**ABSTRACT**

*Virna Marleni Putri / 23150337/2019 / Effect of Price Discounts, Bonus Packs, and In-store Displays on Customer’s Impulse Buying at Alfamart Minimarket in Sunter, North Jakarta / Advisor: Lily Harjati, Ir., M.M.*

*In the era of globalization where business competition is progressing and continues to increase, people's lifestyles are predicted to change. This gives an opportunity for economic actors as an opportunity to enter or expand the market that has been obtained. The modern retail industry in Indonesia has experienced so many growth. One of the retailers way to maintain a competitive advantage is by promoting sales in the store. Sales promotion inside the store will make the impulse buying from consumers more easily formed. Therefore, this research 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 research is impulse buying.*

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

*The results showed that the highest number of respondents were women with student status and monthly expenditure at Alfamart <Rp. 1,000,000. Based on multiple linear analysis partially in-store displays have a positive and significant effect on impulse buying. Meanwhile, price discounts and bonus packs do not have a significant effect on impulse buying at Alfamart Sunter, North Jakarta.*

*This research concludes that overall price discount, bonus pack and in-store display affect impulse buying even though partially two of three variables have no significant effect.*

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