



## THE INFLUENCE OF PROMOTION AND STORE ATMOSPHERE ON IMPULSE PURCHASES OF VISITORS TO KEBUMEN NEW DEPARTMENT STORES

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### Abstract

*The purpose of this research is to determine the effect of promotion and store atmosphere as independent variables on the impulsive buying of visitors Jadi Baru Kebumen Department Store. In taking the sample, non-probability sampling method was used with purposive sampling technique. Data was obtained by distributing questionnaires to prospective respondents through various social media. Based on the results of the questionnaire, data from 100 respondents was obtained which was then processed using SPSS version 25 with multiple linear regression methods, namely there was a finding that the promotion variable had a negative influence on impulsive buying. Meanwhile, the store atmosphere variable has a positive influence on the impulsive buying of Jadi Baru Kebumen Departement Store visitors. The results of this research can have implications for managers to be able to evaluate the promotional strategies they apply and pay attention to and improve the store atmosphere at Jadi Baru Kebumen Departement Store*

**Keywords:** *promotion; store atmosphere; impulsive buying*

### Introduction

The rapid development of the business world can be a threat and challenge for marketers. The demand to fulfill what consumers expect encourages marketers to create marketing strategies that can attract consumer attention. Understanding consumer behavior is very important before determining the marketing strategy to be used. Consumer behavior that often occurs is making purchases without a careful plan beforehand. They tend to act impulsively and do not think about the product or brand to be purchased beforehand in making purchasing decisions. This impulse purchase can increase sales so marketers must pay attention to factors that can increase the impulsive buying behavior of consumers. Based on the results of research by Ompi et al. (2018) the factors that influence impulse buying include promotions, store atmosphere, lifestyle, fashion involvement, and positive emotions.

Impulsive buying is an action without good planning from consumers before buying a product or service. Purchases are made because they are interested in the product or brand while in the store (Ramdhan, 2017). According to Negara & Kusumadew (2018) impulsive buying tends to occur due to feelings or emotions that arise in consumers as a form of purchasing

behavior while at the store. The purchasing process carried out does not go through the information search stage related to the product to be purchased. Here are four types of impulse purchases according to Utami (2010), namely:

**Pure impulsive buying**

This type of purchase is a truly pure type of purchase where consumers make purchases spontaneously.

**Reminder impulsive buying**

This purchase occurs spontaneously because the buyer is reminded of a product that has been purchased before when seeing an advertisement or product in a store. So this purchase is based on previous consumer experience or memory.

**Suggestion impulsive buying**

Purchasers feel they need the product and have to buy it when they see a product.

**Planned impulsive buying**

This type is characterized by when consumers enter the store they will buy products that have promos such as discounts, voucher redemption, and so on.

According to Kurniawan & Kunto (2013), the factors that can influence impulse purchases at department stores are promotions and store atmosphere. Promotion is a strategy used to introduce, communicate information about products, and influence consumer purchasing behavior towards a product offered (Firmansyah, 2019), while according to Rediono Tan (2011), promotion is the overall activity carried out by marketers which aims to introduce and communicate the goodness of a product offered to consumers so that consumers make purchases. In accordance with the statement of Fadh (2015), so that promotion has a major contribution in increasing sales turnover, it needs good direction and control. Forms of promotion that are usually carried out by marketers are discounts or discounts, prizes, and lottery coupons (Indraswari & Martono, 2016).

Product price reduction is the factor that most influences a consumer's thinking about owning a product offered by marketers (Vishnu et al., 2013). These statements are in accordance with the results of research by Banerjee & Sunetra (2012) and Tendai & Chipunza (2009) in (Rediono Tan, 2011) which state that promotional activities with discounts, coupons, or vouchers can lead to impulse purchases. Other researchers such as Kurniawan and Kunto (2013) also said that promotions have a positive and significant effect on impulsive buying. Although many studies have proven that promotions increase impulse buying, Jauhari's research (2017) results state that there is a negative effect of promotions on impulse buying. Some promotional indicators that must be considered are (1) the number of sales promotions or the frequency of promotions at one time, (2) the quality of promotions, (3) quantity, (4) implementation time, and (5) the accuracy of promotional targets (Kotler, 2007).

Store atmosphere is the atmosphere or state of the store that is planned and adjusted to the target which aims to attract consumers to make purchases (Kotler, 2005). Another definition states that store atmosphere is a shop atmosphere created with layout, design, music, aroma, and lighting that can provide added value and a positive image in the minds of buyers or consumers with the intention of attracting consumer interest and attention to make purchases

(Ramdhan, 2017). Store atmosphere is said to be one of the factors that lead to product purchasing activities without good consideration from previous consumers (Muruganantham et al., 2013). This behavior is dominated by emotional feelings rather than rational nature (Sultan et al., 2012). So the better the store atmosphere created by marketers, the more comfortable and at home consumers will be in the store, which will then lead to consumer interest in the products around them. Here are some indicators of store atmosphere according to Mowen and Michael (2002) in (Ramdhan, 2017):

#### Layout

Layout is a layout design such as the arrangement, placement, and arrangement of products and equipment arranged to make it easier for visitors or buyers to move freely in the room.

#### Sound

The sound in question is the overall music that exists and is presented in a room that can influence consumer feelings towards a positive mood. It is intended that visitors feel happy when shopping.

#### Smell

Smell is described as the aroma in the room caused by air fresheners that can create a comfortable atmosphere for visitors.

#### Texture

Texture is the composition of the building which is the material for building buildings, which when processing textures or materials is good, the room will look more qualified and attractive which will attract visitors to come and potentially encourage purchasing decisions.

#### Building design

Building design is the design of the entire building which includes the interior, shape, and also the colors chosen to give a beautiful and attractive impression. The attractiveness arising from building design can form an image that encourages people to come and then buy.

Based on research by Usvita et al. (2021), Kurniawan et al. (2013) and Ramdhan (2017) it has been proven that store atmosphere has a positive and significant effect on impulse purchases. These results are also in line with the research of Pemayun & Ekawati (2016) and Rahmana & Kurniawan (2021).

Toserba Jadi Baru Kebumen is one of the shopping centers in Kebumen city which has a strategic location. The location of Toserba Jadi Baru Kebumen is in the city center which has the potential to have many visitors and buyers. Unplanned purchasing behavior from visitors to the So Baru Kebumen department store is very likely to occur. However, in a simple observation, So Baru Kebumen does not optimize the fashion trends that consumers expect. The shop atmosphere is also not good and the arrangement of products, especially in the fashion sector, is very disorganized. The store atmosphere of Toserba Jadi Baru Kebumen has not been optimal in stimulating consumer emotions to make impulse purchases. Factors such as visual environment design, space color, music, lighting, and aroma have not been maximally considered by Toserba Jadi Baru Kebumen. The promotional activities carried out have also not been able to attract visitors to make purchases. From the description above, the researcher wants to conduct a deeper analysis of the effect of promotion and store atmosphere on impulse

purchases of visitors to Toserba Jadi Baru Kebumen. The goal is to find out (1) the effect of promotion on impulse purchases of visitors to Toserba Jadi Baru Kebumen and (2) the effect of store atmosphere on impulse purchases of visitors to Toserba Jadi Baru Kebumen.

## Method

Research on the effect of promotion variables (X1) and store atmosphere (X2) on impulse purchases of visitors to Toserba Jadi Baru Kebumen was conducted with a quantitative approach. The existing data comes from the answers to the questionnaire questions that have been distributed to respondents. Due to the fact that the total number of visitors to Tosba Jadi Baru Kebumen is not known clearly and surely, a non-probability sampling method is used with the sampling technique using purposive sampling. This technique considers certain conditions in sampling (Sugiyono, 2013). The consideration in question is visitors or buyers with the following criteria: (1) are buyers or visitors to Toserba Jadi Baru Kebumen and (2) have made purchases without planning.

Because the total number of visitors to the So Baru Kebumen department store is not known clearly and with certainty, the sample is calculated using the Lemeshow formula calculation:

$$n = \frac{Z^2 \cdot P(1 - P)}{d^2}$$

Where:

n = number of samples

z = 1,96

p = maximum estimate = 0.5

d = alpha (0.10)10%

n =  $(1,96^2 \cdot 0,5 (1-0,5))/0,1^2$

n =  $3,8416 \cdot 0,25 / 0,01$

n = 96,04 = 96

In conclusion, the minimum sample size to be used in this study is 96 respondents. In anticipation of problems such as questionnaires that were not returned or damaged, the sample size was rounded up to 100 respondents. Furthermore, the data that has been collected will then be analyzed through multiple linear regression analysis techniques. The results of this calculation are intended to determine the magnitude of the influence of promotion and store atmosphere on impulse buying. The equation formula used is:

$$Y = a + b_1x_1 + b_2x_2 + e$$

Where:

Y : Impulsive purchases

x1 : Promotion

A : Constant

x2 : Store Atmosphere

b1, b2: Regression Coefficient

e : Error

## Result

### Research Findings

#### Multiple Linear Regression Test

Table 1. Regression Test Results

Model		Unstandardized Coeff	Std. Error	Standardized Coeff	t	Sig.
		B		Beta		
1	(Constant)	25,736	3,046		8,449	0.000
	Promosi	-0,169	0,215	-0,141	-0,783	0,435
	Store Atmosphere	0,321	0,149	0,387	2,156	0,034
a. Dependent Variable: Impulse Buying						
b. Independent Variable: Promosi, Store Atmosphere						

Based on the results of the above calculations, the equation is obtained:

$$Y = 25.736 - 0.169 (X1) + 0.321 (X2)$$

The constant value of 25.736 indicates that the impulse purchase variable (Y) has not been influenced by other variables such as promotion (X1) and store atmosphere (X2) or equal to 0 (zero), and will increase by 25.736 from the constant value if there is an increase of 1 (one) value in the promotion and store atmosphere variables.

The regression coefficient value of -0.169 shows that there is an opposite relationship between the promotion variable and the impulse buying decision of the visitors to Toserba Jadi Baru Kebumen. The results of this study are in line with Jauhari's research (2017), that promotion has a negative effect on impulse buying.

The regression coefficient value of 0.321 shows that the store atmosphere variable has a positive influence on the impulse purchase decisions of visitors to the So Baru Kebumen department store. This statement is in accordance with the research of Kurniawan & Kunto (2013) that store atmosphere has an effect on impulse purchases. So a good atmosphere that is created can increase impulse purchases from visitors.

T test (Partial)

Table 2. Result

Model		Unstandardized Coeff	Std. Error	Standardized Coeff	t	Sig.
		B		Beta		
1	(Constant)	25,736	3,046		8,449	0.000
	Promosi	-0,169	0,215	-0,141	-	0,435
	Store Atmosphere	0,321	0,149	0,387	2,156	0,034
a. Dependent Variable: Impulse Buying						
b. Independent Variable: Promosi, Store Atmosphere						

Source: Processed data results (2022)

From the results of the partial test (t), it shows that the significance value of the effect of promotion (X1) on impulse buying decisions of visitors to Tosba Jadi Baru Kebumen is  $0.435 > 0.05$  and the calculated t value is  $-0.783 < 1.98472$ . The calculation is obtained from t table = t ( $\alpha/2$ ; n-k-1). With t ( $0.05/2$ ;  $100-2-1$ ) = 1.98472). This means that there is no influence of the promotion variable on impulse buying decisions. This means that the first hypothesis is not accepted.

While the value of the influence of store atmosphere (X2) on impulse buying decisions of visitors to Toserba Jadi Baru Kebumen is  $0.034 < 0.05$  and the calculated t value is  $2.156 > 1.98472$ . The t table value is obtained from t ( $\alpha/2$ ; n-k-1). The calculation is t ( $0.05/2$ ;  $100-2-1$  = 1.98472). This means that the store atmosphere variable has an influence on impulse purchases. This means that the second hypothesis of the study is accepted.

F Test (Simultaneous)

Table 3. F Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	388.248	2	194.124	4.112	.019 <sup>b</sup>
	Residual	4579.192	97	47.208		
	Total	4967.440	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Store Atmosphere, Promosi

Source: Processed data results (2022)

From the results of the f test (simultaneous) shows that the significant value of the effect of promotion (X1) and store atmosphere (X2) on impulse purchases of visitors to Toserba Jadi Baru Kebumen is  $0.019 < 0.05$  and the value of f count  $4.112 > f$  table 3.09. This calculation is based on the F table value calculated by the formula f (k; n-k),  $F = (2; 100-2) = 3.09$ , an error rate of 5%). This means that there is a simultaneous influence of the promotion variable (X1) and store atmosphere (X2) on impulse purchases of visitors to Toserba Jadi Baru Kebumen.

## Conclusion

The conclusion based on the description above is that the promotion variable (X1) has a negative effect on impulse purchases of visitors to Toserba Jadi Baru Kebumen. Proven based on the regression coefficient value of the promotion variable which is negative. Meanwhile, the store atmosphere variable (X2) produces a positive regression coefficient value, meaning that the X2 variable has a positive effect on the impulse buying decisions of visitors to the So Baru Kebumen department store.

Partially, the promotion variable has no effect on impulse purchases of visitors to the So Baru Kebumen department store. This is evidenced by the results of the tcount value  $< t$  table. While

in the store atmosphere variable, the tcount> ttable value so that the variable has an influence on the impulse purchases of visitors to the So Baru Kebumen department store.

Furthermore, simultaneously, the two variables have an influence on the impulse buying decisions of visitors to Toserba Jadi Baru Kebumen. It can be seen from the results of Fcount> Ftable.

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