

Visual Merchandising, Sales Promotion, and Credit Card Usage Influence Impulse Buying Behavior:

An Empirical Study of Batik Trusmi IBR Retail Store in Cirebon, West Java, Indonesia



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Diah Octaviany Nur Sabrina
Suresh Kumar, S.T., M.Si.

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This monograph sees that visual merchandising, sales promotion, and credit card usage as key factors to increase the impulse buying of customers. One of the famous brand of batik, Batik Trusmi IBR, has been chosen as the object of research to examine customers experience during their shopping there.

Every retailer tries to win the competition by keeping its sales revenue increase. Retailers have done several kinds of strategies, including creating impulse buying behavior. Using Batik Trusmi IBR Cirebon as the object of the research, this research analyzed the impact of visual merchandising factors, sales promotion, and credit card usage toward impulse buying behavior.

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