ABSTRACT

Erma Hardiyanti Pratiwi, "*The Implementation Of Discount and The Influence Toward Impulse Buying Apparel At* Ramayana *Department Store* – PT Ramayana Lestari Sentosa*, Ltd*. Bandung", *Department of Management Faculty of Economics, University Computer Indonesia. Under Guide*: Raeny Dwisanty SE, MSi.

PT Ramayana Lestari Sentosa Tbk. Bandung is the pioneer department store which provides various types of products the various suppliers to meet consumer needs and wants, but by the number of retail business in Bandung and sales promotions that become more frequent than the other retail companies, causing a very tight competition. Not only that, the implementation of the discount that is not right can lead to the tendency of the negative perceptions that can lead to reduced impulsive buying that tends to often be done by consumers because of the discount. The purpose of this study was to determine the effect the discount on impulse buying apparel products at the Ramayana department store - PT Ramayana Lestari Sentosa Tbk. Bandung.

This research uses descriptive method with quantitative approach. Discount with the unit of analysis of impulse buying. Respondents who used as many as 100 respondents using probability sampling techniques Sample Sample Random sampling manner. The analysis method is simple linear regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing using t test

Results of data analysis using SPSS 13.0 for windows, show that the discount (discounted price) gives a fairly strong influence for 59.7% of impulsive buying on impulsive purchases on the Ramayana department store - PT Ramayana Lestari Sentosa Tbk. Bandung, and the balance of 47.3% is the influence of other factors not examined in this study, such as displays, gifts, coupons, service, fashion, brands, and quality.

Key word : ***Discount, Impulse Buying, Departement Store.***