

## **ABSTRACT**

*This research is to find out by how big the influence of the promotion for impulse buying at hypermarts the retail store or more of independent no.56 in hypermart know beep. Research methodology used to research this is kind of quantitative of lab data by using primary data sources . A population that obtained from student / i university telkom bandung Jl .Terusan stone fruit bandung , for five months (March until July).*

*The growth of modern retail turns out to bring its own problems in the form of subsequent displacement of many small retail businesses in Indonesia where profitable Live Nation Indonesia in the amount not a little bit. The ability to compete they are very low due to the very limited ability of capital, with simple management and protection and empowerment efforts are minimal. Both the emergence of pressure against the small business supplier by modern retail trade which have the ability of very large capital (Komisi Persaingan Usaha Republik Indonesi, 2010). Chairman of APRINDO Pujianto said that the retail industry by 2015 will have obstacles. The cause is not growing of retail business is the declining purchasing power decreases and of the dollar strengthening other influences also affect the difficulty of developing retail industry (Kurniasih Miftahul, 2015). Impulse buying is happening related to the cheap price, the products have a mass marketing and products is small in size and easy to saved (Ria Arifin, 2014). The consumer will be lower desire to makes a purchase when the price of return to normal and consumers turn to brand other in the same category which give the promotion harga (<http://topigtopig.blogspot.com?2010/05/potongan-harga-sebagai-salah-satu.html>).*

*The method of analysis that digunalan is linear regression analysis simple , research based on the results can be seen that promotion sales in hypermart seen from 5 indicators is considered to be in the prologue the percentage quite agree where persentasae of 74,72 % and to know impulse buying ( the purchase of impulsive ) said that the percentage enough category agree where persentasae 75.35 % as much as. While the rest affected by other factors unknown by the writer. Writer can conclude that sales between promotion and impulse buying having influence worth 0,233 % or 23.3 to the meaning of sales promotion having significant influence against impulse buying.*

***The Keywords: Sales Promotions Hypermart, Impulse Buying***