

Pengaruh *Sales Promotion, Personal Selling* dan *Store Atmosphere* Terhadap *Impulse Buying* Pada Matahari *Department Store* Depok *Town Square*

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Abstrak

Dengan pertumbuhan bisnis ritel yang semakin pesat membuat Matahari *Department Store* harus lebih berinovasi dalam mempertahankan konsumen Indonesia dalam memberikan kenyamanan dan pelayanan yang tepat. Walaupun Matahari *Department Store* masih lebih unggul daripada merek *department store* lainnya yang ada di Indonesia menurut sumber data penyeleksian brand di Indonesia. Namun dalam hasil penjualan yang telah dikeluarkan oleh Matahari *Department Store* sendiri berbanding terbalik dengan fakta yang dinyatakan oleh sumber data penyeleksian brand. Maka Matahari *Department Store* yang digunakan sebagai objek penelitian. Dimana penelitian ini bertujuan untuk menjelaskan pengaruh *sales promotion, personal selling* dan *store atmosphere* terhadap *impulse buying* di Matahari *Department Store* Depok *Town Square*. Teknik analisis yang digunakan adalah *Partial Least Square (PLS)* dengan program *SmartPLS 3.0*. Pengambilan sampel yang digunakan adalah metode *purposive sampling* dengan sampel 72 responden yang berada Matahari *Department Store*. Hasil dari penelitian ini menunjukkan bahwa variabel *sales promotion* dapat berpengaruh signifikan terhadap *impulse buying*, variabel *personal selling* berpengaruh tidak signifikan terhadap *impulse buying* dan *store atmosphere* berpengaruh tidak signifikan terhadap *impulse buying*. Matahari *Department Store* perlu mempertahankan *sales promotion* agar memaksimalkan konsumen untuk melakukan *impulse buying*. Matahari *Department Store* juga perlu meningkatkan *personal selling* dan *store atmosphere* agar mendorong konsumen untuk melakukan *impulse buying*.

Kata Kunci : *Sales Promotion, Personal Selling, Store Atmosphere, Impulse Buying, Ritel.*

Influence Of Sales Promotion, Personal Selling and Store Atmosphere To Impulse Buying In Matahari Department Store Depok Town Square

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Abstract

With the growth of the retail business, which grew rapidly making Matahari Department Store should be more innovative for Indonesia retain customers on providing comfort and appropriate services. Although Matahari Department Store is still superior than other department store brands that exist in Indonesia by selecting the data source brand of Indonesia. However, the sales results that have been issued by Matahari Department Store itself is inversely proportional to the facts stated by selecting the data source brand. Matahari Department Store then used as research objects. Where this study aims to explain the influence of sales promotion, personal selling and store atmosphere to impulse buying at Matahari Department Store Depok Town Square. The analysis technique used is the analysis of Partial Least Square (PLS) with SmartPLS 3.0 program. The sample used is purposive sampling method with a sample of 72 respondents in Matahari Department Store. The results of this study indicate that the sales promotion variable had significant influence on impulse buying, personal selling variable had not significant influence on impulse buying, and store atmosphere variable had not significant influence on impulse buying. Matahari Department Store needs to maintain sales promotion in order to maximize consumer to make impulse buying. Matahari Department Store also need to improve personal selling and store atmosphere in order to encourage consumers to do impulse buying.

Keyword : Sales Promotion, Personal Selling, Store Atmosphere, Impulse Buying, Retail