

ABSTRACT

The Covid-19 pandemic that hit Indonesia has caused a shift in consumer buying behavior. Beforehand, consumers were able to control their emotions in making purchases. However, during the Covid-19 pandemic, consumers tend to feel excessive anxiety, causing impulsive buying behavior. Impulsive buying behavior also occurs due to stimulation from stores or retailers that offer interesting goods, resulting in an urge to buy more. Consequently, people becoming more consumptive and impulsive when making purchases. This study was conducted to determine the effect of price discount, sales promotion, and service quality on impulsive buying behavior of Indomaret consumers in Tembalang Urban Village during the Covid-19 pandemic.

This study used the sample of 120 respondents who had made an impulse purchase at Indomaret Tembalang Urban Village during the Covid-19 pandemic. The sampling in this study used non-probability sampling with accidental sampling technique using a questionnaire as a method of data collection. This study used Multiple Linear Regression Analysis with SPSS 25 analysis tools.

The results in this study indicate that the price discount has a positive and significant effect on impulsive buying behavior with a value of $t = 3.881 > 1.981$ and a significant value of $0.000 < 0.05$. Sales promotion has a positive and significant effect on impulsive buying behavior with a value of $t = 4.348 > 1.981$ and a significant value of $0.000 < 0.05$. Service quality has a positive and significant effect on impulsive buying behavior with a value of $t = 3.277 > 1.981$ and a significant value of $0.001 < 0.05$.

Keywords: price discount, sales promotion, service quality, impulse buying behavior.