

**PERANAN *STORE ATMOSPHERE* TERHADAP *IMPLUSE BUYING*
KONSUMEN PADA TOKO BUSANA MUSLIM MAYOUTFITBANDUNG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Peranan store atmosphere terhadap impulse buying konsumen pada toko busana muslim Mayoutfit, objek dari penelitian ini adalah pelanggan di Toko Busana Muslim Mayoutfit Bandung. Data pengumpulan dalam penelitian terdiri atas data primer dan sekunder. Dengan menggunakan metode deskriptif dan verifikatif, peneliti mengumpulkan data melalui penyebaran kuesioner kepada 100 responden yang merupakan pelanggan Toko Busana Muslim Mayoutfit Bandung. Analisa yang di gunakan adalah regresi linier sederhana, hipotesis penelitian, uji parsial, uji simultan, koefisien determinasi. Hasil dari penelitian berdasarkan data pembahasan yaitu *Store Atmosphere* dan *Impluse Buying* pada Toko Busana Muslim Mayoutfit Bandung, *Store Atmosphere* (X1) terhadap *Impluse Buying* (Y) berpengaruh signifikan.

Kata Kunci : Suasana Toko, Pembelian Implusif

**THE ROLE OF THE ATMOSPHERE STORE ON THE IMPLUSE OF CONSUMER
BUYING IN MAYOUTFIT MUSLIM CLOTHING STORE BANDUNG**

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ABSTRACT

This study aims to determine how big the role of store atmosphere on consumer impulse buying at the Mayoutfit Muslim fashion store, the object of this research is the customer at the Mayoutfit Muslim Clothing Store Bandung. Data collection in the study consisted of primary and secondary data. By using descriptive and verification methods, researchers collected data by distributing questionnaires to 100 respondents who were customers of the Mayoutfit Muslim Clothing Store in Bandung. The analysis used is simple linear regression, research hypothesis, partial test, simultaneous test, coefficient of determination. The results of the study based on discussion data, namely Store Atmosphere and Impulse Buying at the Mayoutfit Muslim Clothing Store Bandung, Store Atmosphere (X1) on Impulse Buying (Y) had a significant effect.

Keywords: *Store Atmosphere, Impulsive Purchase*