

## **ABSTRACT**

*The Retail Industry is one of the industry for selling and providing services to consumers for individual use as individuals and families. Retail business in Indonesia from year to year is always experiencing progress which is also always followed by very tight competition between companies for the creation of goals. One of the goals of the company is to provide a comfortable shopping environment and low prices. This researcher aims to find out how the store environment and discounted prices for unplanned purchases in the Yogya Kosambi Store Department. Data were collected through field collection techniques and literature by distributing information to 94 respondents who made purchases in Yogya Kosambi. Data analysis method used is multiple linear regression, multiple correlation analysis, coefficient of determination test and hypothesis test. The results of the study show descriptively that the store environment, discounted prices and unplanned purchases are in a reasonably good category, for research results verifiatively that the store environment and discounted simultaneously have a significant influence on unplanned purchases that is  $0,000 < 0.05$ , partially store environment has a significant influence on unplanned purchases  $9,312 > t \text{ table } 1,986$  and discounted prices have a significant effect on unplanned purchases  $2,304 > t \text{ table } 1,986$*

***keywords: Store environment, Price Discounts and Impulse Buying***