

THE EFFECT OF VISUAL MERCHANDISING AND STORE ATMOSPHERE ON IMPLUSIVE BUYING AT MINISO IN JEMBER DISTRICT

Cahya Auliyana

International Marketing Management Study Program

Business Department

ABSTRACT

The significant growth of retail in Indonesia, especially in Jember Regency, shows strong economic potential in Jember Regency and contributes to local economic growth and improves the quality of life of its residents. This is what encourages entrepreneurs to open their retail business branches in Jember Regency, one of which is M iniso. The purpose of this study was to determine the effect of Visual merchandising and store atmosphere on impulsive buying at Miniso in Jember Regency. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to 30 respondents, who were customers of Miniso. Data analysis was carried out using multiple linear regression to test the effect of each variable. The results showed that visual merchandising and store atmosphere had a significant effect on impulsive buying.

Keywords: *Implusive Buying, Retail Company, Store Atmosphere, Visual Merchandising.,*