

# ***THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT DISPLAY, AND BRAND IMAGE ON IMPULSE BUYING BEHAVIOR IN COSTUMER OH! SOME STORE***

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## ***Abstract***

*This study aims to analyze the impact of Store Atmosphere, Product Display, and Brand Image on the Impulse Buying Behavior of OH! SOME Store in South Jakarta. The research with quantitative methods uses descriptive analysis techniques to explain the characteristics of the sample and inferential analysis techniques with the help of SmartPLS analysis tools version 4.0. The population in the study was consumers of OH! SOME Store in South Jakarta, with a sample of 100 respondents selected by the non-probability sampling method. Google Forms was used in this study in distributing questionnaires to obtain data. The test results show that store atmosphere, product display, and brand image have a positive and significant effect on impulse purchases. This study provides an in-depth understanding of the factors that influence impulse buying behavior in the context of store atmosphere, product display, and brand image in OH! SOME Store. The results of the research can be used as a guide for OH! SOME Store and other retail stores to design more effective marketing strategies and focus on increasing impulse purchases.*

**Keywords :** *store atmosphere; product display; brand image; impulse buying behavior; OH!SOME.*

# **PENGARUH *STORE ATMOSPHERE*, *PRODUCT DISPLAY*, DAN *BRAND IMAGE* TERHADAP *IMPULSE BUYING BEHAVIOR* PADA CUSTOMER OH! SOME STORE**

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh dari tiga variabel bebas, yaitu *Store Atmosphere*, *Product Display*, dan *Brand Image* terhadap *Impulse Buying Behavior* konsumen OH!SOME Store di Jakarta Selatan. Penelitian dengan metode kuantitatif menggunakan teknik analisis deskriptif untuk menjelaskan karakteristik sampel dan teknik analisis inferensial dengan bantuan alat bantu analisis SmartPLS versi 4.0. Populasi dalam penelitian merupakan konsumen OH!SOME Store di Jakarta Selatan, dengan sampel sejumlah 100 responden yang dipilih dengan metode *non-probability sampling*. *Google Forms* digunakan pada penelitian ini dalam menyebarkan kuesioner untuk memperoleh data. Hasil pengujian menunjukkan bahwa *store atmosphere*, *product display*, dan *brand image* berpengaruh positif dan signifikan terhadap pembelian impulsif. Penelitian ini memberikan pemahaman mendalam mengenai faktor yang mempengaruhi perilaku pembelian impuls dalam konteks *store atmosphere*, *product display*, dan *brand image* di OH!SOME Store. Hasil penelitian dapat dijadikan panduan bagi pihak OH!SOME Store dan toko ritel lainnya untuk merancang strategi pemasaran yang lebih efektif dan berfokus untuk meningkatkan pembelian impulsif.

**Kata kunci** : *store atmosphere*; *product display*; *brand image*; *impulse buying behavior*; OH!SOME.