

## ABSTRACT

*Miniso relies on visual display of the store as one of the media in promotig. One of Miniso's visual strategies is "Golden Display" which is the entrance display (the top three of Miniso shelves). In addition to paying attention to the visual display, Miniso also seeks to understand consumer behavior and one of consumer behavior that often occurs at retail outlet is impulse buying, that as much as 60% customer of Miniso Bandung City is impulse buyer. So conducted a study of visual merchandising impact on impulse buying on consumers Miniso Bandung City. The purpose of this research is to know and analyze the visual merchandising in Miniso Bandung City, impulse buying in Miniso Bandung City, the impact of visual merchandising on impulse buying in Miniso Bandung City partially, and the impact of visual merchandising on impulse buying in Miniso Bandung City simultaneously.*

*Visual merchandising is a leading activity in marketing communications in the field, and visual merchandising has four main dimensions, window display, in-store form, floor merchandising, and promotional signage. Impulse buying occurs when a customer likes a product and then purchases the product without a lot thinking.*

*Measurement and analysis of research data is classified into quantitative research, whereas based on the level of explanation is a descriptive research associative with causal properties. Sampling was done by non-probability sampling technique with incidental sampling type. This research was conducted by using descriptive analysis method and multiple liniear regression analysis.*

*The results of descriptive analysis conducted, known visual merchandising and impulse buying in Miniso Bandung City is in the good category. Result of partial research which have been done, visual merchandising variable (window display) have significant relation to impulse buying. While the visual merchandising variables (in-store form, floor merchandising, and promotional signage) have an non-significant relationship to impulse buying. Variables of visual merchandising (window display in-store form, floor merchandising, and promotional signage) simultaneously have a significant impact on impulse buying, with percentage of impact of 19% while the remaining 81% is impacted by other variables such as friendly service, quick responsive from the employees, the products are guaranteed good quality at an affordable price, etc.*

**Keywords:** *Floor Merchandising, Impulse Buying, In-Store Form, Promotional Signage, Visual merchandising, Window display*