

ABSTRACT

In this era of growing globalization, every company must prepare their business to face very tight competition. Companies must install the right strategy so that it can attract consumers' attention and influence consumers to consume the products offered by the company. Impulse buying is the tendency of consumers to make purchases spontaneously. Impulse buying can occur if the store has a good Store Environment that can affect their emotional situation so that impulsive purchases occur. This research will discuss issues regarding the influence of the Store Environment on Impulse Buying by Miniso consumers in Jambi Ton Square.

Author uses a quantitative approach to complete this research. The number of samples used in this study was 100 respondents who had visited and conducted impulse buying at Miniso in Jambi Town Square. Where this research was conducted by testing the Outer Model and Inner Model.

The results of this study partially Store Environment has a significant positive effect on Purchase Intentions. The Store Environment moderates the relationship between Impulse Buying and Purchase Intention in a significantly positive way.

Keywords – Store Environment, Impulse Buying