

EFEK KERAGAMAN PRODUK DAN HARGA TERHADAP IMPULSE BUYING DI MATAHARI DUTA PLAZA BALI

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Abstrak

Penelitian ini bertujuan untuk menguji: (1) pengaruh keragaman produk dan harga terhadap *impulse buying* di Matahari Duta Plaza Bali, (2) pengaruh keragaman produk terhadap *impulse buying* di Matahari Duta Plaza Bali, (3) pengaruh harga terhadap *impulse buying* di Matahari Duta Plaza Bali. Metode penelitian yang digunakan yakni kuantitatif kausal dengan teknik *purposive sampling* dalam menentukan sampel penelitian. Instrumen pengumpulan data yang digunakan yaitu kuesioner dengan 13 pernyataan. Data yang telah diperoleh kemudian dianalisis menggunakan analisis regresi linier berganda. Data tersebut didapat dari responden yang pernah melakukan *impulse buying* di Matahari Duta Plaza Bali. Hasil penelitian ini menunjukkan bahwa: (1) keragaman produk dan harga berpengaruh secara signifikan dan simultan terhadap *impulse buying* di Matahari Duta Plaza Bali sebesar 65,2% dan 34,8% dipengaruhi oleh faktor lain diluar model, (2) keragaman produk berpengaruh signifikan secara parsial sebesar 32,3% terhadap *impulse buying*, dan (3) harga berpengaruh signifikan secara parsial sebesar 17,1%.

Kata Kunci: *impulse buying*, keragaman produk, dan harga

Abstract

This study aimed at examining: (1) the effect of product variety and price effect toward impulse buying at Matahari Duta Plaza Bali, (2) the effect of product variety toward impulse buying at Matahari Duta Plaza Bali, (3) the effect of price toward impulse buying at Matahari Duta Plaza Bali. The reseach method used in this study was causal quantitative meanwhile purposive sampling as the technique to collect the sample. The instrument that used to collect the data was a questionnaire consisted of 13 items. The result obtained was then analyzed by using multiple linear regression analysis. The data was obtained from the respondents who ever been done impulse buying at Matahari Duta Plaza Bali. The result of the study showed that: (1) product variety and price have a significance and simultaneous effect on impulse buying at Matahari Duta Plaza Bali at 65,2% and 34,8% influences by other factors outside the model, (2) product variety has significance partially effect on impulse buying at 32,3%, and (3) price has significance partially effect on impulse buying at 17,1%.

Key Words: impulse buying, product variety, and price