

The Influence of Price Discount and In-Store Display on Impulse Buying in Amifa Pekanbaru Minimarket Consumers

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ABSTRACT

This research aims to determine the effect of Price Discounts and In-store Displays on Impulse Buying. The population in this research is consumers of the Amifa Pekanbaru Minimarket. The population in this research is the people of Pekanbaru City who have shopped at the Amifa Minimarket. The sampling method in this research uses purposive sampling, where the technique takes sampling based on certain objectives and considerations. The number of samples in this research was 100 respondents. The data used is primary data. The data collection technique uses a questionnaire. The independent variables in the research consist of Price Discounts and In-store Displays, while the dependent variable is Impulse Buying. The data analysis method used is the multiple linear regression method. The research test results show that both partially and simultaneously show that the Price Discount and In-store Display variables have a significant effect on Impulse Buying.

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INTRODUCTION

South Sulawesi, Bali, Wakatobi, and West Sumatra are several regions in Indonesia that run governments based on local wisdom. In West Sumatra, this local wisdom has been applied for generations in the government system since the time of our ancestors, known as the Minangkabau. West Sumatra Minangkabau culture is centered on the ideology of "adat basandi syara', syara' basandi Kitabullah" which is translated as "custom based on religion, religion based on the book of Allah (al-Quran)". This principle has continued to be used in Sumatran society from ancient times until now. Customs have a huge influence on all aspects of Minangkabau life, including the government system. West Sumatra also has a unique form and system of government compared to other regions in general, especially the Nagari system at the village level. Nagari is a small republic (as the Dutch call it) with autonomous self-government and a self-governing community (Prima 2014). Nagari is administratively controlled by sub-districts which are an extension of the district government. However, Nagari is not a component of the regional bureaucracy, according to the city government. A Nagari, unlike a village, has the authority to govern its wider territory, making it a mini-republic.

This large number of retail traders means company is required to innovate or carry out sales activities that can attract consumers or retain customers so that they remain loyal customers. To attract consumers' interest in buying the products offered, a company must have high competitiveness.

This is an opportunity for a CV. Amifa Family Lestari made this happen by establishing the Amifa Minimarket. As time goes by, CV management. Amifa Keluarga Lestari has learned to evaluate retail network knowledge. Therefore CV management. Amifa Keluarga Lestari is committed to continuing to develop its minimarket. Currently, the retail business is not only the spearhead of product marketing but also a source of state income and can reduce unemployment for every employee who works there. This has been proven to have been done by Amifa Minimarket.

Amifa Minimarket is a retail outlet that provides necessities and daily necessities. This minimarket was founded on 1 January 1999, initially, it was not in the form of a CV and was only a PO (Individual Company), and in 2018 this minimarket was transformed into a CV. This mini market is located in Jalan Cipta Karya, Tampan District, Pekanbaru City. This minimarket is one of the famous minimarkets on Jalan Cipta Karya because this minimarket has been around for a long time. Since so many customers shop at the Amifa minimarket, competition in the retail industry has become increasingly fierce, the presence of large retail companies in the area such as Indomaret and Alfamart has made the retail business competition even hotter.

This causes Amifa Minimarket to have other advantages compared to its competitors, starting from price discounts (price discounts) to product displays in the store (in-store displays). in the hearts of consumers. Amifa Minimarket must think hard in determining strategies to increase sales. Strategies that can be used to increase sales are providing Price Discounts and paying attention to in-store displays with the hope that

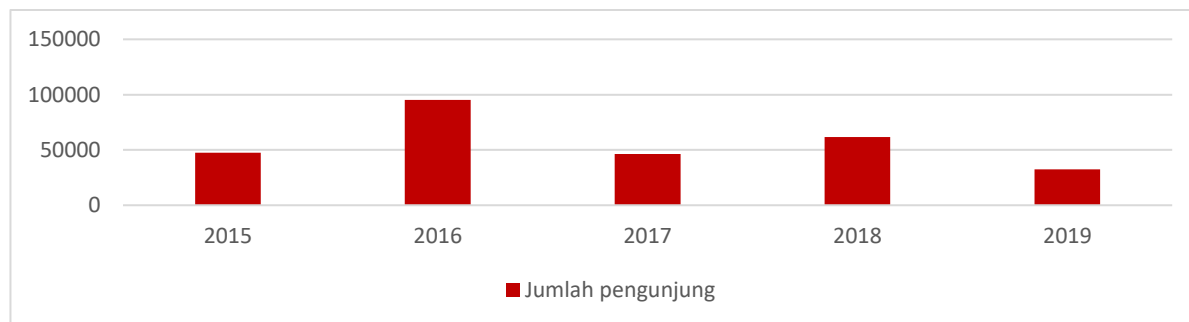
Impulse Buying will occur when potential Amifa Minimarket consumers are looking to shop. Muruganantham and Bhakat (2013) in Lestari (2018) define impulsive buying as a sudden and urgent purchase when the speed of making a decision prevents wise considerations and the search for other alternative options. Moayery et al (2014) in Gumilang and Nurcahya (2016) Impulse buying occurs whenever a customer has an experience as an unexpected incentive to buy something without delay, without additional evaluation, and acting on that desire.

Thus, it can be said that the majority of consumers in Indonesia tend to impulse buy when shopping. This unplanned purchase or Impulse Buying can be an advantage for the company because consumers will buy products in greater quantities and this causes an increase in revenue for the company. To stimulate consumers to do Impulse Buying, the company offers a strategy of providing Price Discounts and improving In-store Displays.

The company's strategy in attracting consumers, apart from providing price discounts for purchasing company products, also pays attention to in-store displays. According to Berman and Evans (2007) in Visensius et al (2018), they define in-store displays in this case point-of-purchase (POP) displays. provides information to buyers, enhances store atmosphere, and serves a major promotional role. According to Alma (2004) in Faisal Sari (2018), stated that display is an effort to encourage consumer attention and interest in a shop or item and encourage the desire to buy through direct visual appeal.

Displaying products on special shelves, will stimulate consumers and then create interest from potential consumers to buy products directly in the store and to make them want to buy the goods on display. Mimiarket Amifa usually places goods that are easy to reach with maximum lighting so that the goods can be seen and reached by consumers and is expected to attract consumers to buy them. Consumers sometimes realize that products purchased unplanned are not the consumer's main priority while shopping and these unplanned purchases occur frequently and repeatedly. The following is data on the number of visitors to the Amifa Minimarket:

Figure 1. Number of visitors to The Amifa Minimarket



Source: Amifa Minimarket

Amifa Minimarket is one of the choices for shopping for the community. Almost every five years the number of visitors shopping at the Amifa Minimarket has been

fantastic. Where the number of visitors every year is more than 300,000 consumers. Despite experiencing increases and decreases in the number of visitors, Amifa Minimarket remains the public's choice for shopping. Amifa Minimarket always makes strategies to attract consumers' attention to buy the products they sell, carrying out sales promotions such as holding price discounts for every product purchased. This is all done so that consumers make purchases. One type of purchase made by consumers is unplanned purchases or impulse buying.

METHODOLOGY

This research is quantitative research, where quantitative analysis is used to process data obtained from a list of questions in the form of a questionnaire into numbers and calculations using statistical methods. The data source for this research uses primary data and secondary data. Primary data is obtained directly by researchers from sources or through data collection specifically carried out to answer research questions. Primary data in the research was obtained using a questionnaire filled out by respondents, namely consumers who had shopped at the Amifa Minimarket. Primary data is opinions regarding the Impulse Buying of consumers who have shopped at the Amifa Minimarket. The questionnaire will contain questions that are relevant to the variables that are the focus of the research, such as Price Discounts, In-store Display, and Impulse Buying at the Amifa Minimarket.

The data collection technique in this research uses 2 methods, namely the documentation method and questionnaires. Documentation is a data collection method that involves collecting various documents relevant to the research. These documents can be notes, reports, policies, or other data that exist within the organization or external sources. Documentation is used to obtain previously recorded information that can support analysis and findings in research. Meanwhile, a questionnaire is a data collection method that involves providing a list of questions to be asked to respondents. In this research, a questionnaire was used to collect data from respondents related to the variables studied. Questionnaires can be distributed directly to respondents to make data collection easier.

The population in this research is the people of Pekanbaru City who have shopped at the Amifa Minimarket. The number of samples used in this research was 100 respondents. The sampling method in this research used purposive sampling. Quantitative analysis is an analysis used to process data obtained from a list of questions in the form of a questionnaire into numbers and calculations using statistical methods. Furthermore, to find the limits of truth, the accuracy of the measuring instrument (questionnaire) for an indicator of a research variable can be done by carrying out a validity test and a reliability test. In this research, the classical assumption tests used are the normality, multicollinearity, autocorrelation, and heteroscedasticity tests. Then for data analysis techniques, the data is processed and analyzed using multiple linear

regression analysis techniques. The hypothesis tests used in this research are the t-test and F-test statistical tests.

RESULTS AND DISCUSSION

Description of Respondent Characteristics

The characteristics of respondents used in this research were based on age, domicile, ever-shopping, and most recently shopping at the Amifa Minimarket. Respondents aged 17-20 were 51 people or 51%, aged 21-25 were 34 people or 34%, aged 26-30 were 15 people or 15%. Characteristics of respondents based on domicile showed that all respondents, namely 100% of respondents, were domiciled in Pekanbaru. The characteristics of respondents based on having shopped at the Amifa Minimarket is that 100% of respondents have shopped at the Amifa Pekanbaru Minimarket. The characteristics of respondents based on the last time they shopped at Amifa Minimarket were 1-3 months, 74 people or 74%, the number of respondents who last shopped in 3-6 months was 18 people or 18%, and the number of respondents who last shopped > 6 months was 8 people or 8% of respondents.

Description Analysis of Impulse Buying Variable (Y)

A recapitulation of respondents' answers regarding the Impulse Buying Variable can be seen in the table below:

Table 1. Recapitulation of Respondent Response Results for the Impulse Buying Variable

No	Statement	Alternative Answers				
		Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1	I often buy products at Amifa Minimarket spontaneously (suddenly)	29	43	25	3	0
		29%	43%	25%	3%	0
2	When I am at the Amifa Minimarket I often buy products without any prior intention	22	55	17	5	1
		22%	55%	17%	5%	1%
3	I often buy products at the Amifa Minimarket without considering the bad qualities of the product	16	42	25	16	1
		16%	42%	25%	16%	1%
4	I will still buy products at Amifa Minimarket if the product is interesting even though I don't need it	16	52	28	4	0
		16%	52%	28%	4%	0%
5	can't resist my desire to shop at Amifa Minimarket	15	43	32	10	0
		15%	43%	32%	10%	0%

6	When I was looking at the product at the Amifa minimarket, I immediately made a purchasing decision on impulse and couldn't resist the urge	11	40	39	7	3
		11%	40%	39%	7%	3%
7	I shop at Amifa Minimarket without considering the number of purchases	18	43	27	12	0
		18%	43%	27%	12%	0%
8	I will still buy products at Amifa Minimarket if I want the product regardless of the number of products I have purchased and the price	16	40	38	6	0
		16%	40%	38%	6%	0%

Source: Processed Research Data (2021)

Based on the research results, it is known that the overall response of respondents regarding the Impulse Buying variable was 74.27%. This shows that the majority of respondents agree that the majority of Amifa Pekanbaru Minimarket consumers are consumers who do impulse buying.

Description Analysis of Price Discount Variable (X1)

A recapitulation of respondents' answers regarding the Impulse Buying Variable can be seen in the table below:

Table 2. Recapitulation of Respondent Response Results for the Price Discount Variable

No	Statement	Alternative Answers				
		Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1	I buy products at Amifa Minimarket in larger quantities if the price of the product is given a price discount so that the price is lower than the normal price.	19	64	17	0	0
		19%	64%	17%	0%	0
2	If the product price at Amifa Minimarket does not have a price discount, then I tend not to buy much.	25	44	25	6	0
		25%	44%	25%	6%	0
3	I bought a product at Amifa Minimarket which offered a price discount	20	50	30	0	0
		20%	50%	30%	0%	0
4	I don't buy products at Amifa Minimarket that don't offer discounts.	17	34	30	15	4
		17%	34%	30%	15%	4%

5	I bought products at Amifa Minimarket at a cheaper price	41	23	26	10	0
		41%	23%	26%	10%	0
6	I will not buy a product at Amifa Minimarket if the price of the product is more expensive than its competitors	10	41	32	17	0
		10%	41%	32%	17%	0
7	I bought products at Amifa Minimarket in large quantities to get a price reduction	18	38	26	17	1
		18%	38%	26%	17%	1%
8	I like to meet minimum shopping requirements to get price discounts for certain products.	12	55	29	4	0
		12%	55%	29%	4%	0

Source: Processed Research Data (2021)

Based on the research results, it is known that the overall response of respondents regarding the Price Discount variable was 74.85%. This shows that the majority of respondents agreed that Amifa Minimarket consumers would make purchases if there was a price discount on a product. Amifa Minimarket implements a discount system that can trigger consumers to make large purchases. As well as providing discounts if consumers make large purchases.

Description Analysis of In-store Display Variable (X2)

A recapitulation of respondents' answers regarding the *In-store Display* Variable can be seen in the table below:

Table 3. Recapitulation of Respondent Response Results for the *In-store Display* Variable

No	Statement	Alternative Answers				
		Strongly Agree	Agree	Neutral	Don't Agree	Strongly Disagree
1	I bought the product at the Amifa Minimarket which is located and easy for me to reach	31	36	24	9	0
		31%	36%	24%	9%	0%
2	I will not buy products that are difficult for me to reach	10	57	19	9	5
		10%	57%	19%	9%	5%
3	I bought the product at the Amifa Minimarket where it was easy to see	33	42	19	6	0
		33%	42%	19%	6%	0%
4	I tend not to buy products that don't look the part	15	43	33	7	2
		15%	43%	33%	7%	2%
5	I bought products at the Amifa Minimarket which were arranged attractively	17	50	24	8	1
		17%	50%	24%	8%	1%
6		31	33	23	13	0

I bought products at the Amifa Minimarket which were neatly arranged	31%	33%	23%	13%	0%
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Source: Processed Research Data (2021)

Based on the research results, it is known that the overall response of respondents regarding the In-store Display variable was 75.56%. This shows that the majority of respondents agreed that the display and arrangement of products in the Amifa Minimarket were neatly arranged, thereby arousing consumer interest in making purchases. Displaying product posters and outdoor product displays can attract the attention of consumers who pass by the Amifa Minimarket.

Validity Test

Table 4. Validity Test Results

Variable	Statement (S)	N	r test	r table	Information
<i>Impulse Buying</i>	S1	100	0,658	0,197	Valid
	S2	100	0,672	0,197	Valid
	S3	100	0,529	0,197	Valid
	S4	100	0,434	0,197	Valid
	S5	100	0,699	0,197	Valid
	S6	100	0,649	0,197	Valid
	S7	100	0,629	0,197	Valid
	S8	100	0,602	0,197	Valid
<i>Price discount</i>	S1	100	0,610	0,197	Valid
	S2	100	0,595	0,197	Valid
	S3	100	0,643	0,197	Valid
	S4	100	0,836	0,197	Valid
	S5	100	0,644	0,197	Valid
	S6	100	0,835	0,197	Valid
	S7	100	0,849	0,197	Valid
	S8	100	0,606	0,197	Valid
<i>In-store Display</i>	S1	100	0,626	0,197	Valid
	S2	100	0,801	0,197	Valid
	S3	100	0,750	0,197	Valid
	S4	100	0,780	0,197	Valid
	S5	100	0,684	0,197	Valid
	S6	100	0,673	0,197	Valid

Source: Processed Research Data (2021)

Based on the table above, it can be seen that the 8 statement items for the Impulse buying variable are all declared valid, while the Price discount variable consists of 8 statement items and the In-store Display variable consists of 6 statement items which are

also declared valid. Because the calculated r-value of each statement is greater than the r table (0,197) valid questionnaire items can be used as a reference for further research.

Reliability Test

The following is a table of reliability test results for this research.

Table 5. Reliability Test Results

No	Variable	Cronbach's Alpha	Value	Information
1	<i>Impulse buying</i> (Y)	0,757	0,6	Reliable
2	<i>Price discount</i> (X1)	0,854	0,6	Reliable
3	<i>In-store Display</i> (X2)	0,811	0,6	Reliable

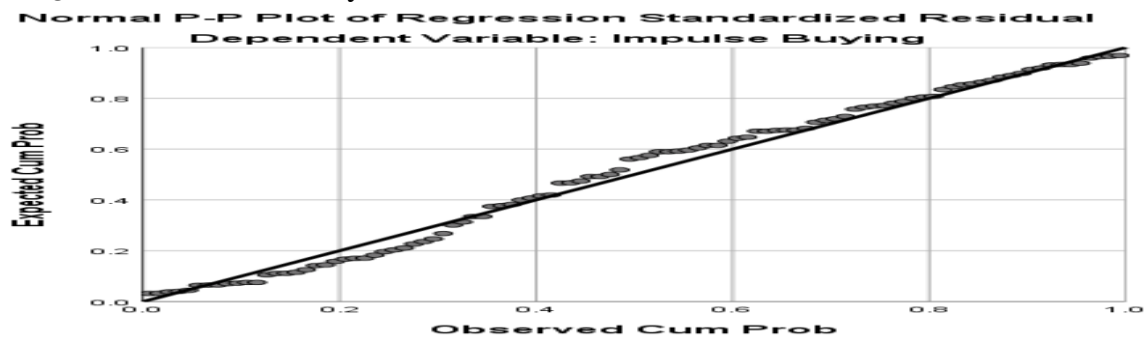
Source: Processed Research Data (2021)

From the rehabilitation test results table above, it can be seen that the Cronbach's Alpha value of all the variables tested is above 0,6. So it can be concluded that all variables in this research are declared reliable.

Normality Test

Figure 3. is a picture of data normality testing that has been tested.

Figure 3. Plot Line Normality Test



Source: Processed Research Data (2021)

Based on the Normal P-P PlotRegression Standardized display above, it can be seen that the points are spread around the diagonal line and follow the diagonal line, this means the data has a normal distribution and can be used.

Multicollinearity Test

Table 6. Multicollinearity Test

Model	Coefficients	
	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1	0,459	2,180
X2	0,459	2,180

a. Dependent Variable: Impulse Buying

Source: Processed Research Data (2021)

Based on the table above, it can be concluded that:

1. For the Price Discount variable, the tolerance value is $0,459 / 45,9\% > 10$ percent and the VIF value is $2,180 < 10$, so there is no multicollinearity between the independent variables in the regression model.
2. For the In-store Display variable, the tolerance value is $0,459 / 45,9\% > 10$ percent and the VIF value is $2,180 < 10$, so there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

According to (Suliyanto 2011), the heteroscedasticity test aims to test whether the regression model has unequal variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity. The heteroscedasticity test using the graphic analysis method was carried out by observing the scatterplot.

Figure 4. Heteroscedasticity test



a. Dependent Variable: Impulse Buying

Source: Processed Research Data (2021)

Based on the picture above. From the scatterplot test results it can be seen that the points are spread randomly and do not gather in one place. This identifies that the data does not have heteroscedasticity or meets the classic assumption of heteroscedasticity.

Autocorrelation Test

Autocorrelation testing aims to find out whether there is a correlation between members of a series of observation data described according to time (time series) or space (cross-section) (Suliyanto, 2011).

Table 7. Autocorrelation

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	0,866 ^a	0,750	0,745	2,11458	1,867	

a. Predictors: (Constant), In-store Display, Price Discount

b. Dependent Variable: Impulse Buying

Source: Processed Research Data (2021)

The results of the summary model output show a Durbin-Watson value of 1,867. Based on the results of testing the data above, it can be concluded that in this study there are no symptoms of autocorrelation because the resulting Durbin-Watson value is close to number 2.

Multiple Linear Regression

Based on the results of data processing using SPSS version 26, a table of the influence between the Price Discount and In-store Display variables on Impulse Buying can be created as follows:

Table 8. Multiple Regression Analysis

Model	Coefficients		
	Unstandardized Coefficients	Standardized Coefficients	
	B	Std. Error	Beta
1 (Constant)	6,962	1,361	
Price Discount	0,365	0,064	0,430
In-store Display	0,521	0,078	0,499

a. Dependent Variable: Impulse Buying

Source: Processed Research Data (2021)

Based on the calculation results of multiple linear regression analysis, the following multiple regression equation is obtained:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 6,962 + 0,365X_1 + 0,521X_2 + e$$

Information:

Y = *Impulse Buying*

a = Constant

b₁, b₂ = Regression Coefficient

X₁ = *Price Discount*

X₂ = *In-store Display*

e = Standard Error

From the calculation results and statistical analysis equation of the multiple linear regression coefficient above, it can be interpreted as follows:

1. The constant value (a) is 6,962. This means that if Price Discount and In-store Display are assumed to be zero (0), then Impulse buying is 6,962.
2. The regression coefficient value of 0,365 states that if the Price Discount variable increases by 1 unit, then Impulse buying will increase by 0,365.
3. The regression coefficient value of 0,521 states that if the In-store Display variable increases by 1 unit, then Impulse buying will increase by 0,521.
4. The standard error (e) is a random variable and has a probability distribution that represents all factors that influence Y but are not included in the equation.

F Test

Based on the regression test carried out, the calculated F value is obtained as follows:

Table 9. Calculated F test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.298,859	2	649,430	145,239	0,000 ^b
	Residual	433,731	97	4,471		
	Total	1.732,590	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), In-store Display, Price Discount

Source: Processed Research Data (2021)

It is known that the calculated F is 145,239 with a significance of 0,000, F table = 3,090. Thus it is known that F count (145,239) > F table (3,090) with Sig. (0,000) < 0,05, so H_0 is rejected and H_1 is accepted, meaning that Price Discount and In-store Display have a simultaneous influence on impulse buying among Amifa Minimarket Pekanbaru consumers.

Partial Test (T-Test)

The following are the results of multiple linear regression testing in this study, the t-statistics were obtained as follows:

Table 10. Partial Test (t-Test)

Coefficients					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t Sig.
1	(Constant)	6,962	1,361		5,115 0,000
	Price Discount	0,365	0,064	0,430	5,731 0,000
	In-store Display	0,521	0,078	0,499	6,656 0,000

a. Dependent Variable: Impulse Buying

Source: Processed Research Data (2021)

It is known that the t-table value is 1,985. Based on the research results, it is known as follows:

- Price Discount, it is known that t count (5,731) > t table (1,985) or Sig. (0,000) < 0,05. This means that the Price Discount variable has a significant effect on Impulse Buying among Amifa Pekanbaru Minimarket consumers.
- In-store Display, it is known that t count (6,656) > t table (1,985) or Sig. (0,000) < 0,05. This means that the In-store Display variable has a significant effect on Impulse Buying among Amifa Pekanbaru Minimarket consumers.

Determination Coefficient Test (R²)

The following are the results of the simple coefficient of determination test in this study, the t-statistics were obtained as follows. For more details, see table 11. below:

Table 11. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,866 ^a	0,750	0,745	2,11458

a. Predictors: (Constant), In-store Display, Price Discount

b. Dependent Variable: Impulse Buying

Source: Processed Research Data (2021)

From the research results, it is known that the R-value is 0,866, which means the relationship between the Independent Variable (Price Discount and In-store Display) and the dependent variable (Impulse buying) is 86,6%, which means the correlation is strong. Meanwhile, the Adjusted R Square value is 0,745, which means that the contribution of the Price Discount and In-store Display variables to the Impulse buying variable among Amifa Pekanbaru Minimarket consumers is 74,5%, while the remaining 75,1% is influenced by other variables not studied, such as namely hedonic motives, store atmosphere, and other variables.

Discussion

Descriptively, the respondent's response to the Price Discount variable (X₁) was 74,85% and was included in the agreed category. This shows that the majority of respondents agreed that the majority of Amifa Pekanbaru Minimarket consumers tend to purchase products according to the price discounts given by the minimarket.

The research results show that the Price Discount variable influences impulse buying. This is proven by the statistical results of the t-test, the calculated t value for the Price Discount variable is t calculated (5,731) > t table (1,985) and sig. (0,00) < (0,05) so H₀ is rejected and H₁ is accepted, meaning the Price Discount variable has a significant effect on Impulse Buying among Amifa Pekanbaru Minimarket consumers. So the hypothesis stating that "Price Discounts influence Impulse buying among Amifa Pekanbaru Minimarket consumers" is accepted.

The results of this research are in line with the research (Suci Nur Maulidiyah and Eko Boedi Santoso 2019) titled "The Effect of Price Discounts and Bonus Packs on Impulse Buying (Study on Sophie Paris Business Center consumers, Batu City)" with t count (11,165) > t table (1,658) with a significant value of 0.000, which means Price Discount affects impulse buying.

Furthermore, descriptively the respondent's response to the In-store Display variable (X₂) was 75,56% and was included in the agree category. This shows that the majority of respondents agreed that the product layout in the Amifa Pekanbaru Minimarket was neatly arranged, thereby arousing consumer interest in making

purchases. As well as displaying product posters and outdoor product displays can attract the attention of consumers who pass by the Amifa Pekanbaru Minimarket.

The research results show that the In-store Display variable influences impulse buying. This is proven by the statistical results of the t-test, the calculated t value for the product display variable is $t_{\text{calculated}} (6,656) > t_{\text{table}} (1,985)$ and $\text{sig. } (0,00) < (0,05)$, so H_0 is rejected and H_1 is accepted, meaning that the In-Store Display has a significant effect on Impulse Buying among Ramayana Panam Square Pekanbaru consumers. So the hypothesis stating that "In-store Display" influences impulse buying among Amifa Pekanbaru Minimarket consumers is accepted.

The results of this research are in line with research (Della Ruslimah Sari and Ikhwan Faisal 2018) with the title "The influence of price discounts, bonus packs, and in-store displays on impulse buying decisions at Giant Ekstra Banjar" with $t_{\text{count}} (2,142) > t_{\text{table}} (1,984)$ with a significant value of 0,37, which means product displays affect impulse buying.

CONCLUSION

Based on the results of partial hypothesis testing using the t-test, it was concluded that the Price Discount variable had a significant effect on Impulse Buying among Amifa Pekanbaru Minimarket consumers and the In-store Display variable had a significant effect on Impulse Buying among Amifa Pekanbaru Minimarket consumers. Furthermore, based on the results of simultaneous hypothesis testing using the F test, the results showed that the variable price Discount and In-store Display had a simultaneous or joint influence on Impulse Buying among Amifa Pekanbaru Minimarket consumers

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