The Effect of Bonus Pack and Store Atmosphere on Impulse Buying at PT. Indomarco Prismatama South Kalimantan

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Abstract

This study aims to find out and analyze the effect of bonus pack and store atmosphere variables on impulse buying both simultaneously, partially and dominantly. The type of research used is correlational research with a total sample of 100 respondents. Data analysis techniques used in this study include instrument tests (validity and reliability), classical assumption tests and multiple linear regression analysis. The results of the study can be concluded that there is a simultaneous and partial effect of the bonus pack and store atmosphere variables on impulse buying, this can be seen from the statistical test results obtained < 0.05 from the results of the significance value. The variable that has the dominant influence on impulse buying is the store atmosphere variable.

Keywords: Bonus Pack, Store Atmosphere, Impulse Buying

1. Introduction

Nowadays the development of retail business in Indonesia has been increasingly rapid. This is characterized by the existence of traditional markets that began to be displaced by the emergence of various types of modern markets, so that various kinds of retail shopping centers have sprung up with various shapes and sizes. Some examples of modern shopping center forms such as minimarkets, supermarkets, department stores, shopping centers, malls and hypermarkets.

Retail business is one of the business activities that sells daily necessities both in the form of products and services aimed at consumers for personal or family use (Desrayudi, 2019). According to Kotler (2018), retail business is all activities carried out to sell goods or services to end consumers for personal use and not for business.Modern retail makes consumers feel for themselves how the experience or experience when they shop is not only influenced by rational motives but also emotional motives.

Data on the development of retail business in Indonesia tends to increase every year. In 2019, retail development data in Indonesia is estimated to reach Rp 256 trillion or grow by around 10% compared to 2018. Kabaruang.com (2020). The number of retailers in the Banjarmasin Region is now recorded at 126 modern retailers or markets operating in Banjarmasin City. Of these, 48 Indomaret, 60 Alfamart, 11 Foodmart and the rest are local retail.

This research was conducted at PT. Indomarco Prismatama. PT. Indomarco Prismatama sells household needs, clothing, medicines, cosmetics, school and office supplies, and has a large parking lot. PT. Indomarco Prismatama has a strategic business location.

Problems regarding bonus packs. Researchers interviewed several employees of PT. Indomarco Prismatama regarding bonus packs, the bonus packs are divided into several types of products, namely household needs, baby and toddler equipment and needs, toiletries, women's care products. Then researchers also interviewed one of the consumers at PT. Indomarco Prismatama, he said that every time he shops at PT. Indomarco Prismatama purchased items never have a Bonus pack given to consumers, however, the price offered by PT. Indomarco Prismatama is very cheap when compared to other supermarkets such as Alfamart and 88 Mart. The phenomenon related to store atmosphere, researchers conducted interviews with employees, as for the information shared by employees is, PT. Indomarco Prismatama provides music and air conditioning that can provide customer comfort. The arrangement of the product is made as attractive as possible and given appropriate lighting in order to improve the appearance of the product. Product arrangement carried out by PT. Indomarco Prismatama is still not arranged attractively as the products on display do not match the high purchasing power of the community.

Impulse buying or commonly called unplanned purchase, is the behavior of people where the person does not plan something in shopping. According to Mowen & Minor (2019), the definition of impulse buying is the act of buying that is done without having a previous problem or buying intent / intention formed before entering the store. The same thing was also expressed by Schiffman & Kanuk (2018) that impulse buying is an emotional decision or according to the impulse of the heart.

One of the factors that influence impulse buying is the Bonus pack. Terrence A . Shimp (2019) defines a bonus pack as an additional product from the company to be given to consumers at the same price. According to Boyd Harper W (2018), bonus packs are an effort to attract purchases by offering free products or services at reduced prices to encourage the purchase of other products. From some of the understandings above, it can be concluded that bonus packs are one of the strategies in sales promotion that offers products or services for free at reduced prices to encourage the purchase of other products.

In addition to Bonus packs, the factor that affects impulse buying is Store atmosphere. According to Meldarianda (2019), the store athmosphere affects the emotional state of buyers that causes or influences purchases. Emotional feelings will cause feelings of excitement and feelings of great desire afterwards. So, in order for the store to create a pleasant atmosphere, it is necessary to create a good store atmosphere. Stores that have a good atmosphere will tend to be able to provide comfort to consumers and also create positive emotions so that consumers feel satisfied and at home to shop and spend time in the store. Meanwhile, according to Yaningwati (2019: 61). Atmospherics as an attempt to design a buying environment to produce a specific emotional influence on buyers that is likely to increase purchases. The atmosphere of the store as a means of communication that can have positive and beneficial consequences should be made as attractive as possible. Furthermore, the atmosphere of the store can affect the emotions of the shopper, where these emotions can be either positive emotions or negative emotions. Store atmosphere can not only provide a pleasant buying environment, but also can provide added value to the products sold (Kotler, 2018: 68). Buyer at PT. Indomarco Prismatama shows a significant decrease in the number of consumers, where in 2021 it decreased by 7.9% and in 2022 by 18.8%. So it can be concluded that the quantity of purchases by consumers has decreased.

2. Research Design and Method

This research is a correlational research. The approach in this study is a quantitative approach. The population in the study that was used as the basis for sampling was consumers who had bought and visited PT. Indomarco Prismatama which amounted to 30,854 in 2022. The samples used in this study were obtained through accidental sampling techniques, namely consumers who had bought and tasted. The number of samples taken in this study used the Slovin formula. The Slovin formula that can be calculated based on the population (N = 30,854) is 100 respondents.

3. Results and Discussion

The test was performed with a confidence level of 95% or a significance level of 0.05 (a = 0.05). To examine the correctness of these hypotheses, multiple linear regression analysis is used. In this regression analysis, a partial test or t test will be carried out.

Table 1. Multiple Linear Regression Results

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients		
Model	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
1 (Constant)	10.054	1.757		5.724	.000
Bonus pack	.162	.099	.172	1.727	.007
Store atmosphere	.580	.109	.561	5.302	.000

a. Dependent Variable: Impulse Buying

Source : Processed Data (SPSS Output Attachment)

Mathematically the multiple regression function model above can be expressed as follows:
Y = a + b1X1 + b2X2+b3X3 + e
Y = 10.054 + 0.162.X1 + 0.580.X2 + e
The regression equation can be described as follows:

1. A constant value of 10.054, means that if the Bonus pack (X1) and Store atmosphere (X2) are equal to zero, then impulse buying (Y) will be 10.054 units.
2. A value of 0.162 means that every increase of one unit X1, then Y will increase by 0.162 units.
3. A value of 0.580 means that every increase of one unit X2, then Y will increase by 0.508 units.

The effect of bonus pack and store atmosphere simultaneously on impulse buying PT. Indomarco Prismatama South Kalimantan Province

Statistically, this test proves that the variables bonus pack and store atmosphere have a simultaneous effect on employee impulse buying at PT. Indomarco Prismatama. The results of the simultaneous test, where the Fcalculate value is 15,210, while the result of the distribution table with a significant level of 5% (0.05) and positive value is 3,089.

The results showed that simultaneously bonus pack and store atmosphere affect employee impulse buying, then H1 is accepted. This result is in accordance with Santosa's research (2019), which shows that bonus packs and store atmosphere affect impulse buying. Listyarini et al. (2018) stated that bonus pack and store atmosphere simultaneously have a significant effect on impulse buying.

The effect of bonus pack and store atmosphere partially on impulse buying PT. Indomarco Prismatama South Kalimantan Province

So the results found based on the data from the calculation of the hypothesis in a partial test prove that the variables bonus pack and store atmosphere have a significant effect on impulse buying PT. Indomarco Prismatama of South Kalimantan Province with a partial test result value of < 0.05. Which means that the second hypothesis is accepted.

1. Bonus packs have a partial effect on impulse buying PT. Indomarco Prismatama South Kalimantan Province

   This research has also been conducted by previous researchers Abdul Basyit, Bambang Sutikno, Joes Dwiharto. (2020) which states that bonus packs have a positive and significant influence on employee impulse buying.

   Individual bonus packs can have a major effect on consumer impulse buying behavior. Value-added offers, a sense of urgency, consumer psychology, and visually appealing offers can increase impulsivity and encourage consumers to make purchases without deep consideration of long-term needs or consequence.

2. Store atmosphere has a partial effect on impulse buying of PT. Indomarco Prismatama South Kalimantan Province

   This research supports research conducted by Abdul Basyit, Bambang Sutikno, Joes Dwiharto. (2020) which states in its research that store atmosphere has a partial significant influence in improving employee performance. This is supported by the results of calculating the significant value of t smaller when compared to the value of $\alpha < 0.05$, so it can be concluded that store atmosphere can affect impulse buying.

   Store atmosphere can create a sense of urgency in consumers to immediately make impulse purchases. The placement of attractive products or promotional offers in conspicuous in-store areas, or the presence of special signs of limited offers, can encourage consumers to make impulse shopping decisions immediately.

Variables that have a dominant influence on impulse buying PT. Indomarco Prismatama South Kalimantan Province

The store atmosphere variable has a dominant effect on employee impulse buying, because the value of the store atmosphere variable with the Standardized Coefficients Beta value is greater than the bonus pack variable.

A rejected hypothesis means that the results of the study do not support that hypothesis. In this case, the rejected hypothesis is that "store atmosphere is more dominant in impulse buying than bonus packs". There are several possible reasons why this hypothesis was rejected. One possibility is that the results show that bonus packs have a more significant influence on impulse buying than store atmosphere. This can happen because bonus packs can provide added value for consumers, such as cheaper prices or additional products. Bonus packs can also encourage consumers to buy products that were not planned in advance.

Another possibility is that the results suggest that both variables, namely store atmosphere and bonus pack, have the same influence on impulse buying. This can happen because both variables can have different impacts on different consumers.

Related to the Store atmosphere variable has a higher value than the Bonus pack variable. This shows that Store atmosphere is more influential on impulse buying at PT. Indomarco Prismatama compared to variable Bonus pack. In line with research conducted by Abdul Basyit, Bambang Sutikno, Joes Dwiharto. (2020) shows that the Store atmosphere variable has a greater influence than the Bonus

pack variable. Thus, the achievement of impulse buying will be largely determined by the store atmosphere provided by the company to consumers.

Store atmosphere can affect consumer psychology. A pleasant and inviting atmosphere can create a positive mood, which in turn can influence consumer decision-making. If consumers feel comfortable and relaxed in a store environment, they may be more inclined to take impulsive decisions due to lower stress levels. Store atmosphere can also affect the way consumers view and rate products. Presenting products with attractive layouts and lighting can improve the perception of product value and affect impulse buying. In conclusion, store atmosphere can individually affect consumer impulse buying. Therefore, store atmosphere design and management strategies are important keys in optimizing the consumer shopping experience and encouraging impulse buying.

4. Conclusions

Suggestions that can be recommended by the author are:
1. Place the bonus pack in an area that is easily visible to consumers, such as near the cashier or in a special promotional area
2. Make sure that PT. Indomarco Prismatama South Kalimantan Province provides comfortable facilities, such as seats, toilets, and rest areas.
3. Train PT. Indomarco Prismatama South Kalimantan Province to provide friendly service and assist consumers in the purchase process.
4. A good store layout can make it easier for consumers to find the products they are looking for. Proper lighting can create a cozy and inviting atmosphere. Attractive decorations can attract the attention of consumers and create a pleasant atmosphere. The right music can make consumers feel relaxed and comfortable

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