

ABSTRAK

PENGARUH KERAGAMAN PRODUK DAN *VISUAL MERCHANDISING* TERHADAP *IMPULSE BUYING* KONSUMEN MINISO.

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Penelitian ini bertujuan untuk mengetahui pengaruh Keragaman Produk dan *Visual Merchandising* terhadap *Impulse Buying* konsumen Miniso. Jenis penelitian ini adalah penelitian kuantitatif. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, teknik pengambilan sample yang digunakan didalam penelitian ini adalah *Convenience Sampling* dengan metode *hair et all*. Berdasarkan teknik tersebut diperoleh jumlah sample sebanyak 120 responden. Hasil penelitian menunjukkan bahwa Keragaman Produk memiliki nilai t hitung (4,097) lebih besar daripada nilai t tabel (1,658) sehingga dapat disimpulkan bahwa Keragaman Produk berpengaruh terhadap *Impulse Buying* konsumen dan *Visual Merchandising* memiliki nilai t hitung (1,074) lebih kecil daripada nilai t hitung (1,658) sehingga dapat disimpulkan bahwa *Visual Merchandising* tidak berpengaruh terhadap *Impulse Buying* konsumen. Keragaman Produk dan *Visual Merchandising* berpengaruh secara simultan terhadap *Impulse Buying* hal ini dibuktikan dengan nilai F hitung sebesar (11,475) lebih besar daripada nilai F tabel (3,07).

Kata Kunci : Keragaman Produk, *Visual Merchandising* dan *Impulse Buying*

ABSTRACT

THE EFFECT OF PRODUCT DIVERSITY AND VISUAL MERCHANDISING ON IMPULSE BUYING OF MINISO CONSUMERS

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The purpose of this study was to determine the effect of Product Diversity and Visual Merchandising on the Impulse Buying of Miniso consumers. This type of this study used a quantitative research. The data analysis technique used multiple linear regression analysis. The sampling technique used Convenience Sampling with the Hair et al. method. Based on this technique, a total sample of 120 respondents was obtained. The results of this study showed that Product Diversity had t count value as 4.097. It confirmed that it was greater than t table (1.658) so that it concluded that Product Diversity affected consumer Impulse Buying. Furthermore, Visual Merchandising t count value as 1.074. It was smaller than t count value as 1,658 so it concluded that Visual Merchandising had not effect on consumer Impulse Buying. Product diversity and Visual Merchandising simultaneously affected the Impulse Buying. It was confirmed that F value as 11.475 was greater than F table as 3.07.

Keywords: Product Diversity, Visual Merchandising, Impulse Buying