

ABSTRACT

This research aims to know the influence of the use of the discount towards purchasing decisions on a Domino's Pizza Outlet in Bandung. Discount is measured by two dimensions, namely discount price and discount amount. While purchasing decisions is measured by the five phases, namely the introduction of the issue, information retrieval, assessment of alternatives, purchasing decisions, and conduct post purchase.

Type in this research are causal and descriptive. Research samples taken with the technique of non-judgmental probability by the number of samples as many as 154 the respondent in Domino's Outlets of Bandung city. The analysis is used to analyze data is quantitative analysis. Quantitative analysis using regression analysis to analyze how the influence of the use of the discount against the decision of purchase Domino's Pizza in Bandung.

Results answers respondents give a good score for the use of discount and purchasing decisions. Analysis of coefficient of correlation with the results of simple regeresi of 0.518 or 51,8%. This value reflects the strong influence of discount towards purchasing decisions.

Keywords : discount, purchase decisions

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