

## ABSTRACT

*The changing life of this era is very dynamic and modern, all aspects of life are now easy and fast so that people are accustomed to the ease and effectiveness. Businesses also compete to provide products or services that are innovative, easy, and bring comfort to the community. One of the areas that the change looks like is retail, now retail has a lot of modern retail concept that offering easy shopping, convenience, and one-stop shopping. Modern retail is present in the big city and one of the cities that has modern retails is Bandung, along with the presence of modern retail that has a store atmosphere which attracts one of the retail Transmart Carrefour Buah Batu Bandung which has a modern store atmosphere according to science that may trigger an impulsive purchase or an unplanned purchase, an impulsive purchase is an unplanned purchase by consumers when consumers enter a store and see a particular product displayed in the store. Unplanned purchases are often made by female consumers.*

*The purpose of this research is to know and analyze the impulse buying factors consisting of a shopping list, shop composition, product diversity, in-store design, in-store layout, visual communication, product characteristics, promotional activities, lighting store, in-store color, in-store music, and aroma shop on Transmart Carrefour Buah Batu Bandung. The methods used are quantitative with data analysis using descriptive analysis and factor analysis. Respondents to this research are women who have visited Transmart Carrefour Buah Batu Bandung. Samples of 100 respondents were obtained using sampling techniques purposive sampling. The result of the analysis factor shows that of the above 12 factors, formed 2 components of the new factor and the dominant factor affects impulse buying is the product characteristics and product diversity with the value of each loadings factor of 90.6% and 76.6%.*

*The study concluded that product characteristics and product diversity dominant influenced the impulsive purchase in stores.*

*Keywords: product characteristics, product diversity, Impulse Buying*

