

## **ABSTRAK**

**Fakultas Ekonomi dan Bisnis**

**Program Studi S-1 Manajemen 2022**

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**Pengaruh *Price Discount* dan *Bonus Pack* Terhadap *Impulse Buying* Melalui Nilai Hedonik Konsumen Super Indo Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus pada Konsumen SuperIndo Metro Mall Sunter)**

Penelitian ini dilakukan bertujuan untuk menganalisis Pengaruh *Price Discount* Dan *Bonus Pack* Terhadap *Impulse Buying* Melalui Nilai Hedonik Konsumen Super Indo. Jenis penelitian Kuantitatif dengan Pendekatan Deskriptif. Teknik pengambilan sampel yang digunakan adalah Teknik purposive sampling. Sampel diambil berdasarkan konsumen yang pernah melakukan transaksi pembelian minimal 1 kali. Jumlah sampel pada penelitian ini sebanyak 120 responden. Metode pengumpulan data menggunakan Kuesioner. Alat analisis data menggunakan SmartPLS.

Hasil penelitian menunjukkan bahwa : (1) *price discount* berpengaruh positif dan tidak signifikan terhadap *impulse buying* (2) *bonus pack* berpengaruh positif dan signifikan terhadap *impulse buying* (3) nilai hedonik berpengaruh positif dan signifikan terhadap *impulse buying* (4) *price discount* berpengaruh positif dan signifikan terhadap nilai hedonik (5) *bonus pack* berpengaruh positif dan signifikan terhadap nilai hedonik (6) *price discount* berpengaruh negatif dan signifikan terhadap *impulse buying* melalui nilai hedonik (7) *bonus pack* berpengaruh positif dan signifikan terhadap *impulse buying* melalui nilai hedonik. Berdasarkan pandangan Islam, variabel variabel yang ada pada penelitian ini sudah sesuai syari'at dan ketentuannya.

Kata kunci : *Price Discount*, *Bonus Pack*, *Impulse Buying*, Nilai Hedonik.

## **ABSTRACT**

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***The Influence of Price Discounts and Bonus Packs on Impulse Buying Through Hedonic Values of Super Indo Consumers and their Review from an Islamic Perspective (Case Study on SuperIndo Consumers at Metro Mall Sunter)***

*This study aims to analyze the effect of price discounts and bonus packs on impulse buying through the hedonic value of super Indo consumers. This type of research is quantitative with a descriptive approach. The sampling technique used is purposive sampling technique. Samples were taken based on consumers who had made a purchase transaction at least 1 time. The number of samples in this study were 120 respondents. The number of samples in this study were 120 respondents. Methods of data collection using a questionnaire. The data analysis tool uses SmartPLS.*

*The results showed that: (1) price discount had a positive and insignificant effect on impulse buying (2) bonus packs had a positive and significant effect on impulse buying (3) hedonic value had a positive and significant effect on impulse buying (4) price discount had a positive and significant effect on impulse buying. significantly to the hedonic value (5) the bonus pack has a positive and significant effect on the hedonic value (6) the discount price has a negative and significant effect on impulse buying through hedonic values (7) the bonus pack has a positive and significant effect on impulse buying through hedonic values. Based on the Islamic view, the variables in this study are in accordance with the Shari'ah and its provisions.*

*Keywords : Price Discount, Bonus Pack, Impulse Buying, Hedonic Value.*