

THE EFFECT OF BONUS PACK, SHOPPING LIFESTYLE, AND STORE ATMOSPHERE ON IMPULSE BUYING CONSUMERS OF MATAHARI SOLO GRAND MALL

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ABSTRACT

Impulse buying can occur if the store has a good atmosphere that can affect the emotional situation of consumers, so that impulse purchases occur. The store atmosphere is usually used as a tool for the store as a marketing strategy to increase sales of products offered; advertising posters, product placement, music, aroma, cleanliness of the store, and the store environment are factors in the store that can affect shopping behavior in consumers. This study aims to analyze the bonus pack, shopping lifestyle, and store atmosphere for impulse buying consumers. This research method uses survey research—data collection using questionnaires with the Likert scale and data analysis using multiple linear regression. The results of this study showed that the value of the constant 3.829 marked positive, then impulse buying is positive. At the same time, the value of B1 is 0.337 means that if the bonus pack increases, then impulse buying will also increase, assuming the variable shopping lifestyle and store atmosphere is considered fixed, while the value of B2 is 0.276 means that if shopping lifestyle, assuming variable bonus pack and shopping lifestyle are considered fixed. This study concludes that the overall variables affect consumer impulse buying in Matahari Solo Grand mall.

Keywords:

Bonus pack, impulse buying, shopping lifestyle, store atmosphere

INTRODUCTION

The tight competition in the business world makes manufacturers need to implement appropriate strategies to market their products to consumers. Manufacturers strive to make products so that consumers accept them. The business competition also occurs in the modern retail business, making competition between retailers increasingly tight. Retail is all business ventures that direct its marketing capabilities to satisfy the end consumer based on sales and service organization as the core of distribution (Puwadisastra, D., 2021). Retail is one of the modern marketing that has a self-service system, such as in minimarkets, supermarkets, department stores, or hypermarkets.

Retail companies need to know and understand consumers as a basis for strategy so that consumers are interested in making spontaneous purchases without planning which is called impulse buying (Foster, B, 2018). Impulse buying (impulse buying) is the act of buying that was not previously consciously recognized as the result of a consideration or purchase intention formed before entering the store (Aluwan, NK & Rahmah, DDN, 2021). Impulse buying has become a phenomenon and trend of shopping behavior in the market and has become an important point underlying marketing activities (Maharani, I & Darma, G, 2018).

Understanding consumer behavior is essential for business people because each consumer has a specific reason for choosing some products. Some consumers can buy a product based on the quality and service of the product they get. Some buy a product because of need, and some buy it spontaneously or for no particular

reason (Adiyani et.al., 2021). In an effort to increase sales, retail businesses need to understand consumer impulse buying so that manufacturers must know the factors that affect consumers in impulse buying.

Knowledge of producers on consumer behavior is expected to be able to make the right approach for consumers to motivate the phenomenon of impulse buying. One factor that is expected to increase impulse buying is the bonus pack. A bonus pack is an offer with extra benefits where the extra benefits are in the form of merchandise (Restanti, YD, 2021). A bonus pack is one of the strategies in a sales promotion that offers products or services for free at a reduced price to encourage the purchase of other products. The extra charge for a product at a standard price will significantly affect consumers immediately in the store, and they will think twice not to buy (Foster, B, 2018). (Pratiwi, R & Maskan, M, 2019) his research shows that bonus packaging (bonus pack) affects impulse buying.

Psychological factors in the form of consumer lifestyle is also a factor that can influence the purchase decision. Lifestyle (lifestyle) a person in shopping is a person's lifestyle and has a periodic planning for shopping. Shopping activities are not only used to find an item needed but also used as entertainment or to eliminate boredom. Shopping lifestyle reflects a person's choice or way of spending time and money (Fauziyyah, a & Oktafani, F, 2018), (Imbayani, I & Novarini, N, 2018) shopping lifestyle has a significant effect on impulse buying behavior.

Consumers in impulse buying not only prioritize their products but also enjoy the atmosphere of the store. Impulse buying can occur if the store has a good store atmosphere that can affect the emotional situation of consumers so that impulsive purchases occur. Savira Alifia & Hadi, (2021) stated that store atmosphere is used by the store as a marketing strategy to increase sales of the products offered, advertising posters, product placement, music, aroma, store cleanliness, and store environment are factors in the store that can affect shopping behavior in consumers. (Artana, et.al, 2019) in his research shows that the store atmosphere influences impulsive purchases.

The purpose of this study was to analyze the effect of bonus packs, shopping lifestyle, and store atmosphere on consumer impulse buying in Matahari Solo Grandmall.

RESEARCH METHOD

This study is a survey research, data collection methods using questionnaires to meet consumers directly by using likert scale with a score on each questionnaire, and also using literature studies from books or journals related to the study.

Sampling technique in this study using accidental sampling method that is consumers who happened to be encountered by respondents while shopping at Matahari Solo Grandmall suitable as a source of data. Sampling using Leddy's formula.

$$N = \left(\frac{Z}{e} \right)^2 (P) (1 - P)$$

Samples in this study were taken as many as 100 respondents. Data analysis from the questionnaire then tested the instrument with validity and reliability test, classical assumption test, multiple linear regression analysis, T test and F test (Model accuracy test).

RESULTS AND DISCUSSION

Characteristics Of Respondents

Description of respondents by gender, age, level of education and type of work as follows:

Table 1. Description of respondents by gender, age, level of education and type of work

Gender	Respondents	
	N	Persentase (%)
Male	22	22,0
Female	78	78,0
Total	100	100
Age (yo)	Respondents	
	N	Persentase (%)
< 35	30	30,0
35-45	42	42,0
> 45	28	28,0
Total	100	100
level of education	Respondents	
	N	Persentase (%)
Elementary School	0	0,0
Junior High School	0	0,0
High School	43	43,0
college	57	57,0
Total	100	100
Work	Respondents	
	N	Persentase (%)
civil servants	34	34,0
Privat Employee	22	22,0
Self-employed	28	28,0
Students	16	16,0
Total	100	100

Source: processed primary Data, 2022

The results of the characteristics of respondents based on the majority of women as many as 78 people (78.0%). Characteristics of respondents based on age known to the majority of respondents aged 35-45 years as many as 42 people (42.0%). Based on the majority of respondents ' education level are college graduates as many as 57 people (57.0%). characteristics of respondents at the level of employment as civil servants as many as 34 people (34.0%).

Research Instrument test (validity and reliability test)

Validity test is used to measure the validity or not of a questionnaire. An item is valid if its p value is < 0.05 . Validity test using product moment correlation with SPSS program version 25, produce p value is $0.000 < 0.05$ this indicates that the statement of independent and dependent variables is valid and can be continued.

Reliability testing in this study using Cronbach's Alpha measurement showed that all variables (bonus pack, shopping lifestyle, store atmosphere and impulse buying) $>$ critical value (0.60), then in this study the overall variable is said to be reliable.

Classical assumption tests (normality, Multicollinearity, and Heteroskedasticity tests)

Normality test is used to determine the normality of the data. The statistical test used to determine normality is the Kolmogorov-Smirnov normality test. The criteria used is to see the results of GIS (p), if p value > 0.05 means the distribution of data in the distribution is in accordance with the normal curve, so that it passes the normality test, otherwise if p value 0.05 means the distribution of data in the

distribution is not in accordance with the normal curve, so it does not pass the normality test. Normality test in this study using SPSS program with the results showed that p value $0.200 > 0.05$ means the distribution of data in the distribution is in accordance with the normal curve so that the data is normally distributed.

Multicollinearity test can be known through the value of tolerance and the value of Variance Inflation Factor (VIF), if tolerance value > 0.10 and VIF value less than 10, then it can be said that multicollinearity does not occur. Based on the analysis, it is known that the tolerance value of each independent variable (bonus pack, shopping lifestyle and store atmosphere) is greater than 0.10 and the VIF value is less than 10. means there is no multicollinearity, then the regression or model used in this study is free of multicollinearity.

Heteroscedasticity test in this study using Glejser test. The presence or absence of heteroscedasticity is known by looking at the probability of a 5% degree of confidence. If the p value is > 0.05 , there is no heteroscedasticity. Heteroskedasticity test results can be seen that each of the independent variables (bonus pack, shopping lifestyle and store atmosphere) has a p value > 0.05 then heteroskedasticity does not occur.

Hypothesis testing (multiple linear regression analysis, T test, and F test, coefficient of determination)

Multiple linear regression analysis was used to determine the effect of independent variables (bonus pack, shopping lifestyle and store atmosphere) on the dependent variable (impulse buying). The formula used is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \text{ (Sugiyono, 2017: 275)}$$

Description :

Y = Impulse buying

a = constant

X1 = Bonus pack

X2 = Shopping lifestyle

X3 = Store atmosphere

b1, 2, 3 = regression coefficient

e = Error

Calculation of multiple linear regression analysis using the help of SPSS program obtained the following results

Table 2. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	3.829	1.807	
bonus pack	.337	.095	.327
shopping lifestyle	.276	.096	.239
store atmosphere	.436	.119	.336

Source: processed primary Data, 2022

The result of multiple linear regression can be translated into the following equation:

$$Y = 3.829 + 0.337 X_1 + 0.276 X_2 + 0.436 X_3 + e$$

Linear regression results obtained can be interpreted as follows: 1) the value of the constant (a): 3.829 marked positive, meaning that if the independent variable

(bonus pack, shopping lifestyle and store atmosphere) is equal to zero (0) then impulse buying is positive. 2) value $b_1 = 0.337$ (bonus pack has a positive effect on impulse buying) meaning: if the bonus pack increases, impulse buying will also increase assuming the variable shopping lifestyle and store atmosphere is considered constant/fixed. 3) the value of $b_2 = 0.276$ (shopping lifestyle has a positive effect on impulse buying), meaning : if the shopping lifestyle increases, the impulse buying will increase, assuming the bonus pack and store atmosphere variables are considered constant. 4) $b_3 = 0.436$ (Store atmosphere has a positive effect on impulse buying), meaning : if the store atmosphere increases, impulse buying will increase, assuming the bonus pack and shopping lifestyle variables are considered constant.

T-test analysis was used to prove the significance of the influence of independent variables (bonus pack, shopping lifestyle and store atmosphere) on the dependent variable (impulse buying). The test steps are as follows:

Determining H_0 and H_a

$H_0: \beta_i = 0$, meaning there is no significant effect of independent variables (bonus pack, shopping lifestyle and store atmosphere) on the dependent variable (impulse buying)

$H_a: \beta_i \neq 0$, meaning that there is a significant influence of independent variables (bonus pack, shopping lifestyle and store atmosphere) on the dependent variable (impulse buying)

Level of significance (α), determine the level of significance is (α) = 0.05 or 5%, then determine the test criteria are H_0 accepted if p value 0.05, H_0 rejected if p value < 0.05. T test results can be seen in the following table:

Table 3. T Test Result

Variabel	t	Sig	Conclusion
<i>Bonus pack</i>	3.540	.001	Significant effect
<i>Shopping lifestyle</i>	2.874	.005	Significant effect
<i>Store atmosphere</i>	3.658	.000	Significant effect

Source: processed primary Data, 2022

Conclusion T test results as follows: 1) t test results obtained variable bonus pack t value count 3.540 and p value (0.001) < 0.05 means bonus pack effect on impulse buying consumers in Matahari Solo Grandmall, so H_1 stating that " Bonus pack effect on impulse buying consumers in Matahari Solo Grandmall " proved to be true. 2) the results of the variable t test shopping lifestyle obtained t value count 2.874 and p value (0.005) < 0.05 means shopping lifestyle affect consumer impulse buying in Matahari Solo Grandmall, so H_2 stating that "Shopping lifestyle affect consumer impulse buying in Matahari Solo Grandmall" proved to be true. 3) the results of the Test t variable store atmosphere obtained t value count 3.658 and p value (0.000) < 0.05 means store atmosphere affect consumer impulse buying in Matahari Solo Grandmall, so H_3 stating that "Store atmosphere affect consumer impulse buying in Matahari Solo Grandmall" proved to be true.

Test the accuracy of the model (F) to determine the accuracy of the model of the influence of the independent variable (price discount, bonus pack and visual

merchandising) to the dependent variable (impulse buying). Model determination test using F test with the following results:

Table 4. Model Accuracy Test Result (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	314.709	3	104.903	51.644	.000 ^b
Residual	195.001	96	2.031		
Total	509.710	99			

Source: processed primary Data, 2022

F test results obtained F value calculate 51.644 with p value $0.000 < 0.05$ so that the model is appropriate to test the effect of bonus pack, shopping lifestyle and store atmosphere on consumer impulse buying in Matahari Solo Grandmall

Coefficient of Determinance (R²), this analysis is used to determine how much the contribution of the independent variable (bonus pack, shopping lifestyle and store atmosphere) to the dependent variable (impulse buying) expressed as a percentage. The results of the coefficient of determination test can be seen in the following table:

Table 5. The Result Of The Coefficient Of Determinance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.617	.605	1.42522

Source: processed primary Data, 2022

The result of coefficient of determination (Adjusted R²) of 0.605 means that the amount of contribution of bonus pack, shopping lifestyle and store atmosphere variables to impulse buying on Matahari Solo Grandmall consumers is 60.5%, while the remaining 39.5% is influenced by other variables outside the research model.

Discussion of the results of analysis and evaluation as follows :

The effect of bonus packs on impulse buying

The results showed that the bonus pack effect on impulse buying consumers in Matahari Solo Grandmall, these results support the study (Ittaqullah, et.al, 2020), (Imbayani, I & Novarini, N, 2018). Consumer Lifestyle is the tendency of consumers to behave and respond to predictable marketing efforts (Setiadi, J. N., 2020), the higher the consumer's shopping lifestyle level over fashion will be the stronger the consumer's desire to meet the needs for clothing that has become his lifestyle in order to always look attractive in society and not be considered old or outdated makes them willing to sacrifice something in order to achieve it and this tends to result in impulse buying.

How shopping affects impulse buying

The results showed that shopping lifestyle affects consumer impulse buying in Matahari Solo Grandmall, these results support the study (Sari, d & Faisal, I, 2018); (Pratiwi, R & Maskan, M, 2019)). Shopping activities are not only used to find an item needed but also used as entertainment or to eliminate boredom. Shopping lifestyle reflects a person's choice or way of spending time and money (Fauziyyah, a & Oktafani, F, 2018).

The effect of store atmosphere on impulse buying

The results showed that store atmosphere affects consumer impulse buying in Matahari Solo Grandmall, these results support research from (Rahmana, AS, 2021);

(Artana, et.al, 2019). A well-designed Sstore atmosphere is able to increase the value of retail itself, so it can indirectly increase the level of purchases, especially unplanned purchases (Isnaini, M & Rahmidani, R, 2021), 2021). (Yulistria, 2021) states that the atmosphere in the store describes the moment of truth, which is the direct situation that consumers feel when shopping, if this atmosphere setting is optimal, retailers can touch consumers ' emotions and provide a shopping experience and are interested in making unplanned purchases.

CONCLUSION

Based on the results of the above research, it can be concluded that the Bonus pack, Shopping lifestyle, Store atmosphere affect consumer impulse buying in Matahari Solo Grandmall. Matahari Solo Grandmall management should increase the benefits of bonus pack products by providing additional bonuses in the form of products that are beneficial to consumers and maintaining the procurement of bonus packs on products sold at Matahari Grandmall. Management should also improve the quality of products so as to improve the shopping lifestyle of consumers and ultimately interested in buying products, in this case it is also expected that management rearranges the physical layout of The Sun to make it more attractive to consumers and provide colorful decorations, making shopping a pleasant atmosphere. The next researcher should conduct further research on the factors that influence impulse buying by adding variables such as location and quality of Service.

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