***ABSTRACT***

*Regita Prisillia / 24150077 / 2019 / Effect of Price Discounts, Bonus Packs and In-store Displays on Customer’s Impulse Buying at Indomaret Minimarket in Sunter, North Jakarta / Advisor: Lily Harjati. Ir., M.M.*

*The modern retail industry in Indonesia has experienced growth, this is because the modern retail industry is a strategic industry in its contribution to the Indonesian economy. Nowadays the development of the retail business in Indonesia is growing rapidly. This is marked by the existence of traditional markets that have been displaced by the emergence of various types of modern markets, so that various retail shopping centers have sprung up in various shapes and sizes. The growth of modern retail in Indonesia has entered a very high number. Sales promotion inside the store will make impluse buying from consumers more easily formed. Therefore, this study was conducted to examine the effect of price discounts, bonus packs, and in-store displays on impulse buying.*

*The theory used in this research is price discount, bonus pack, in-store display and impulse buying. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variables in this study are price discounts, bonus packs, and in-store displays, while the dependent variable in this study is impulse buying.*

*The object of this research is Indomaret at Sunter, North Jakarta. The method used in this study is the classic assumption test and multiple regression analysis. Data collection was carried out by distributing questionnaires to 100 samples of consumers who had made purchases in Indomaret, Sunter, North Jakarta. Sampling is done by non-probability sampling with judgment sampling technique.*

*The results showed that the highest number of respondents were men with employee status and monthly expenditure at Indomaret more than Rp. 1,000,000. Based on multiple linear analysis partially price discount and in-store display have a positive and significant effect on impulse buying. Meanwhile, the bonus pack has no significant effect on impulse buying at Indomaret Sunter, North Jakarta.*

*Keywords: Price Discount, Bonus Pack, In-store Display, Impulse Buying.*