

## **ABSTRACT**

*The rapid development of online business makes companies must be careful in determining and taking the right strategy to attract consumers' attention. One of the strategies that can be used in promotional activities is the provision of price discounts which can create consumer interest. Tokopedia is a company that focuses on buying and selling and is digital-based in Indonesia. Since its inception, Tokopedia has often pursued a strategy of giving discounts as one of the promotional tools used. This study aims to examine the effect of price discounts on impulse buying on the Tokopedia application platform.*

*This type of research is quantitative research. The data analysis technique used is simple linear regression, the respondents used were 104 respondents using the sampling technique, namely non probability sampling. Data were collected by distributing online questionnaires to all students spread across various universities in the city of Bandung.*

*Based on the results of the questionnaires that have been distributed, the results of respondents' responses to the price discount found on the Tokopedia application platform have a value of 74.97% or are included in the good category. As for the responses of respondents regarding impulse buying products on the Tokopedia application platform, it has a value of 71.92% or is included in the good category. The results of this study indicate a significant effect of the price discount variable on impulse buying on the Tokopedia application platform with a t-calculated value of 7,480 and a significance of 0,000 or  $<0.05$ . The price discount variable is also able to explain the variation in the rise / fall of impulsive purchases on the Tokopedia application platform by 45.4%. While the remaining 54.6% is explained by other variables that are not included in this research model. For the Company, it is necessary to pay attention to still providing attractive discounted promos for products contained on the Tokopedia application platform that have received good responses in the community, especially Bandung City students because of the research results obtained if Price Discount can influence consumer decisions in buying products impulsively with a t table value of 7,480 and a significance of 0,000, and the Price Discount variable is also able to explain the variations in the rise / fall of impulsive Purchasing Decisions of the products contained in the Tokopedia application by 45.4%.*

**Keywords:** *Promotion Strategy, Price Discount, Impulse Buying.*