

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh merchandising, price discount, dan bonus pack terhadap impulse buying pada pelanggan di Citra Express Kota Padang. Fenomena meningkatnya minat belanja spontan di kalangan konsumen, khususnya pada retail modern, menjadi latar belakang penting dalam penelitian ini. Citra Express sebagai salah satu ritel yang menerapkan berbagai strategi promosi seperti penataan produk, diskon harga, dan pemberian bonus, dinilai menarik untuk diteliti kaitannya dengan perilaku pembelian impulsif. Jenis penelitian ini adalah kuantitatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 138 responden menggunakan metode purposive sampling. Analisis data dilakukan dengan menggunakan metode regresi linear berganda melalui bantuan software SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial dan simultan, variabel merchandising, dan bonus pack berpengaruh positif dan signifikan terhadap impulse buying, dan price discount tidak memiliki pengaruh yang signifikan terhadap impulse buying. Dengan demikian, strategi promosi yang diterapkan Citra Express terbukti mampu mendorong konsumen untuk melakukan pembelian secara impulsif, terutama saat produk ditampilkan secara menarik, diberi potongan harga, atau disertai dengan penawaran bonus.

**Kata Kunci:** Merchandising, Price Discount, Bonus Pack, Impulse Buying, Citra Express, Kota Padang.

## ABSTRACT

This study aims to analyze the influence of merchandising, price discounts, and bonus packs on impulse buying among customers at Citra Express in Padang City. The increasing interest in spontaneous shopping among consumers, particularly in modern retail, serves as an important background for this study. Citra Express, as a retailer implementing various promotional strategies such as product layout, price discounts, and bonuses, is considered interesting to study in relation to impulse buying behavior. This study was quantitative. Data collection was conducted by distributing questionnaires to 138 respondents using a purposive sampling method. Data analysis was performed using multiple linear regression with the assistance of SPSS version 25 software. The results showed that, partially and simultaneously, the variables merchandising and bonus packs had a positive and significant effect on impulse buying. Price discounts had no significant effect on impulse buying. Thus, the promotional strategies implemented by Citra Express have been proven to encourage consumers to make impulsive purchases, especially when products are attractively displayed, discounted, or accompanied by bonus offers.

**Keywords:** Merchandising, Price Discount, Bonus Pack, Impulse Buying, Citra Express, Padang City.