

ABSTRACT

This study aimed to prove analysis the effect sales promotion, personal selling and bank-card payment on unplanned buying. The population in this study are consumers who have made a purchase once and unplanned .Use as a sample of 100 respondents and using purposive technique side. Hypotesis testing using multiple regression analysis with SPSS ver.17,0. This study use validity, reliability, classic assumption test, t-test, and F-test. Based on t-test, the result showed from three variable sales promotion, personal selling and bank-card payment has significant positive effect on unplanned buying.

Keywords : Sales Promotion, Personall Selling, Unplanned Buying, Credit Cards.