

# **THE INFLUENCE OF PRICE DISCOUNT ON IMPULSE BUYING DECISION WITH UTILITARIAN VALUE AS MODERATING VARIABLE AT MR. D.I.Y BENGKALIS STORE**

Student name : Ufitri Sazalani  
NIM : 5404191214  
Advisor : Hutomo Atman Maulana, S.Pd., M.Si

## **ABSTRACT**

This study aims to determine the effect of price discounts with utilitarian value as a moderated variable on impulsive buying decisions on MR. D.I.Y Bengkalis store. The sample objects in this study are consumers who have made purchases at MR stores. D.I.Y Bengkalis. This study uses a quantitative method using non-probability sampling method with purposive sampling. The sample in this study was 100 respondents. To analyze the data used simple linear regression analysis, Moderated Regression Analysis (MRA), F test, T test and coefficient of determination test. The results showed that price discount has a positive and significant effect on impulsive buying decisions. However, after being moderated by the utilitarian value variable on the effect of the price discount on impulse buying decision, the price discount variables has a positive and not significant on the impulse buying decision. The result test shows that utilitarian value variable is not moderated variable in this research.

**Keywords:** Price Discount, Impulse Buying Decision, Moderating, Utilitarian value