

## ABSTRACT

Normal purchasing behavior lately is not absolutely occur, sometimes consumers do not plan what they would buy when shopping. This needs to be a concern for producers and retailers to increase sales and profits. MOR Store is a retail concept that unites convenience store and cafe. This study aims to determine the respondents about the in-store stimuli and their effects on impulsive buying in MOR Store Sunda Street Bandung.

The method used descriptive causal quantitative approach. Total sample of 100 respondents with non-probabilty sampling method type convenience sampling. Analysis of data using simple linear regression techniques previously tested with classical assumption of normality test, test heteroskedestisitas, multicollinearity test, t test, the coefficient of determination and processing of data using SPSS 21.0.

Based on the results of the analysis can be concluded that the respondents about the in-store stimuli and impulsive purchases in MOR Store Street Sunda is good. It is seen from the scores of respondents in the questionnaire by 75% for in-store stimuli and impulsive purchases. The results of hypothesis testing in-store stimuli significant positive effect on impulsive buying in MOR Store Street Sunda. Based on the coefficient of determination obtained in-store stimuli that can explain the impulsive purchase of 43.6% and the remaining 56.4% of them by other factors not examined in this research as store atmosphere, the completeness of the product, servicescape, etc.

**Keywords** : in-store stimuli, impulsive buying