

ABSTRACT

This study aims to examine and analyze cultural, psychological and social influences together on consumer decisions to impulse buying in Ramayana Supermaket Bogor and Karawang. The approach in this research is quantitative descriptive approach. The population in this study is the number of consumers who make transactions in one day in Ramayana Supermarket Bogor and Karawang is as many as 4,000 transactions, with a total sample of 728 respondents who asked his opinion through the questionnaire. Data analysis using instrument testing, classical assumption test, descriptive statistical analysis, correlation coefficient analysis, determination coefficient analysis (R^2) and hypothesis test. Based on the results of cultural factors have a positive and significant impact on impulse buying in Ramayana Supermarket Bogor and Karawang. The most dominant culture dimension to impulse buying in Ramayana Supermarket Bogor and Karawang. Psychological factors have a positive and significant impact on impulse buying in Ramayana Supermarket Bogor and Karawang. The most dominant dimension of learning affects impulse buying. Social factors have positive and significant impact on impulse buying in Ramayana Supermarket Bogor and Karawang. The most dominant family dimension influences impulse buying. Cultural, psychological and social factors simultaneously have a positive and significant impact on Impulse buying in Ramayana Supermarket Bogor and Karawang. From the results of simultaneous test can be concluded that the contribution of cultural, psychological and social factors in Impulse buying in Ramayana Supermarket Bogor and Karawang is stronger than other variables that are not studied. It means cultural, psychological and social factors that give synergy impulse buying to customers Ramayana Supermarket Bogor and Karawang.

Keywords: Impulse Buying, Cultural, Psychological, Social

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh budaya, psikologis dan sosial bersama-sama terhadap keputusan konsumen melakukan *impulse buying* di Ramayana Supermarket Bogor dan Karawang. Pendekatan dalam penelitian ini adalah pendekatan deskriptif kuantitatif. Populasi dalam penelitian ini yaitu jumlah konsumen yang melakukan transaksi dalam satu hari di Ramayana Supermarket Bogor dan Karawang adalah sebanyak 4.000 transaksi, dengan jumlah sampel 728 responden yang diminta pendapatnya melalui kuesioner. Analisis data menggunakan pengujian instrumen, uji asumsi klasik, analisis statistik deskriptif, analisis koefisien korelasi, analisis koefisien determinasi (R^2) dan uji hipotesis. Berdasarkan hasil faktor budaya berpengaruh positif dan signifikan terhadap *impulse buying* di Ramayana Supermarket Bogor dan Karawang. Dimensi kultur paling dominan terhadap *impulse buying* di Ramayana Supermarket Bogor dan Karawang. Faktor psikologis berpengaruh positif dan signifikan terhadap *impulse buying* di Ramayana Supermarket Bogor dan Karawang. Dimensi pembelajaran yang paling dominan berpengaruh terhadap *impulse buying*. Faktor sosial berpengaruh positif dan signifikan terhadap *impulse buying* di Ramayana Supermarket Bogor dan Karawang. Dimensi keluarga yang paling dominan berpengaruh terhadap *impulse buying*. Faktor budaya, psikologis dan sosial secara simultan berpengaruh positif dan signifikan terhadap *Impulse buying* di Ramayana Supermarket Bogor dan Karawang. Dari hasil uji simultan dapat disimpulkan bahwa sumbangan bersama faktor budaya, psikologis dan sosial pada *Impulse buying* di Ramayana Supermarket Bogor dan Karawang adalah lebih kuat dibandingkan dengan variabel lain yang tidak diteliti. Artinya Faktor budaya, psikologis dan sosial bersinergi yang memberikan *impulse buying* terhadap pelanggan Ramayana Supermarket Bogor dan Karawang.

Kata Kunci: *Impulse Buying*, budaya, psikologis, sosial