

Influence Price Discounts to Impulse Buying on Consumers Indomaret Village Tonronge Subdistrict Baranti Regency Sidenreng Rappang

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ABSTRACT

This study aims to determine how price discounts affect impulse buying among consumers at Indomaret in Tonronge Village. This research uses quantitative research methods to measure the influence of one variable on another statistically and objectively. Data collection techniques were carried out through observation and questionnaires distributed directly to consumers who shop at the location. The sample used in this study was determined using the Slovin formula, resulting in a total of 100 respondents who were considered representative of the consumer population. The data obtained from the field were processed using SPSS 26, which included several analytical procedures such as validity tests, reliability tests, descriptive statistical analysis, and inferential statistical analysis. These analyses were conducted to ensure that the research instruments were accurate and that the relationship between variables could be tested properly. The research results show that the price discount variable has a positive and significant effect on the impulse buying variable among Indomaret consumers in Tonronge Village, Baranti Subdistrict, Sidenreng Rappang Regency. This finding is supported by simple linear regression analysis, which confirms the strength of the relationship between the two variables. Furthermore, the coefficient of determination indicates that price discounts influence impulse buying behavior by 84.1%, demonstrating a very strong contribution of price discounts to unplanned purchasing decisions among consumers in the research area.

Keywords: *Price Discount, Impulse Buying, Consumer*

INTRODUCTION

In the era of globalization, competition in the business world is getting tougher, which requires companies to be smarter in managing effective marketing strategies to market their products. This is evidenced by the various types of businesses that produce goods or services, ranging from small to large scale, one of which is the retail business.

According to Kanjaya and Susilo (2010) the number of retailers that have sprung up makes each retailer compete to improve its strategy. Each retail certainly has its own strategy in attracting customers/consumers. One strategy that can be used in the

marketing *mix* is sales *promotion* . According to Zahroh and Sudarwanto (2021) the purpose of retailers implementing promotions is to attract consumers to buy their products in order to get the maximum profit.



Source: *United States Department of Agriculture* (2020)

According to Saputro (2019) one type of retail format in Indonesia is a minimarket. Minimarket is a modern retail market where retail goods are sold on a smaller scale compared to supermarkets and hypermarkets. Based on data from the Nielsen Retail Audit, retail development in Indonesia has reached more than 20 thousand outlets, which are dominated by Alfamart and Indomaret.

Launching databoks.katadata.co.id , the growth in the number of outlets which has continued to increase over the past five years has managed to skyrocket to an accumulation of 10,044 outlets and reach 36,146 outlets in 2020. Contributing to this progress are Indomaret and Alfamart which achieve 92 percent coverage of the total minimarket outlets in 2020.

In this regard, *the United States Department of Agriculture* (USDA) released a report on research with the highest number of outlets in Indonesia. The research report shows that Indomaret and Alfamart are the largest with a collection of more than 10,000 outlets. Indomaret is the largest retail outlet owner in the country with a collection of 18,271 outlets or 50.5 percent of the total retail outlets in Indonesia.

According to Artana et al., (2019) one way that Indomaret can do in carrying out competition in the retail industry is by increasing *impulse buying* by consumers. The existence of this impulsive purchase is a positive influence for retailers to increase the company's sales turnover. An understanding of *impulse buying behavior* can provide guidelines for retailers in developing strategies that increase shopping opportunities.

This confirms that Impulse Buying carried out by consumers or customers greatly contributes to increasing the sales turnover obtained by these retailers.

According to Wibowo and Sari (2021) impulsive buying occurs when people experience the urge to buy a product, without careful consideration of why and for what reason one needs the product. The urge is sometimes irresistible on the part of consumers because they may feel temporarily out of control and pay little attention to the consequences of behavior. Although impulse buying does not hinder information processing, emotions play a key role in the process. Meanwhile, according to Mulianingsih (2018) impulsive purchases can occur due to influences from the surrounding environment and from within.

According to Gunawijaya (2017) sometimes a person is unable to distinguish between *needs* and *wants*. This is what sometimes makes a person not want to delay buying something that he considers a need, even though that something is a desire. Such consumer behavior encourages consumers to be impulsive (unplanned), because they shop only for emotional impulses (Zahroh and Sudarwanto, 2021).

In this condition sales promotion (*sales promotion*) which is one element of the marketing mix (*marketing mix*) becomes very important. Forms of sales promotion to increase sales in stores are *coupon programs*, *price discounts*, *free samples*, *bonus packs* and *in-store display arrangements* (Allen Kristiwan Ika Gunawan Vincent). According to AC Nielsen (2007), most Indonesian consumers like promotional activities that provide direct benefits. This can be seen from 66% of respondents who choose special promotions that offer additional extra quantity, they are also used to looking for special prices at outlets. According to Allen and Gunawan (2018) discounts are indeed suitable for consumers who think short term. One promotion that is widely used in retail companies is *the price discount*.

Discounted prices may be offered as a reduction in terms of a percentage of the original price. Discounts are an extra incentive so that consumers want to take action, at least pay attention to the products offered. In other words, the amount of discounted prices can encourage consumers to make purchases (Sutisna, 2012). Price discounts *can* create a desire to make impulse purchases. The size and length of *the price discount period* has a role in growing the desire to do *impulse buying* (Tolisindo, 2017).

Based on the initial observations that have been made and some information obtained from online media and articles conducted by researchers, there are several problems related to consumer behavior that lead to *impulse buying* in Indonesia. The first is that most Indonesian consumers have *unplanned characters*, they usually like to act " *last minute* ". When shopping, they often become *impulse buyers*. With these characters, the company is expected to issue a marketing strategy that can support the company.

Second, Indonesian consumers tend not to have good shopping planning. That is why the level of *impulse buying* or buying products directly at minimarkets or

supermarkets without any plans is still relatively high in Indonesia. The formation of these characters can be influenced by things contained in the product such as quality, design, usability and most importantly in terms of price.

Tonronge village Indomaret is the only minimarket in Tonronge village so that Indomaret's rivals are grocery stores that offer relatively cheap prices compared to Indomaret which causes consumers to prefer shopping at grocery stores. Therefore by implementing the marketing mix, namely *price discounts*, it will attract consumers to visit the Indomaret and have the opportunity for *impulse buying to occur* (unplanned purchases).

According to Utami (2010) most Indonesian consumers are used to making unplanned purchases and are more selective in choosing goods. They often decide at the last minute to shop. This kind of consumer character makes *impulse buying* interesting to study. This is not widely known by retail businesses, that in order to attract consumers, it is very necessary to apply marketing mixes to foster a consumptive spirit in consumers.

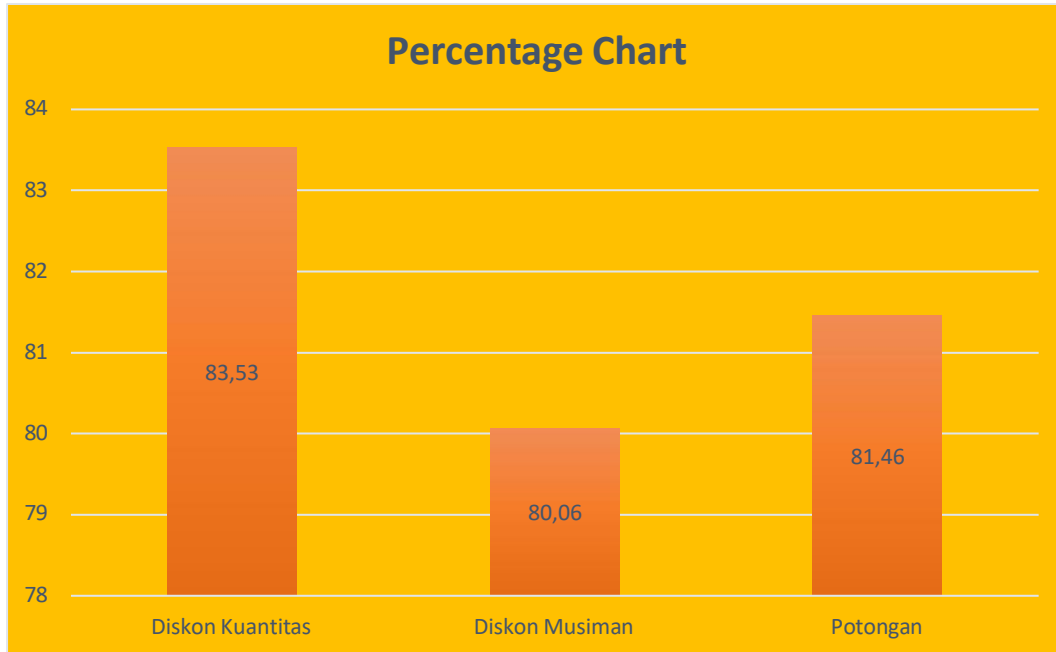
Based on the background of the description above, the authors are interested in conducting research with the title "The Effect of *Price Discounts* on *Impulse Buying* for Indomaret Consumers in Tonronge Village, Baranti District, Sidenreng Rappang Regency".

METHOD

Type study This is quantitative used For research on populations and samples certain with objective For testing hypothesis in accordance with formula the problem under study so can is known how much big influence price discount variable on consumer impulse buying indomaret village tonronge subdistrict baranti regency sidenreng rappang . Population in study This is consumer indomaret village tonronge with amount population 2,669 people. Taking sample in study This using. Technique *accidental sampling* that is determination sample based on incidentally (Meidatuzzahra , 2019). Then that becomes sample in research This as many as 100 people. Data collection techniques performed that is with method do observation research , disseminate questionnaire and documentation . Deep data analysis techniques study This using validity and reliability test

RESEARCH RESULTS AND DISCUSSION

1. Overview of Price Discount on Consumers Indomaret Village Tonronge



Level of Attainment Score Variable *Price Discount*

Based on the chart above shows that each indicator is used in measuring the price discount Indomaret Village Tonronge Subdistrict Baranti Regency Sidenreng Rappang are in the good category, namely 83.53 percent for the discount indicator quantity , 80.06 percent for the discount indicator seasonality , 81.46 percent for the indicator pieces .

2. Picture of Impulse Buying on Consumers Indomaret Village Tonronge

Achievement Level Score Price Discount Variable

Based on the chart above, it shows that each indicator used to measure *impulse buying* at Indomaret Tonronge Village is in the good category, namely 81.8 percent for the indicator of spontaneity 79.33 percent, the indicator does not consider the consequences 79.53, the indicator of the desire to buy suddenly followed by emotion 86 percent and for indicators unable to resist desire in the heart 79.66 percent.

3. Linear

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.449	2.021		1.212	.229
	Price Discount	1.238	.054	.917	22.806	.000

a. Dependent Variable: Impulse Buying
Test

4. Regression

Calculation results regression simple on show mark constant (a) is 2,449. whereas mark coefficient variable X (b) is of 1,238 so equality regression $Y = 2.449 + 1.238X$. Based on equality the constant 2.449 mean mark consistent variable *impulse buying* is 2,449. Whereas coefficient X regression of 1.238 states that every 1 percent growth the value of *the price discount* increases of 1.238. Coefficient regression the worth positive , so can said that direction influence variable X to Y is positive .

5. Uji Koefisien

6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 ^a	.841	.840	2.93065

a. Predictors: (Constant), Price Discount

From table 4.29 it is obtained that the value of the correlation or relationship (R) is 0.917. This means that there is a significant relationship between *impulse buying* and *price discounts* . Based on the guidelines for interpreting the correlation coefficient of 0.917, it is in a **very strong position** with a value interval of 0.80 – 1,000. From this output, a determinant coefficient (R Square) of 0.841 is obtained, which means that the effect of the independent variable X (price discount) on variable Y (*impulse buying*) is 84.1 percent and the rest is influenced by other variables not tested in this study. These

results were obtained from the overall score of each variable, both independent and dependent variables, which were processed using regression analysis.

DISCUSSION

1. *Price Discounts*

price discount is measured using the indicators proposed (Melina and Gaddafi, 2017) namely quantity discounts, seasonal discounts and discounts. These indicators are contained in 9 questions in the questionnaire that were given to Indomaret consumers in Tonronge Village. The results of the descriptive analysis show that *the price discount* for Indomaret consumers in Tonronge Village is as follows:

a) Discount Quantity

Based on the score of the data management table using the achievement level on the quantity discount indicator, this can be seen from the results of this study indicating an achievement level of 83.53 percent in the good category, where the majority of consumers who were the respondents chose to agree with this statement.

b) Discount Seasonal

Based on the score of the data management table using the achievement level on the seasonal discount indicator, this can be seen from the results of the study showing the achievement level of 80.06 percent in the good category, where the majority of consumers who were the respondents chose to agree with this statement

c) Piece

Based on score table data management with use level achievement on indicators pieces , p This seen from results study show level achievement of 81.46 percent with category well , where the consumers are made respondent majority choose

agree on the statement this .

Based on results study on show that level the average achievement obtained For whole performed indicators _ in study This For measure variable *price discount* to consumers indomaret village tonronge of 81.86 percent are in category ok . Research results This in line with research (Ramadhan and Ekasari , 2021) states *price discount* is created For increase sales and for obtain consumer with large amount _ with maximizing profit period short with method give offer *price discount*.

2. *Impulse Buying*

Impulse buying is measured using the indicators put forward (Sonata, 2019) namely spontaneity, not considering the consequences, the desire to buy is suddenly followed by emotion and cannot resist the desire in the heart. These indicators are contained in the 12 questions in the questionnaire that were given to Indomaret consumers in Tonronge Village. The results of the descriptive analysis show that impulse buying for indomaret consumers in Tonronge Village is as follows:

a) Spontaneity

Based on the score of the data management table using the achievement level on the indicator of spontaneity, this can be seen from the results of this study indicating an achievement level of 81.8 percent in the good category, where the majority of consumers who were the respondents chose to agree with this statement.

b) No consider consequence

Based on the score of the data management table using the achievement level on the indicator without considering the consequences, this can be seen from the results of this study indicating an achievement level of 79.33 percent in the good category, where the majority of business actors who were respondents chose to agree with this statement.

c) Desire buy suddenly followed with emotion

Based on the score of the data management table using the achievement level on the indicator of the desire to buy suddenly followed by emotion, this can be seen from the results of this study showing an achievement level of 79.53 percent in the good category, where the majority of business actors who were respondents chose to agree with the statement This.

d) No can reject desire in heart

Based on the score of the data management table using the level of attainment on the indicator of being unable to refuse the desire in the heart, this can be seen from the results of this study indicating an achievement level of 79.66 percent in the good category, where the majority of business actors who were respondents chose to agree with this statement.

Based on the results of the research above, it shows that the average achievement level obtained for all indicators used in this study to measure the *impulse buying variable* for Indomaret consumers in Tonrong Village is 80.08 percent in the good category. The results of this study are in line with research conducted by Komala, 2018 which states that the tendency of society to lead to irrational consumption behavior, namely *impulse buying*.

3. Effect of Price Discount on Impulse Buying

Based on the results of the simple linear regression test analysis, the value of constanta (a) is 2.449. While the coefficient value of variable X is 1.238. That is, for every 1 percent increase in the value of variable X (*price discount*), the *impulse buying value* increases by 1.238 or 123.8 percent. the regression coefficient is positive so that it can be said that the direction of variable X to Y is positive.

Based on the results of the correlation test between *price discounts* and customer *impulse buying*, a correlation of 0.917 or 91.7 percent was obtained, which means that the contribution of *price discounts* to customer *impulse buying* has a very strong influence. From this output, an r^2 of 0.841 is obtained, which means that the effect of *price discounts* on *impulse buying* for Indomaret customers in Tonrong Village is 84.1 percent while the rest is influenced by other factors.

Therefore, it can be concluded that the hypothesis set by the researcher is in accordance with the results obtained, in other words that $[H_a]$ it is suspected that there is

an influence between *price discounts* on impulse buying for Indomaret consumers in Tonrong Village, Baranti District, Sidenreng Rappang Regency, is accepted. This result is in line with the results of the study (Wibowo and Sari 2021) which proves that based on the results of a simple linear test it states that if the price discount variable is increased, it will affect impulse buying decisions by 0.533, which means there will be an increase in impulsive buying decisions by 53.3%. From the test results it can be concluded that price discounts have a positive and significant influence on impulsive buying decisions.

CONCLUSION

Based on the results of data analysis and the discussion described regarding the effect of *price discounts* on *impulse buying* for Indomaret consumers in Tonrong Village, Baranti District, Sidenreng Rappang Regency, the conclusions in this study are as follows:

1. The effect of *price discount* on Indomaret consumers is included in the high category . The majority of consumers who were sampled in this study chose to agree with the statement which was formulated in three indicators on the *price discount variable* , namely in terms of the aspects of quantity discounts, seasonal discounts and discounts , where indicator the support quantity variables in research this .
2. The influence of *impulse buying* on Indomaret consumers is included in the high category . The majority of Indomaret consumers choose to agree with the statement formulated in four indicators of *impulse buying variables* , namely in terms of the aspect of spontaneity, not considering the consequences, the desire to buy is suddenly followed by emotion and cannot refuse the desire in the heart , where indicator the support quantity variables in research this .
3. Based on the results of the analysis on the determinant coefficient test shows that there is influence of 84.1% variable *price discount* to *impulse buying* on consumers Indomaret Village Tonrong Subdistrict Baranti Regency Sidenreng rappang .

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