

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *price discount*, *bonus pack* dan *in-store display* terhadap *impulse buying* pada Alfamart Dharmawangsa di Surabaya.

Populasi dalam penelitian ini yaitu konsumen pada Alfamart Dharmawangsa di Surabaya yang telah melakukan pembelian lebih dari 2 kali dalam satu bulan. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS 21.0 (*Statistical Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa *price discount* berpengaruh signifikan dan positif terhadap *impulse buying*. Variabel *bonus pack* berpengaruh signifikan dan positif terhadap *in-store display*. Variabel *in-store display* berpengaruh signifikan dan positif terhadap *in-store display*. Secara simultan, variabel independen yang terdiri dari *price discount*, *bonus pack*, dan *in-store display* memiliki pengaruh signifikan terhadap variabel dependen yaitu *impulse buying*.

Kata Kunci : *discount price*, *bonus pack*, *in-store display* dan *impulse buying*



ABSTRACT

This research aims to examine the influence of price discount, bonus pack and in-store display on impulse buying on Alfamart Dharmawangsa in Surabaya.

The population in this research is the consumer on Alfamart Dharmawangsa in Surabaya who have made purchases more than 2 times in one month. Sampling technique using purposive sampling with the number of samples of 100 respondents. The analysis method used is multiple linear regression analysis with using SPSS 21.0 (Statistical Product and Service Solutions) application tool.

The results showed that the price discount had a significant and positive influence on impulse buying. Bonus pack variables have a significant and positive influence on in-store display. In-store display variables have a significant and positive influence on in-store displays. Simultaneously, independent variables consisting of price discount, bonus pack, and in-store display have a significant influence on the dependent variable is impulse buying.

Keywords: discount price, bonus pack, in-store display and impulse buying

