**PENGARUH *POINT OF PURCHASE* DAN *STORE ATMOSPHERE* TERHADAP *IMPULSE BUYING* KONSUMEN DI INDOMARET JOMBANG KOTA**

**ABSTRAK**

Oleh:

DWI ANGGRAINI

Dosen Pembimbing

Nurul Hidayati, SE,M.M

Penelitian ini bertujuan untuk menjelaskan dan menganalisis pengaruh *point of purchase* dan *store atmosphere* terhadap *impulse buying* konsumen di Indomaret Jombang Kota. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi dan sampel dalam penelitian ini adalah konsumen Di Indomaret Jombang Kota dengan teknik sampling *accidental sampling* (*non probability sampling*) sebanyak 100 konsumen, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa *Point Of Purchase* mampu meningkatkan *Impulse buying* konsumen pada Indomaret Kota Jombang dan *Store Atmosphere* mampu meningkatkan *Impulse buying* konusmen pada Indomaret Kota Jombang.

***Kata Kunci: point of purchase, store atmosphere dan impulse buying***

**IMPACT *POINT OF PURCHASE* AND *STORE ATMOSPHERE* TO *IMPULSE BUYING* CONSUMER AT INDOMARET JOMBANG KOTA**

**ABSTRACT**

By:

DWI ANGGRAINI

Consellor

Nurul Hidayati, SE,M.M

This study aims to explain and analyze the influence of point of purchase and store atmosphere on the impulse buying of consumers in Indomaret Jombang Kota. Research uses explanatory research methods carried out through data collection in the field. The population and sample in this study are consumers of Indomaret Jombang Kota with accidental sampling (non probability sampling) technique as many as 100 consumers, analyzing data using the statistical method of multiple linear regression and hypothesis testing. Based on the results of the study indicate that Point Of Purchase is able to increase the Impulse buying of consumers on Indomaret Kota Jombang and Store Atmosphere can increase Impulse buying conusmen on Indomaret Kota Jombang.

***Keyword: point of purchase, store atmosphere and impulse buying***