

ABSTRACT

For this period of time, all the work Toko Siranda has performed to fulfill consumer's need is unsuccessful. The growth of mini markets in Semarang reduces sales and turnovers in Toko Siranda. This research aims to test the effect of merchandise, store atmosphere, and interaction between customers and store clerks towards impulse buying in Toko Siranda.

This research uses questionnaire with 100 samples of respondent and the technique of sample's withdrawal is accidental sampling. The result of double linear regression shows that three independent variables which are merchandise (0,281), store atmosphere (0,203) and interaction between customers with store clerk (0,371) have positive relations along with dependent variables, impulse buying.

The result of t test shows that each independent variable significantly influences impulse buying. Likewise, the results of the F test (36.795) shows that the three independent variables significantly influence impulse buying although the value of adjusted R square is 0,520.

And the result shows impulse buying is most affected by the variable of interaction between customers and store clerks. This is caused by the service provided in Toko Siranda, which is friendly and well-mannered. The store clerks are giving great service with hospitality, well-mannered and friendly towards the customers.

Keywords : merchandise, store atmosphere and interaction between customers with store clerk, retail