinasi sebesar 93,6% yang berarti pembelian impulsif dipengaruhi oleh produk, harga, tempat, promosi, orang, lingkungan fisik, dan proses sedangkan 6,4% sisanya dipengaruhi variable lain di luar penelitian.

Kata Kunci: produk, harga, tempat, promosi, partisipan, lingkungan fisik, proses dan pembelian impulsif

ABSTRACT

The formulation of the problem in this study is how the influence of the product, price, place, promotion, people, physical environment, and the process of impulsive buying of the MD3 Ledokombo Jember market. The purpose of this research is to know and analyze the effect of the product, price, place, promotion, people, physical environment, and process on impulsive buying simultaneously and partially. The theory used in this research is marketing management theory, marketing mix and impulsive buying. The study was conducted on MD3 Ledokombo Super market consumers in Jember. This type of quantitative descriptive research using quota sampling method with a sample of 70 respondents. The nature of the research is explanatory. Using the hypothesis test, the results show that product, place, promotion, people, physical environment, and process have a significant effect on impulsive purchases while price does not have a significant effect on partial impulsive purchases, and products, prices, places, promotions, people, physical environment, and the process has a significant effect on simultaneous impulsive purchases (0,000). Regression test shows that products, places, promotions, people, physical environment, and processes have a positive effect on impulsive purchases and the determination coefficient test is 93.6% which means impulsive purchases are influenced by products, prices, places, promotions, people, physical environment, and process while the remaining 6.4% is influenced by other variables outside the study.

Keywords: *product, price, place, promotion, participants, physical environment, and impulsive buying process*

