

ABSTRACT

Conducting research with the aim of knowing the effect/influence of store atmosphere and store environment has simultaneous influence on Y. Kitchen Depot M'riah Cemengkalang Krian Sidoarjo. This research uses a quantitative approach. It was concluded that X1 and X2 had a significant influence and showed positive result on Impulse buying. The management of the Kitchen Depot M'riah Cemengkalang Krian Sidoarjo should continue to improve the store atmosphere and store environment such as lighting, interiors, and store design that can increase customer comfort in order to increase the buying capacity.

Keyword : *Store Atmosphere, Store Environment, Impulse Buying.*

ABSTRAK

Dilakukannya penelitian ini bertujuan untuk mengetahui efek/pengaruh *Store Atmospher* dan *Store Environment* memiliki pengaruh secara simultan terhadap *Impulse buying*. Depot Dapur M'riah Cemengkalang Krian Sidoarjo penelitian ini mempergunakan pendekatan kuantitatif. Disimpulkan bahwa X1 dan X2 memilikipengaruh secara signifikan dan menunjukkan hasil positif terhadap *Impulse Buying*. Sebaiknya pihak manajemen Depot Dapur M'riah Cemengkalang Krian Sidoarjo terus meningkatkan *Store Atmosphere* dan *Store Environment* seperti pencahayaan, interior, dan *store design* yang dapat meningkatkan kenyamanan pelanggan agar bisa meningkatkan *Impulse Buying*.

Kata kunci : *Store Atmospher, Store Environment, Impulse Buying*