

ANALYSIS OF SERVICE QUALITY, STORE ATMOSPHERE, AND PRICE DISCOUNTS ON IMPULSE BUYING AT MATAHARI CONSUMERS DEPARTMENT BINJAI SUPERMALL STORE

Indawati Lestari

Lecturers of Management Study Program, Faculty of Economics and Business, Universitas Medan Area

ARTICLE INFO

Keywords:
quality service;
Atmospheric store;
Piece price;
Impulse;

E-mail:
indawatilestari@staff.uma.ac.id

ABSTRACT

The aim study this is to know and analyze the influence of quality service, store atmosphere, and discounts price against impulse buying. Study this made to consumers Sun Department Store Binjai Supermall. Population in a study this is visiting consumers Sun Department Store Binjai Supermall. Withdrawal sample use sample accidental as many as 200 respondents. Data analysis performed is multiple linear regression using the SPSS program. The results of data analysis show that in a manner Partial variable quality service, store atmosphere, and discounts price significantly influence impulse buying on consumers Sun Department Store Binjai Supermall.

Copyright © 2023 Economic Journal. All rights reserved.
 is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Development effort business in the era of globalization moment this more rapidly marked by a level of competition between growing companies tall and tight [1]. circumstances the cause company in general try to could maintain continuity live, develop a company, earn optimal profit as well strengthen its position in face of company competitors [2]. The marketing strategy process requires marketers to understand especially formerly consumers [3]. Without knowing consumers, marketers will get in final trouble and could keep it away from consumers [4]. one behavior necessary for consumers is known by marketers is impulse buying ie purchases not planned to do for fulfillment need consumers. Besides its store atmosphere, quality service and discount price too create an emotional feeling in consumers for impulse buying [5].

One current company this middle Becomes target Public in doing purchases is Sun Department Store. PT. Matahari Department Store, Tbk is one of the moving department stores in the leading retail sector in Indonesia. Fierce competition as well as pattern shopping shifting society to Online transactions greatly impact sales. The more many center shopping emerges domestically, so Matahari Department Store is a must-work as loud possible for interesting consumers from the center other expenses as well interesting interest Public returns do purchase offline. However, in the matter of this level of sales sun department store still needs to be improved including Sun Department Store in Binjai City.

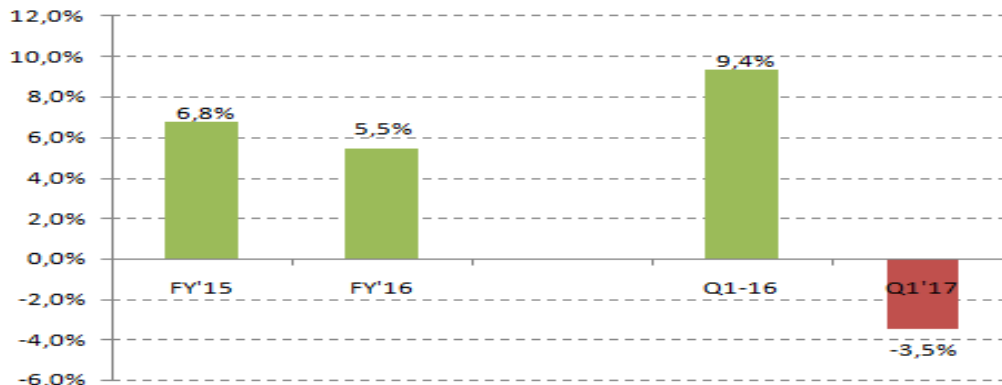


Figure 1 Comparison of SSSG Matahari Department Store
 Source: Report company, processed Bareksa

PT Matahari Department Store Tbk (LPPF) has release the performance finance quarter first in 2017. In this period, Sun succeeds maintain profit clean in the middle decline in sales. Following the results though analyst Bareksa related an explanation of how condition this could happen. Based on a report released by Matahari, sales throughout the quarter first year fell 1.4 percent compared same period year previously to IDR 3.26 trillion. In the same period, growing sales in existing stores there is normally called *Same Store Sales Growth* (SSSG) -- showing growth of negative 3.5 percent. Condition this vice versa with a number company kind namely PT Ramayana Lestari Sentosa Tbk (RALS) and PT Ace Hardware Tbk (ACES) which have positive SSSG growth of 1 percent and 5 percent respectively. Publication issued by Matahari mentions the biggest decrease in SSSG in the period that originate from outside area Island Growing Java negative 5.2 percent. Though this area contributes up to 40.4 percent of total sales. The DKI Jakarta area is also growing negatively by 4.4 percent. Temporary growth in Island Java outside DKI Jakarta is also negative though only 0.7 percent.

Impulse buying is the trend of individuals with stimulation certain without planning or intention to purchase without mature and deliberate consideration when consumers do purchase a product. Purchase impulsive is action bought the previous one not acknowledged in a manner aware as results from consideration, or intention buy formed before entered the shop [6]. Impulse Buying often occurs under conditions somebody experienced individual urgent feelings in a manner the usual sudden no could resist. Impulse buying is the behavior shop without there is plan especially before and decide purchase occur with fast without thinking long.

Quality service is the level of expected excellence and control on the level of superiority of the for Fulfill desire consumer. Quality service is the level of expected excellence and control on level superiority, for Fulfill the desired consumer [7]. Quality service must start with the needs consumer and end with the perception consumer. this means that good quality is not based on the perception of providing services but based on the perception of consumers [8].

The store atmosphere is something characteristic very important physique for every business retail, p this role as creating a good atmosphere in accordance desire consumer and creates consumer want to linger in the cafe and by no life stimulates the consumer to doing purchases. Atmosphere (atmosphere shop) is an atmosphere-appropriate plan with its target market and who can interesting consumers to buy [8]. Store atmosphere influences circumstances and emotions the buyer caused or influences purchase. circumstances emotional will make two dominant feelings that is feeling happiness and uplifting desire.

Price Discount or piece price is one form of promotion frequent sales implemented by marketers in offline and online stores more addressed to the consumer end. Discount applied in form of subtraction gratuity nor deducted the nominal amount from the normal price. A piece price is a declining price set by the marketer and given to customers on a product and period certain for interesting attention and stimulation desire consumer for getting the product. Price discount is savings offered to consumers from normal price will be something product [9]. Discount is a piece given price from seller to buyer as appreciation on activity certain from happy buyer for seller [10]. Promotion piece prices give several profits including: can trigger the consumer to buy in total many, anticipating promotion competitors, and supporting trading in a large amount. This means a price discount of 7 or piece price is a subtraction from the given normal price to the consumer To use the Upgrade sale

Store atmosphere, quality service, and discount price already planned according to the marketing strategy, not yet done in a manner full, so not yet give a large contribution to the purchase of impulse buying, and sales. As for the research gap in a study exists inconsistency from several studies earlier including among them research conducted by [11], [12] store atmosphere significantly affects impulse buying. Whereas research conducted by [13], [14] states that store atmosphere no Becomes the most dominant factor in affecting impulse buying. Based phenomena and existing research gaps make researchers interested in knowing more carry-on related to impulse buying, especially those at Matahari Department Store. Study this aim to know and analyze the influence of quality service, store atmosphere, and discounts price to impulse buying on consumer Sun Department Store Binjai Supermall.

2. METHODS

Study this using survey methods carried out at the Sun Department Store in Binjai City. Such location was chosen because a study on location study could answer the problem tree from studies in a manner more specific. Sample in a study from visiting respondents Sun Department Store Binjai Supermall. Withdrawal sample use sample accidental as many as 200 respondents. Data analysis performed is multiple linear regression using the SPSS program.

3. RESULT AND DISCUSSION

Results

Table 1 Validity Test Results Variable Quality Service

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item1	14.2000	8,441	.631	.869
item 2	13.9333	7,789	.731	.845
item3	13.8667	8,464	.610	.873
item4	13.8000	7.131	.728	.850
item 5	13.8000	7,890	.892	.815

data above stated everything is valid on the variable quality service because the r value counts bigger from the r table = 0.1388.

Table 2 Reliability Test Results Variable Quality Service

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.877	5

Variable Cronbach's alpha value quality service (X1) ie of 0.877. the value said reliable of 0.877 > 0.60 has met the reliability test and can use.

Table 3 Validity Test Results Variable Store Atmosphere

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item1	10.6000	3,490	.609	.523
item 2	10.7000	3,666	.451	.630
item3	10.7333	3,651	.457	.626
item4	10.5667	4,530	.366	.676

data above stated all valid on atmospheric store variables because the r value counts bigger from the r table = 0.1388.

Table 4 Reliability Test Results Variable Store Atmosphere

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.684	4

Cronbach's alpha value of the atmospheric store variable (X2) ie of 0.684. the value said reliable of 0.684 > 0.60 has met the reliability test and can use.

Table 5 Validity Test Results Variable Price Discounts

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item1	21.6000	14,524	.649	.798
item 2	21.8000	13,131	.625	.797
item3	21.6333	14,654	.452	.825
item4	21.5333	14,395	.428	.832
item 5	21.8000	13,752	.626	.797
item6	21.6333	13,620	.668	.790
item7	21.8000	13,752	.626	.797

data above stated everything is valid on the variable piece price because the r value count is bigger from the r table = 0.1388.

Table 6 Reliability Test Results Variable Price Discounts

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.828	7

Variable Cronbach's alpha value piece price (X3) ie of 0.824 This value said reliable of 0.824 > 0.60 has met the reliability test and can use.

Table 7 Validity Test Results Impulse buying variable

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item1	11.3333	3,747	.423	.638
item 2	11.2667	3.306	.551	.548
item3	11.1000	4,024	.465	.613
item4	110000	3,931	.412	.643

data above stated all of them are valid on the impulse buying variable because the r value count is bigger from the r table = 0.1388.

Table 8 Reliability Test Results Impulse buying variable

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.678	4

Cronbach's alpha value of the impulse buying variable (Y), namely of 0.678 that value said reliable at 0.678 > 0.60 has met the reliability test and can use.

Analysis Results in Multiple Linear Regression Determination Test

Table 9 Test of determination

Summary Model ^b					
Model	R	R Square	Adjusted R Square	std. The error in the Estimate	Durbin-Watson
dimensio1 n0	.971 ^a	.942	.941	.58748	1,229

a. Predictors: (Constant), chunks price, store atmosphere, quality service

b. Dependent Variable: Impulse buying

Based on Table 9, the known mark *Adjusted R Square* is 0.941. the value could interpret the ability variable free influence variable bound as big 0.941.

t-test

Table 10 Test t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-.212	.417		-.509	.612
	quality service	.555	.035	.712	15,968	.000
	atmospheric store	.166	.038	.168	4,425	.000
	piece price	.099	.030	.139	3,234	.002

a. Dependent Variable: Impulse buying

Based Table 11 obtained equality regression as that is $Z = 0.555 X_1 + 0.166X_2 + 0.099 X_3$

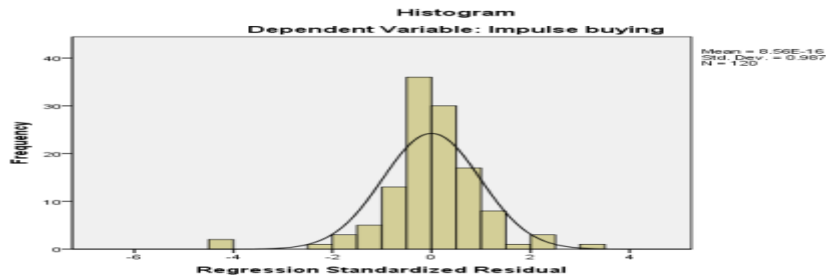


Figure 3 Normality Test Histogram

In the histogram image above, one can see the chart on the histogram has a trend following the diagonal line on the histogram, then the data is said to be normal.

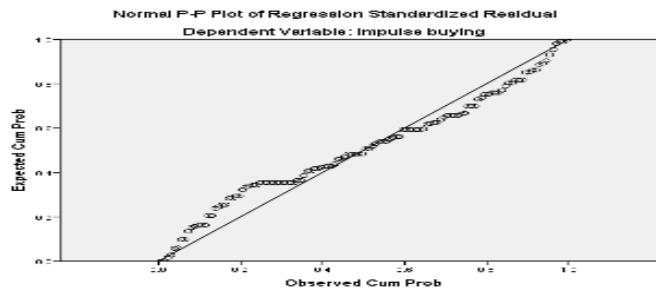


Figure 4 Histogram PP Normality Test Plot

Test results data normality with the use PP-Plot picture shows data points have spread around the diagonal line because its residual data has distributed normally.



Figure 5 Heteroscedasticity Test

Based on 5 looks that dot, dot, dot spread in a manner random above and below the number 0 on the Y axis. With thereby could conclude that equality regression on the hypothesis is free from the assumption of heteroscedasticity.

Influence Quality Service To Impulse Buying

Impulse buying or also called unplanned purchase is the behavior of someone who doesn't once do something planning in every shop [15]. The shop is which activity often done by groups Public [16]. From every activity shopping done by consumer, not everything is purchased that has been planned especially first. By and large, they only want Fulfill desire, and some too because of need. No forever consumer always purchases in a manner rational, however, sometimes appears purchase which is more based on factors emotion. Consumers buy something product, find that goods nor services more based on the encouragement of strong emotions, and sudden, where matter the often triggered by many matters like quality service. Service is something performance appearance, no tangible and fast loss, more could be felt

than owned as well as a customer could participate actively in the consumption process service. this is in line with research conducted [17] [18] [19] stating that quality service significantly affects impulse buying.

The Effect of Store Atmosphere Against Impulse Buying

Store Atmosphere got created through the design of visual environment, light, color, music, and aroma that can stimulate the emotional consumer to do the decision to purchase. Store Atmosphere doesn't only will give atmosphere environment a pleasant purchase, but also can give a mark plus to products sold. Besides it, Store Atmosphere will also determine the image shop alone. A good Store Atmosphere could ensure continuity company for endure to competition from loyal customers. Stores that have an atmosphere designed to shop with goods will stimulate emotion from the consumer for Doing Impulse Buying (purchasing no planned). Impulse buying is defined as purchases made within different shop from planning consumer for make priority moment enter the shop. Consumers who do Impulse Buying do not think for buy products or brands certain. Consumers tend to purchase because of interest in the brand or product at the time too. Impulse Buying is the trend for buying in a manner spontaneously, reflexively, suddenly, and automatically. With this Impulse Buying is something natural and is a quick reaction. this in line with research conducted [20] [21] [22] that store atmosphere significantly affects impulse buying.

Influence Discounts Against Impulse Buying

Some factors influence impulse buying including those taken in a study this as a discount, in an era of intense competition like this company must notice factor price because big its small price is the very influential ability to compete with something a company and influence consumer for buying the product [23]. Aim gift piece price is Push purchase in total large, encourage purchase orders could do with cash or more time short, and binding customers not to move to other companies [24]. this is generally worn company to persuade old users to buy more much, pushing user product new or convincing consumer for try product that has been around for a long time [25]. Piece price is the strategy company with giving subtraction price from the price already set for creating impulse buying for the sake of increasing the sale product or service [26]. this is in line with research conducted by [27] [28] [29] that piece price significantly affects impulse buying.

4. CONCLUSION

Quality service is influential positive and significant on impulse buying to consumers Sun Department Store Binjai Supermall. Atmospheric store influential positive and significant on impulse buying to consumers Sun Department Store Binjai Supermall. Piece price influential positive and significant on impulse buying to consumers Sun Department Store Binjai Supermall.

REFERENCES

- [1] I. L. N. S. C. A. S. A. ; I. Effendi, "Trust Identification And Smartphone Purchase Decisions (Structural Equation Modeling Approach)," in International Journal of Civil Engineering and Technology (IJCIET), 2019, vol. 10, no. 02, pp. 1020-1032.
- [2] I. Lestari, Ratih Amelia Indawati Lestari Nasib, no. July 2020. 2019. [Online]. Available: https://www.academia.edu/download/63341955/Buku_Keuangan__Perbankan_Final20200517-129815-j80w6s.pdf
- [3] A. F. Nasib, Konsep Intisari Strategi pemasaran. Jawa Tengah: CV. Pena Persada, 2019.
- [4] N. S. E. E. Sari, Konsep Intisari Strategi Pemasaran Lanjutan, no. December 2019. Jakarta : Mitra Wacana: CV. Pena Persada, 2020.
- [5] I. L. Nasib, Manajemen & Bisnis Modern. 2021.
- [6] J. C. M. M. Minor, Perilaku Konsumen dialih bahasakan oleh Dwi Kartika Yahya. Jakarta: Erlangga, 2012.
- [7] Fandy Tjiptono and C. Gregorius, Manajemen Pemasaran Jasa. Yogyakarta: Andi, 2016.
- [8] P. Kotler and G. Armstrong, Principle of Marketing, 14 Edition. USA, 2012.
- [9] P. K. K. L. Keller, Manajemen Pemasaran Edisi 12. Jakarta: Erlangga, 2016.
- [10] F. G. C. Tjiptono, Service, Quality and Satisfaction Edisi 3. Yogyakarta: Andi, 2011.
- [11] Supriono, "PENGARUH STORE ATMOSPHERE TERHADAP IMPULSE BUYING (Studi pada Pengunjung Mall di Kota Malang)," J. Appl. Bus. Adm., vol. 2, no. 1, pp. 109-115, 2018.
- [12] C. M. Putri, A. Ep, and B. Prabawani, "PENGARUH STORE ATMOSPHERE DAN KUALITAS PELAYANAN TERHADAP PEMBELIAN TIDAK TERENCANA (IMPULSE BUYING) pada MATAHARI DEPARTEMEN STORE PLAZA SIMPANG LIMA SEMARANG," J. Ilmu Adm. Bisnis, vol. 4, no. 4, pp. 268-274, 2015.

- [13] Syafiq, "PENGARUH STORE ATMOSPHERE TERHADAP IMPULSE BUYING DAN SALESPERSON BEHAVIOUR SEBAGAI MODERATOR PADA DISTRO FASHION KOTA MALANG," J. Ilm. Mhs. FEB Univ. BRAWIJAYA, 2016.
- [14] H. D. Herdiany, C. W. Utomo, P. N. Aryandha, and A. Jadi, "Pengaruh Store Atmosphere, Display Product, Dan Price Discount Terhadap Impulse Buying," JCOMENT (Journal Community Empower., vol. 3, no. 2, pp. 98–109, 2021, doi: 10.55314/jcoment.v3i2.257.
- [15] N. Martin, "The Influence Of The Price Cuts And The Atmosphere Of The Campus Of Impulse Buying Studi In The Politeknik Unggul LP3M," in ICOES, 2018, vol. 1, pp. 1–7.
- [16] Nasib, "Pengaruh Price Discount Dan Bonus Pack Terhadap Keputusan Impulse Buying Pada PT. Toyota Auto 2000 Cabang Sisingamangraja Medan," J. Bus. Stud., vol. 2, no. 2, pp. 30–50, 2017.
- [17] N. Lailiawati, "Pengaruh Content Marketing, Frekuensi Penayangan Iklan, Dan Kualitas Pelayanan Dalam Sosial Media (Instagram) Terhadap Impulse Buying (Studi Kasus Pada Toko Fashion Qomeshop Kota Kediri)," in Seminar Nasional Manajemen, Ekonomi dan Akuntansi Fakultas Ekonomi dan Bisnis UNP Kediri, 2022, pp. 906–915.
- [18] I. Misbach, "Impulse buying pada pengunjung pusat pembelanjaan dan faktor yang mempengaruhi," MBR (Management Bus. Rev., vol. 6, no. 1, pp. 1–10, 2022, doi: 10.21067/mbr.v6i1.6519.
- [19] L. S. N. Kardiyem, "Pengaruh Nilai Hedonik, Kualitas Pelayanan, Nilai Utilitarian Terhadap Impulsive Buying Melalui Brand Trust," Journal, Econ. Educ. Anal., vol. 9, no. 3, pp. 718–732, 2020, doi: 10.15294/eeaj.v9i1.42343.
- [20] M. Trihudyatmanto, "Analisa Pengaruh Store Atmosphere dan Promosi Terhadap Impulse Buying Melalui Emotional Response Sebagai Variabel Intervening," J. Econ. Manag. Account. Technol., vol. 3, no. 2, pp. 136–146, 2020, doi: 10.32500/jematech.v3i2.1300.
- [21] R. Daulay, "Pengaruh Kualitas Produk, Harga, Store Atmosphere dan Sales Promotion Terhadap Impulse Buying Konsumen Department Store di Kota Medan," in Prosiding Konferensi Nasional Ekonomi Manajemen dan Akuntansi (KNEMA), 2021, vol. 1, pp. 1–14. [Online]. Available: <https://jurnal.umj.ac.id/index.php/KNEMA/>
- [22] D. A. C. Devi, "Peran Positive Emotion Mediasi Store Atmosphere Terhadap Impulse Buying Di Beachwalk Kuta Bali," E-Jurnal Manaj. Univ. Udayana, vol. 9, no. 3, pp. 884–903, 2020, doi: 10.24843/ejmunud.2020.v09.i03.p04.
- [23] N. S. A. M. Z. F. Wasiman, "Do Purchase or Do no Purchase ? Customer Purchasing Decisions By Using OVO Application," in Proceedings of the 2nd Annual Conference on Blended Learning, Educational Technology and Innovation (ACBLETI 2020) Do, 2021, vol. 560, no. Acbleti 2020, pp. 386–389.
- [24] Sutisna, *Perilaku Konsumen Dan Komunikasi Pemasaran Edisi Kedua*. Bandung: Remaja Rosdakarya, 2012.
- [25] A. R. F. A. S. C. M. Nasib, "Electronic Word-Of-Mouth (E-Wom) Model And Consumer Decisions On Pantai Cermin Tourism," Int. J. Sci. Technol. Manag., vol. 6, no. 2, pp. 1510–1519, 2021, [Online]. Available: <https://ojs.unm.ac.id/JEST/article/view/36669>
- [26] N. R. Amelia, "Pengaruh Kualitas Pelayanan, Harga Dan Citra Kampus Terhadap Loyalitas Mahasiswa Mengikuti Program MGM (Member Get Member) Melalui Kepuasan Mahasiswa Sebagai Variabel Intervening," Abdi Ilmu, vol. 1, no. 1, pp. 121–133, 2018.
- [27] I. L. N. R. K. C. H. Martin, "The Role of Costumer Satisfaction in Mediating the Relationship Between Service Quality and Price on Costumer Loyalty," Enrich. J. Manag., vol. 12, no. 1, pp. 400–411, 2021.
- [28] R. N. S. N. T. Rinanda, "Stock Price Prediction Model On Automotive Companies And Its Components Listed On The Indonesia Stock Exchange," Int. J. Sci. Technol. Manag., vol. 6, no. 2, pp. 1723–1730, 2021.
- [29] T. A. S. M. I. P. S. A. S. C. Nasib, "Increasing Vocational Education Decisions Through Social Media , and Price Reduction Through Brand Trusts," in Proceedings of the 2nd Annual Conference on Blended Learning, Educational Technology and Innovation (ACBLETI 2020), 2021, vol. 560, no. Acbleti 2020, pp. 390–395.