

ABSTRAK

Judul : Pengaruh Price Discount, Bonus Pack, dan In-Store Display Terhadap Keputusan Impulse Buying Pada Konsumen Transmart Carrefour Tangerang City Center.

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Penelitian ini bertujuan untuk mengetahui pengaruh *price discount*, *bonus pack* dan *in store display* terhadap keputusan *impulse buying* secara parsial maupun simultan. Penelitian dilakukan di Transmart Carrefour Tangerang City Center. Metode analisis data menggunakan analisis regresi linier berganda. Populasi adalah seluruh konsumen Transmart Carrefour dan sampel berjumlah 115 responden dengan teknik *non-probability sampling* yaitu *accidental sampling*. Metode pengumpulan data menggunakan kuisioner. Analisis data menggunakan bantuan program SPSS for windows release 16.0. Hasil penelitian menunjukkan persamaan regresi $Y = 3.807 + 0.220X_1 + 0.253X_2 + 0.661X_3$. Variabel *price discount* berpengaruh positif dan signifikan terhadap keputusan *impulse buying* dengan koefisien regresi 0,220 dan variabel *bonus pack* berpengaruh positif terhadap keputusan *impulse buying* dengan koefisien regresi 0,253 dan variabel *in-store display* berpengaruh positif terhadap keputusan *impulse buying* dengan koefisien regresi 0,661. Sementara itu variabel *price discount*, *bonus pack* dan *in-store display* berpengaruh terhadap keputusan *impulse buying* sebesar 70,5%.

Kata Kunci : Potongan harga, Bonus Tampilan Dalam Toko, Konsumen

Abstracts : This study aims to determine the effect of price discounts, bonus packs and in store displays on impulse buying decisions partially or simultaneously. The study was conducted at Transmart Carrefour Tangerang City Center. The method of data analysis uses multiple linear regression analysis. The population is all consumers of Transmart Carrefour and the sample is 115 respondents with a non-probability sampling technique, namely accidental sampling. The data collection method uses a questionnaire. Data analysis using SPSS for Windows release 16.0. The results showed the regression equation $Y = 3.807 + 0.220X_1 + 0.253X_2 + 0.661X_3$. The price discount variable has a positive and significant effect on impulse buying decisions with a regression coefficient of 0.220 and the bonus pack variable has a positive effect on impulse buying decisions with a regression coefficient of 0.253 and the in-store display variable has a positive effect on impulse buying decisions with a regression coefficient of 0.661. Meanwhile the variable price discount, bonus pack and in-store display influence the impulse buying decision of 70.5%. **Keywords** : *Price Discount, Bonus Pack, In-Store Display, Impulse Buying, Consumer*