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The Influence Of Online Promotion And Discounts On Impulse Buying In Consumers Of Matahari Department Stores Store Binjai Supermall

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Abstract

This study aims to determine and analyze the effect of online promotion and discounts on impulse buying at Matahari Binjai Supermall consumers. Sample withdrawal using accidental technique. The number of samples taken was 150 respondents. Data processing using multiple linear regression. The results showed that online promotion has a positive and significant effect on impulse buying, discounts have a positive and significant effect on impulse buying. Simultaneously online promotion and discounts have a positive and significant effect on impulse buying.

Keywords: online promotion, discount, impulse buying

INTRODUCTION

In today's modern era, the existence of traditional markets is starting to be displaced where people tend to prefer shopping in modern retail (S. F. J. L. R. A. Nasib, 2023). The development of the retail business is also caused by the increasing number of consumers who want to shop easily and comfortably (Zahra, 2023). The increase in modern retail has encouraged very intense competition in the business world (Salsabillah, 2022). This condition is based on the shift in people's habits who like manufactured goods making the flow of money circulation in the buying and selling sector becomes greater and the increasing number of consumers who shop at modern stores, especially for consumers who live in urban (N. Martin, 2018). People can buy everything they need without having to think about how much money they have to carry (N. Sari et al., 2023). This can lead to impulse buying, where initially consumers only think about shopping

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according to consumer needs, but because the availability of complete goods and a pleasant shopping place makes consumers who shop there feel comfortable and intend to see the goods in the store so that it allows consumers to buy other items outside of the initial shopping plan (B. A. Nasib, 2022). Impulse buying is an activity to spend money that is not controlled, mostly shown on unnecessary items. Impulsive buying occurs when consumers see certain products or brands, then consumers become interested in getting them, usually because of attractive stimuli from the store (C. W. Utami, 2017). Impulse buying is caused by several things including online promotion and discounts given by sellers (I. L. N. R. K. C. H. Martin, 2021).

This research was conducted on consumers of Matahari Binjai Supermall. Matahari routinely conducts sales promotions, for example in celebrating the New Year, Chinese New Year, Valentine's Day, the beginning of school, Ramadan, Eid, Christmas, and other events in the form of discounts, discounts, special prices or others. So in this case the researcher is interested in conducting research to see how the level of impulse buying of consumers when shopping at Matahari Binjai Supermall. The results of the pre-survey conducted by researchers on 50 respondents are as follows:

Table 1 Presurvey Results of Impulse Buying Variables

No	Statement	answers					
		Yes	%	No	%	totally	%
1	When I see an attractive and inexpensive product at Mahatari Department Store, I feel a sudden urge to buy the product, even though there was no plan to buy it before.	40	80	10	20	50	100
2	If I already like a product in Matahari Department Store, I don't want to delay buying it.	38	76	12	24	50	100
3	Whenever I see a product in Matahari Department Store with the latest model, I immediately buy it without paying attention to the price.	45	90	5	10	50	100

Source: presurvey results, (2023)

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Based on the results of the pre-survey, it can be seen that of the 50 respondents surveyed. Most respondents have a high level of impulse buying. Respondents feel that they are often interested in unplanned purchases, especially when discounts and online promotions are given. A sales strategy that is often used both virtually and conventionally is the provision of discounts. Discounts at Matahari Department Store include 20% off to 70%+20% off for all product categories, additional discounts for Matahari Rewads card users for all product categories. Most mall visitors certainly often experience Hedonic Shopping. Hedonic shopping is the behavior of consumers who make excessive purchases to meet their own satisfaction. The reason consumers have Hedonistic Shopping is the passion for shopping for someone who is easily influenced by the latest models and shopping becomes a person's lifestyle to fulfill their daily needs. Hedonistic shopping will be created by shopping while going around choosing goods according to taste. When shopping someone will have positive emotions to buy products without prior planning in the form of a shopping list note.

The research gaps in this study include research conducted by (Noor, 2020; Thamara et al., 2020; W. N. Utami & Juanda, 2022) providing results that discounts have a significant effect on impulse buying. However, research conducted by (Ittaqullah et al., 2020; Salam & Jayadi, 2023; Tumbuan, 2015) shows that discounts are not significant in influencing impulse buying. The results of other research related to online promotion conducted by (Akram et al., 2018; Daulay, 2022; Kempa et al., 2020) provide results that promotion has a significant effect on impulse buying. Meanwhile, research conducted by (Maulina et al., 2022) shows that promotion is not significant in influencing impulse buying. With the phenomenon of problems and research gaps so that this study aims to determine and analyze the effect of online promotion and discounts on impulse buying on consumers of Matahari Department Store Binjai Supermall.

LITERATURE REVIEW

Online Promotion

E-marketing is a company's effort to convey information, communicate, promote, and sell products and services using the internet (Philip Kotler, 2018). E-marketing is the use of electronic media sources as the main media in marketing, for example the use of the internet. E-marketing as marketing products and services using electronic media. According to (Rangkuti, 2015) the indicators used in online promotion include:

a. Advertising
b. Sales promotion.

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c. Public relations.
d. Direct marketing.
e. E-personal selling.

Discount

Price discount is a savings offered to consumers from the normal price of a product listed on the label or packaging of a product (Philip Kotler, 2018). Price discount as a pricing strategy that involves a long-term plan to systematically reduce prices after introducing products at high prices (A. F. Nasib, 2019). Price discount is a price-based sales promotion strategy offered to consumers where product prices are reduced (N. S. E. E. Sari, 2020). According to (Sutisna, 2012), there are three things that are indicators of price discounts:

a. The amount of the discount

   The size of the discount given when the product is discounted. Consumers have their own perceptions of discounts How consumers perceive prices (high, low, and reasonable) has a strong influence on purchase intent and purchase satisfaction.

b. Discount period

   The period of time given at the time of the discount. Generally, companies do not give discounts on all products. Giving discounts is tailored to the time and type of product purchase.

c. Types of products that get discounts

   Diversity of choices in products that are given a discount. The type of product that gets a discount will affect consumers in their buying interest, especially products that have a well-known brand that will make the purchase rate higher, compared to products that are not yet well known by consumers.

Impulse buying

Impulse buying is an unplanned purchasing behavior characterized by relatively fast decision making and a desire to be able to have (Abdelsalam et al., 2020). Purchases like this are described as more exciting, involuntary, and difficult to avoid compared to planned buying behavior. (Azizah et al., 2022) state that impulse buying is a purchase action made by consumers where previously there was no plan to buy it, consumers do impulse buying not thinking about buying a particular product or brand. (Zayusman & Septrizola, 2019) state that to measure impulse buying, namely:

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a. Spontaneity, namely shopping is done as a reaction to the visual stimulus received directly at the point of sale.
b. Strength, compulsiveness, and indicators, namely high intensity to put aside other needs and buy instantly.
c. Excitement and Stimulation, namely the urge to buy buying is often accompanied by emotions.
d. Indifference, which is the urge to buy can be so difficult to resist that potentially negative consequences are ignored.

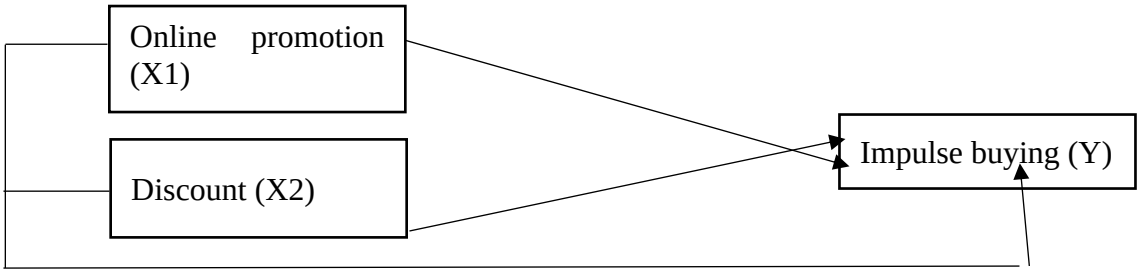


Figure 1 Conceptual Framework, (2023)

Hypotheses

1. Online promotion has a positive and significant effect on impulse buying among consumers of Matahari Department Store Binjai Supermall.
2. Discounts have a positive and significant effect on impulse buying at Matahari Department Store Binjai Supermall.
3. Online promotion and discounts have a positive and significant effect on impulse buying at Matahari Department Store Binjai Supermall.

RESEARCH METHODOLOGY

This study uses a quantitative approach using a causal associative type of research. According to (Sugiyono, 2019) a causal relationship is a relationship that is between cause and effect between the independent variable and the dependent variable. This research was conducted at the Matahari Department of Binjai Supermall. The sample in this study was 150 respondents. The data analysis technique used is multiple linear regression.

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RESULTS AND DISCUSSION

Analysis Results

Table 1 Coefficient of determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725[a]	.525	.519	3.51822
a. Predictors: (Constant), Discount, Online promotion				
b. Dependent Variable: Impulse Buying				

Source: SPSS Version 23 data processing results, (2023)

Based on Table 1, it is known that the Adjusted R Square value is 0.519. This value means that the ability of the independent variables to influence the dependent variable is 0.519.

Simultaneous Test (F Test)

The simultaneous effect of online promotion (X1) and discount (X2) variables on impulse buying (Y) can be seen in Table 2:

Table 2 F Test (Simultaneously)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2014.908	2	1007.454	81.391	.000b
	Residual	1819.552	147	12.378		
	Total	3834.460	149			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Discount, Online promotion						

Source: SPSS Version 23 data processing results, (2023)

Based on Table 2, it is obtained that the Fcount value is 81.391 with a significant level of 0.000 less than alpha 0.05 (5%).

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T test

Table 3 presents the value of the regression coefficient, as well as the statistical value for test ing the effect partially.

Table 3 T Test (Partial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.621	3.231		1.430	.155
	Online promotion	.437	.178	.352	2.451	.015
	Discount	.751	.278	.388	2.700	.008
a. Dependent Variable: Impulse Buying						

Source: SPSS Version 23 data processing results, (2022)

Based on Table 3, the regression equation is obtained as follows.

$$Y = 4.621 + 0.437X1 + 0.751X2$$

DISCUSSION

The effect of discounts on impulse buying

Discounts can cause a desire to make impulse purchases (Saputro, 2019) The size and duration of the discount period also plays a role in fostering the desire to make impulse purchases. Discount is a price reduction provided by a company during a certain period of time with the aim of increasing sales of the product. Discounts can be offered as a percentage reduction from the original price of the item. A discount is an additional incentive that encourages customers to do something, or at least pay attention to the product being offered. In other words, a large discount can encourage buyers to buy goods. Price discount itself is a price reduction from the normal price of a product offered by a retailer. Retailers often use this discount price to attract new customers and increase their sales. Because, logically, consumers think they can buy more goods with less money, but without realizing it they make purchases unconsciously (Martial, 2020)(S. Nasib, 2021a)(Pakpahan & Fadli, 2021)(Novirsari & Tricom, 2019).

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The effect of online promotion on impulse buying

Consumers who make impulsive purchases mostly buy spontaneously, do not think about the consequences and are influenced by emotional states. Promotion is related to the communication of seller and buyer information which aims to change the attitudes and behavior of buyers, who previously did not know to get to know so that they become buyers and remember the product. Sales promotion is a form of direct persuasion using various incentives to stimulate immediate product purchases or aims to increase the number of items purchased by customers. The objectives of promotions are very diverse, including attracting new customers to buy products, influencing customers to try a product, encouraging customers to increase purchases, attacking competitor promotions, increasing impulse buying, or as a way to strengthen cooperation with retailers. This is in line with research conducted by (Zahra, 2023)(S. Nasib, 2021b)(S. F. J. L. R. A. Nasib, 2023)

CONCLUSIONS AND SUGGESTIONS

Conclusion

1. Online promotion has a positive and significant effect on impulse buying for Binjai Supermall consumers.
2. Discounts have a positive and significant effect on impulse buying in Binjai Supermall consumers.
3. Online promotion and discounts have a positive and significant effect on impulse buying among Binjai Supermall consumers.

Suggestions:

1. Seeing the phenomena that occur in the field, the researchers try to provide suggestions that are expected to be useful in marketing communication or promotional activities carried out by Matahari Department Store in utilizing social media instagram and website. The company can use research in understanding consumer habits, so that the data used to carry out promotions is valid and structured, not from personal assumptions that are still in doubt.
2. At Price Discount, the company can provide an explanation of the products to be sold which will be given a discount or discount. Because the majority of consumers hesitate before buying a product that is given a discount or discount.

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3. In Impulse Buying, with the majority of consumers buying products without a prior plan, the Company is expected to maintain the emotional side of consumers by improving performance in terms of advertising and offering products according to consumer desires, so that consumers always feel interested and always visit Matahari Department Store to buy every product offered.

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