

# **PENGARUH DISCOUNT PRICE, IN-STORE DISPLAY, PERSONAL SELLING, DAN HEDONIC SHOPPING VALUE TERHADAP IMPULSE BUYING PADA PEMBELIAN MATRIX SUPER PLAN**

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh *discount price* terhadap *impulse buying* pada pembelian matrix super, (2) pengaruh *in-store display* terhadap *impulse buying* pada pembelian matrix super plan, (3) pengaruh *personal selling* terhadap *impulse buying* pada pembelian matrix super, (4) dan pengaruh *hedonic shopping value* terhadap *impulse buying* pada pembelian matrix super plan. Sampel penelitian terdiri dari 85 responden berumur 17 tahun, membeli Matrix Super Plan setelah menyelesaikan urusan peminjaman *simcard* nya serta sedang menunggu antrian atau hanya berada di gerai tanpa ada keperluan, lalu spontan menanyakan mengenai produk dan membeli produk Matrix Super Plan. Pengumpulan data dilakukan dengan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Uji asumsi klasik menyatakan bahwa data berdistribusi normal, model regresi tidak mengalami heteroskedastisitas dan multikolinieritas. Hasil penelitian menunjukkan bahwa: (1) *discount price* berpengaruh positif dan signifikan terhadap *impulse buying* pada pembelian matrix super plan, (2) *in-store display* berpengaruh positif dan signifikan terhadap *impulse buying* pada pembelian matrix super plan, (3) *personal selling* berpengaruh positif dan signifikan terhadap *impulse buying* pada pembelian matrix super plan, (4) dan *hedonic shopping value* berpengaruh positif dan signifikan terhadap *impulse buying* pada pembelian matrix super plan.

Kata Kunci : *discount price, in-store display, personal selling, dan hedonic shopping value, impulse buying*

***THE EFFECT OF PRICE DISCOUNT, IN-STORE DISPLAY,  
PERSONAL SELLING, AND HEDONIC SHOPPING VALUE ON  
IMPULSE BUYING OF MATRIX SUPER PLAN***

***ABSTRACT***

*This study aims to analyze: (1) the effect of discount price on impulse buying of matrix super plan, (2) the effect of in-store displays on impulse buying of matrix super plan, (3) the effect of personal selling on impulse buying of matrix super plan, (4) the effect of hedonic shopping value on on impulse buying of matrix super plan. The sample of this study were 85 respondents aged 17 years, who bought the Matrix Super Plan after completing the affairs of the simcard correction and who were waiting for the queue or just being present in store without any need, then spontaneously asked about the following products and then bought Matrix Super Plan. Data collection was collected with questionnaires that had been tested for validity and reliability. Classic assumption test resulted that data was normally distributed, free from heteroscedasticity and multicollinearity. The results showed that: (1) discount price had a positive and significant effect on the impulse buying of the matrix super plan, (2) in-store display had a positive and significant effect on impulse buying of the matrix super plan, (3) personal selling has a positive and significant effect on impulse buying of matrix super plan, (4) hedonic shopping value had a positive and significant effect on impulse buying of matrix super plan.*

*Keywords: discount price, in-store display, personal selling, hedonic shopping value, impulse buying.*

