

The Effect of Discounts, Product Quality, and Display on Customer Buying Impluse (Case Study at Indomaret Store Sukodadi Branch)

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Article Info	ABSTRACT
Keywords: Discounts, Product Quality, Display, and Impluse Buying	This study aims to test the influence of partial, simultaneous and which variables are the most dominant influence between discounts, product quality and display, on customer buying impluse there is a significant relationship between the variables studied. The population in this study is customers of the Indomaret store Sukodadi branch with a simple random sampling technique. The sample in this study was 100 by distributing questionnaires. Then the data analysis method was taken using the Validity Test, Reliability Test, Multiple Linear Regression Analysis, Classical Assumption Test, Determination Coefficient, t-Test and F Test. The results of the study showed that from multiple linear regression analysis, the equation $Y = 0.264 + 0.280 X_1 + 0.268 X_2 + 0.208 X_3$ was obtained. The results of the t-test (partial) were produced $X_1 = 4.574 > 1.984$ and $X_2 = 4.135 > 1.984$, $X_3 = 3.724 > 1.984$ stated that the discount, product quality and display both had a partial effect on impluse buying. Simultaneous tests were produced $F_{cal} > F_{table}$ ($51,600 > 2.70$). It can be seen that the F test has a significant effect between discount (X_1), product quality (X_2), display (X_3) simultaneously on the bound variable, namely impluse buying. From the results of this research, it can be concluded that the discount, product quality and display can be seen from the calculation of the $> t$ table. Meanwhile, discounts, product quality and display simultaneously have a significant effect as seen from the results of F calculation $> F$ table, and discounts have a more dominant influence on impluse buying.
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INTRODUCTION

In this modern era, business growth and development have become an important concern for entrepreneurs or business people, the competition of a company must have a competitive advantage to be able to continue to survive on the products they offer to customers, both in the field of goods or services requires a strategy to attract and make customers satisfied with the products offered.

Impluse Buying is the tendency of consumers to make purchases spontaneously, unreflected, in a hurry, and driven by the psychological-emotional aspects of a product and tempted by the persuasion of marketers (Sumarwan, et al., 201:160). An example of a case is when a consumer walks around Indomaret, and does not intend to make a purchase,

suddenly the consumer sees a certain product that is interesting, at that time the consumer decides to buy the product or service (Sutisna, 2012: 158)

METHODS

This research is a research that uses a quantitative method, with a purposive sampling technique. This research took 100 respondents and for data collection used questionnaires and interviews, as well as the analysis methods used for this research, namely validity test, reliability test, classical assumption test, multiple linear regression, determination coefficient, multiple correlation, t test and F test.

RESULTS AND DISCUSSION

This research is a research that uses a quantitative method, with a purposive sampling technique. This research took 100 respondents and for data collection used questionnaires and interviews, as well as the analysis methods used for this research, namely validity test, reliability test, classical assumption test, multiple linear regression, determination coefficient, multiple correlation, t test and F test.

RESULTS AND DISCUSSION

Validity test

According to Sugiyono (2016:176), what is meant by validity is "if the question is said to be valid if it can show the measuring tool used to obtain the data is valid so that it is valid, it means that the question can be used to measure what should be measured".

Table 1 Summary of Validity Test Results

Variabel	Indicator	R Count	R Table	Remarks
Discount(X1)	X1.1	.196	0,879	Valid
	X1.2	.196	0,887	Valid
	X1.3	.196	0,781	Valid
Product Quality(X2)	X2.1	.196	0,716	Valid
	X2.2	.196	0,768	Valid
	X2.3	.196	0,740	Valid
	X2.4	.196	0,786	Valid
<i>Display</i> (X3)	X3.1	.196	0,807	Valid
	X3.2	.196	0,799	Valid
	X3.3	.196	0,618	Valid
	X3.4	.196	0,669	Valid
	X3.5	.196	0,583	Valid
<i>Impluse Buying</i> (Y)	Y1.1	.196	0,750	Valid
	Y1.2	.196	0,775	Valid
	Y1.3	.196	0,728	Valid

Source : IBM Statistic 26 Output Results

The above validity test research data obtained the results of free variables , including discounts, product quality, and *display* as well as the bound variable, namely *impluse*

customer buying, showing that a significant level of $\alpha = 5\%$ was obtained r calculated for each variable $> r$ table (0.1996). So it can be said that each question is valid.

Reliability test

Sugiyono (2016:193) explained that a reliability test is a test used to determine its accuracy and reliability. The researchers used SPSS version 26 to see the value of *Alpha cronbach*.

Table 2 Summary of Reliability Test Results

No	Item	Cronbach Alpha	Alpha	Remarks
1.	Discount(X1)	0.804	0,6	Reliabel
2.	Product Quality (X2)	0.743	0,6	Reliabel
3.	Display(X3)	0.729	0,6	Reliabel
4.	Impluse Buying (Y)	0.614	0,6	Reliabel

Source : IBM Statistic 26 Output Results

From this data, it can be seen that the reliability test value of the variables used for this study is obtained with a *Cronbach's alpha* value of > 0.60 , then it can be said that all questions for each variable are said to be reliable.

Classic assumption test

A good regression is a regression model that meets all classical assumption tests, namely data that runs normally, free from autocorrelation, heteroscedasticity, and the absence of multicollinearity.

a) Normality test

Ghozali (2016:154), stated that the normality test is used to recognize what is contained in the regression model of free variables and bound variables that are normally distributed or not. From the research data, the results of the normality test value were obtained which could be found that all variables had a significant value of > 0.05 , which was 0.291, until it could be concluded that the data was distributed normally.

b) Multicollinearity test

Ghozali (2016:103), stated that multicollinearity testing is used to see the high intercorrelation of independent variables. From the data of the study results, it shows that the results of the VIF value in the discount variable are 1.226, product quality is 1.921, and *display* is 1.683. So it can be concluded that there are no symptoms of multicollinearity between variables.

c) Heteroscedasticity test

The heteroscedasticity test aims to see whether there are variables that are disruptive and have the same variety or not. From the research data, the results of the heteroscedasticity test were obtained which showed that the points were spread randomly, so it can be concluded that heteroscedasticity did not occur.

d) Autocorrelation Test

The autocorrelation test aims to see if there is a correlation between disruptive errors in the t-1 period or earlier. From Durbin Watson's formula, a formula with a value of $dU < dW < 4 - dU$ with the result of the values $dW = 2.109$ and $dU = 1.735$, then, the equation of $1.735 < 2.109 < 2.264$ can be concluded that there is no autocorrelation.

Regresi linear berganda

In order to find out how much influence quantitatively from independent variables to bound variables

Table 3 Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	,264	1,054		,250	,803
	Discount (X1)	,280	,061	,320	4,574	,000
	Product quality(X2)	,268	,065	,362	4,135	,000
	Disply(X3)	,208	,056	,305	3,724	,000

Source : IBM Statistic 2 Output Results

$$Y = 0.264 + 0.280 X1 + 0.268 X2 + 0.208 X3 + e$$

From the similarity of multiple linear regression lines, it can be defined: Constant (a) of $= 0.264$ which is a constant shows that in this study Discount (X1), Product Quality (X2), Display (X3), the effect is 0, then it can be concluded that *Impluse Buying* (Y) is 0.264. 1 = 0.264 the value of the regression coefficient, namely Discount ($X\beta_1$) is 0.280 assuming that other influencing variables are considered constant. 2 = 0.264 the value of the regression coefficient, namely Product Quality ($X\beta_2$) is 0.268 assuming that the other influencing variable is considered constant. 3 = 0.264 the value of the regression coefficient, i.e. β Display (X3), is 0.208 assuming that the other variable that follows is considered constant.

Multiple correlation

Table 4 Multiple Correlation Analysis Results

R	R Square	Change	F Change	df1	df2	Sig. F Change
.786a		0.617	51,600	3	96	.000

Source : SPSS 26 Output Results,

Based on the table above, the coefficient (R) of 0.786 shows that there is a high relationship between independent variables and dependent variables. The higher the correlation value of discounts, product quality, and displays, the higher *the impulse buying*.

Coefficient of determination

Determination efficiency, according to Ghazali (2016:163), is a measurement tool used to see the conditions between assumption and regression values with sample data. To determine the value of the researcher, the SPSS facility is used version 26. R^2

Table 5 Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786a	0.617	.605	.812

Source : IBM Statistic 26 Output Results

The research data from the table above can be seen that the contribution (independent variables) is discounts, product quality, and *display* on (bound variable) is *impluse buying* is 0.617. So it can be said that 61.7% of the bound variables are *impluse buying* can be described by independent variables. And the other 38.3% were exposed by other variables.

T test

According to (Ghozali, 2016:182), the t-test is used to see whether partially independent variables have a significant influence on dependent variables.

Table 6 Results of the t test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	,264	1,054		,250	,803
	Discount (X1)	,280	,061	,320	4,574	,000
	Product quality(X2)	,268	,065	,362	4,135	,000
	Disply(X3)	,208	,056	,305	3,724	,000

Source : IBM Statistic 26 Output Results

The data from the analysis can be seen that each independent variable has a significant effect on the dependent variable. Then the value t of the table = 1.984 was obtained. From the calculation value above, the price variable X1 obtained a calculated t value of 4,574 > $t_{table\ 1,984}$ X2 as much as 4,135 > table 1,984 X3 as much as 3,724 > table 1,984, so it can be concluded that the discount variable, product quality, and *display* have a significant effect on *customer buying impluse*.

Test F

Ghozali (2016:193), argues that F test used to recognize whether the independent variables together have an influence on the bound variable. To find out the value of F calculated, the researcher used the SPSS facility version 26.

Table 7 F Test Results

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	102,064	3	34.021	51,600	.000b
	Residual	63,296	96	,656		
	Total	165,360	99			

Source : IBM Statistic 26 Output Results

The research data from the table above shows that the variables Discount (X1), Product Quality (X2), and *Display* (X3), have a significant effect on *Impluse Buying* (Y). So with this it

can be seen that the value of $F = 51.600 > F_{table} = 2.70$, and the significant value < 0.05 is 0.000.

CONCLUSION

Based on the results of the analysis and discussion that has been explained in the previous chapter, the conclusion can be formulated, which is as follows:

1. Based on the results of the t-test, the discount variables, product quality, and display had a partial effect on the *impulse-bound variables* in Indomaret's Sukodadi branch.
2. Based on the results of the F test, the discount variable, product quality, and display had a simultaneous and significant effect on *impulse buying* at Indomaret Sukodadi branch.
3. The physical form variable of discount X1 is the variable that has the most dominant influence on *impulse buying* because it has a greater calculation value when compared to other variables..

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