ABSTRACT

DIMAS GANJAR PANGABDI, " THE INFLUNCE ANALYSIS OF DISPLAY PRODUCT AND RESPON SHOPPING ENVIRONMENT AND THE IMPACT TOWARD IMPULSE BUYING AT DISTRO LINECOLTD BANDUNG" , PROGRAM STUDY MANAGEMENT, FACULTY ECONOMI, UNIVERSITAS KOMPUTER INDONESIA. MENTORING RIZKI ZULFIKAR, SE.,M.SI.

Linecoltd Distro is one of the distributions or clothing stroe and accecoris who stood in 2008 in Bandung, Linecoltd distributions them on them selves have seen the open market opportunities for bussines to take advantage. Distro Linecoltd this has advantage in terms of having the most complete product to meet consumer needs and wants. The strategy used to attract consumer is to change the product setup and create a conducive atmosphere in the shopping environment, so that consumers feel comfortable and impulsive purchase would belikely to occur.

This study uses descriptive methods and verifikastif used to determine the arrangement of the product and shopping environment influence on impulse buying on distro linecoltd bandung. The analysis used is multiple linier regression analysis, correlation analysis, analysis and parsial simultan determination coefficient, and hypothesis testing using the F test and t test and also using the assistance program SPSS 17.0 for windows application. Of the sample of 100 respondent presented a study that the influence of the arrangement of the product and shopping environment respon by 83% while the remaining 17% are other influence are not investigated

Keywords : Display Product, Respon Shopping Environment, and Impulse Buying