



UNIVERSITY OF INDONESIA  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
DEPARTMENT ADMINISTRATIVE SCIENCE  
UNDERGRADUATE REGULER PROGRAM

## ABSTRACT

**Christina Juwita (0904100102), The Effect of Retail Costumer's Attitude Towards Sales Promotion on Impulse Buying Behavior, xv + 115 Pages + 58 Bibliography ( 35 books + 10 Journals + 5 Thesis + 8 Other Sources) + Enclosure**

Retail industry in Indonesia is growing rapidly throughout the past years. As the industry grows, retailers must be aware of strategies it must done in order to have competitive advantage among its competitors. Sales promotion, mainly in – store, is now often perceived as a useful strategy that can drive customers to purchase, and often those purchases are impulse purchases, or impulse buying. Therefore, this research examined how retail costumer's attitude towards sales promotion can influence their impulse buying behavior.

This Research used quantitive approach, therefore is classified as quantitative research. There are two variables of this research, costumer's attitude towards sales promotion as independent variable, and impulse buying behavior as dependent variable. The purpose of this research is to find, and to get deeper insight on the effect of costumer's attitude toward sales promotion on impulse buying behavior. Based on that purpose, this research also can be classified as descriptive research. There are 100 Research sample, all of them were Giant Hypermarket in Jabodetabek area's costumer who visited the store a month before data collection period. Data collection period was 1 – 14 May 2008, and the data were collected with questionnaires.

Data gathered from this research were analysed with two types of analysis, descriptive and inferential. Descriptive analysis was used to analyse data frequencies and mean score of both research variables. The second analysis, inferential analysis, was used to analyse the relationship between two variables and to test hypothesis, using linear regression. Linear regression can be used if the data has normal distribution. Therefore, before doing linear regression, researcher did normal distribution test first. The test showed the normality of the data, so linear regression analysis can be done.

The research findings obtained by those analysis are: (1) Independent variable are able to explain dependent variable with 12.6%, and the rest of dependent variable's factors are explained by other factors, (2) The F Score of this research is 14.167, (3) This research rejected  $H_0$ , which means there is an effect of costumer's attitude toward sales promotion on impulse buying behavior.

The implications of this research are: (1) Although the products promoted in Pembelian dengan Pembelian (PdP) program are mainly household products, but it is found on this research that those products can also be purchased impulsively by customers, because it still has one of the impulse products characteristics mentioned by Kotler and Loudon and Della Bitta. (2) Giant Hypermarket needs to customize its sales promotion program, mainly, the Pembelian dengan Pembelian (PdP) program, to meet customer's expectations, from research

findings it is suggested that Giant Hypermarket diversify the promoted products on the program, (3) Giant Hypermarket also has to put more attention to its layout and store design, as it is found from the research as one of the main factors that drives customer to buy on impulse.

