

ABSTRACT

Along with the development of modern technology, the existence of the retail business has strategies to be able to compete with other modern retail businesses. Miniso as a modern retail business seeks to increase its sales using several strategies. This study aims to determine the effect of price discounts, visual merchandising, and shopping lifestyle on the impulse buying of Miniso visitors at Royal Plaza Surabaya. The population in this study were visitors to Miniso Royal Plaza Surabaya and a sample of 105 respondents was taken. The sampling technique used accidental sampling. The data were collected using a questionnaire that was arranged systematically containing several statements that met the validity and reliability requirements. Data analysis used multiple linear regression, which previously tested the classical assumption and met the requirements. The partial test results show that price discounts, visual merchandising, and shopping lifestyle have a positive and significant effect on the impulse buying of Miniso visitors at Royal Plaza Surabaya and the test results simultaneously show that price discounts, visual merchandising, and shopping lifestyle have a positive and significant effect on impulse buying visitors to Miniso at Royal Plaza Surabaya.

Keywords : Price Discount, Visual Merchandising, Shopping Lifestyle, Impulse Buying

ABSTRAK

Seiring dengan perkembangan teknologi modern keberadaan bisnis ritel memiliki strategi masing - masing untuk dapat bersaing dengan bisnis ritel modern yang lain. Miniso sebagai salah satu bisnis ritel modern berupaya untuk meningkatkan penjualannya menggunakan beberapa strategi. Penelitian ini memiliki tujuan agar dapat mengetahui pengaruh *price discount*, *visual merchandising*, dan *shopping lifestyle* terhadap *impulse buying* pengunjung Miniso di Royal Plaza Surabaya. Populasi dalam penelitian ini adalah pengunjung Miniso Royal Plaza Surabaya dan diambil sampel sebanyak 105 responden. Teknik pengambilan sampel menggunakan *accidental sampling*. Data diambil menggunakan kuesioner yang disusun secara sistematis berisi beberapa pernyataan yang memenuhi syarat validitas dan reliabilitas. Analisis data menggunakan regresi linier berganda yang sebelumnya sudah dilakukan uji asumsi klasik dan memenuhi syarat. Hasil uji secara parsial menunjukkan bahwa *price discount*, *visual merchandising*, dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* pengunjung Miniso di Royal Plaza Surabaya dan hasil uji secara simultan menunjukkan bahwa *price discount*, *visual merchandising*, dan *shopping lifestyle* berpengaruh positif dan signifikan terhadap *impulse buying* pengunjung Miniso di Royal Plaza Surabaya.

Kata kunci : *Price Discount, Visual Merchandising, Shopping Lifestyle, Impulse Buying*