

ABSTRACT

Miniso relies on sales promotions and store atmosphere as one of the media in attracting consumers to make purchases. In addition to paying attention to the visual appearance, Miniso also avoids consumer problems and one of the consumer habits that often occurs in retail outlets is impulsive purchases, where as many as 65% of Miniso Bandung city customers are impulsive buyers.

This research was conducted to determine the effect of sales promotion and store atmosphere on impulse buying at Miniso Bandung City. The variables used in this study i.e Sales Promotion (X1) Consumer promotion, Trade consumer and Sales force promotion, Store Atmosphere (X2) Exterior, General Interior, Store layout and Interior (Point of Purchase) Displays, Impulse Buying (Y) Excitement and stimulation, spontaneity, strength, compilation and intensity, and indifference will result. This research was conducted on consumers who had shopped a Miniso. Sample taken 100 respondents. The sampling that is used in this research is non-probability sampling technique with incidental sampling method. The analysis technique used is multiple linear regression analysis.

The results of the study found that sales promotion and store atmosphere proved to have a simultaneous effect on impulse buying at Miniso. And partially, sales promotion and store atmosphere have a significant effect on impulse buying at Miniso. Based on the coefficient of determination it can be concluded that the magnitude of the influence of sales promotion and store atmosphere is 61.5% and the remaining 38.5% is a contribution from other variables besides sales promotion and store atmosphere that were not examined in this study.

Keyword: *Sales Promotion, Store Atmosphere and Impulse Buying*