The Influence of Price Discounts and In-Store Display on Impulse Buying Decisions on Rabbani Pekanbaru Products (Study on Rabbani Pekanbaru Consumers)

Ririn Aisyah Putri[1]*, Mandataris[2]
Business Administration, FISIP, Universitas Riau
Administration Business Faculty Knowledge of Social and Scientific Politics, Riau University
Corresponding Author: Ririn Aisyah ririn.aisyah4645@student.unri.ac.id

ABSTRACT

This study seeks to investigate how price reductions and in-store displays influence impulsive purchasing choices among customers of Pekanbaru Rabbani items. The approach utilized in this study involves descriptive and quantitative statistics within an explanatory research framework. The study included 89 participants selected using Accidental Sampling and data was collected using a questionnaire. The data analysis, which involved validity testing, reliability testing, linear regression analysis, hypothesis testing, and coefficient of determination testing, indicates that price discounts significantly influence impulse buying. In-store displays also have a significant impact on impulse buying. Furthermore, the combined effects of price discounts and in-store displays on impulse buying decisions for Rabbani Pekanbaru products are significant.

INTRODUCTION

As time goes by, shopping is an activity that is carried out almost every day by many people. Shopping activity is also an activity to fulfill consumer needs, this need is what causes shopping activities not only to buy the basic necessities needed, but shopping can show a person's position. Continuously increasing needs cause consumer spending levels to increase. This situation is one of the strategies used by companies to attract consumer attention through impulse buying. One way is to start a retail business. As to Solomon and Rabolt (2009), Impulse Buying is when people sense a sudden need that they can't resist. This inclination to make unplanned purchases often occurs when customers see the behavior as typical (Rook & Fisher 1995 in Solom 2009) in (Aurellia, 2019). Consumers that engage in impulse buying typically do not consider their purchase beforehand; they buy the thing quickly due to their current interest. Typically, impulse buying occurs when there is a reduced price on a product. As per Peter and Olson (2014: 256), price reductions are a pricing tactic that includes a strategic approach to gradually lower prices after launching a product at a high price. Price reductions have a significant part in impacting consumer choices when buying items, which strongly influences the marketing success of a product. To boost sales, the firm uses several tactics including offering Price Discounts and creating in-store displays that are as appealing as possible to catch the eye of consumers. As per Foster (2008), in-store displays aim to attract consumers' attention and interest in a shop or products and stimulate the need to purchase through direct visual appeal, also known as direct visual appeal. Display is a way to attract consumer attention and interest in a store or product and stimulate the urge to purchase through visual appeal.

Table.1 Rabbani Pekanbaru discount list

No	Product	Price	Discount
1	Innova instant school headscarf	Rp. 71.820 – 94.840	8%
2	Kalia instant school headscarf	Rp. 47.396 – 94.810	10%
3	New Long logo cufflinks	Rp. 21.660	10%

Source: Store Manager Rabbani Pekanbaru, 2024

It can be concluded that not all Rabbani products can be discounted, only certain products, this discount also has terms and conditions, such as buying 2 products with a 10% discount. Even though the Rabbani Store has provided good price discounts and comfortable in-store displays, this does not mean that Rabbani can always maintain its existence against many competitors. This increase and decrease in the number of Rabbani sales is thought to occur because there are many competitors offering similar Muslim clothing and hijab products at more affordable prices, which makes potential consumers choose these competitors' products.

LITERATURE REVIEW

Marketing

Marketing in English, known as marketing, is derived from the term market. Kotler and Armstrong describe marketing as a process involving individuals and groups meeting their wants and goals by trading something of value with one other (Kotler and Armstrong 2008). Kotler and Keller describe marketing as a process that involves individuals or groups working together to acquire desired items and services by creating, providing, and exchanging valued goods with others (Kotler and Keller, 2016).

Price Discount

As per (Tjiptono & Chandra, 2016), a price discount is a discount provided by a seller to a buyer as a reward for certain actions of the buyer that are favorable to the seller. "Price discounts are simple price changes that are given to customers as a reward for specific actions, like paying bills early, buying in large quantities, and purchasing items during off-peak times (Kotler & Keller, 2012)." From this realization, it is evident that Price Discounts are not offered constantly, but rather at specific times with the goal of boosting sales.

According to (Sutisna, 2012) there are three main dimensions of Price Discount, namely:
1) The size of the price discount
2) discount period
3) types of products that receive discounts

In-Store Display

As per Sangadji & Sopiah (2016:132) in (Karismanda 2019), display refers to arranging products in a way that attracts people to view and purchase them. As stated by Buchari Alma in (Karismanda et al., 2019), display is a way to attract consumer attention and interest in a store or product and stimulate the urge to purchase through visual attractiveness.

As to Utami (2017), display refers to the quantity of things showcased in a store and how they are organized to assist customers in finding them. As to Alma (2014) cited in Safitri (2023), display aims to attract consumer attention and interest in a store or product and stimulate the urge to make a purchase through visual attractiveness.

According to (Utami 2017). Suggests that In-Store Displays can be measured through four dimensions, namely:
1) The brand name or logo is clearly displayed on the display shelf
2) shelves according to the product
3) structuring product categories and items
4) ease of displaying products on display shelves and the price
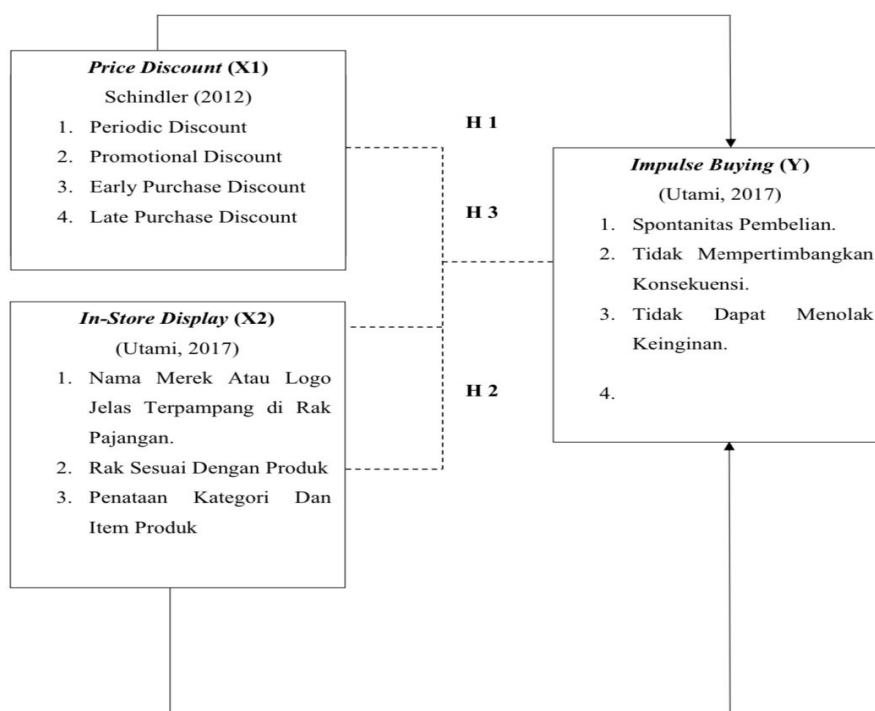
Impulse buying

Impulse buying is when a person sees something they want to buy and decides to purchase it right away. (Utami, 2010:53). Spontaneous purchasing is also influenced by the fact that customers have limited time because of work or other commitments that prevent them from researching. As to Utami (2010: 53), impulse purchasing refers to a situation when a buyer

is attracted to a product or brand upon seeing it in a store and decides to purchase it.

According to (Utami 2017) stated that the Impulse Buying dimension is:

    1) Purchase Spontaneity

    2) not considering the consequences

    3) unable to resist desires

    4) planned impulse

According to Uma Sekaran (1992) in his book Business Research (1992) in the book (Sugiyono, 2021) states that a thinking framework is a conceptual model of how theories relate to various factors that have been defined as important problems.

H1:   It is suspected that price discounts influence impulse buying decisions at Rabbani Pekanbaru

H2:   It is suspected that In-Store Displays influence Impulse Buying Decisions on Rabbani Pekanbaru Products.

H3:   It is suspected that Price Discounts and In-Store Displays influence Impulse Buying Decisions on Rabbani Pekanbaru Products.

METHODOLOGY

The kind of research employed in this study is quantitative research. As per Creswell (2009) cited in the book of Kusumawati Andriani (2020), quantitative research approaches involve evaluating ideas by analyzing the connections between variables. Variables are often assessed using research tools to enable the analysis of numerical data using statistical methods. According to the definition provided, the author employs quantitative research as it seeks to

examine a hypothesis that has been established utilizing a research tool such as a questionnaire.

Population

As per Sugiyono (2018), a population refers to a broad collection of things or persons with certain attributes and characteristics identified by researchers for study and subsequent conclusions. The sample for this study consists of 770 consumers from Pekanbaru Rabbani.

Sample

As stated by Sugiyono (2018), the sample represents the quantity and traits of the population. The sample collected from the population should accurately reflect or represent the population under study. The author calculates the sample size using the formula provided by Slovin.

Measurement technique

The assessment method employed in this study is the Likert scale. This scale is utilized to gauge the viewpoints, beliefs, and understandings of an individual or a group regarding social occurrences. Responses to each item in the research tool using a Likert scale range from highly positive to negative.

Data analysis technique

The method of measurement utilized in this study is the Likert scale. This scale is employed to gauge the viewpoints, beliefs, and understandings of an individual or a group regarding social occurrences. The responses to each item in the research tool using a Likert scale range from highly positive to negative.

RESEARCH RESULT
Descriptive Analysis

According to Sugiyono (2017), analysis is used to examine data by describing or illustrating the collected data as it is, without aiming to draw conclusions that can be applied to the general public or make generalizations. In this research, the analysts studied price discounts, in-store displays, and impulse buying concerning Rabbani Pekanbaru products.

Analysis of Respondent Characteristics

Based on observations made by researchers, several assessment indicators in this study received good scores.

Price Discount

Based on table 5.1, it can be seen that consumers' responses to price discounts are in the dimensions of the size of the price discount. The first indicator shows that many respondents answered in the affirmative. This means that respondents tend not to always see price discounts on Rabbani products. The second indicator is that respondents tend to think that discounts make consumers save money.

In-Store Display

Based on table 5.4, it can be seen that consumers' responses to in-store displays are in the dimension that the brand name or logo is clearly displayed on the display shelf. From the first indicator, many respondents answered that they strongly agreed, this means that Rabbani created a clear brand. The second indicator is that respondents tend to agree with Rabbani, who always provides the Rabbani logo on every product or display shelf.

From the table and information that has been described, it can be seen that the responses from 89 respondents regarding in-store displays which were reviewed in the dimension of the brand name or logo clearly displayed on the display shelves were at a score of 510 and were in the Agree category. This means that the brand name or logo is clearly displayed on the display rack that Rabbani made very clearly so that consumers can see it clearly.

Impulse Buying

Based on table 5.7, it can be seen the consumer's response to impulse buying, the dimension of purchase spontaneity. Respondents' responses to the first indicator mostly chose the agree category. This means that respondents tend to like buying products because of encouragement. Respondents' responses to the second indicator tended to have more enthusiastic responses to buying Rabbani products spontaneously.

From the table and information that has been described, it can be seen that the responses from 89 respondents regarding impulse buying which were reviewed in the dimension of purchasing spontaneity were at a score of 370 and were in the Fairly Good category. This means that Rabbani Pekanbaru consumers are connected to buying products by impulse buying.

Data Instrument Test
Validity test

A validity test is a method used to determine if a statement, item, or question in a research instrument is accurate. This study utilizes a questionnaire as a research tool. In order to determine the validity of a statement or question for each variable, the requirements must be satisfied for the item to be considered valid if $r_{(count>r\_tabel)}$.
The validity results can be seen based on the following SPSS output:

Table 2. Validity test

Question Item	R Count	R Table	Conclusion
X1.1	0,777	0,2084	Valid
X1.2	0,858	0,2084	valid
X1.3	0,827	0,2084	valid
X1.4	0,863	0,2084	valid
X1.5	0,858	0,2084	valid

X1.6	0, 810	0,2084	valid
X1.1	0,676	0,2084	valid
X1.2	0,809	0,2084	valid
X1.3	0,855	0,2084	valid
X1.4	0,839	0,2084	valid
X1.5	0,836	0,2084	valid
X1.6	0,813	0,2084	valid
Y.1	0,611	0,2084	valid
Y.2	0.631	0,2084	valid
Y.3	0.766	0,2084	valid
Y.4	0.759	0,2084	Valid
Y.5	0.786	0,2084	Valid
Y.6	0.779	0,2084	Valid
Y.7	0.630	0,2084	Valid
Y.8	0.645	0,2084	Valid

Source: processed research data, 2024

The results of the validity test indicate that all statements for each variable in the questionnaire are legitimate, with a Corrupted Item-Total Correlation score greater than 0.2084. Therefore, it may be inferred that all statement items can be utilized as reliable and practical research tools.

Reliability Test

The purpose of the reliability test is to assess the trustworthiness and effectiveness of the research instrument as a tool for collecting data. The purpose of this reliability test is to assess how consistently a questionnaire is utilized by researchers, ensuring that the questionnaire can be trusted to measure study variables even when the research is repeated using the same questionnaire. A variable is considered dependable if it has a Cronbach Alpha value greater than 0.60.

Table 3. Variable Reliability Test Results

No	Variabel	Cronbach alpha	Limit Vallue	Information
1	Price Discount (X1)	0.911	0,60	Reliabel
2	In-Store Display (X2)	0.890	0,60	Reliabel

| 3 | Impulse Buying (Y) | 0.849 | 0,60 | Reliabel |

In table 3, it is evident that the results of reliability testing for the variables employed indicate that the Cronbach Alpha value is > 0.60. Therefore, it can be inferred that the responses to the statements of all variables utilized in this study are dependable and appropriate for analysis.

Test Data Analysis

1. **Simple Linear Regression Analysis**
   a. **Price Discount on Impulse Buying at Rabbani Pekanbaru**

   Basic linear regression analysis is utilized to examine the impact of one independent variable on the dependent variable. Where in this study to assess the impact of price reduction (X1) on impulsive purchasing (Y) of Rabbani Pekanbaru items. Using the SPSS software, calculations were done to get the results of a basic linear regression.

Table 4. Simple Linear Regression Analysis of Price Discount on Impulse Buying

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.134	2.052		4.939	<.001
	Price Discount	.713	.087	.661	8.215	<.001
a. Dependent Variable: Impulse Buying						

The regression results show that:

1. This fixed amount of 10,134 might be seen as the value of impulsive purchasing when the price discount is considered to be zero.
2. The regression coefficient for the price discount variable is positive, namely 0.713. For each additional unit of promotion, impulsive buying will rise by 0.713.

t Test (Partial Test)

**Table 5. Results of Partial Test Analysis (t Test) of Price Discount
on Impulse Buying**

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.134	2.052		4.939	<.001
	Price Discount	.713	.087	.661	8.215	<.001
a. Dependent Variable: Impulse Buying						

Source: Researcher Data Processing

The p-value for the Price Discount is 0.001, which is less than 0.05, and the t-value is 8.215, greater than the critical t-value of 1.662. This indicates that the theory suggesting that price reductions affect spontaneous purchases of Rabbani items in Pekanbaru City is supported.

Coefficient of Determination Test

**Table 6. Results of Analysis Coefficient of Determination
Analysis for Price Discount on Impulse Buying**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661[a]	.437	.430	3.165
a. Predictors: (Constant), Price Discount				

Source: Researcher Data Processing

Table 6 indicates that the R Square (R^2) value is 0.437, suggesting that 43.7% of impulsive buying may be attributed to a price reduction, with the remaining portion being influenced by other variables not included in this study.

b. In-Store Display of Impulsive Buying

Basic linear regression analysis is employed to examine the impact of one independent variable on the dependent variable. Where in this study to assess the impact of in-store display (X2) on impulsive purchase (Y) of Rabbani Pekanbaru items. Using the SPSS software, calculations were done to get the results of a basic linear regression.

**Table 7. Simple Linear Regression Analysis Test Results
In-Store Displays Against Impulse Buying**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	10.220	2.312		4.421	<.001
	In-Store Display	.740	.102	.613	7.241	<.001
a. Dependent Variable: y1						

Source: Researcher Data Processing

The results of the regression analysis show that:
1. The constant value of 10,220 may be understood as follows: when the in-store display is considered to be zero (0), the impulse purchasing is 10,220.
2. The regression coefficient for the in-store display variable is positive at 0.740, indicating that for each one-unit increase in promotion, impulse buying is expected to rise by 0.740.

Multiple Linear Regresion Multiple Linear Analysis

Basic linear regression analysis is utilized to examine how one factor affects another in a study. In this particular research, the impact of price discounts (X1) on impulse buying (Y) of Rabbani Pekanbaru products was assessed. The results of the simple linear regression analysis conducted using the SPSS software are as follows.

Table 8. Multiple Linear Regresion Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.629	2.226		3.427	<.001
	Price Discount	.491	.122	.456	4.040	<.001
	In-Store Display	.343	.136	.284	2.518	.014
a. Dependent Variable: Impulse Buying						

Source: SPSS 29, 2024

Simultaneous Test (f test)

This test is conducted to determine if the independent variables collectively impact the dependent variable (Y) significantly, or to ascertain the predictability of the dependent variable using the regression model.

Table 9. Significance Test F (Simultaneous)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	736.165	2	368.083	38.990	<.001[b]
	Residual	811.880	86	9.440		
	Total	1548.045	88			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), In-Store Display, Price Discount						

Source: Researcher Data Processing

At a significance level of 0.05, the F-table value in this study is 3.10.

According to the F test findings provided, it was determined that Fcount was 38,990, which is greater than Ftable 3.10, and the significance value was 0.001, which is less than 0.05. Therefore, it may be concluded that the null hypothesis is rejected and the alternative hypothesis is accepted, indicating that both Price Discount (X1) and In-Store Display (X2) have a large combined impact on Impulse Buying (Y).

Test of Coefficient of Determination (R2)

This test is conducted to see if the independent variable (X) has a notable impact on the dependent variable (Y) or to ascertain if the regression model is effective in predicting the dependent variable.

Table 10. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690[a]	.476	.463	3.073
a. Predictors: (Constant), In-Store Display, Price Discount				

Source: Researcher Data Processing

In table 5.24, the R Square (R2) value shows a figure of 0.476, thus it can be concluded that impulse buying can be explained by price discounts and in-store displays of 47.6% while the rest is explained by other variables which are not assumed in this research.

CONCLUSION

Quantitative analysis is a methodological approach used to test and evaluate the relationships between various variables or factors. variables in a study by utilizing calculations or statistical tests from data obtained from questionnaire answers and primary data. In the price discount variable, the results obtained show that the price discount for Rabbani products as a whole is in the strongly agree category. This means that the price discount made by Rabbani on Rabbani products can be felt or accepted by consumers. In the in-store display variable, the results show that the in-store display of the Rabbani Pekanbaru store as a whole is in the strongly agree category. This means that the Rabbani Pekanbaru in-store display looks good to consumers. In the impulse buying variable, test results were obtained which showed that Rabbani Pekanbaru's impulse buying was in the neutral category.

Partially, it can be seen that the price discount variable has a significant influence on impulse buying.

Partially, it can be seen that the in-store display variable has a significant influence on impulse buying.

Partially, it can be seen that the price discount and in-store display variables have a significant influence on impulse buying.

REFERENCE

Aryatinigrum, W, S., & Insyirah, I. (2020). Pengaruh Pemberian *Price Discount* Terhadap Loyalitas Konsumen Pada Pengguna *Online Marketplace*. *Jurnal Ilmu Manajemen*. 8(3). 946-952.

Aurellia, P. (2019). Pengaruh Persepsi Konsumen Pada *Store Atmosphere* Terhadap *impulse Buying* Melalui *Shopping Emotion Pleasure* (studi pada konsumen mirota babarsari Yogyakarta). *Jurnal Penelitian Bisnis dan Ekonomi*. 2(1). 57-79.

Bahwiyanti, J., & Susanti, A. (2021). Pengaruh *Price Discount* dan *Store Atmosphare* Terhadap Keputusan *Impulse Buying* Pada Dewi Mart Sultan Adam Banjarmasin. *Jurnal Ilmiah Ekonomi Bisnis*. 7(3), 355-367.

Febriyanti, R, I. Raspati, G. (2021). Pengaruh *Display Product* dan *Price Discount* di Masa Pandemic Covid-19 Terhadap *Impulse Buying* Produk Food Supermaket (studi pada konsumen toserba yogya ciranjang). 4(2), 158-166.

Karismanda, Ulia., Susiwidjajani., Budiyanti. (2019). Pengaruh *Price Discount, Bonus, pack* dan *In-Store Display* terhadap *Impulse Buying* (studi pada konsumen swalayan jodo plaza purworejo). 1(6), 1-15.

Maryati, E, D. & Erveni. (2020). Pengaruh Diskon dan *In-Store Display* terhadap *Impulse Buying* pada Labello Store Medan. 6(1), 1-10.

Safitri, N, S., & Mutmainah (2023). *Price Discount, Bonus Pack, In-Store Display* dan *Finansial attitude* Serta Pengaruhnya Terhadap Keputusan *Impulse Buying Behavior* Konsumen (studi kasus pada generasi Z pengunjung rita Pasaraya Wonosobo. *Journal Of Economic, Business and Engineering (JEBE)*. 4(2), 294-3 306.

Sonata, I. (2019). Pengaruh *Price Discount* dan *Store Atmoshphare* Terhadap Keputusan *Impulse Buying* Pada Produk Miniso. *Jurnal Riset Manajemen & Bisnis (JRMB)*. 4(1),46-53.

Saputro (2019). Pengaruh *Price Discount* dan *Store Atmosphare* Terhadap *Impulse Buying* Pada Dengan *Positive Emotion* Sebagai Variabel Mediasi Pada Konsumen Ritel Minimarket Kota Yogyakarta. *Jurnal Ilmiah Manajemen*. 16(1), 35-47.

Saputro, G, F., Ekowati, T. (2021). Pengaruh *Price Discount, Bonus Pack, dan In-Store Display* terhadap *Impulse Buying* (studi pada konsumen alfamart purworejo. 3(6), 57-75.

Sya'diyah, H., & Dwiridotjahjono, J. (2022). Pengaruh *Sales Promotion Cashback* dan *Price Discount* Terhadap Perilaku *Impulse Buying* Pengguna Di Situs Online Tokopedia . *Jurnal Ilmiah Akuntansi dan Keuangan*. 4(10), 4538-4552.

Foster, Bob. (2019). *Manajemen Ritel*. Bandung: Alfabeta

Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPPS 23*. Semarang: Badan Penerbit Universitas Diponegoro

Kotler, P., & Amstrong, G. (2008). *Prinsip-Prinsip Pemasaran (12 ed)*. Jakarta: Erlangga

Kotler, P., & Keller. K.L. (2012). *Manajemen pemasaran. Edisi 12*. Jakarta: Erlangga.

Kotler, P., & Keller. K.L (2016). *Dasar-dasar pemasaran. Jilid I, Edisi Kesembilan*. Jakarta: Erlangga.

Kusumastuti, A. K., & Achmadi. (2020). *Metode Penelitian Kuantitatif*. Yogyakarta: CV Budi Utama.

Peter, J Paul & Olso, J. C. (2014). *Perilaku Konsumen dan Strategi Pemasaran*. Salemba Empat

Sitanggang. (2021). *Buku Ajar Perilaku Konsumen*. Pekalongan: Penerbit NEM

Sholikah. (2021). *Manajemen Pemasaran*: Saat Ini Dan Masa Depan. Cirebon: Penerbit Insania

Solomon, M.R. & Rabolt, N. (2009). *Customer Behavior in Fashion, 2nd Edition USA*: Prentice Hall

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, R&D (3 ed)*. Bandung:. Alfabeta

Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, R&D*. Bandung: alfabeta

Sutisna. (2012). *Perilaku Konsumen dan Komunikasi Pemasaran.Bandung*: PT. Remaja Rosdakarya.

Tjiptono, F. (2012). *Pemasaran Jasa*. Yogyakarta: Bayumedia Publishing.

Tjiptono, F & Chandra. G. (2016). *Service, Quality & Satisfaction*. Yogyakarta: Andi

Utami, Christin. W. (2017). *Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia. Edisi 3*. Jakarta: Salemba Empat.