

## **ABSTRACT**

*This reviewer has the object of identifying the effect of price discounts and bonus packs at Superindo supermarkets on impulse buying. The research in question is quantitative descriptive research. 150 buyers from Superindo constitute the sample group for this investigation. 150 clients is the sample used by researchers. Researchers use quantitative techniques. According to the findings of this study, buyers partially and simultaneously show that price discounts and bonus packs at Superindo Tropodo supermarkets have an impact on impulse buying.*

**Keywords :** *Price discount, Bonus Pack, Impulse Buying, Quantitative.*

## ABSTRAK

Pengkaji ini mempunyai objek ialah perihal dalam mengidentifikasi pengaruh *price discount* dan *bonus pack* disupermarket Superindo mempengaruhi *impulse buying*. Penelitian yang dimaksud adalah penelitian deskriptif kuantitatif. 150 pembeli dari Superindo merupakan kelompok sampel untuk penyelidikan ini. 150 klien merupakan sampel yang digunakan peneliti. Peneliti menggunakan teknik kuantitatif. Menurut temuan penelitian ini, pembeli secara parsial dan bersamaan menunjukkan bahwa *price discount* dan *bonus pack* di supermarket Superindo Tropodo berdampak pada *impulse buying*.

**Kata Kunci:** *Price discount, Bonus Pack, Impulse Buying, Kuantitatif.*