

## ABSTRACT

Transmart Carrefour Buah Batu Bandung is a latest shopping centre in South Bandung which is located in bojong raya street no. 231, Cipagalo Bojongsoang, Bandung regancy. Transmart Carrefour Buah Batu andung was legitimated on 28th of April 2017 and began operation by presenting modern class technology service and carrying 4in1 concept. The 4in1 concept is a latest breakthrough that is made by carrefour transmart where buyer can shop, eat, play and watch in one location.

The results of this study which is done by the author is respondent 90% result doing unplanned purchases and considering carrefour transmart buah batu bandung is the youngest branch of pt.trans retail Indonesia. The located in bandung, researcher wants to find what factors are influenced impulsive buyer and visitor of Transmart Carrefour Buah Batu Bandung. By using probability sampling technique, the total of samples in this study were 100 respondents.

This study uses quantitative descriptive method with analysis technique factor, with spss 23 calculation. The factors are used 16 factors which are found from study before. The result of this study is indicated forming 3 components with dimensions as follows. Component one becomes dimension of income level with sub-dimension of item preparation with a value of 0,770. Component two becomes dimension of store environment of 0,845. Component three becomes irresistible urge to buy dimension of 0,761

Keywords: Impulse Buying, Transmart Carrefour, Factor Analyze.