

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *price discount* terhadap *impulse buying* pada Rental *Playstation Pisces Game* (2) pengaruh *bonus pack* terhadap *impulse buying* pada Rental *Playstation Pisces Game* (3) pengaruh *In-Store Display* terhadap *impulse buying* pada Rental *Playstation Pisces Game* (4) pengaruh *price discount*, *bonus pack* dan *In-Store Display* terhadap *impulse buying* pada Rental *Playstation Pisces Game*. Penelitian ini dilakukan pada Rental *Playstation Pisces Game* yang berlokasi di Jl. Karimata No. 105 b, Sumbersari, Jember).

Penelitian ini termasuk penelitian asosiatif atau hubungan dengan menggunakan pendekatan kuantitatif. Populasi pada penelitian ini adalah seluruh pelanggan Rental *Playstation Pisces Game*. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan jumlah sampel sebanyak 60 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya, dan teknik analisis data yang digunakan adalah regresi berganda.

Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh positif *price discount* terhadap *impulse buying* pada pelanggan Rental *Playstation Pisces*; (2) terdapat pengaruh positif *bonus pack* terhadap *impulse buying* pada pelanggan Rental *Playstation Pisces Game*; (3) terdapat pengaruh positif *In-Store Display* terhadap *impulse buying* pada pelanggan Rental *Playstation Pisces Game*; (4) terdapat pengaruh positif *price discount*, *bonus pack* dan *In-Store Display* pada Rental *Playstation Pisces Game*.

Kata Kunci: *Price Discount, Bonus Pack, In-Store Display dan Impulse Buying Rental Playstation Pisces Game*

ABSTRACT

This study aims to determine: (1) the influence of price discount on impulse buying on Playstation Pisces Game Rental (2) the effect of bonus pack on impulse buying on Playstation Pisces Game Rental (3) In-Store Display influence on impulse buying on Playstation Pisces Game Rental (4) the influence of price discount, bonus pack and In-Store Display on impulse buying on Playstation Pisces Game Rental. The research was conducted on Playstation Pisces Game Rental located on Jl. Karimata No. 105 b, Summersari, Jember).

This research includes associative research or relationships using a quantitative approach. The population in this study is all customer Rental Playstation Pisces Game. The sampling technique used purposive sampling method with the number of samples counted 60 people. Data collection techniques using questionnaires that have been tested for validity and reliability, and data analysis techniques used are multiple regression.

The results showed that (1) there was a positive influence of price discount on impulse buying on Rental Playstation Pisces Game customer; (2) there is a positive influence of bonus pack on impulse buying on customer Rental Playstation Pisces Game; (3) there is positive influence of In-Store Display to impulse buying on customer of Playstation Pisces Game Rental; (4) there is positive influence of price discount, bonus pack and In-Store Display on Playstation Pisces Game Rental.

Keywords: Price Discount, Bonus Pack, In-Store Display and Impulse Buying Rental Playstation Pisces Game