

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Visual Merchandising* yang terdiri dari *Window Display*, *Mannequin Display*, *Promotional Signage*, dan *Floor Merchandising* terhadap perilaku *Impulse Buying* konsumen H&M Hartono Mall Yogyakarta. Metode pengambilan sampel pada penelitian ini menggunakan teknik *purposive sampling* dimana responden merupakan orang yang pernah datang langsung ke gerai H&M Hartono Mall Yogyakarta dan melakukan pembelian. Sampel berjumlah 100 responden dan metode analisis yang digunakan adalah analisis regresi linear berganda dan uji hipotesis dengan bantuan SPSS 20. Hasil penelitian menunjukkan bahwa secara parsial *Mannequin Display* dan *Floor Merchandising* berpengaruh signifikan terhadap *Impulse Buying*, sedangkan dua variabel lainnya yaitu *Window Display* dan *Promotional Signage* tidak menunjukkan pengaruh yang signifikan terhadap *Impulse Buying*. Pengujian secara simultan menunjukkan *Window Display*, *Mannequin Display*, *Promotional Signage*, dan *Floor Merchandising* secara bersamaan berpengaruh positif dan signifikan terhadap *Impulse Buying* konsumen H&M Hartono Mall Yogyakarta.

Kata kunci: *Visual Merchandising*, *Window Display*, *Mannequin Display*, *Promotional Signage*, *Floor Merchandising*, *Impulse Buying*.

ABSTRACT

This study aims to examine the influence of Visual Merchandising consisting of Window Display, Mannequin Display, Promotional Signage, and Floor Merchandising on consumer Impulse Buying behavior of H&M Hartono Mall Yogyakarta. The sampling method in this study uses purposive sampling technique where respondents are people who have come directly to the H&M Hartono Mall Yogyakarta store and made a purchase. The sample of 100 respondents and the data analysis method used is multiple regression analysis and hypothesis analysis with the help of SPSS 20. The result showed that partially Mannequin Display and Floor Merchandising had a significant effect on Impulse Buying, while the other variable Window Display and Promotional Signage doesn't show a significant effect on Impulse Buying. Simultaneous testing shows Window Display, Mannequin Display, Promotional Signage, and Floor Merchandising have a positive and significant effect on Impulse Buying behavior on consumers of H&M Hartono Mall Yogyakarta.

Keywords: Visual Merchandising, Window Display, Mannequin Display, Promotional Signage, Floor Merchandising, Impulse Buying.