

ABSTRACT

The growth of the retail industry nowadays is growing rapidly. Carrefour is a retail store that is currently growing in Indonesia that the composition of sales declined in 2012 and effected the income. The purpose of this study was to determine the effect in-store promotion to impulse buying.

This type of research is used a descriptive study with a causal approach. The sampling technique used in this study is nonprobability sampling by convenience sampling method. Respondents in this study consisted of 100 customers of Carrefour Bandung. Data were collected from 28 statement then processed using the help of IBM SPSS 20 and analyzed using simple linear regression method.

Descriptive analysis showed that the in-store promotion has a percentage of 72.67% and impulse buying Carrefour customers amounted to 74.11%. The percentage shows that in-store promotion affect the impulse buying of Carrefour's customer, and that is in good category (high).

Based on the hypothesis of determination to get the in-store promotion that has the effect of 39.7% against impulse buying. While 60.3% are influenced by other factors beyond the in-store promotion.

Key Words : *In-store promotion, Impulse buying*