THE EFFECT OF PRICE DISCOUNTS, STORE ATMOSPHERE AND VISUAL MERCHANDISING ON IMPULSE BUYING

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ABSTRACT
This study aims to determine the effect of price discount, store atmosphere, and visual merchandising on impulse buying behavior of Transmart retail consumers in Denpasar. Stimulus-Response Theory is used in this study. The method of determining the sample in this study is non probability sampling using purposive sampling technique in a total of 112 respondents. The data were gathered through distributing research questionnaires to respondents. The analysis was conducted using statistic descriptive analysis and statistic inferential analysis that includes multiple linear regression analysis, classical assumption test, F-test and t-test. The result showed that price discount has a positive and significant effect on impulse buying; store atmosphere has a positive and significant effect on impulse buying; visual merchandising has a positive and significant effect on impulse buying; and those variables were simultaneously affecting the impulse buying behavior. The implication of this study suggests that price discount, store atmosphere, and visual merchandising can be considered as stimuli to increase impulse buying on Transmart retail consumers in Denpasar.
Keywords: Price Discount, Store Atmosphere, Visual Merchandising, Impulse Buying.

INTRODUCTION

The development of modern retail business in Indonesia has penetrated so rapidly in recent years. This is marked by the existence of traditional markets that have begun to be displaced by the emergence of various types of modern markets, so that several retail shopping centers have sprung up in various shapes and sizes (Ningsih, et al., 2020). The rapid growth of modern retail has caused competition between companies to become increasingly fierce. On the other hand, the fierce competition is due to the nature of the retail business which is very difficult to distinguish and the barrier to entry is very low, especially since the growth of the retail business has recently experienced a significant increase.

Based on data presented by the United States Department of Agriculture (USDA) regarding retail companies in Indonesia with the largerst

sales on 2022. This data shows that the competition in the retail business world is very tight and Transmart is one of the retailers that has not been able to catch up with other retail sales. This means that they need to work harder in designing a marketing strategy that can increase consumer shopping interest in Transmart retail so that this will have an impact on increasing Transmart sales. The strategy that can be done is to increase impulse buying from consumers. This statement is supported by research conducted by Putra and Rahanatha (2023) which states that impulse buying directly contributes to retailer sales turnover.

In the purchase decision-making process, consumers can make planned or unplanned purchases. Planned purchases are purchasing behaviors where decisions have been considered before entering the store and are based on consumer needs influenced by the marketing mix, while unplanned purchases also known as impulse buying are purchasing behaviors without prior consideration and will occur whenever there is an unexpected stimulus (Ningsih, et al., 2020). Impulse buying behavior is one of the challenges in the marketing world (Soelton et al., 2021). Impulse buying is an unplanned purchase without careful consideration and a rational decision-making process due to strong stimulus (Lyer et al, 2020).

This decision to make an unplanned purchase may occur because consumers are attracted to promotions they find appealing, such as offering price discounts, cashback, bonus packs, or gifts (Lestari, 2018). Visual elements, such as appearance, advertising banners, pleasant fragrances, colors, or music arranged by marketers, can encourage consumers to make spontaneous purchases (Dewi and Jatra, 2021). Based on this statement, it can be said that factors that can increase consumer buying impulses are factors such as price discounts, store atmosphere, and visual merchandising.

Stimuli such as price discounts can trigger the desire for impulse buying. (Tolisindo, 2017). Price discount is one of the sales promotion strategies by offering products at a lower price than they should be (Artana et al, 2019). Consumers in general will be interested in getting a reasonable price when making a transaction.

Impulse buying behavior can also emerge due to a supportive store atmosphere, leading to unplanned purchase decisions (Putra and Warmika, 2023). The store atmosphere, both inside and outside, including elements like lighting, colors or tones, scents, and music, is designed by entrepreneurs to influence consumers (Soelton, 2021).

Visual merchandising can attract consumer attention, emphasize product features, stimulate interest in reading provided information, enhance

the shopping experience, and encourage unplanned purchases (Fauzi & Amir, 2019). The practice of visual display merchandising is often referred to as "silent salesperson" who provides information through visual media and by selling suggestively or suggesting to add items to consumer purchases (Kertiana and Artini, 2019).

The theoretical foundation of this research is the Stimulus-Response (S-R) Theory. The theory of stimulus response by Kotler (1997) in consumer behavior is useful for understanding consumer purchasing behavior. The theory succinctly illustrates that consumers as individuals are exposed to marketing stimuli related to products, prices, places, and promotions. Consumers are also exposed to other stimuli in the marketing environment, including economic, technological, political, and cultural factors (Kanagal, 2016). "Stimulus" (S) is defined as some external or environmental factors that affect an individual's psychological and physical well-being (Nguyen et al., 2022) while "Response" (R) is a positive (approaching) or negative (avoidant) behavior in response to the stimulus given (Nguyen et al., 2022).

The results of the study by Saputro (2019) stated that there was a positive and significant influence of discounts on impulse buying behavior. The results of Ninik Rumiati (2021) stated that price discounts have a positive and significant effect on impulse buying. Research by Maharani (2018) stated that the price discount variable has a positive and significant effect on impulse buying. The research by Artana, et al. (2019) stated that price discounts have a significant positive effect on impulse buying.

H1: Price discount has a positive and significant effect on impulse buying

The results of Dharma and Kusumadewi (2018) research stated that the atmosphere of the store had a significant positive effect on impulse buying. In line with research by Anggraini and Sulistyowati (2020) that store atmosphere has a significant effect on impulse buying behavior. The results of a study conducted by Nurhidayah (2022) stated that store atmosphere has a significant influence on impulse buying.

H2: Store atmosphere has a positive and significant effect on impulse buying

Based on research by Pebrianti and Yuwinda (2021), it is stated that visual merchandising significantly affects impulse buying. The research conducted by Wiguna and Wijayanti (2019) stated that visual merchandising has a positive and significant effect on impulse buying. Research conducted by Anggraeni, et al. (2020) stated that visual merchandising has a significant positive effect on impulse buying.

H3: Visual merchandising has a positive and significant effect on impulse buying

Based on research by Ummah (2022), it is explained that the variables of price discount, store atmosphere, and visual merchandising simultaneously have a positive and significant influence on the impulse buying variable. The research is in line with research conducted by Wicaksono (2021) which states that price discounts, store atmosphere, and visual merchandising simultaneously have a positive and significant effect. According to the results of Saputra (2020) which states that price discounts, store atmosphere, and visual merchandising have a simultaneous effect on impulse buying.

H4: Price discount, store atmosphere, visual merchandising simultaneously has a positive and significant effect on impulse buying.

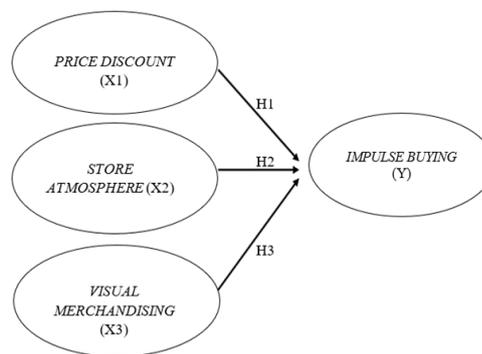The conceptual framework in this study is as follows.

Figure 2. Conceptual Framework

RESEARCH METHODS

This study employed a quantitative approach using a causal associative method. It was conducted in Denpasar city and aimed to examine the influence of price discounts, store atmosphere, and visual merchandising on impulse buying among Transmart retail consumers. The variables studied were price discount (X1), store atmosphere (X2), visual merchandising (X3), and impulse buying (Y). The population size was considered infinite, and the sample size was 112 respondents chosen through non-probability purposive sampling. Analysis techniques included multiple linear regression analysis, classical assumption tests, simultaneous F-test, t-test, and R-squared test.

RESULTS AND DISCUSSION

Table 2.
Characteristics of Respondents

It	Characteristic	Classification	Number (people)	Percentage (%)
1	Gender	Man	41	36.6
		Woman	71	63.4

		Sum	112	100
2	Age	17 – 23 years old	57	50.9
		24 – 30 years old	37	33.0
		31 – 36 years old	11	9.8
		37 – 42 years old	7	6.3
		Sum	112	100
3	Last Education	High School / Vocational School	63	56.3
		Diploma	9	8.0
		S1	40	35.7
		Sum	112	100
4	Work	Private employees	32	28.6
		Students/students	62	55.4
		Civil servants	7	6.3
		Entrepreneurial	11	9.8
		Sum	112	100
5	Expenditure per Month (in rupiah)	1 million - < 2 million	25	22.3
		2 million - < 3 million	58	51.8
		3 million - < 4 million	6	5.4
		> 4 million	23	20.5
		Sum	112	100

Source: Data processed, 2024

Table 2 shows respondents of Transmart consumers in Denpasar City who were sampled in total of 112 people. Judging by gender, Transmart retail consumers in Denpasar City are predominantly female, comprising 63.4% of the sample. In terms of age, the majority of consumers are between 17-23 years old, making up 50.9% of the study. Regarding the latest education, 56.3% of Transmart retail consumers in Denpasar City have a high school/vocational education. In terms of employment, students dominate this study, accounting for 55.4% of the consumers. Lastly, considering monthly expenditures, the majority of Transmart retail consumers in Denpasar City, 51.8%, have expenditures ranging from Rp. 2,000,000 to less than Rp. 3,000,000.

Table 3.
Validity Test

It	Variable	Statement Items	Pearson Coleration	Information
1	Impulse buying	Y1.1	0,813	Valid
		Y1.2	0,968	Valid
		Y1.3	0,970	Valid
		Y1.4	0,968	Valid
2	Price discount	X1.1	0,984	Valid

		X1.2	0,929	Valid
		X1.3	0,970	Valid
		X2.1	0,971	Valid
		X2.2	0,971	Valid
3	Store atmosphere	X2.3	0,905	Valid
		X2.4	0,925	Valid
		X2.5	0,971	Valid
		X3.1	0,930	Valid
4	Visual merchandising	X3.2	0,895	Valid
		X3.3	0,930	Valid
		X3.4	0,835	Valid

Source: Data processed, 2024

Table 3 shows that all research variable instruments have met the validity test requirements, the pearson correlation value of each instrument is above 0.361 so that it can be concluded that each item of statement from each indicator in the research instrument is valid and suitable for use as a research instrument.

Table 4.
Reliability Test

Variable	Cronbach's Alpha	Information
Impulse buying (Y)	0,942	Reliable
Price discount (X1)	0,958	Reliable
Store atmosphere (X2)	0,972	Reliable
Visual merchandising (X3)	0,920	Reliable

Source: Data processed, 2024

Table 4 shows the results of the reliability test on each variable showing that each Cronbach's Alpha value in each instrument is greater than 0.60 (Cronbach's Alpha) > 0.60. This shows that all instruments are reliable so that they can be used to conduct research.

Table 5.
Description of Respondents' Answers to Impulse Buying

Statement	Number of Respondent Answers (person)					Sum	Average	Criterion
	1	2	3	4	5			
I made a purchase without thinking long while shopping at Transmart	0	9	10	48	45	465	4.15	Tall
I made a purchase because of the motivation to act	0	2	17	44	49	476	4.25	Very High

Statement	1	2	3	4	5	Sum	Average	Criterion
immediately without thinking about anything else when shopping at Transmart								
I made a purchase because of a desire that could not be refused when shopping at Transmart	0	4	14	33	61	487	4.35	Very High
I made a purchase without thinking about the consequences that occurred after shopping at Transmart	0	2	17	36	57	484	4.32	Very High
Average							4.27	Very High

Source : Data processed, 2024

Impulse buying variable Have an average score of 4.27 which is a very high criterion. The lowest average score of the respondent's answer is shown in the statement "I made a purchase without thinking long while shopping at Transmart.", obtained an average score of 4.15. The highest average value is indicated on the statement "I made a purchase because of a desire that could not be refused when shopping at Transmart.", obtained an average score of 4.35.

Table 6.
Description of Respondents' Answers to Price Discount

Statement	Number of Respondent Answers (person)					Sum	Average	Criterion
	1	2	3	4	5			
Transmart provides a large discount on products offered to consumers when the product is discounted	0	4	14	15	79	505	4.51	Very High
Transmart provides discounts on products for a long period of time	0	10	10	44	48	466	4.16	Tall
Transmart provides discounts on various products	0	2	20	25	65	489	4.37	Very High
Average							4.35	Very High

Source: Data processed, 2024

Price discount variable has an average score of 4.35 which is in the very

high category. The lowest average score of the respondent's answer is shown in the statement "Transmart provides discounts on products for a long period of time" with the average score of 4.16. The highest average value is indicated on the statement "Transmart provides a large discount on products offered to consumers when the product is discounted" with an average value of 4.51.

Table 7.
Description of Respondents' Answers to Store Atmosphere

Statement	Number of Respondent Answers (person)					Sum	Average	Criterion
	1	2	3	4	5			
Transmart designs the layout of the room well so that consumers are comfortable when shopping	0	14	5	50	43	458	4.09	Good
Transmart plays music that suits the shopping atmosphere I want	0	14	5	32	61	476	4.25	Excellent
Transmat has a fragrant room aroma so it is comfortable when shopping	0	7	19	25	61	476	4.25	Excellent
The room temperature at the Transmart outlet is stable (not too hot/too cold)	0	7	17	14	74	491	4.38	Excellent
Transmart has a bright and supportive light arrangement when shopping	0	14	5	31	62	477	4.26	Excellent
Average							4.25	Excellent

Source: Data processed, 2024

Variable store atmosphere has an average score of 4.25 which belongs to the very good category. The lowest average score of the respondent's answer is shown in the statement "Transmart designs the layout of the room well so that consumers are comfortable when shopping", with an average score of 4.09. The highest average value is indicated on the statement "The room temperature at the Transmart outlet is stable (not hot/too cold)", with an average value of 4.38.

Table 8.
Description of Respondents' Answers to Visual Merchandising

Statement	Number of Respondent Answers (person)					Sum	Average	Criterion
	1	2	3	4	5			
The product display on the front window of the Transmart outlet looks attractive for consumers to visit	0	10	10	49	43	461	4.12	Good
Transmart uses props or mannequins to display its products so that product details are clearly shown	0	4	16	27	65	489	4.37	Excellent
Transmart displays the corresponding product promotion information board	0	10	11	53	38	455	4.06	Good
Transmart has a skillfully arranged arrangement of interior items so that the movement of consumers is not disturbed	0	5	16	34	57	479	4.28	Excellent
Average							4.21	Excellent

Source: Data processed, 2024

The visual merchandising variable has an average score of 4.21 which is in the very good category. The lowest average score of the respondents' answers is shown in the statement "Transmart displays the appropriate product promotion information board", with an average score of 4.06. The highest average score is shown in the statement "Transmart uses props or mannequins to display its products so that they show product details clearly", with an average score of 4.37.

Table 9.
Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	0,313	0,255		1,229	0,222
Price Discount	0,431	0,059	0,459	7,356	0,000

Store Atmosphere	0,285	0,051	0,354	5,605	0,000
Visual Merchandising	0,207	0,056	0,224	3,725	0,000

F Statistics: 85,923

Sig F: 0.000

R^2: 0.705

Source: Data processed, 2024

Table 9 shows the results of the linear regression analysis, so the regression equation is formulated as follows:

$Y = 0.313 + 0.431 X_1 + 0.285 X_2 + 0.207 X_3 + e$

A constant value of 0.313 shows that if the price discount, store atmosphere, and visual merchandising value is equal to 0 (zero), then the impulse buying in Transmart Retail consumers in Denpasar City is worth 0.313. The coefficient of the regression of the price discount variable (X_1) of + 0.431 shows that price discount has a positive influence on impulse buying in Transmart Retail consumers in Denpasar City, which means that if the price discount increases, impulse buying will increase. The coefficient regression of the store atmosphere variable (X_2) of +0.285, shows that the store atmosphere has a positive influence on impulse buying in Transmart Retail consumers in Denpasar City, which means that if the store atmosphere increases, impulse buying will increase. The coefficient regression of the visual merchandising variable (X_3) of +0.207, shows that visual merchandising has a positive influence on impulse buying in Transmart Retail consumers in Denpasar City, which means that if visual merchandising increases, impulse buying will increase.

Table 10.

Normality Test (One-Sample Kolmogorov-Smirnov)

One-Sample Kolmogorov-Smirnov Test	
N	112
Test Statistic	0,051
Asymp. Sig. (2-tailed)	0,200

Source: Data processed, 2024

Table 10 shows the magnitude of the Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov is 0.200 Asymp. Sig. (2-tailed) The Kolmogorov-Smirnov value is greater than the value of Alpha 0.05 indicates that the data used in this study is normally distributed, so it can be concluded that the model meets the assumption of normality.

Table 11.
Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Price discount	0,701	1,426
Store atmosphere	0,686	1,457
Visual merchandising	0,755	1,325

Source: Data processed, 2024

Table 11 shows that there are no independent variables that have a tolerance value of less than 0.10 and also no independent variable that has a VIF value of more than 10. Therefore, the regression model is free from the symptoms of multicolorarity.

Table 12.
Heteroscedasticity Test (Glesjer Test)

Variable	T	Sig.
Price discount	-0,289	0,773
Store atmosphere	-1,275	0,205
Visual merchandising	-1,585	0,116

Source: Data processed, 2024

Table 12 shows that the variables, namely price discount (0.773), store atmosphere (0.205) and visual merchandising (0.116), have a significance value greater than 5% (0.05). This means that the independent variable used in this study does not have a significant effect on the bound variable, namely absolute residual, therefore, this study is free from heteroscedasticity symptoms.

The results of the simultaneous test (F test) are based on table 9. with the results of the Anova analysis, it is known that Fsig 0.000 < 0.05, then H0 is rejected. This means that the variables price discount (X_1), store atmosphere (X_2), and visual merchandising (X_3) have a significant simultaneous effect on impulse buying (Y) in Transmart retail consumers in Denpasar City. Based on table 9. It can also be known that the value of r square (= 0.705 The analysis uses the following formula:(r^2)

D = x 100%r^2

D = 0.705 x 100% = 70.5%

Based on these results, it is known that the value of R^2 =70,5 percent, which means that 70.5 percent of impulse buying in Transmart Retail consumers in Denpasar City is influenced by the variables of price discount

(X1), store atmosphere (X2), visual merchandising (X3) and the remaining 29.5 percent is influenced by other variables that are not studied in this study.

The results of the first hypothesis in this study shows that price discount has a significant positive effect on impulse buying. This means that the increasing price discount will increase impulse buying in Transmart retail consumers in Denpasar City. The results of this study are in line with the research of Saputro (2019), Ninik Rumiati (2021), and Artana, et al. (2019) who stated that price discount has a significant positive effect on impulse buying. The results of the second hypothesis in this study shows that the store atmosphere variable has a significant positive effect on impulse buying. This means that the more the store atmosphere increases, the impulse buying in Transmart retail consumers in Denpasar City will also increase. The results of this study are in line with the research of Dharma and Kusumadewi (2018), Negara & Kusumadewi, (2018), and Anggraini and Sulistyowati (2020) which stated that store atmosphere has a significant effect on impulse buying behavior.

The results of the third hypothesis in this study show that the visual merchandising variable has a significant positive effect on impulse buying. This means that the more visual merchandising increases, the buying impulse of Transmart retail consumers in Denpasar City will increase. The results of this study are in line with research conducted by Pancaningrum (2017), Fauzi & Amir (2019), and Wiguna and Wijayanti (2019) who stated that visual merchandising has a positive and significant effect on impulse buying. The results of the fourth hypothesis in this study show that the increasing price discount, store atmosphere and visual merchandising will have a real impact on the increase of impulse buying in Transmart retail consumers in Denpasar City. The results of this study are in line with the research of Ummah (2022), Wicaksono (2021) and the results of Saputra (2020) research which stated that price discounts, store atmosphere, and visual merchandising have a simultaneous effect on impulse buying.

The theoretical implications of the results of this study provide additional empirical evidence on the relationship between price discounts, store atmosphere, visual merchandising and impulse buying. Practical Implications of this research is expected to be a consideration and input for Transmart Denpasar retail management in increasing impulse buying by considering price discounts, store atmosphere, and visual merchandising.

CONCLUSIONS AND SUGGESTIONS

Price discounts had a positive and significant effect on impulse buying among Transmart retail consumers in Denpasar City. This means that the higher the price discount offered, the more impulse buying occurred among Transmart retail consumers in Denpasar City. Store atmosphere also had a positive and significant effect on impulse buying in these consumers. This indicates that a better store atmosphere led to increased impulse buying. Visual merchandising likewise had a positive and significant effect on impulse buying among Transmart retail consumers in Denpasar City, meaning that better visual merchandising resulted in higher levels of impulse buying. Overall, price discounts, store atmosphere, and visual merchandising collectively had a positive and significant effect on impulse buying among Transmart retail consumers in Denpasar City, demonstrating that these factors can indeed increase impulse buying behavior. This research suggests that Transmart retail in Denpasar City should pay attention to and consider improving the aspects of price discounts, store atmosphere, and visual merchandising that received the lowest assessments. Transmart management could provide discounts over extended periods on various products, design well-organized store layouts with clear and easy-to-navigate flow, avoid complicated or confusing layouts, and ensure consistent design and placement of promotional information boards throughout the store. For future research, it is recommended not to focus solely on the factors examined in this study, such as price discounts, store atmosphere, and visual merchandising. Instead, future studies should consider incorporating additional factors that may influence impulse buying and expanding the research scope beyond Transmart retail consumers in Denpasar City.

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