ABSTRACT

This research was conducted on cunsomers The Oasis Factory Outlet Bandung. The phenomenon that occurs is the development of a retail business one of them shaped factory outlets, many strategies to attract consumers who do make an impulsive purchase, such as changing store displays, adding the facility more enjoyable for consumers. The Oasis Factory Outlet however less attention to it. The purpose of this study was to determine how big the influence of store displays and hedonic shopping motivation towards impulse purchases on consumers The Oasis Factory Outlet Bandung.

The method used in this study is qualitative and quantitative methods. The unit of analysis in this study is consumers who make purchases at The Oasis Factory Outlet Bandung, amounting to 5500 with a sample size of 100 respondents. The test statistic used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the help of an application program SPSS 17.0 for windows.

The results showed that impulsive purchase at The Oasis Factory Outlet Bandung as a whole is included in both criteria, but the indicator display criteria show store poorly because of lack of attention to the preparation and tidiness of goods that is placed in front of the store. As for the hedonic shopping motivation variables included in either category. But for the indicators included in the category of gratification shopping quite well, this is due to inadequate facilities provided so that consumers are less comfortable when he was at The Oasis Factory Outlet Bandug. Influence of store displays and hedonic shopping motivations have a positive and significant impact on consumer impulsive purchase of The Oasis Factory Outlet Bandung. Then the impact of simultaneous more big rather than partially. This means that the store displays and consumer motivations that can evoke hedonistic consumers to make unplanned purchases.

Key words: store displays, hedonic shopping motivations, unplanned purchases.