ABSTRACT

This research was conducted in " THE OASIS FACTORY OUTLET BANDUNG". We were observed a phenomenon of poor of shop environment to attract costumers to stay longer in observing products available in the shop, in order to increasing the chance to buy those products and in a big quantity.

The aim of this study is to create such an environment that attract and influencing the costumers to spend more money for shopping and getting even more stuffs than as required .

Method used in this study is qualitative and quantitative method. Our Study object is those costumers that went for shopping in The oasis factory outlet Bandung with a population number of 5500 in a month. Statistical method that we were using is pearson calculation correlation method, regression analysis, correlation, coefficient of determination, hypothetical testing, and using of computer software SPSS 13.0 application for windows.

Study results shows that buying impulse in The oasis factory outlet Bandung is overall is satisfactory but variable indicator store atmosphere is categorized as in less satisfactory level. Facilities available are not that much in attracting the costumers, while variable life style of consumerism including in acceptable level. The effect of store atmosphere and consumerism life style is having positive effect on impulsive buying of the oasis factory outlet Bandung costumers. It has simultaneous and partial effect.

Key words : store atmosphere, life style, impulsive buying.