

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah *Physical Surrounding*, *Social Surrounding*, dan *Sales Promotion* berpengaruh terhadap *impulse buying*, para pengunjung pameran yang diselenggarakan di Citraland Mall. Populasi dalam penelitian ini adalah pengunjung pameran. Sampel yang diambil sebanyak 100 responden dengan menggunakan teknik *explanory sample*, dengan menggunakan teknik regresi berganda. Hasil penelitian ini menunjukkan bahwa *Physical Surrounding* memiliki pengaruh positif terhadap *Sales Promotion*. *Social Surrounding* memiliki pengaruh positif terhadap *Sales Promotion*. *Physical Surrounding* memiliki pengaruh positif terhadap *Impulse Buying*. *Social Surrounding* memiliki pengaruh positif terhadap *Impulse Buying*. *Sales Promotion* memiliki pengaruh positif terhadap *Impulse Buying*.

**Kata Kunci** : *physical surrounding, social surrounding, sales promotion* dan *impulse buying*.

## ABSTRACT

*This study attempts to know whether physical surrounding , social surrounding , and sales promotion impact on impulse buying , exhibit visitors held in citraland mall .Population in this research is visitors exhibition .Samples to be taken as many as 100 respondents with using a technique explanory sample , using multiple regression technique .This research result indicates that physical surrounding have a positive influence to sales promotion .Social surrounding have a positive influence to sales promotion .Physical surrounding have a positive influence to impulse buying .Social surrounding have a positive influence to impulse buying .Sales promotion have a positive influence to impulse buying*

**Keywords** : *physical surrounding, social surrounding, sales promotion and impulse buying.*

