

## **ABSTRACT**

Buying process was generally commenced with awareness for something needed and then follow with information collection. Upon completion of doing these both steps, so we start third step. The third step is a situation where consumer will have an option to think about brand and then evaluate it. This searching suppose to know about store atmosphere effect on impulsive buying in 3Second Trans Studio Mall Bandung.

Respondents in this study is 3Second consumer that purchasing in 3Second Trans Studio Mall Bandung. Sample amount in this study are 258 respondents. Study data is obtained from result of quisoner spreading to respondents. Data analysis techniques use analysis of regression linear multiple with render of SPSS software version 20.0 for Windows.

The outcome of study show that, either partially or simultaneously of store atmosphere variable have positif effect and significantly to impulsive buying. So it can be interpreted when Exterior variable ( $X_1$ ) is enhanced for one unit so impulsive buying will increase 0.126. When General Interior variabel ( $X_2$ ) is enhanced for one unit so impulsive buying will increase 1.083. When Store Layout variabel ( $X_3$ ) is enhanced for one unit so impulsive buying will increase 1.148. And when Interior Display ( $X_4$ ) is enhanced for one unit so impulsive buying will increase 0.439. Value Adjusted R square = 0.593, it means 59.3% of impulsive buying variable will be effected with independent variable Exterior( $X_1$ ), General Interior ( $X_2$ ), Store layout ( $X_3$ ), and Interior Display ( $X_4$ ). While the rest of 40.7% impulsive buying variable will be effected with the other variables which are not addressed in this study.

Keywords : Store Atmosphere, Impulsive Buyimg