

ABSTRACT

The purpose of this study was to determine the description and influence of promotions and prices on the impulsive purchase of Matahari Mall Kramat Jati products. The method used in this research is descriptive and verification. As for the data collection techniques in the form of observations, questionnaires, literature studies and primary data. The results showed the influence of promotions and prices on Impulsive Purchases of Products offered at Matahari Mall Kramat Jati both partially and simultaneously had a positive and significant effect that made impulsive purchases because most respondents were satisfied with the promotions and prices offered.

Key Word: Promotion, Price, Impulse buying



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