

ABSTRACT

In a business, the main purpose is of course the sales. In order to increase a business' sales, we have to know what factors can affect it. One of the factors which can affect the sales is impulsive buying. This unestimated purchase is undoubtedly very common to happen in our society. This factor also happens to people who buy products from H&M.

For instance, Visual merchandising and Sales Promotion are the strategies that retail business persons, including H&M, to appeal buyers. This research is aimed to know how much Visual Merchandising and Sales Promotion affect Impulse Buying to H&M brand in Bandung city. This study was done by using quantitative approach with multiple linear regression analysis. The data was collected by using questioner. The sample involves 100 respondents.

This study shows that Visual Merchandising and Sales Promotion have impacted Impulse Buying for 57.8 %. Meanwhile the 42.2 % is affected by other variables which is not studied in this study.

In conclusion, Visual Merchandising and Sales Promotion affect to Impulse Buying in a good level. The writer suggests an increase of the quality in Visual Merchandising and the intensitiy of Sales Promotion to increase the sales.

Keywords: Visual Merchandising, Sales Promotion, Impulse Buying

