

## **ABSTRACT**

*The retail business is a business area that relates directly to consumers in the electoral process to purchase products / services it is important for a retailer to understand the behavior of their consumers. Impulsive buying is one of the retail consumer behavior where there is a tendency to buy products or services that are not planned before. In line with the goal of marketers, this impulsive buying has positive impact to increase the company's sales. This study aimed to analyze the factors that influence impulsive buying on the visitor of Yogya Bojongsoang Department Store.*

*The study population was a visitor of Yogya Bojongsoang Department Store, 100 respondents selected by accidental sampling as samples. This research is quantitative research. Technical analysis of this study are important-use performance analysis, factor analysis and multiple regression analysis.*

*Calculations using SPSS for Windows version 22.0, produced three factors, they are store environment, in-store promotion, and shopping lifestyle with the store environment as the dominant factor. Simultaneously known that the store environment variables ( $X_1$ ), in-store promotion ( $X_2$ ), and shopping lifestyle ( $X_3$ ) influence impulse buying ( $Y$ ) with  $F_{hitung} = 39.116$ . Partially three independent variables have a significant influence on impulse buying. Results of the important-performance analysis shows the important attributes of services that should be a major concern for the management of Yogya Bojongsoang Department Store, those are stores offer, low price/discount, and the employees of the store.*

**Keywords** - *Impulse Buying, The Factors of Impulse Buying, Store Environment, In-store Promotion, Shopping Lifestyle*