ABSTRACT

The research is an attempt to find out the factors that affect consumer impulse buying at Hypermart in Semarang, to examine the effect of three external factors (store atmosphere, promotion, and income) on consumer impulse buying and to determine the amount of the effect of three factors on consumer impulse buying.

The research is based on the primary data collected from respondents at Hypermart in Semarang with the help of structured questionnaire. The sample size was 100 respondents. We defined three hypotheses and SPSS software is used for data analysis. The statistical analysis method employed in this study are validity and reliability test. The classic assumption of multiple regression analysis and hypothesis testing using the t test and F test. Regression analysis used to see the correlations between consumer's impulse buying behavior and each of three external factors.

A 5% test of significance showed that there are positive relationship between store atmosphere, promotion, income, and consumer impulse buying behavior. Coeficient determination (R2) is 47,3%. This means that three independent variables could explain 42,2% variation while other variations in the amount of 52,7% explained by other variables that are not described in this study.

Keywords : Impulse buying, store atmosphere, promotion, income