

ABSTRACT

This study aimed to analyze the influence of the factors in the external motivation to impulse purchases for low involvement product categories and to analyze the influence of factors influence within the internal motivation to impulse purchases for low involvement product category. This study used a sample of 100 respondents using purposive sampling with criteria for the sampling of respondents that some people were shopping for a shopping place. This questionnaire will be carried out by using the enclosed questionnaire in which researchers only make statements that will be answered by the respondent directly and on the answers of respondents were processed using SPSS program. The results showed that the factors in the external motivation that activity promotion and in-store shopping enviroment while the factors within the internal motivation that credit cards have a positive and significant impact on impulsive purchases for low involvement product category.

Keywords: Factors motivating external, factors in the internal motivation and Impulsive Purchase