

**PENGARUH VISUAL MERCHANDISING, STORE ATMOSPHERE,  
AVAILABILITY OF MONEY DAN PROMOTIONAL ACTIVITY  
TERHADAP IMPULSE BUYING BEHAVIOR INTENTION KKV  
PAKUWON MALL SURABAYA**

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**ABSTRAK**

Bisnis ritel di Indonesia dinyatakan telah mengalami pertumbuhan yang sangat pesat, dilansir pada laman kearney.com Indonesia menduduki peringkat ke-4 besar diantara 200 negara berkembang lainnya dalam Global Retail Development Index 2021. Salah satu peritel modern asing yang membuka peluang di Indonesia adalah KKV Pakuwon Mall Surabaya. Penerapan strategi yang tepat oleh peritel pada bisnisnya memegang peran penting atas terciptanya pengaruh perilaku berbelanja seorang konsumen yakni keputusan pembelian. Keputusan pembelian konsumen yang tidak direncanakan sebelumnya atau *impulse buying* dapat dilakukan peritel dalam mempertahankan persaingan industri ritel. KKV Pakuwon Mall Surabaya berupaya membangun strategi *impulse buying* melalui kehadiran produk yang bervariasi dengan jumlah besar. Tujuan penelitian ini adalah untuk mengetahui pengaruh *visual merchandising*, *store atmosphere*, *availability of money* dan *promotional activity* terhadap *impulse buying behavior intention* KKV Pakuwon Mall Surabaya baik secara parsial maupun simultan. Penelitian ini merupakan penelitian kuantitatif dengan sumber data primer melalui kuesioner yang disebarluaskan secara online. Populasi penelitian adalah pengunjung KKV Pakuwon Mall Surabaya. Teknik pengambilan sampel penelitian adalah menggunakan *purposive sampling* dengan saran Roscoe, dan didapatkan sampel 159 responden. Berdasarkan hasil pengujian SPSS versi 25 dengan menggunakan analisis regresi linear berganda, didapatkan hasil bahwasanya secara parsial *visual merchandising* (X1), *availability of money* (X3) dan *promotional activity* (X4) berpengaruh terhadap *impulse buying behavior intention* KKV Pakuwon Mall Surabaya. Sedangkan secara parsial *store atmosphere* (X2) tidak berpengaruh terhadap *impulse buying behavior intention* KKV Pakuwon Mall Surabaya. Penelitian ini juga menunjukkan secara simultan *visual merchandising* (X1), *store atmosphere* (X2), *availability of money* (X3) dan *promotional activity* (X4) berpengaruh terhadap *impulse buying behavior intention* KKV Pakuwon Mall Surabaya.

Kata kunci : *visual merchandising*, *store atmosphere*, *availability of money*, *promotional activity*, *impulse buying*



***THE EFFECT OF VISUAL MERCHANDISING, STORE ATMOSPHERE,  
AVAILABILITY OF MONEY AND PROMOTIONAL ACTIVITY ON  
IMPULSE BUYING BEHAVIOR INTENTION KKV PAKUWON MALL  
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***ABSTRACT***

*The retail business in Indonesia is stated to have experienced very rapid growth, reported on the kearney.com page, Indonesia is ranked in the top 4 among 200 other developing countries in the Global Retail Development Index 2021. One of the foreign modern retailers that opens opportunities in Indonesia is KKV Pakuwon Surabaya Mall. The application of the right strategy by retailers in their business plays an important role in creating the influence of a consumer's shopping behavior, namely purchasing decisions. Retailers can make unplanned consumer purchasing decisions or impulse buying in order to maintain competition in the retail industry. KKV Pakuwon Mall Surabaya seeks to build an impulse buying strategy through the presence of various products in large quantities. The purpose of this study was to determine the effect of visual merchandising, store atmosphere, availability of money and promotional activity on impulse buying behavior on the intention of KKV Pakuwon Mall Surabaya, either partially or simultaneously. This study is a quantitative study with primary data sources through questionnaires distributed online. The research population is visitors of KKV Pakuwon Mall Surabaya. The sampling technique used in this study was purposive sampling with Roscoe's suggestion, and a sample of 159 respondents was obtained. Based on the results of SPSS version 25 testing using multiple linear regression analysis, the results showed that partially visual merchandising (X1), availability of money (X3) and promotional activity (X4) had an effect on impulse buying behavior in KKV Pakuwon Mall Surabaya. While partially store atmosphere (X2) does not affect the impulse buying behavior intention of KKV Pakuwon Mall Surabaya. This study also shows that simultaneously visual merchandising (X1), store atmosphere (X2), availability of money (X3) and promotional activity (X4) have an effect on impulse buying behavior in KKV Pakuwon Mall Surabaya.*

*Keywords* : visual merchandising, store atmosphere, availability of money, promotional activity, impulse buying