

## ABSTRAK

PENGARUH PRICE DISCOUNT DAN BRAND AWARENESS  
TERHADAP IMPULSE BUYING

Studi pada Konsumen The Body Shop Yogyakarta

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2019

Penelitian ini bertujuan untuk mengetahui: 1) *price discount* berpengaruh terhadap *impulse buying*, 2) *brand awareness* berpengaruh terhadap *impulse buying*, 3) *price discount* dan *brand awareness* berpengaruh secara simultan terhadap *impulse buying*, 4) ada perbedaan kecenderungan perilaku *impulse buying* berdasarkan jenis kelamin, 5) ada perbedaan kecenderungan perilaku *impulse buying* berdasarkan asal konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* tentang *price discount*, *brand awareness*, dan *impulse buying* dengan jumlah responden sebanyak 100. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi linier berganda, uji F, uji t dan uji beda *independen T-test* menggunakan SPSS 16. Hasil penelitian ini menunjukkan: 1) *price discount* tidak berpengaruh secara signifikan terhadap *impulse buying*, 2) *brand awareness* berpengaruh secara signifikan terhadap *impulse buying*, 3) *price discount* dan *brand awareness* berpengaruh secara simultan terhadap *impulse buying*, 4) ada perbedaan kecenderungan perilaku *impulse buying* berdasarkan jenis kelamin, 5) ada perbedaan kecenderungan perilaku *impulse buying* berdasarkan asal.

**Kata Kunci: Price Discount, Brand Awareness dan Impulse Buying.**

**ABSTRACT**

**THE INFLUENCE OF PRICE DISCOUNT AND BRAND AWARENESS  
TOWARDS IMPULSE BUYING**

A Study on Customers of The Body Shop Yogyakarta

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2019

The aim of this research is to know: 1) the influence of price discount towards impulse buying, 2) the influence of brand awareness towards impulse buying, 3) the influence price discount and brand awareness simultaneously towards impulse buying, 4) the difference on the tendency of impulse buying behavior based on the gender, 5) the differences on the tendency on impulse buying based on the customer's origin. The sampling method used on this study is purposive sampling. The data are collected by distributing online questioners about price discount, brand awareness, and impulse buying to one hundred (100) respondents. The method of data analysis used in this study to test the hypothesis is multiple linear regression, F-test, t-test, and using SPSS 16 to reveal the differences on independent T-test. The results of this study are: 1) the price discount did not influence impulse buying, 2) the brand awareness influenced impulse buying, 3) price discount and brand awareness influenced impulse buying simultaneously, 4) there was a difference on the tendency of impulse buying behavior based on the gender of the customers, 5) there was a difference on tendency on impulse buying based on the customer's origin.

**Key Points: Price Discount, Brand Awareness, and Impulse Buying.**