

Abstract

Alfamart is one of publicly-listed retail company or we large retailers with fair branches amount of indonesia .This experiment in latarbelakangi by the presence of issues concerning in the form of the purchase of impulsive in alfamart sukabirus bandung.

Hence , this study aims to to know a dominant factor that forms the purchase of impulsive in alfamart sukabirus bandung .A method of the method of analysis factor was used in the study .The sample collection run based on the types of purposive non-probability the sampling method of sampling , with the number of respondents as many as 385 people. Data analysis technique that is used is the quantitative methods to technique factor analysis of data using analysis.

The research results show the formation of factors compiled by 11 variables to be the chief factor in the form of the purchase of impulsive in alfamart sukabirus bandung among other: procurement of goods , a grouping of goods , the preparation of the goods, Positive Buying Emotion, Mood Management, Irresistible Urge To Buy, Cognitive Deliberation, Unplanned Buying, In-store Stimuli, Retail services , the value of hendonik .Consumers alfamart sukabirus bandung consider that of eleven is as high as factors , the value of the score is the hedonic obtain high 83,9 % . The results of the study show that the dominant factor that has an influence, that is, hendonik value.

Keywords : Retail companies, purchase impulsive, factor analysis