ABSTRACT

The purpose of this research for testing the influence of store environment (ambient, design, and social) to impulse buying in the minimarket Indomaret at Palembang. The kind of this research is descriptive research, the population is customer who was out shopping at the minimarket Indomaret, the sample of this research was using purposive sampling technique with buyer criteria who already shopping and be ready to fill questionnaire. And then the age minimal 17 years old and buyer domicile at Palembang who ever or has been doing impulse buying. The sample used survey method, there were found 100 people as respondent. Testing hypothesis used analysis of doubled regression linear that used SPSS 22 program. The results declare that 65,3 % the influence of variable store environment (ambient, design, and social) to impulse buying contribution and the remainder 34,7 % has been influenced by other variable which was not input in this research. Based on testing simultaneously seen that third variable store environment (ambient, design, and social) influential to impulse buying is in the mount of 63,017 with significant value 0,000.

Key Words : The influence of store environment, impulse buying