

Pengaruh discount terhadap perilaku impulse buying (Studi pada: Konsumen Centro Department Store di Margo City) = The effect of discount to impulse buying behavior (Studies on Centro Department Store's Consumer in Margo City)

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Abstrak

Penelitian ini bertujuan untuk menggambarkan pengaruh discount terhadap impulse buying yang diteliti pada konsumen Centro Department Store di Margo City. Penelitian ini adalah penelitian kuantitatif dengan jenis penelitian eksplanatif. Data yang dikumpulkan melalui survey dengan menggunakan kuesioner. 140 responden yang dianalisa merupakan konsumen dari Centro Department Store di Margo City. Pada penelitian ini variabel discount berpengaruh sebesar 31,9% terhadap variabel impulse buying. Hasil penelitian menunjukkan bahwa discount berpengaruh signifikan terhadap perilaku impulse buying. Implikasi manajerial dalam penelitian ini adalah kegiatan promosi penjualan dalam hal ini adalah discount dapat mempengaruhi konsumen dalam melakukan impulse buying.

.....This study aimed to described the effect of discount on impulse buying behavior that studied on Centro Department Store's Consumer in Margo City. This research is quantitative research with explanatory type of research. Data collected through a survey using questionnaire. 140 respondents are analyzed is the customer of Centro Department Store in Margo City. This study suggest that variable discount influence the variable impulse buying for 31,9%. The results showed that discount affect impulse buying behavior significantly. Managerial implications of this research is that sales promotion activities in this regard is the discounted price may affect consumers in impulse buying.