

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Window Display* terhadap perilaku *Impulse Buying* konsumen Indomaret, mengetahui pengaruh *Floor Merchandising* terhadap perilaku *Impulse Buying* konsumen Indomaret, mengetahui pengaruh *Promotional Signage* terhadap perilaku *Impulse Buying* konsumen Indomaret, mengetahui pengaruh *Window Display*, *Floor Merchandising* dan *Promotional Signage* secara simultan terhadap perilaku *Impulse Buying* konsumen Indomaret. Jenis penelitian yang digunakan dalam penelitian ini deskriptif kuantitatif. Jumlah sampel yang akan digunakan pada penelitian ini adalah sebanyak 100 orang. Analisis data pada penelitian ini dilakukan dengan melakukan uji validitas dan reliabilitas instrumen. Hasil penelitian menunjukkan bahwa keempat hipotesis penelitian diterima.

Kata kunci: *Visual Merchandising*, *Window Display*, *Floor Merchandising*, *Promotional Signage*, *Impulse Buying*

ABSTRACT

The purpose of this study is to determine the influence of Window Display on Impulse Buying behavior of Indomaret consumer, to know the influence of Floor Merchandising on Impulse Buying behavior of Indomaret consumer, to know the influence of Promotional Signage on Impulse Buying behavior of Indomaret consumer, to know the effect of Window Display, Floor Merchandising and Promotional Signage simultaneously to Impulse Buying behavior of Indomaret consumer. The type of research used in this study is descriptive quantitative. The number of samples to be used in this study is as many as 100 people. Data analysis in this research is done by testing the validity and reliability of the instrument. The results showed that the four research hypotheses were accepted.

Keywords: Visual Merchandising, Window Display, Floor Merchandising, Promotional Signage, Impulse Buying

