

Factor affecting Consumer in Impulse Buying (On Hypermarket in Makassar City)

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Abstract: *This study aims to determine the factors cause consumers to make impulse buying. This study uses three sales promotion, personal selling, and hedonic shopping value as independent variable and impulse buying as the dependent variable. Data were collected by distributing questionnaires to 100 respondents by using purposive sampling. Then the data were analyzed by using validity test, reliability, multiple regression analysis, and hypothesis testing using F and t-test. This study found that sales promotion, personal selling, and hedonic shopping value significantly influence the impulse buying variable. Sales promotion, personal selling, and hedonic shopping value variable have significant effect to impulse buying.*

Keywords: sales promotion, personal selling, hedonic shopping value, impulse buying

1. Pendahuluan

Today, the concept of public spending patterns in Indonesia has begun to develop a more modern lifestyle and more concerned with the aspects of fun, enjoyment, and entertainment while shopping (Ma'ruf, 2006: 53). This resulted in the community began to switch to shopping in the modern market. One form of the modern shopping center that many developed today is a modern retailer, namely retail merchants in the form of a self-service concept store (self-serving consumers). The development and opportunities of modern retail business are very large in Indonesia to make retailers vying to grow their business to win the competition, understand consumer behavior to determine the right strategy to reach consumers. Modern retail forms such as minimarkets, supermarkets, and hypermarkets.

With the increasing number of retail outlets, each year shows increasingly intense competition. Competition of retail business at this time requires every company to always do marketing strategy to win the competition. The basic implementation of marketing strategy is understanding consumer spending behavior. One is the unplanned spending behavior (impulse). This unplanned behavior is a shopping decision made by the customer spontaneously or immediately after looking at the merchandise (Utami, 2010: 37). According to Karbasivar and Yarahmadi (2011), the factors that influence the behavior of impulse spending are two from internal and external. From the internal consists of moods and positive emotions, needs, and desires, emotional cognitive and affective shopping. While from external factors in the form of stimuli-stimulus created retailers in the store environment. The stimulus created by retailers is a marketing strategy consisting of location, product, price, promotion, store environment, and service (Utami, 2010: 214).

The object of this study was conducted at several retail outlets in the form of hypermarkets in the city of Makassar such as Carrefour, Hypermart, and Lotte Mart. This three retail dominates hypermarkets in Makassar city by providing consumer needs ranging from daily necessities to electronic goods. Based on interviews with 23 consumers

who have shopped at hypermarket outlets (Carrefour, Hypermart, and Lotte Mart) stated that when shopping they also often buy additional items, as affected by promotions and salespeople who change their perception of a product so that finally they make unplanned purchases. Based on the above exposure then conducted a study with the title "Analysis Factors Affecting Consumers In Doing Impulse Buying On Hypermarket In Makassar."

Marketing by Phillip Kotler (1997) is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging valuable products with others. Skilled marketers can stimulate demand for a company's product, but this is too limited to the marketer's view of doing the task, the marketer must be responsible for managing the demand. Marketing managers seek to influence the level, timing, and composition of demand to meet organizational goals.

The better marketers understand consumer behavior, the better they can develop effective marketing strategies to meet consumer needs. Consumer behavior can be defined as behavior that displays consumers in searching, purchasing, using, evaluating, and disposing of products and services they expect will satisfy their needs (Kotler, 2003). According to Kotler and Armstrong (2008), consumer behavior is influenced by several characteristics such as cultural factors, social factors, personal factors, psychological factors.

Verplanken & Herabadi (2001) defined impulsive purchases as irrational purchases and associated with quick and unplanned purchases, followed by emotional conflicts and emotional impulses. The emotional impulse is related to the intense feeling that is shown by making purchases because of the urge to buy a product immediately, ignoring the negative consequences, feeling the satisfaction and experiencing conflict in mind (Rook in Verplanken, 2001). Stren (1962) in the research of Adelaar et al. (2003) categorizes impulse buying into four types, namely: (1) Pure impulse buying; (2) Reminder impulse buying; (3) Suggestion impulse buying; (4) Planned impulse buying);

Sales promotion is one element of a promotional mix consisting of various incentive tips designed to encourage the purchase of a product or service more quickly or greater by consumers and merchants (Kotler, 2000, 257). Major consumer promotional tools include product samples, coupons, cash refunds, special rates, premiums, advertising specials, support awards, displays and demonstrations at points of purchase, contests, sweepstakes, and games (Kotler and Armstrong 2008; 206-207). According to Tjiptono (2008: 224), the definition of individual sales is direct (face-to-face) communication between the seller and the prospect to introduce a product to the prospect and to form an understanding of the product so they will then try to buy it.

Hedonist acts are all human actions, whether conscious or unconscious, basically have a purpose to find things that are fun and avoid things that hurt (Utami, 2010). Hedonic shopping value can be interpreted as satisfaction and enjoyment after shopping creates a pleasant shopping experience that tends to be repeated by consumers. According to Rachmawati (2009) consumers are more likely to be involved in impulse buying when they are motivated by hedonic circumstances or economic reasons, such as pleasure, fantasy, and social or emotional satisfaction. Based on Karbasivar and Yarahmadi (2011), the factors affecting impulse shopping behavior are divided into internal and external factors. To further facilitate an understanding of the entire series of research, the following research frameworks were developed:

2. Method

Population and Sample

The population in this study were consumers who had been shopping at Hypermarket (Carrefour, Hypermart, and Lotte Mart) in the city. Roscoe (1975) cited Sekaran (2003) said that the rule of thumb the number of research samples of 30 - 500 is sufficient for most social studies conducted. Based on Roscoe's opinion, the researchers took a sample of 100 people. The sampling technique used is nonprobability sampling, considering the population in this study is the consumers who have been shopping at Hypermarket (Carrefour, Hypermart, and Lotte Mart) in Makassar city so can not be counted the exact number. The tool used is purposive sampling, that is collecting data based on certain criteria (Sekaran, 2003), that is consumers who have been shopping at least five times at Hypermarket (Carrefour, Hypermart, and Lotte Mart) in Makassar city

Data Analysis

Validity and Reliability Test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the

question on the questionnaire can reveal something to be measured by the questionnaire. Measurement of validity in this study was conducted by using Corrected Item-Total Correlations (Ghozali, 2005). Questionnaire items are said to be valid if corrected items-total correlations are greater than 0.30 (Sunyoto, 2013). According to Masri Singarimbun, reliability is an index indicating the extent to which a measuring instrument can be trusted or reliable. When a measuring device is used twice - to measure the same phenomenon and the measurement results obtained are relatively consistent, then the gauge is reliable. A factor is considered reliable when Cronbach Alpha > 0.60 (Ghozali, 2005).

Multiple Regression

Regression analysis is used to measure the strength of the relationship between two or more variables, and to show the direction of the relationship between the dependent variable and the independent variable. Multiple regression analysis is used to know the factors that influence consumers in making impulsive purchases at Hypermarket (Carrefour, Hypermart, and Lotte Mart) in Makassar city, using the formula:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

1. F Test

Simultaneous Test or F Test is a test of the ability of an independent variable to dependent variable together (Suharyadi and Purmanto, 2009, pp. 225). The test is used to determine whether all the independent variables together have a significant influence on the dependent variable. Testing can be done by observing from the magnitude of probability value (p-value) compared with 0.05 (significance level $\alpha = 5\%$). If the sig value below 0.05 it can be concluded that all independent variables together influence the dependent variable

2. T-test

The t-test shows how far the influence of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2005). This test is done by comparing the magnitude of the probability value (p-value) compared with 0.05 (significance level $\alpha = 5\%$). If the sig value below 0.05 it can be concluded that all independent variables individually influence the dependent variable

3. Results and Discussion

Validity and Reliability Test

An instrument can be declared valid if the corrected item-total correlations are greater than 0.30. The sample of research as many as 100 respondents at a significant level of 5%.

Table 1: Validity and Reliability Test

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| X1.1 | 56.77 | 61.169 | .458 | .411 | .839 |
| X1.2 | 57.05 | 60.937 | .485 | .467 | .838 |
| X1.3 | 57.14 | 61.031 | .458 | .402 | .839 |
| X1.4 | 57.27 | 61.977 | .376 | .316 | .844 |
| X2.1 | 57.13 | 61.145 | .452 | .459 | .840 |
| X2.2 | 57.12 | 59.965 | .466 | .372 | .839 |
| X2.3 | 57.17 | 61.173 | .413 | .376 | .842 |
| X2.4 | 57.15 | 60.937 | .416 | .360 | .842 |
| X3.1 | 56.99 | 60.434 | .462 | .356 | .839 |
| X3.2 | 57.26 | 60.619 | .420 | .405 | .842 |
| X3.3 | 57.37 | 61.104 | .430 | .356 | .841 |
| X3.4 | 57.46 | 58.695 | .485 | .422 | .838 |
| Y1.1 | 56.92 | 61.165 | .479 | .559 | .839 |
| Y1.2 | 57.16 | 58.883 | .576 | .581 | .833 |
| Y1.3 | 57.28 | 58.628 | .556 | .457 | .834 |
| Y1.4 | 57.46 | 58.675 | .526 | .429 | .836 |

Based on the validity test presented in Table 1 above, it can be seen that the value of Corrected Item-Total Correlations of all instruments is greater than 0.30 so it can be concluded that the statement items used in this study are valid. A factor is considered reliable if Cronbach Alpha is greater than or equal to 0.6 (Hair et al., 2006). Reliability test results can be seen in the following table. Based on the results of the reliability test presented in the table above, it can be seen that the value of Cronbach's Alpha if Item Deleted all

instruments greater than the alpha standard is 0.60, meaning the variables are reliable because it shows the stability and consistency so that it can be used in further analysis.

Multiple Regression

Multiple linear regression analysis was used to measure the effect of sales promotion, personal selling, and hedonic shopping value on impulse buying

Table 2: The Results of Multiple Regression Test

| | | Unstandardized Coefficients ^a | | Standardized Coefficients | t | Sig. |
|-------|------------------------|--|------------|---------------------------|-------|------|
| Model | | B | Std. Error | Beta | | |
| 1 | (Constant) | .176 | .379 | | .465 | .643 |
| | Sales Promotion | .270 | .088 | .249 | 3.070 | .003 |
| | Personal_Selling | .282 | .092 | .261 | 3.058 | .003 |
| | Hedonic_Shopping_Value | .392 | .081 | .396 | 4.828 | .000 |

a. Dependent Variable: Impulse_Buying

Based on Table 2 obtained from the processing using SPSS 22.0 software then obtained multiple linear regression equation as follows:

$$Y = 0,176 + 0,270 X_1 + 0,282 X_2 + 0,392 X_3$$

F Test

Table 3: The Result of F Test

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23.115 | 3 | 7.705 | 32.232 | .000 ^b |
| | Residual | 22.948 | 96 | .239 | | |
| | Total | 46.062 | 99 | | | |

a. Dependent Variable: Impulse_Buying

b. Predictors: (Constant), Hedonic_Shopping_Value, Promosi_Penjualan, Personal_Selling

From the results of the calculation of F under SPSS version 22 obtained sig value 0.000 < 0.05, then H0 rejected. Means of sales promotion, personal selling, and hedonic shopping value have a significant influence simultaneously on impulse buying.

T-Test

Table 4: The Results of T-Test Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .176 | .379 | | .465 | .643 |
| | Promosi_Penjualan | .270 | .088 | .249 | 3.070 | .003 |
| | Personal_Selling | .282 | .092 | .261 | 3.058 | .003 |
| | Hedonic_Shopping_Valu e | .392 | .081 | .396 | 4.828 | .000 |

a. Dependent Variable: Impulse_Buying

The value of T on sales promotion variable is 3,070 with significance level 0,003. because $0.003 < 0.05$. Then it can be collected that H_0 is rejected. Thus, it can be concluded that the independent variables Sales Promotion (X1) statistically significant effect on impulse buying dependent variable. The value of T in personal selling variable is 3.058 with significance level 0,003. because $0.003 < 0.05$. Then it can be collected that H_0 is rejected. Thus, it can be concluded that the independent variable of personal selling (X2) is statistically significant to the dependent variable impulse buying. The T of the hedonic shopping value variable is 4.828 with the significance level of 0.000. because $0.000 < 0.05$. Then it can be collected that H_0 is rejected. Thus, it can be concluded that independent variable hedonic shopping value (X2) statistically significant effect on impulse buying dependent variable.

4. Conclusion

This study shows that there is a significant influence between sales promotion to impulse buying on Hypermarket in Makassar city. Similarly, there is a significant influence between personal selling on impulse buying on Hypermarket in Makassar. Also, this study also shows that there is a significant influence on hedonic shopping value on impulse buying on Hypermarket in Makassar. Sales promotion, personal selling, and hedonic shopping value have a significant influence together on impulse buying. For Hypermarket, Based on the research result, three independent variables are sales promotion, personal selling, and hedonic shopping value have the positive and significant influence to impulse buying so that the three variables need to be noticed by the Hypermarket management to create unplanned purchases. The hedonic shopping value variable becomes the most dominant variable affecting impulse buying. Hypermarket should create a comfortable and non-boring shop atmosphere so that consumers feel that spending the time to browsing catalogs or listening to salespeople is fun and makes consumers feel the adventure fun while shopping. For the next researcher, it is better to focus the research object so that the result can be more accurate and also need to add other factors that can influence impulse buying.

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