

THE EFFECTS OF PRICE DISCOUNT AND IN-STORE DISPLAY ON IMPULSIVE BUYING BEHAVIOR (CASE STUDY: CUSTOMER H&M IN JAKARTA)

PENGARUH POTONGAN HARGA DAN TAMPILAN DALAM TOKO TERHADAP PERILAKU PEMBELIAN IMPULSIF (STUDI KASUS: PELANGGAN H&M DI JAKARTA)

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Abstract: This research aims to test the effect of price discount and in-store display towards impulsive buying behavior using quantitative methods. It is expected that both price discount and in-store display lead to positive effect on impulsive buying behavior to customer H&M in Jakarta. The purpose of this research are; identify the positive effect of price discount and in-store display on impulsive buying behavior to customer H&M in Jakarta. This study results a finding that price discount and in-store display have positive effect on impulsive buying behavior to customer H&M in Jakarta. From this results, it is recommended for company to maintain price discount promotion and attractive in-store display in order to increase the impulsive buying behavior. Also, it is recommended for the future researcher to able to expand this research.

Keywords: Price discount, in-store display, impulsive buying behavior

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh potongan harga dan tampilan dalam toko terhadap perilaku pembelian impulsif dengan menggunakan metode kuantitatif. Diharapkan kedua variable, potongan harga dan tampilan dalam toko, memiliki pengaruh positif terhadap perilaku pembelian impulsif pada pelanggan H&M di Jakarta. Tujuan dari penelitian ini adalah untuk mengidentifikasi pengaruh positif kedua variable terhadap perilaku pembelian impulsif. Hasil dari studi ini menemukan bahwa potongan harga dan tampilan dalam toko berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif pada pelanggan H&M di Jakarta. Dari hasil tersebut, maka penulis menyarankan perusahaan untuk mempertahankan promosi potongan harga dan tampilan dalam toko yang menarik untuk meningkatkan perilaku pembelian impulsif. Disarankan juga untuk peneliti selanjutnya dapat memperluas penelitian ini.

Kata Kunci: Potongan harga, tampilan dalam toko, perilaku pembelian impulsif

INTRODUCTION

Research Background

In today's modern era, the level of business competition is high, so companies are vying to maintain, win market competition, and expand their existence. Conducting marketing operations is the most critical aspect of maintaining progress and winning market competition. Marketing activities is a core activity for a company whereas the development of a country's economy is always accompanied by the development of company. Within a corporation, marketing is the most important factor in obtaining or increasing the value of sales in order to meet the company's goals of growing its business, maximizing profits, and ensuring customer happiness in order to ensure the company's sustainability (Sari and Rusli, 2009).

The desire of the company to be able to meet the needs of its customers drives the rapid development of the retail business. A person purchases goods or services based on their wants and needs, which are related

to functional needs, such as meeting the needs of their families, finding low-cost options, and so on. Usually, the desire for fashion categories arises subconsciously. There is no information sought, and no other brands are being considered. The products targeted by impulse buying are mostly new, such as: Six products with unusually low prices. Unplanned purchases of clothing, jewelry that is personal to you, and cosmetics are examples of consumer goods (Semuel, 2005). The higher the level of consumer income, the higher the level of consumption. This condition may trigger impulse buying, but it will have a beneficial impact on businesses that will gain more profits due to the consumers' attitude. Other than that stated, the presence of malls in the big city has established itself as a trading city. The modern era's development has resulted in many developments that care about the style of dress (fashion) and lifestyle, in addition to the presence of shopping centers, malls, and department stores. Malls and shopping centers are intended to be both a tourist draw and a source of economic prospects, especially in the fashion industry.

Umar (1999) argues that promotion is an incentive to increase the purchase or sale of a product and services where the purchase is imminent. With the promotion of manufacturers, the program can be implemented to a variety of consumer sectors and is effective in raising consumer awareness beyond pricing. Some of the strategies they apply include offering price discounts and designing in-store displays in such a way that allows customers to shop with ease, allowing them to mix and match clothes just like they would in their own home. Kotler and Keller (2012) explains that discount is a gift made by the company for further payment purchases in bulk, and off-season purchases. Some large companies make modifications to the price by adjusting their prices and provide discounts and incentives for their activities Payment. Rebate pricing becomes a *modus operandi* for companies offering products or services. Also, In-store Display aim to attract and direct consumers to be interested in seeing and determineto buy the item. According to Nitisusastro (2013), the indicators of in-store display include attracting the attention of passers-by, stating good quality or low prices as the store's hallmark, provoking attention to special goods sold by the store to cause impulse buying, and creating an appeal to the overall atmosphere of the store. In-store Display is important in luring customers and making them feel at ease when selecting items, so they are satisfied.

Research Objectives

Based on the research background above, the objectives of this research as follows:

1. To identify the positive effects of Price Discount on Impulsive Buying Behavior partially.
2. To identify the positive effects of In- Store Display on Impulsive Buying Behavior partially.
3. To identify the positive effects of Price Discount and In-Store Display on Impulsive Buying Behavior simultaneously.

THEORITICAL FRAMEWORK

Marketing

Marketing, according to Kotler and Keller (2012), is the process of identifying and meeting human and social needs. One of the most basic definitions of marketing is "filling profitable needs," or how to convert a need into a profit-generating business opportunity. Meanwhile, Joshi (2012) states that marketing is a human activity that satisfies needs and desires through a process of trade. Marketing is defined as a company's activities in producing goods or services in order to meet market needs and demands and earn profits in order for the company to survive and grow. Customers must exchange these goods or services for a mutually agreed-upon medium of exchange in order to obtain them, resulting in economically valuable activities.

Impulsive Buying Behavior

Impulsive buying behavior is an unplanned buy that is pushed by way of means of the presence of stimulus and spontaneity factors in addition to visible have an impact on a robust choice to shop for the item immediately, however will have poor effect at the buyer. Although impulsive buying is an unplanned behavior, according to Weinberg and Gottwald (1982), this does not entail that unplanned buying is necessarily impulsive. They also said that impulsive buying is a decision made by the emotional, cognitive, and instinctual sides of consumers. Rock and Fisher (1995) mentioned the impulsive buying concept is a character trait of someone who gets involved in spontaneous buying sprees. The desire to buy clothing products can also be a variation of the spontaneous buying characteristic, compared with the daily needs purchases. According to the definitions above, it can be conclude that impulsive buying behavior is a purchase done on the spur of the moment because of

strong feelings about a thing. The tendency for a consumer to buy immediately, reflexively, suddenly, and automatically is known as impulsive buying behavior.

Price Discount

Discounts given need to have a vital that means for consumers. Trade transactions constantly contain events, the consumer as the recipient of the products and the vendor because the celebration who can provide the products. Before the transaction occurs, each events need to attain a settlement at the fee of the products being traded alongside different conditions, consisting of the fee discount. Price discount influences the consumers to go for the product trial which gain new customers. Fair rate method that the perceived price is cheap on the time transaction is made. Consumers anticipate that a product with expensive rate method that has top quality, while the only with reasonably- price rate has terrible quality. The signs of rate price discount according to Assauri (2014) include triggering clients to shop for in massive quantities, anticipating competitors' promotions, and helping exchange in huge numbers.

In- Store Display

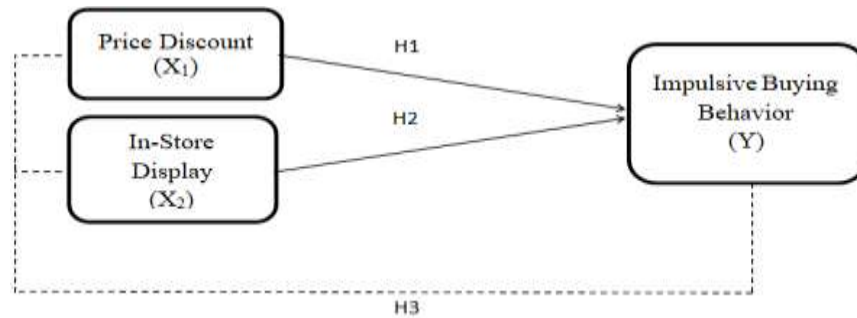
The signs of the In-store display in accordance to Nitisuusastro (2013) includes attracting the eye of folks who by skip through, pointing out excellent first-rate or low costs as the hallmark of the shop. Meanwhile according to Clow and Baack (2010) product display is a strategy marketing is very effective for a retail industry, especially fashion products, where companies see the growing phenomenon of "Impulsive Buying" among the public, and realized or not one of the causes is: "a beautiful product display design, interesting and seductive". Understanding customers and their habits is the most critical part of successful in-store display for retailers (Terrazas, 2006 in Tendai and Crispen, 2009). Display tactics can be developed to help enhance sales, especially when the consumer has not yet planned for it. A good display is one that attracts visitors' attention and allows them to readily handle, inspect, and pick items and services before making a purchase. There are several factors that influence a customer's view of a store as they walk in.

Previous Research

Pawar, Shastri, and Raut (2016) did an empirical approach on in-store sampling and impulsive buying behavior. The data was collected from retail store where product sampling campaign was conducted by the marketers. With the help of appropriate statistical technique, present study tests the hypothesis proposed on the basis of secondary data. This research provides significant implication of the in-store sampling and its impact on impulsive buying in retailing.

Xu and Huang (2014) investigated and compared the effects of 2 forms of sales promotion, namely, price discounts and bonus packs, on online impulse buying. Participants were 280 undergraduate business students at a Chinese university, who responded to a promotion on a mock website. Previous researchers have shown that bonus packs have a greater impact on offline impulse buying than do price discounts. However, our findings were different in the online impulse buying context, in which price discounts resulted in greater impulse buying intention than did bonus packs when the product was hedonic, and bonus packs were a more effective sales promotion than price discounts when the product was utilitarian. In addition, price discounts resulted in greater impulse buying intention than did bonus packs when the product was inexpensive, whereas bonus packs were a more effective sales promotion than were price discounts when the product was expensive

Noor (2020) determined the effect on the Impulse Buying Discount Price on Borma Departement Store Bandung, determine the effect of In-Store Display on Borma Departement Store Impulse Buying in Bandung, and determine the influence of Price Discount and In-Store Display on Borma Departement Store Impulse Buying in Bandung. The methodology used is a descriptive quantitative method, the unit of analysis in this study is Borma Departement Store Terrain and observation units are customers of Borma Departement Store Terrain much as 980 respondents. Mechanical determination of the number of samples used in this study is the systematic random sampling and the sample size is 91 respondents. The method used the techniques of collecting data through library research and field research conducted systematically based on objective research. The analytical method used to solve problems and prove the hypothesis is descriptive analysis. The finding are price discount has a positive and significant impact on the Impulse Buying. In-Store Display partially has a positive and significant impact on the Impulse Buying. Price Discount and In-Store Display simultaneously have a positive influence on Impulse Buying.

Conceptual Framework

Partially

Simultaneously : - - - - -

Figure 1. Conceptual Frameworks*Source: Data Processed (2021)***Research Hypothesis**

The hypotheses of this research are:

H₁: There is partial effect of Price Discount on Impulsive buying behavior.

H₂: There is partial effect of In-Store Display on Impulsive buying behavior.

H₃: There is simultaneous effect of Price Discount and In-store Display on Impulsive buying behavior.

RESEARCH METHOD**Research Approach**

The form of research used in this study is the associative research using quantitative approaches that seek to examine how a variable is interconnected and related to with another variable, or whether a variable is the cause of another variable change (Juliandi, 2013).

Population and Sample

According to Sugiyono (2017), population is a generalized area consisting of objects/subjects with specific quantities and characteristics determined by researchers to be studied and then drawn conclusions from. This study's population consists of people who have made at least one purchase in one of H&M stores in Jakarta. Sugiyono (2017) stated that sample is a portion of the population's number and characteristics. The sample is regarded as an important source of data for research. The number of sample size was set at 100 respondents in order for this study to be more accurate.

Data Collection Method

This research are required a Primary data, which according to Umar (2013) it obtained from the first source either from individuals or applications such as the results of interviews or filling questionnaires commonly performed by researchers. Online questionnaires are used in this research.

Operational Definition of Research Variables

1. Price discount is cash deductions offered to attract the customers who purchase products. (Indicators: quantity discount, cashback, seasonal discount, trigger consumers to buy in large quantities, encourage more sales)
2. In-store display is created to show or promote the goods accompanied with essential information to make it easy to discover a product. (Indicators: product placement, eye-catching display, clarity in product info, enhance the desire to purchase, initiate the promotion from other competitors)
3. Impulsive buying behavior is the act of buying goods by consumers without plan or without the desire to make purchases of goods. (Indicators: spontaneous, considering no consequences, sudden desire to buy followed by emotion, cannot resist the urge to buy, rush purchases)

Data Analysis Method

Validity and Reliability Test

Validity tests are conducted to measure whether the data obtained after research is valid or not. According to Situmorang et al. (2014), Validity shows so far where a measuring device measures what it wants to measure. Meanwhile reliability is an index indicates the extent which a measuring device can be trusted or reliable (Situmorang et al., 2014).

Multiple Regression Analysis Model

According to Sarstedt and Mooi (2014), regression analysis is one of the most frequently used tools in market research. It allows market researchers to analyze relationship between one independent and one dependent variable. If researchers only have one independent variable, it is called bivariate regression. If researchers include multiple independent variables, it is called multiple regression. The equation of multiple linear regression is:

$$\gamma = \beta_0 + X_1 + X_2 + \epsilon$$

Description:

γ = Impulsive Buying Behavior (dependent variable)

β_0 = Constant

X_1 = Price Discount (independent variable)

X_2 = Perceived benefit (independent variable)

ϵ = Error

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Validity testing was carried out with the help of a computer using the IBM SPSS Version 26 program. Validity testing was performed on 100 respondents in this study. Making a decision based on r_{count} (Corrected Item-Total Correlation) $> r_{\text{table}}$ of 0.195. All questions for the variable the training method has a valid status, because the value of r_{count} (Corrected Item-Total Correlation) $> r_{\text{table}}$ of 0.195. Cronbach's alpha is a reliability coefficient that indicates how well the items measuring a concept are positively correlated to one another; the questionnaire is reliable if the value of Cronbach's Alpha is greater than 0.6. Seventeen statements with a significance level of 5% is equal to 0.909. This means that $0.909 > 0.60$, implying that the questionnaire is reliable and can be distributed to respondents for use as a research instrument.

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-8.352	4.046		-2.064	.042
Price Discount	.790	.148	.402	5.351	.000
In-Store Display	.926	.147	.475	6.319	.000

a. Dependent Variable: Impulsive Buying Behavior

Source: Data Processed (2021)

From the result in the Table 1. above, the model define as:

$$Y = -8.352 + 0.790 x_1 + 0.926 x_2 + e$$

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:

1. Constant value of -8.468 means that in a condition of ceteris paribus, all independent variables will not be able equal to zero.
2. Coefficient value of 0.790 means that if there is one unit increase in Price Discount (X_1) then the Impulsive Buying Behavior (Y) will improve and increase by 0.790.

3. Coefficient value of 0.926 means that if there is one unit increase in In-Store Display (X_2) then the Customer Satisfaction (Y) will improve and increase by 0.926.

Classical Assumption Test Normality Test

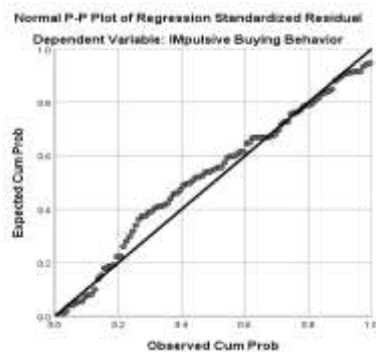


Figure 2. Normality Test by P-Plot

Source: Data Processed (2021)

The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

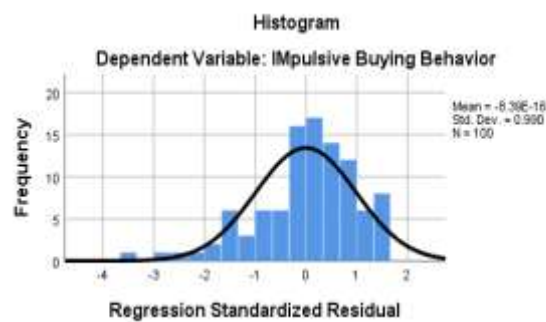


Figure 3. Normality Test by Histogram

Source: Data Processed (2021)

Based on Figure 3, it can be concluded that the data distribution is normal because the histogram graph shows a normal distribution pattern, and the regression model meets the assumption of normality. However, if the data spreads far from the line diagonal and does not follow the direction of the diagonal line, or the histogram graph does not show a normal data distribution pattern, the regression model does not meet the assumption of normality. As a result, the residual data is normally distributed. It is demonstrated that both the data and the model used satisfy the assumption of normality.

Table 2. One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b} Mean			.0000000
Std. Deviation			4.60115414
Most	Extreme	Absolute	.103
Differences		Positive	.052
		Negative	-.103
Test Statistic			.103
Asymp. Sig. (2-tailed)			.011 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on Table 2, it can be seen that the value of Asymp.Sig. (2-tailed) is 0.053, indicating that the value is greater than the significant value of 5%. (0.05). In other words, the variable has a normally distributed.

Multicollinearity Test

Table 3. Multicollinearity

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	-8.352	4.046			-2.064	.042		
Price Discount	.790	.148	.402		5.351	.000	.848	1.179
In-Store Display	.926	.147	.475		6.319	.000	.848	1.179

a. Dependent Variable: Impulsive Buying Behavior

Table 3 shows that the tolerance value both of Price Discount and In-Store Display are 0.848, meaning that the tolerance value of each variable is more than 0.1. The VIF value of Price Discount and In-Store Display are 1.179 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heteroscedasticity Test

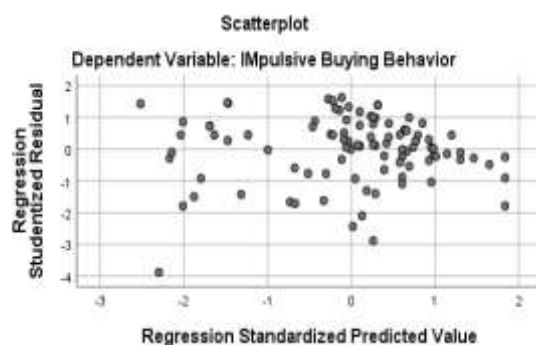


Figure 4. Heteroscedasticity Test

Source: Data Processed (2021)

Figure 4 shows the result of heteroscedasticity test by using Scatterplot. It shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Table 4. Heteroscedasticity Test Result by Glesjer

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	11.253	2.467			4.562	.000
Price Discount	-.260	.090	-.301		-2.887	.067
In-Store Display	-.052	.089	-.060		-.577	.565

Source: Data Processed (2021)

Table 4 shows the result of heteroscedasticity test by using Glesjer. This value is computed by SPSS software. The probability results are said to be significant with this test if the sig value > 0.05. It shows that Price Discount value 0.068 and In-Store Display 0.565 which means they're both greater than 0.05.

Hypothesis Testing**Table 5. F-Test**

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2419.749	2	1209.874	55.994	.000 ^b
	Residual	2095.891	97	21.607		
	Total	4515.640	99			

a. Dependent Variable: Impulsive Buying Behavior

b. Predictors: (Constant), In-Store Display, Price Discount

Source: Data Processed (2021)

Based on table 5 through one-way variance analysis (Anova) identified significant test results F (sig. F) Price Discount (X_1) and In-Store Display (X_2) together with Impulsive Buying Behavior (Y) was significant, namely 0.000 or less than less of = 0.05 (>5%). This shows that these independent variables have an effect on Impulsive Buying Behavior in the multiple linear regression research model. Based on this, the statement in the hypothesis which says that Price Discount and In-Store Display has a positive and significant effect on Impulsive Buying Behavior is accepted.

Table 6. T-Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-8.352	4.046		-2.064	.042		
	Price Discount	.790	.148	.402	5.351	.000	.848	1.179
	In-Store Display	.926	.147	.475	6.319	.000	.848	1.179

a. Dependent Variable: Impulsive Buying Behavior

Source: Data Processed (2021)

Based on table 6 the results of the t-test (partial) are as follows:

1. The result of the partially significant test (sig.) (t-test) of the X_1 (Price Discount) variable to Y (Impulsive Buying Behavior) is 0.000 which means the regression coefficient of X_1 to Y is significant with a value of less than 5% (<0.05). This shows that hypothesis 1 which states that Price Discount has a significant effect on Impulsive Buying Behavior, is accepted or proven.
2. The result of the partially significant test (sig.) (t-test) of the X_2 (In-Store Display) variable to Y (Impulsive Buying Behavior) is 0.000 which means the regression coefficient of X_2 to Y is significant with a value of less than 5% (<0.05). This shows that hypothesis 2 which states that In-store Display has a significant effect on Impulsive Buying Behavior, is accepted or proven.

Table 7. R and R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.536	.526	4.64835

a. Predictors: (Constant), In-Store Display, Price Discount

b. Dependent Variable: Impulsive Buying Behavior

Source: Data Processed (2021)

Table 7 shows the coefficient correlation (R) is 0.732; it means there is a strong relationship between independent variables with dependent variable. In other words Price Discount and In-Store Display have strong relationship with Impulsive Buying Behavior. The coefficient of determination (R^2) measures the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R^2) according to the table 7 is 0.536 which shows that the variation of all

independent variable explains 53.6% of variation in the Impulsive Buying Behavior (Y), while the remaining 46.7% is explained by other factors outside the model or not discussed in this research.

Discussion

Price Discount toward Impulse Buying Behavior

Price Discount positively and significantly have an effect on Impulsive Buying Behavior among customers H&M in Jakarta. This is consistent with the belief (Tjiptono and Chandra, 2012) that sales promotion is critical in designing consumer responses in the form of behavior (behavioral responses). And consumer reactions in the form of behavior, one of which is Impulsive Buying Behavior. Consumers' impulsive buying behavior will increase as the price discount increases. As a result, the greater the discount offered by the H&M Jakarta stores, the greater the amount spent by the customers. This result is supported by Xu and Huang (2014) that price discounts resulted in greater impulse buying intention.

In- Store Display toward Impulse Buying Behavior

In-Store Display has a partially positive and significant impact on Impulse Buying Behavior of H&M Jakarta customers. The results demonstrate that product displays are being used to attract customers' attention through their visual senses. The management of products used as a way in a shop to attract the interest of consumers by looking at directly, this is the way in-store display to attract the interest of consumers to buy. The creation of an effective in-store display that appears comfortable and interesting. Pawar, Shastri, and Raut (2016) supported this result that in-store sampling and its impact on impulsive buying in retailing.

Price Discount and In-Store Display toward Impulse Buying Behavior

One-way variance analysis (Anova) identified significant Price Discount (X_1) and In-Store Display (X_2) together with Impulsive Buying Behavior (Y) was significant. This shows that these independent variables have an effect on Impulsive Buying Behavior in the multiple linear regression research model. Based on this, the statement in the hypothesis which says that Price Discount and In-Store Display has a positive and significant effect on Impulsive Buying Behavior is accepted. This result is in accordance with the research of Noor (2020) that price Discount and In-Store Display simultaneously have a positive influence on Impulse Buying.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. There is positive effect of Price Discount with indicator such as quantity discount, cashback, seasonal discount, trigger consumers to buy in large quantities and encourage more sales on Impulsive Buying Behavior on H&M in Jakarta customers partially.
2. There is positive effect of In-Store Display with indicator such as product placement, eye-catching display, clarity in product info, enhance the desire to purchase, initiate the promotion from other competitors. on Impulsive Buying Behavior on H&M in Jakarta customers partially.
3. There are positive effect of Price Discount and In-Store Display on Impulsive Buying Behavior H&M in Jakarta customers simultaneously.

Recommendation

Based on the results of the research that has been done, it shows that both independent variable (Price Discount & In-Store Display) have a positive effect on Impulsive Buying Behavior is it recommended for company to maintain Price Discount promotions and attractive In-Store Display in order to increase customer Impulse Buying Behavior. It is also recommend to future researchers will be able to expand on this research. This study only uses two variables to measure Impulse Buying behavior, namely Price Discounts and In-Store Displays, so that future researchers can add independent variables such as Bonus Packs and others to measure Impulse Buying behavior more thoroughly. Furthermore, researchers can make comparisons with other fashion industry companies.

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