

## ABSTRACT

**Luthfia Kirana, Dyah. 2012.** *The Role Of Discount On Fashion Product With Impulsive Buying On Adolescents At SMA Negeri 8 Malang.* Thesis. Faculty of Psychology.State Islamic University of Maulana Malik Ibrahim Malang.  
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Along with the development of the times, the concept of shopping has evolved as a reflection of lifestyle and recreation in the community. This causes changes in the concept of spending more and more supermarkets and shopping malls as modern shopping centers. The number of supermarkets and shopping malls, has encouraged the emergence of the purchase of a sudden or unplanned or impulse purchases. This can occur because the number of stimulus at a store, such as displays, shelf position, the distance between the racks, information on product packaging, free samples (free samples), product demonstrations, advertising and price promotions and discount even highly favored as a promotional tool for attract the attention of consumers to want to make a purchase. Discounted as a factor that can increase impulsive buying, especially in the fashion of course very tempting product for adolescents does not have their own income. So the discount is to encourage adolescents to make Impulsive Buying.

This study uses a quantitative correlation. Study sample as many as 193 teenagers in SMA Negeri 8 Malang . Data retrieval using the attitude scale. Processing the data using Pearson Product Moment Correlation, and the validity and reliability using Cronbach Alpha. The data was processed with SPSS 19.0 for Windows.

Based on the analysis of the study, discount on Fashion products at SMA Negeri 8 Malang have a percentage 59.6% adolescent is in a average category . And higher categories have a percentage of 37.3%, and low categories of 3.1%. While on Impulsive Buying variables 63.2% adolescents are in the average category. Higher categories have a percentage of 3.6%, and low categories of 33.2%. the role of Discount on fashion products proved to have a small role in increasing impulsive buying. It can be seen from the calculation of the correlation coefficients obtained through, for  $r_{xy} = 0.192$ ;  $Kd = 3.6\%$ ;  $\text{sig}(p) = 0.007$  and  $p < 0.05$  indicating that there is a significant relationship between the discount on the purchase of fashion products impulsive buying and the role of 3.7% and 96.3% were from other factors.