

*THE EFFECT OF PRODUCT PLACEMENT IN CASHIER AND SALES PERSON  
ON BUYING IMPULSE IN MIROTA KAMPUS SUPERMARKET YOGYAKARTA*

*By*

*Sigit Wahono  
NIM. 15051024*

*ABSTRACT*

*This research was conducted with the aim to find out how many the influences of product placement on cashier and sales person on impulse buying at Mirota Kampus Supermarket in Yogyakarta. This research is correlational research. The population in this research is consumers of Mirota Kampus Supermarket in Yogyakarta. The sample of this research was determined by Non Probability Method as many as 100 people. Questionnaire trials consisted of validity tests using the Product Moment method and reliability testing using the Cronbach's Alpha Coefficient method. The analysis technique in this research used descriptive analysis methods and multiple linear regression analysis.*

*The results showed that the variable of product placement on cashier and sales person simultaneously or together had a significant effect on impulse buying at Mirota Kampus Supermarket in Yogyakarta. This is indicated by the magnitude of  $F_{count}$  is 26.816 and the probability of error is  $0.000 < 0.05$ . Product placement variables at the cashier have a positive and significant effect on the impulse buying of consumers at the Mirota Kampus Supermarket in Yogyakarta. This is indicated by the value of  $t_{count}$  of 2.374 and the probability of  $0.020 < 0.05$ . The sales person variable has a positive and significant influence on the Impulse buying consumers of the Mirota Kampus Supermarket in Yogyakarta. This is indicated by the value of  $t_{count}$  of 5.397 and the probability of  $0.000 < 0.05$ .*

*Keywords: product placement at the cashier, sales person, impulse buying*