

ABSTRACT

**THE EFFECT OF BRAND TRUST, LIFE STYLE AND VISUAL
MERCHANDISING TO IMPULSIVE BUYING OF BLIBLI TASIKMALAYA
USERS**

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The purpose of this research for knowing, determine and analyze the effect of brand trust, lifestyle and visual merchandising partially and simultaneously to impulsive buying of Blibli Tasikmalaya users. The research method used was survey method. Analysis tool used was analysis path. Data collection was obtained through observation, questionnaires and literature study. The research showed that brand trust and lifestyle, visual merchandising and impulsive buying in good criteria. Afterthat partially lifestyle and visual merchandising had a positive and significant effect on impulsive buying whereas brand trust had not significant effect on impulsive buying. Then simultaneously brand trust, lifestyle and visual merchandising had a positive and significant effect on impulsive buying of Blibli users in Tasikmalaya.

Keywords: Brand Trust, Lifestyle, Visual Merchandising, Impulsive Buying.