

Malarantina Bustamy, 14311062, **Pengaruh *Sales Promotion*, Harga, dan *Hedonic Motivation* Terhadap *Impulse Buying* di Sunfriday Store Gresik**, Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, Juli, 2018

### **Abstraksi**

Penelitian ini bertujuan untuk mengetahui Pengaruh *Sales Promotion*, Harga, dan *Hedonic Motivation* Terhadap *Impulse Buying* di Sunfriday Store Gresik. Populasi dalam penelitian ini adalah konsumen yang melakukan pembelian di Sunfriday Store Gresik. Teknik pengambilan sampel menggunakan *incidental sampling* dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa *sales promotion*, harga, dan *hedonic motivation* berpengaruh positif signifikan terhadap *impulse buying* di Sunfriday Store Gresik.

**Kata kunci** : *Impulse Buying*, *Sales Promotion*, Harga, *Hedonic Motivation*

Malarantina Bustamy, 14311062, *The Influence of Sales Promotion, Price, and Hedonic Motivation to the Impulse Buying in the Sunfriday Store Gresik*, Management, The Faculty Economic and Business, The University of Muhammadiyah Gresik, July, 2018.

***Abstract***

*The purpose of this research to know The Influence of Sales Promotion, Price, and Hedonic Motivation to the Impulse Buying in the Sunfriday Store Gresik. The population in this research are consumers who make purchases in the Sunfriday Store Gresik. The sampling technique using incidental sampling with the samples as many as 100 respondents. The data analysis technique used in this research is multiple linier regression. The result of this research shows that sales promotion, price, and hedonic motivation has positive and significant influence to the impulse buying in the Sunfriday Store Gresik.*

***Keyword : Impulse Buying, Sales Promotion, Harga, Hedonic Motivation***