

# Analysis Of The Effect Of Price Discount, Sales Person And Atmosphere Store On Impulse Buying Through Emotional Response To Hypermart Consumers In Madiun City Research

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**Abstract**— Aims this study to analyze the effect of price discount, sales person and store atmosphere on to analyze the effect of price discount, sales person and store atmosphere on impulse buying through emotional responses to hypermart consumers in Madiun City. The population in this study were Madiun City Hypermart consumers. The data collection technique used a questionnaire while the data analysis used multiple linear regression analysis with intensive variable analysis. The results showed that (1) price discount, sales person and store atmosphere had a positive effect on emotional response (2) emotional response had a positive effect on impulse buying.

**Index Terms**— price discount, sales person, store atmosphere, emotional response, impulse buying.

## 1 INTRODUCTION

At the time of the current Covid-19 pandemic, competition in the business world is getting tighter and consumer purchasing power has decreased. This is what requires companies to become smarter in managing effective marketing strategies to market their products, especially companies engaged in the retail business. Retail business is the entire business activity that involves the sale of goods or services, or goods and services, carried out by a company or business institution directly to the end consumer which is used for personal, family or household purposes, with a sales volume of more than 50 or more. % of these end consumers and a small portion of the business market (Utomo, 2009).

The existence of the retail business is inseparable from the demands of the needs of the people who want to be practical, comfortable, and time-saving. This is also supported by the large population as a potential market, because the more consumers there are, the more needs are needed. The behavior of consumers who shift from traditional markets to modern retail creates intense competition. Companies must implement the right strategy to win the competition. Where nowadays there are many Minimarkets and Supermarkets, so that the impact is felt most by Hypermart. Hypermart is the largest retail format, of course, it needs to implement a good strategy to maintain its business, especially in times like this.

The development of these retailers will have an impact on consumers in which consumers will be more consumptive due to various promos conducted by retailers. Therefore, shopping activities today are not only to fulfill daily wants and needs but have become a lifestyle. This is due to the rapidly growing modern retail business. In addition, consumers need this for emotional satisfaction. This emotional satisfying behavior is what becomes a shift in consumer behavior, namely the behavior of shopping planned to be unplanned (impulse buying) (Wilujeng, 2017).

According to Utami (2008), impulse buying is a purchase decision made by customers spontaneously or immediately after seeing merchandise. Impulse buying is a major concern for retail companies. Almost half of total sales are the result of consumer impulse buying. Research conducted by Nabilah (2017) on "Analysis of the Effect of Price Discounts, Bonus Packs, and Consumer Income on Impulsive Purchasing Decisions at Carrefour Supermarket Consumers in Surakarta" states that the variable price discount has a positive and significant effect on impulsive purchasing decisions on consumers of Carrefour Supermarkets in Surakarta.

Mahardika's research, Munissa Sari (2017) The Effect of Price Discount and Store Atmosphere on Impulse Buying (Survey on Malang Town Square Hypermart Consumers). The results of this study indicate that the variable price discount and store atmosphere together have a significant effect on impulse buying which can be seen from the significance value of  $F < \alpha$ , namely  $0.000 < 0.05$  and the value of Adjusted R Square of 0.551. This shows that the contribution of the variable price discount and store atmosphere is 55.1%, while the remaining 44.9% is explained by other variables not explained by this study. Partially the price discount variable with a coefficient of 0.000 and a variable store atmosphere with a coefficient of 0.000 has a significant effect on the variable impulse buying. Gumilang and Nurcahya's (2016) research on "The Effect of Price Discount and Store Atmosphere on Emotional Shopping and Impulse Buying" states that there is a positive and significant effect of price discount on impulse buying at Matahari department store Denpasar branch.

One of the factors of impulsive shopping is the emotions of consumers when shopping (Fahd, 2015). The definition of emotion itself according to Putra (2014) is the assessment reaction (positive or negative) of a person's nervous system from external and internal stimuli and is often conceptualized as a

general dimension, such as those affecting positively or negatively. Feelings such as falling in love, being happy, wanting to have, being fascinated, enthusiastic, from various studies are alleged to have a significant positive correlation with the tendency to do impulse buying (Premananto, 2007).

This study aims to analyze the effect of price discount, salesperson and store atmosphere on impulse buying through emotional responses to hyper consumers in Madiun City.

## 2 RESEARCH METHODS

### 2.1 Types of Research

This research is classified into quantitative research with a survey method. This research is associative in the form of a causal relationship or causality which aims to determine effect or relationship between the independent and dependent variables.

### 2.2 Research Variable

The research variables are basically anything in the form that the researcher determines to study so that information obtained about it, then conclusions are drawn (Sugiyono, 2016).

### 2.3 Independent Variable

There are 3 (three) independent variables in the study, namely price discount (X1), salesperson (X2) and store atmosphere (X3). The following shows the operational definition of the independent variable.

1. Price Discount is a discount given by the seller to the buyer as a reward for certain activities of the buyer which are pleasing to the seller (Tjiptono, 2001). The indicators of this variable are quantity discount, cash discount and seasonal discount.
2. Sales Person is the company itself for many of its customers. It is the sales representatives themselves who bring home much-needed information about these customers (Kotler, 2011). The indicators of this variable are: knowledge of product information, ability to deliver and ability to serve.
3. Store atmosphere is a planned atmosphere in accordance with target market and which can attract consumers buy (Kotler 2011). Indicators of this variable are product displays, lighting, room conditions, music and aroma.

### 2.4 Intervening Variables

The intervening variable in this study is emotional response (Y1). Emotion is a feeling that cannot be controlled but can affect a person's behavior or habits (Hawkins, Mothersbaugh,

when seeing products and feelings dominate (shopping is out of control).

### 2.5 Dependent Variable

Variable in this study is Impulse Buying (Y2) is a purchase action made without prior planning or a purchase decision made while in the store (Engel and Blackwell 1994). The indicators of this variable are attractiveness, spontaneity and suggestions from others.

### 2.6 Population and Sample Research

Sugiyono (2016), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. In this study, the population is consumers who have done shopping at hypermarkets in Madiun City. Meanwhile, the sample is part of the number and characteristics of the population. For samples taken from the population, it must be truly representative. The sample of this research is some hypermarket consumers in Madiun City. The samples taken were 100 respondents.

### 2.7 Data, Instruments, and Data Collection Techniques

The data used as a consideration in this study are primary data. The data collection technique used was a survey method using a questionnaire.

### 2.8 Data analysis technique

The analysis technique used in this research is a statistical test using multiple linear regression analysis techniques with processing using the Statistical Package for Social Science (SPSS) program.

### 2.9 Path Analysis

This research uses path analysis method. According to Ghazali (2016), "path analysis is used to determine whether positive emotional variables are intermediate or intervention variables, their function is to mediate the relationship between the independent variable and the dependent variable. Path analysis is an extension of multiple linear regression analysis or in other words, path analysis is the use of regression analysis to estimate the causal relationship between variables that have been previously determined based on theory.

## 3 RESEARCH RESULT AND DISCUSSION

### 3.1 Characteristics of Research Respondents

The characteristics of the respondents in this study can be seen based on age, gender, education level and type of work. Based on age, most respondents in this study were 20 to 35 years old. The gender of the respondents in this study were mostly women. Based on education level, the majority of respondents in this study were SMA and equivalent. Students and university students are the most respondents in this study.

### 3.2 Validity and Reliability Test

Validity test is used to test the validity of the questionnaire used to measure a variable. Validity testing is done using the product moment correlation formula. An indicator is declared

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and Best, 2004). Indicators of this variable are feelings of satisfaction when shopping, feelings of enthusiasm and interest

valid if it has a correlation value above  $r$  table. The results of the validity test show that all indicators used to measure the variables in this study have a correlation coefficient greater than  $r$  table = 0.197 ( $r$  table value for  $n = 100$ ), so that all indicators are valid.

While the reliability test is conducted to determine the reliability of a measuring instrument (questionnaire) in measuring a variable. Reliability testing will be carried out using Cronbach Alpha. The reliability test results show that all variables have an Alpha coefficient that is quite large, which is above 0.7. According to Ghazali (2016), a construct is said to be reliable if it provides a Cronbach Alpha value > 0.7. Because all alpha coefficients on reliability testing are > 0.7, it can be concluded that all of the measuring concepts for each variable from the questionnaire are reliable so that the items in each of these variable concepts are suitable for use as a measuring tool.

### 3.1 Classic assumption test

The multiple regression equation used must meet the classical assumption test, namely the normality test, multicollinearity test and heteroscedasticity test.

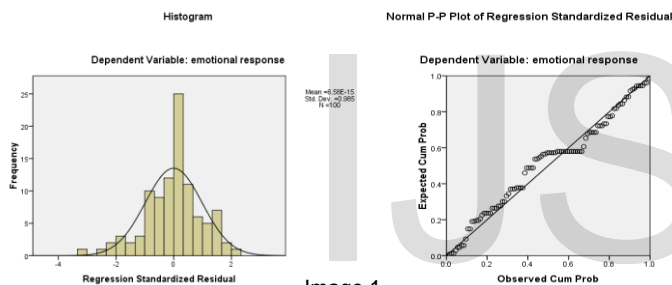


Image 1  
Results of Normality Test with P-Plot in Equation 1

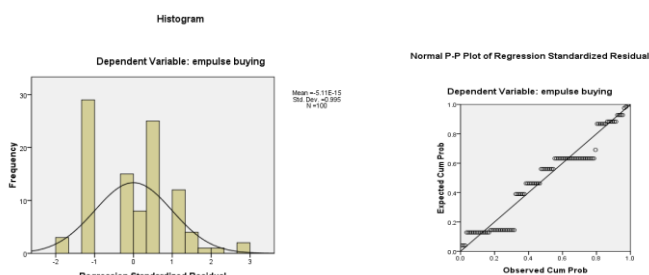


Image 2  
Results of Normality Test with P-Plot in Equation 2

### 3.2 Multicollinearity Classical Assumption Test

Multicollinearity test is used to determine whether there is a linear relationship between independent variables in the regression model. The prerequisite that must be met in the regression model is the presence or absence of multicollinearity. In this discussion, a multicollinearity test will be carried out by looking at the Variance Inflation Factor (VIF) value in the regression model. According to the opinion of Priyatno (2010),

in general, if VIF is greater than 5, then the variable has a multicollinearity problem with other independent variables.

Table 1. The Results of the Classical Multicollinearity Assumption Test in Equation 1

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	price discount	.561	1,782
	sales person	.345	2,898
	store atmosphere	.381	2,626

Data source: primary data processed, 2021

Table 2. Classical Multicollinearity Assumption Test Results in Equation 2

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	emotional response	1,000	1,000

Data source: primary data processed, 2021

The multicollinearity test results show that the Tolerance value of each independent variable is above 0.1, while the VIF value of each independent variable is below 10, thus multicollinearity does not occur between variables.

### 3.3 Heteroscedasticity Classical Assumption Test

The heteroscedasticity test is used to determine whether or not there is an inequality of variances of the residuals in the regression model. The prerequisite that must be met in the regression model is the absence of heteroscedasticity problems. In this discussion, a heteroscedasticity test will be carried out using a scatterplot with the following analysis results:

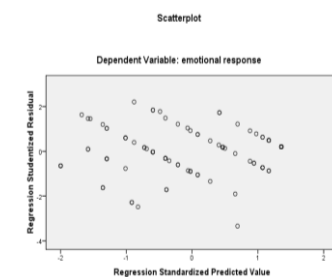


Figure 3  
Heteroscedasticity Classical Assumption Test in Equation 1

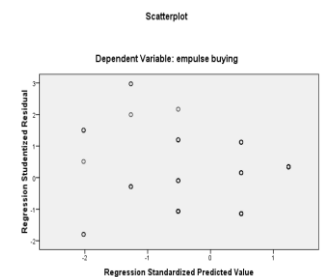


Figure 4  
Heteroscedasticity Classical Assumption Test in Equation 2

### 3.4 Multiple Regression Analysis

Research on the effect of store atmosphere, price discounts and sales persons on impulse buying through emotional response to hypermarket consumers in Madiun City was analyzed using multiple regression analysis techniques. Based on the results of the analysis with the SPSS program, the regression results are obtained as in the following table.

Table 3. Multiple Regression Analysis Results in Equation 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.548	.270		2,032	.045
	price discount	.316	.066	.358	4,760	.000
	sales person	.250	.092	.262	2,727	.008
	store atmospher	.316	.089	.325	3,553	.001

a. Dependent Variable: emotional response

Data source: primary data processed, 2021

Based on the regression results, a linear equation can be made as follows:

$$Y1 = 0.548 + 0.316 X1 + 0.250 X2 + 0.316 X3 + e$$

From this equation it can be seen that all independent variables (store atmosphere, price discount and sales person) have a positive effect on emotional response. Based on the equation, it can be seen that the most influential independent variable is the variable price discount with a coefficient of 0.316 and the sales person variable with a coefficient of 0.250 followed by the store atmosphere variable with a coefficient of 0.316.

Table 4. Multiple Regression Analysis Results in Equation 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.856	.355		2,414	.018
	emotional response	.808	.078	.721	10,294	.000

a. Dependent Variable: impulse buying

Data source: primary data processed, 2021

Based on the regression results, a linear equation can be made as follows:

$$Y2 = 0.856 + 0.808 Y1 + e$$

From this equation, it can be seen that the emotional response variable has a positive effect on impulse buying, with a coefficient of 0.808.

### 3.5 F test

This test is used to see the effect of the variables together. If the calculated F value > F, then there is a joint influence and the regression model used is fit or good.

Table 5. F test results in Equation 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,925	3	3,642	72,786	.000a
	Residual	4,803	96	.050		
	Total	15,728	99			

a. Predictors: (Constant), store atmosphere, price discount, sales person

b. Dependent Variable: emotional response

Data source: primary data processed, 2021

Based on the table above, the F value is 72.786 with a significance level of 0.000, less than 0.05. F table in this study amounted to 2.467. If F is greater than F (72.786 > 2.467), the store atmosphere, price discount and sales person variables are appropriate and feasible variables to explain variations in the emotional response variable.

Table 5. F test results in Equation 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,259	1	10,259	105,965	.000a
	Residual	9,488	98	.097		
	Total	19,748	99			

a. Predictors: (Constant), emotional response

b. Dependent Variable: impulse buying

Data source: primary data processed, 2021

Based on the table above, the Fcount value is 105.965 with a significance level of 0.000, less than 0.05. Ftable in this study amounted to 2.467. If Fcount is greater than Ftable (105.965 > 2.467), then the emotional response variable is the right and feasible variable to explain the variation in the impulse buying variable.

### 3.6 Hypothesis test

Hypothesis testing is done based on the results of the t test. This test is used to partially see the effect of the independent variable on the dependent. If the value of tcount > ttable (1.985), then the independent variable has a significant effect on the dependent variable partially and the hypothesis is accepted. The t test results can be seen in the table below.

Table 6. The results of the t test in Equation 1

Model		t	Sig.
1	(Constant)	2,032	.045
	price discount	4,760	.000
	sales person	2,727	.008
	store atmospher	3,553	.001

Data source: primary data processed, 2021

Table 7. T test results in Equation 2

Model		t	Sig.
1	(Constant)	2,414	.018
	emotional response	10,294	.000

Data source: primary data processed, 2021

### 3.7 Coefficient of Determination

The coefficient of determination aims to measure the ability of the independent variable to explain the dependent variable. The coefficient of determination can be seen in the Adjusted R Square value. The results of the coefficient of determination can be seen in the table below.

Table 8. The results of the coefficient of determination with Equation 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833a	.695	.685	.22367

a. Predictors: (Constant), store atmosphere, price discount, sales person

Data source: primary data processed, 2021



The Adjusted R Square value is 0.685. This means that the price discount, sales person and store atmosphere are able to explain the emotional response of 68.5% ( $0.685 \times 100\%$ ) while 21.5% ( $100\% - 68.5\%$ ) is explained by other variables outside the model.

#### 4 CONCLUSION

The conclusions that can be drawn from research on the effect of price discounts, sales persons, store atmosphere, on impulse buying through emotional responses to hypermarket consumers in Madiun City are as follows:

1. Hypothesis testing shows that price discounts, sales people and store atmosphere have a positive effect on emotional response. This is based on regression testing which produces a t value of 2.083, a  $\beta$  value of 0.188 and a significance of less than 0.05, which is 0.040. This means that the better the price discount, the greater the emotional response.
2. Hypothesis testing shows that emotional response has a positive effect on impulse buying. This is based on regression testing which produces a t value of 3.233, a  $\beta$  value of 0.306 and a significance smaller than 0.05, which is 0.002. This means that the better the emotional response, the greater the impulse buying.

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