

PENGARUH VISUAL MERCHANDISING DAN STORE ATMOSPHERE TERHADAP PERILAKU IMPULSE BUYING PADA KKV YOGYAKARTA

Himnastiar Rahmawati¹, Wina Driyan Pradana²

INTISARI

Latar Belakang : KKV merupakan toko retail yang menyediakan bermacam produk untuk berbagai gaya hidup, seperti *Make-up* dan kecantikan, makanan, minuman, pakaian, aksesoris, mainan, alat tulis, tanaman hijau, perlengkapan dan peralatan rumah tangga serta pengalaman belanja secara unik bagi para pengunjung. Sebagai upaya untuk keberhasilan suatu perusahaan dalam menarik konsumen dengan menerapkan strategi *visual merchandising* dan *store atmosphere* sehingga akan terjadi *impulse buying*.

Tujuan Penelitian : (1) Menganalisis apakah *visual merchandising* berpengaruh terhadap perilaku *impulse buying* pada KKV Yogyakarta, (2) Menganalisis apakah *store atmosphere* berpengaruh terhadap perilaku *impulse buying* pada KKV Yogyakarta, dan (3) Menganalisis apakah *visual merchandising* dan *store atmosphere* berpengaruh secara simultan atau bersama – sama terhadap perilaku *impulse buying* pada KKV Yogyakarta.

Metode penelitian : Penelitian ini bersifat *explanatory research* dengan pendekatan kuantitatif. Penelitian ini menggunakan dimensi waktu *cross sectional* dan pengumpulan data diperoleh dengan menyebarkan kuesioner melalui *google form*. Pengambilan sampel menggunakan teknik *non probability sampling* dengan cara *purposive sampling* dan diperoleh jumlah sampel sebanyak 140. Teknik analisis data penelitian ini menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis.

Hasil penelitian : hasil pengujian menunjukkan bahwa *visual merchandising* berpengaruh secara signifikan terhadap *impulse buying* pada KKV Yogyakarta dengan nilai *t* hitung yaitu $6.936 > t \text{ tabel } 1.977$ dan nilai signifikansi $<0.001 < 0,05$. *Store atmosphere* berpengaruh secara signifikan terhadap *impulse buying* pada KKV Yogyakarta dengan nilai *t* hitung yaitu $2.515 > t \text{ tabel } 1.977$ dan nilai signifikansi $0.013 < 0,05$. Secara simultan *visual merchandising* dan *store atmosphere* berpengaruh secara signifikan terhadap perilaku *impulse buying* dengan nilai *f* hitung yaitu $32.250 > f \text{ tabel } 3.06$ dan signifikansi $<0.001 < 0,05$.

Kesimpulan : *Visual merchandising* berpengaruh signifikan terhadap perilaku *impulse buying* pada KKV Yogyakarta. *Store atmosphere* berpengaruh secara signifikan terhadap perilaku *impulse buying* pada KKV Yogyakarta. Secara simultan *visual merchandising* dan *store atmosphere* berpengaruh secara signifikan terhadap perilaku *impulse buying* pada KKV Yogyakarta.

Kata Kunci: *Visual Merchandising, Store Atmosphere, Impulse Buying*

¹ Himnastiar Rahmawati Universitas Jenderal Achmad Yani Yogyakarta

² Wina Driyan Pradana Universitas Jenderal Achmad Yani Yogyakarta

THE INFLUENCE OF VISUAL MERCHANDISING AND STORE ATMOSPHERE ON IMPULSE BUYING BEHAVIOR IN KKV YOGYAKARTA

Himnastiar Rahmawati¹, Wina Driyan Pradana²

ABSTRACT

Background: KKV is a retail store that provides a variety of products for various lifestyles, such as make-up and beauty, food, drinks, clothing, accessories, toys, stationery, green plants, household supplies and equipment as well as a unique shopping experience for visitors. As an effort to achieve a company in attracting consumers by implementing visual merchandising strategies and store atmosphere so that impulse purchases will occur.

Research Objectives: (1) Analyze whether visual merchandising influences impulsive buying behavior at KKV Yogyakarta, (2) Analyze whether store atmosphere influences impulsive buying behavior at KKV Yogyakarta, and (3) Analyze whether visual merchandising and store atmosphere influence simultaneously or together on impulse purchasing behavior at KKV Yogyakarta.

Research Method: This research is explanatory research with a quantitative approach. This research uses a cross-sectional time dimension and data collection was obtained by distributing questionnaires via Google Form. Sampling used a non-probability sampling technique using purposive sampling and obtained a sample size of 140. Data analysis techniques in this research used validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, hypothesis testing.

Research results: test results show that visual merchandising has a significant effect on impulse buying at KKV Yogyakarta with a calculated t value of $6.936 > t \text{ table } 1.977$ and a significance value of $<0.001 < 0.05$. Store atmosphere has a significant effect on impulse buying at KKV Yogyakarta with a calculated t value of $2.515 > t \text{ table } 1.977$ and a significance value of $0.013 < 0.05$. Simultaneously, visual merchandising and store atmosphere have a significant effect on impulse buying behavior with a calculated f value of $32.250 > f \text{ table } 3.06$ and a significance of $< 0.001 < 0.05$.

Conclusion: Visual merchandising has a significant effect on impulse buying behavior at KKV Yogyakarta. Store atmosphere has a significant effect on impulse buying behavior at KKV Yogyakarta. Simultaneously, visual merchandising and store atmosphere have a significant effect on impulse buying behavior at KKV Yogyakarta.

Keywords: *Visual Merchandising, Store Atmosphere, Impulsive Buying*