ABSTRACT

This research was conducted on cunsomers Surf Inc Bandung. The phenomenon that occurs is the development of a retail business one of them shaped distro, there are a lot of strategies to attract consumers who do make an impulsive purchase, such as changing store displays, adding the facility more enjoyable for consumers. Surf Inc however less attention to it. The purpose of this study was to determine how big the influence of store displays and lifestyle towards impulse purchases on consumers Surf Inc 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 Surf Inc Bandung, amounting to 519 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 Surf Inc 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 lifestyle variables included in either category. But for the indicators included in the category of activities quite well, this is due to inadequate facilities provided so that consumers are less comfortable to spend their time, when he was at the Surf Inc Bandung. Influence of store displays and lifestyle have a positive and significant impact on consumer impulsive purchase of Surf Inc Bandung. Then the impact of simultaneous rather than partially. This means that the store displays and lifestyle that can evoke to make unplanned purchases.

Key words: store displays, lifestyle, unplanned purchases.