

ABSTRACT

Rapid technological developments increasingly evident with the increasing user handpone in Indonesia. It became a business opportunities such as CFC to do promotions using sms coupon media supported by Telkomsel as the number one operator in Indonesia with a strong signal quality. This research aims to find out how big the role of sales promotions using sms on interest coupons buy unexpected (impulse buying) consumer branch Bojongsoang CFC.

This research uses descriptive quantitative methods using simple linear regression analysis and test of t to know the role of sales promotions using sms coupons on Impluse Buying consumers CFC Bojongsoang branch.

Based on the results of the descriptive analysis of the variable x (coupons sms) get the consumer stated 70.84 agree on any instrument that is used in sales promotions using sms coupons. Whereas, the variable y (impulse Buying) get results of 68.9% the consumers expressed agree that sales promotions using sms coupon leads to unexpected purchases (Impulse buying). From a simple linear regression analysis results obtained by a regression coefficient of x amounted to 0.421 or equivalent to 42.1% and the value of the constants of 21,220. As for the t-test results obtained thitung (3.930) > ttabel (1.984), the test results revealed significant sig results (0.000) < a (0.05), then the H1 accepted H0 is rejected, meaning there are positive influences are also significant between sales promotions against consumer purchasing decisions.

Keyword: *sales promotions (coupons sms), Impulse Buying*