

PENGARUH *DISPLAY PRODUCT* DAN *STORE ATMOSPHERE* TERHADAP *IMPLUSE BUYING* PADA PENGUNJUNG MINIMARKET NAJWA

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ABSTRAK

Dengan adanya perkembangan globalisasi ekonomi salah satunya munculah bisnisritel yang meramaikan perdagangan di Indonesia seperti minimarket dan swalayan. Dengan banyaknya jumlah ritel maka pihak manajemen harus mengerti kebutuhan dan keinginan konsumen termasuk memahami perilaku konsumen. Salah satu perilaku konsumen yang sering terjadi pada usaha retail adalah *impluse buying*. Dan salah satu faktor penting lain yang mempengaruhi pembelian tidak terencana (*impluse buying*) adalah adanya *display product* dan *store atmosphere*. Ditemukan sekitar 75% pembelian di supermarket dilakukan secara tidak terencana (*impluse buying*). Minimarket Najwa adalah salah satu tempat perbelanjaan di Kabupaten Dharmasraya, Yang bergerak dalam bidang retail yang menjual berbagai macam produk dengan kualitas dan harga terjangkau. Minimarket najwa memiliki *display product* yang tidak tersusun rapi, meskipun mudah dijangkau dan dilihat konsumen akan tetapi masih banyak produk yang tidak ada papan harga untuk setiap produk dan tidak dikelompokkan atau dikategorikan berdasarkan jenis dan kegunaanya. Penelitian ini bertujuan untuk mengetahui pengaruh antara *Display Product* dan *Store Atmosphere* terhadap *Impulse Buying* di Minimarket Najwa. Jenis penelitian yang digunakan asosiatif yakni melihat pengaruh variabel bebas dengan variabel terikat. Pengumpulan data dilakukan dengan cara menyebarkan kuisioner kepada pengunjung di Minimarket Najwa sebagai responden. Responden berjumlah 30 orang, karakter responden yang digunakan yakni pengunjung yang melakukan pembelian tidak terencana di lokasi penelitian. Pengujian dilakukan dengan cara uji instrumen yakni validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis. Dari hasil analisa yang dilakukan, instrumen penelitian dinyatakan valid dan reliabel. Kemudian analisis deskriptif, variabel penelitian memiliki rata-rata tinggi. Pada uji hipotesis baik parsial maupun simultan, *display product* dan *store atmosphere* berpengaruh signifikan terhadap *impulse buying* di Minimarket Najwasehingga hipotesis pertama dan kedua diterima. Kemudian pada variabel dominan, *store atmosphere* memiliki variabel dominan sehingga hipotesis ketiga diterima. Era globalisasi menjanjikan suatu peluang dan tantangan bisnis baru bagi perusahaan yang beroperasi di Indonesia.

Kata Kunci: *Store Atmosphere*, *Impulse Buying*, *Display Product*, Analisis Regresi Linier Berganda

THE EFFECT OF PRODUCT DISPLAY AND STORE ATMOSPHERE ON IMPULSE BUYING ON VISITORS AT NAJWA MINIMARKET

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ABSTRACT

With the development of economic globalization, one of which is the emergence of retail businesses that enliven trade in Indonesia, such as minimarkets and supermarkets. With the large number of retail, the management must understand the needs and desires of consumers, including understanding consumer behavior. One of the consumer behavior that often occurs in retail businesses is impulse buying. And one other important factor that affects unplanned purchases (impulse buying) is the product display and store atmosphere. It was found that around 75% of purchases in supermarkets were made unplanned (impulse buying). Najwa Minimarket is one of the shopping places in Dharmasraya Regency, which is engaged in retail that sells various kinds of products with quality and affordable prices. Najwa minimarket has product displays that are not neatly arranged, although they are easy to reach and see by consumers, but there are still many products that do not have a price board for each product and are not grouped or categorized based on their type and use. This study aims to determine the effect of Display Product and Store Atmosphere on Impulse Buying at the Najwa Minimarket. The type of research used is associative which is to see the effect of the independent variable with the dependent variable. Data was collected by distributing questionnaires to visitors at the Najwa Minimarket as respondents. Respondents amounted to 30 people, the character of the respondents used were visitors who made unplanned purchases at the research site. The test was carried out by means of instrument testing in the form of validity and reliability, classical assumption test, multiple linear regression analysis and hypothesis testing. From the results of the analysis carried out, the research instrument was declared valid and reliable. Then descriptive analysis, research variables have a high average. In both partial and simultaneous hypothesis testing, product display and store atmosphere have a significant effect on impulse buying at Najwa Minimarket so that the first and second hypotheses are accepted. Then on the dominant variable, store atmosphere has the dominant variable so that the third hypothesis is accepted. The era of globalization promises new business opportunities and challenges for companies operating in Indonesia.

Keywords: *Store Atmosphere, Impulse Buying, Display Product, Multiple Linear Regression Analysis*