

## **ABSTRACT**

*This study aims to examine the effect of the sales promotion to consumer buying behavior. Sales promotion contain price discount, coupon, buy 1 get 1 free, and free sample. The population of this study were Palembang community. Samples determined by using quota sampling method, so there are 100 respondents. Testing the hypothesis using multiple regression analysis method with the help of SPSS Ver. 20. The test results showed that the first hypothesis (H<sub>1</sub>) which states that price discount affect the consumer buying behavior, accepted. The second hypothesis (H<sub>2</sub>) which states that coupon affect the consumer buying behavior, rejected. The third hypothesis (H<sub>3</sub>) which states that buy 1 get 1 free affect the consumer buying behavior, rejected. The forth hypothesis (H<sub>4</sub>) which states that free sample affect the consumer buying behavior, rejected.*

*Keywords: sales promotion, price discount, coupon, buy 1 get 1 free, free sample, consumer buying behavior*