ABSTRACT

Business competition in Retail business has been increased since the business retail growth massively in Indonesia. Therefore company have to create brand new marketing strategy to maintain their target marketing level even get more target marketing. The purpose of this research is to analyze the effectiveness of price discount, store atmosphere and service quality toward impulse buying. the independent variable that is used in this research are price discount, store atmosphere and service quality and for dependent variable is impulse buying. the population in this research is consument of Matahari Departemen store in Semarang.

The sample in this research are 100 consuments, those are choosen based on the result of purposive sampling using questionnaire. the researcher get the data from questionnaire which is analyzed using SPSS 23.

The result shows that price discount and service quality give positive impact and those are significant toward impulse buying. the result of F test showed that significant value is less than 0.05, it can be concluded that regretion model shows fit result, so the regretion mode is significant and ready to be used. the result also shows that price discount, store atmosphere and service quality can be used to predict impulse buying.

Keywords : price discount, store atmosphere, service quality and impulse buying