ABSTRAK

Tujuan dari penelitian ini adalah menganalisis pengaruh harga, keragaman produk, dan atmosfer toko terhadap pembelian impulsif. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh konsumen toko Senyum Media. Sampel yang digunakan sebanyak 91 responden, menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda dengan software SPSS versi 22. Dari Hasil uji T dapat diketahui variabel harga (0,020) dan atmosfer toko (0,040) berpengaruh signifikan terhadap pembelian impulsif, sedangkan variabel keragaman produk (0,237) tidak perbengaruh signifikan terhadap pembelian impulsif. Analisis regresi menunjukkan bahwa harga (0.404) berpengaruh positif, keragaman produk berpengaruh negatif (-0.224), dan atmosfer toko berpengaruh positif (0.292)) terhadap pembelian impulsif. Uji koefisien determinasi menunjukan bahwa (15,6%) pembelian impulsif pada toko Senyum Media Jember dipengaruhi oleh harga, keragaman produk, dan atmosfer toko. Sedangkan sisanya (84,4%) dipengaruhi oleh variabel lain diluar model atau persamaan.

Kata kunci : Harga, keragaman produk, atmosfer toko, pembelian impulsif.

ABSTRACT

The purpose of this research is to analyze the influence of price, product diversity, and stores atmosphere to the impulse buying. This type of research is descriptive quantitative and research design is explanatory. The population in this research is Senyum Media consumers. The samples used were 91 respondents, using the technique of non-probability sampling with purposive sampling approach. The analysis tool using multiple linear regression with SPSS software version 22. From the results of the T test can be know the variable price (0,020) and store atmosphere (0,040) have a significant influence to the impulse buying. While, product diversity variables (0,237) have no significant effect to impulse buying. Regression analysis showed that price (0,404) had a positive effect, product diversity had negative effect (-0,224), and store atmosphere had positive effect (0,292) to impulse buying. Coefficient determination test shows that (15,6%) of impulse buying at Senyum Media by the price, product diversity, and stores atmosphere. While the remaining (84,4%) is influenced by other variables outside the model or equation.

Keywords: Price, Product Diversity, Store Atmosphere, and Impulse Buying.