

ABSTRACT

Increased consumer lifestyle changes cause modern retail to do more intensive sales promotion. Retail companies that want to survive must face the change with their own strategies. Some of strategies are improving marketing strategy such as promotion bonus pack and price discount. Impulse buying can be triggered by a strong buying drive due to bonus packs, vouchers, price discounts and other things that consumers perceive to benefit from a product. This study aims to determine and prove the effect of bonus packs and price discounts on impulse buying on consumers of PT Lion Super Indo Antapani outlets.

The method used in this research is quantitative with the type of descriptive and causal analysis. The type of data needed for this research is primary data and secondary data. Sampling was done by non-probability sampling method of purposive sampling with the number of respondents taken as many as 100 respondents who had bought the product by impulse buying in PT Lion Super Indo Antapani outlet. Then for the analysis technique using multiple linear regression analysis and data processing using SPSS software version 22.

Based on the results of hypothesis testing as a whole showed that bonus pack and price discount simultaneously have a positive effect on consumer impulse buying in PT Lion Super Indo Antapani outlet and partial hypothesis test shows that bonus pack and price discount variable have influence to impulse buying. Based on the coefficient of determination of bonus pack and price discount affecting 59,4% to impulse buying and the rest 40.6% influenced by other variable not examined in this research like in-store display, price and service quality.

Key Word: Bonus Pack, Impulse Buying, Price Discount, PT Lion Super Indo.