

ABSTRACT

Recently, competition development in retail business sector is getting tighter, driving the companies to look for a fast and appropriate strategy in marketing their products. In this case, Alfamart implement a strategy of promoting discounted prices through "Produk Tebus Murah" Program. This research aims to determine and analyze the influence of consumers psychological factors against Impulsive Buying of "Produk Tebus Murah" Program of Alfamart in Sukabirus.

The research method used in this research is Quantitative method with Descriptive-causality type of research. Sampling method used is Non-Probability sampling technique with Purposive sampling of 100 respondents of Alfamart Sukabirus consumers. Data analysis techniques used are descriptive analysis and multiple regression analysis.

Based on the results of descriptive analysis, psychological factors are in the good category with a percentage of 72,73% and impulse buying is also in fairly good category with a percentage of 66,12%. Based on the results of the research, it shows that consumer psychological factors have a partially significant influence on impulse buying on "Produk Tebus Murah" program with a percentage of 36,1%. While the remaining 63,9% is influenced by other variables that not examined in this research.

Keywords : Consumer Psychology, Impulse Buying, Produk Tebus Murah