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THE INFLUENCE OF SALES PROMOTION AND WORD OF MOUTH ON IMPULSE BUYING AT WORK PLACE ENVIRONMENT

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ABSTRACT

This research aims to know the influence of sales promotion and word of mouth against impulse buying that occurred in the work environment. Seeing more maraknya promotion-promotion of a wide range of products offered by fellow co-workers in the same work place so that gave rise to the unplanned purchases (impulse buying) with a fairly large shopping value too. The study took a sample of 100 people who have been working more than 1 year with the kind of purposive sampling sampling sampling method for non-probability by using certain people (specific target-group) as a source of data/information. People is an individual who has worked more than 1 year in some institutions work that exists in the city of Medan. Type of this research is descriptive research. Implications from theoretical research was able to improve the references for researchers who want to examine the same topic in this research. The practical implications of the research are expected to these studies can be the information to the public from various circles of interest in selling that can have a major influence in the marketing and sale of a product that can attract consumers and customers of the place of the work environment. Technique of data analysis with multiple linear regression analysis. The results show there is a positive and significant relationship between sales promotions against impulse buying of interest will be an item of a stronger recommendation from ad. Furthermore the results of the research there is a positive and significant relationship between word of mouth against impulse buying and positive and significant relation between independent variables (sales promotion and word of mouth) of the dependent variable impulse buying.

Keywords: Sales Promotion, Word of Mouth, Impulse Buying

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