

ABSTRAK

PENGARUH DIMENSI VISUAL MERCHANDISING TERHADAP IMPULSE BUYING PADA GO-FOOD

Oleh:

Weni Rahmasari

Rahmasariweni5@gmail.com

Fenomena gaya hidup saat ini sering di kait – kait kan dengan teknologi bahkan segala kegiatan masyarakat tidak terlepas dari internet dari membeli maupun menjual. Dengan internet memudahkan masyarakat melakukan kegiatan dengan mudah dan cepat, seperti halnya Gojek yaitu aplikasi penyedia jasa mulai dari jasa transportasi, jasa pesan antar makanan, jasa kirim barang, jasa belanja,dll. Penelitian ini bertujuan untuk mengetahui apakah Visual Merchandising yang mempunyai tiga dimensi yaitu *Online Presentation Product (X1)*, *Web/Aplication Design (X2)*, dan *Web/Aplication advertising(X3)* berpengaruh terhadap *Impulse Buying (Y)* pada Gofood di Lampung. Dalam penelitian ini sampel penelitian sebanyak seratus orang, menggunakan teknik purposive sampling. teknik analisis deskriptif dan statistik meliputi uji validitas, uji reliabilitas, uji asumsi klasik, uji hipotesis, analisis regresi berganda. Dari 3 dimensi online visual merchandising, terbukti *hanya Online Presentation Product* yang tidak berpengaruh positif terhadap *impulse buying* pada Gofood, sedangkan *Web/Aplication Design* dan *Web/aplication advertising* berpengaruh terhadap *impulse buying* pada Gofood, sehingga seller di Gofood untuk terus memperhatikan tampilan dan iklan agar konsumen senang membeli makanan atau minuman di Gofood.

Kata Kunci : Impulse Buying, Visual Merchandising

ABSTRACT

THE EFFECT OF VISUAL MERCHANDISING DIMENSIONS ON IMPULSE BUYING IN GOFOOD

By:

Weni Rahmasari

Rahmasariweni5@gmail.com

Nowadays, Lifestyle phenomena is often linked with technology and most of all community activities are inseparable from the internet from buying or selling. With the internet, it is easy for people to carry out activities easily and quickly. Gojek, which is a service provider application ranging from transportation services, food delivery services, goods delivery services, shopping services, etc. The purpose of this study was to determine the effect of Visual Merchandising which has three dimensions, such as Online Presentation Product (X1), Web/Application Design (X2), and Web/Application Advertising (X3) on the Impulse Buying (Y) of GoFood in Lampung. In this study, the research sample of one hundred people used purposive sampling techniques. The analysis techniques were descriptive and statistical analysis techniques included validity test, reliability test, classic assumption test, hypothesis test, multiple regression analysis. From the the dimensions of online visual merchandising, it was found that only Online Presentation Products did not have a positive effect on impulse buying on GoFood. Meanwhile, Web/Application Design and Web/application advertising affected impulse buying on Go Food. Therefore, the sellers at GoFood continued to pay attention on display and advertisements and the consumers had interest to buy food or drinks at GoFood.

Keywords: Impulse Buying, Visual Merchandising