**PENGARUH DISPLAY TOKO, MOTIVASI BELANJA HEDONIS DAN *DISCOUNT* TERHADAP KEPUTUSAN PEMBELIAN TIDAK TERENCANA *(IMPULSIVE)* PADA KONSUMEN DE KUDE BUTIK PADANG**

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***Abstract***

*The purpose of this research was to determine the effect of display shop, shopping hedonic motivation and discounts decision on impulsive purchased on consumer at De Kude Boutique Padang.* *The object of the research was the products fashion of De Kude Boutique Padang. The population were all customers who impulsive buying at De Kude Boutique Padang. The amount of samples was 80 peoples. The technical sampling use the insidental sampling. The method of the data’s collection was buy using questionnaire. Analysis of the data used descriptive and multiple linear regresions analysis. Based on the results of hypothesis testing found that the display shop had negatively and not significantly influenced toward impulsive buying decision. Shopping hedonic motivation and discount variable had positively and significantly influenced toward impulsive buying decision on products fashion boutique De Kude Padang.*

***Keywords****:* ***display shop, shopping hedonic motivation, discount and impulsive buying.***