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THE INFLUENCE OF SALES PROMOTION AND STORE ATMOSPHERE TOWARDS IMPULSE BUYING ON INTERNATIONAL RETAIL FASHION STORE

(A Study On ZARA Indonesia)

By:

Unike Rianita

NIM. 165020207141002

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the current era of globalization, developments for retail businesses in Indonesia have increased. With continuous development, there is competition among retail entrepreneurs. According to Amiri et al. (2012), the level of consumer needs is incredibly diverse and it creates opportunities for business actors, especially in the increasing fashion sector.

Economic globalization arises due to intense competition in various economic sectors, especially in the retail business sector. The retail market in Indonesia is currently in demand by foreigners, both with the cooperation and direct investment. Business people are enormously interested in retail business in Indonesia (Putra, 2014). According to NagaDeepa et al., (2015), impulse buying perpetrators are more likely to occur in fashion store which relatively decent prices. Previous research found that 39 percent of all purchases in department stores and 67 percent of all buyers in general stores were impulse buying (Liang, 2008). This also happened to Indonesian consumers. Based on a survey, 85 percent of consumers in Indonesia tend to make impulse purchases (Trimzi, 2009).

Impulse buying refers to unplanned, sudden buying behavior, which is often accompanied by the feeling of excitement and pleasure and/or a powerful urge to buy (Beatty & Ferrell, 1998).

Several factors cause impulse buying that occurs in retail fashion. Two factors can affect the occurrence of impulse buying, namely internal factors and external factors. Internal factors are influenced by personal character; from the way, they see a product (Herukalpiko et al., 2013).

Furthermore, impulse buying is influenced by external factors in the form of external stimuli that refer to marketing stimuli that can be controlled and carried out by marketing (Maymand & Mostafa, 2011). According to Dawson & Kim (2009), external factors play an important role because these external factors can be managed by marketing to maximize impulse buying to consumers.

Therefore, marketing can maximize this phenomenon of impulse buying. Creating emotional attraction can be described as attracting consumers to buy and consume a particular product or brand. Consumers who are already externally interested have the opportunity to buy things without thinking about the rationality in the decision-making process. Consumers as buyers' decision-makers in the decision-making process, therefore, marketing must understand and employ the right strategy to respond to consumer behavior, which often makes impulse buying.

Based on previous research, several external factors can affect impulse buying. Sales promotion is information sharing between seller and buyer that aim to change the attitudes and behavior of buyers, who previously did not understand, so that consumers buy and remember the product (Kurniawan, 2013).

Sales promotion techniques can be classified as price and non-price based on the nature of publicity. Few of the price-based promotion are coupons, repayment, rebate, and discount that temporarily reduce the cost of goods. Some of the non-price-based promotions are freebies or reward point by which value is temporarily added to the product. These techniques may instigate the consumers to make unplanned purchases (Nagadeepa et al., 2015). In the current research, the following sales promotion techniques are intended to find out its impact on consumers impulse buying behavior.

Discount offer, a price reduction, which is received by customer after the purchase has been mad. It is referred as a rebate. Discount is an offer when the product is sold at a price lower than the original price.

Price packs, retailers provide consumers with a reduction scheme marked directly by the marketer on the package of two or more products. The examples of bundling products such as “Buy one get one free”, “Buy two at Rp499.000” or “Get the third at Rp200.000”.

Furthermore, one of the factors that can influence impulse buying are store atmosphere. Store atmosphere has received increasing attention, especially the question of what atmospherics most affect consumer-shopping behavior in a store (Turley and Milliman, 2000). A general concept in research is that in a retail environment, shoppers feel the atmosphere primarily using visual or other sensory stimuli. In this context, it is suggested that non-verbal and verbal stimuli contribute to the creation of an attractive atmosphere.

Based on previous research, store atmosphere can influence impulse buying behavior if it can unite several dimensions in it (Ukpabi et al., 2015). Therefore, the current research will examine several dimensions that are incorporated into the store atmosphere that might affect the occurrence of impulse buying.

Dimensions that were used in this research are store interior, store layout, and store displays. By examining these dimensions, it was expected to determine whether the three dimensions of store atmosphere can affect impulse buying in a retail fashion store.

The development of retail fashion in Indonesia has experienced very significant progress. This development is seen from the number of investors who set up shopping centers in almost all cities in Indonesia. Also, many local and foreign fashion brands that compete to be accepted by consumers. International fashion retails are currently developing in Indonesia such as Uniqlo, H&M, Mango, Bershka and also fashion retail originating from Spain, namely ZARA. ZARA does not only provide fashion items for women but they provide fashion for men and children as well.

ZARA is one of the leading fashion brands in Indonesia today. ZARA is a global brand in the fashion world incorporated in the Inditex Group, which was officially present in Indonesia in 2005 through PT. Mitra Adiperkasa Tbk (Map, 2018).

Zara is one of the international fashion brands founded in 1975. ZARA is the main flag of the Inditex Company, a holding company located in Galicia, Spain. It also produces the brands Massimo Dutti, Pull and Bear, Stradivarius, and Bershka (ZARA, 2019). Zara is currently operating in 94 countries and has 2,127 store outlets worldwide (Brandz, 2018). In this research, ZARA is chosen as the research object since it has been established in several cities in Indonesia.

Zara is a high-street brand that is very responsive to trends, ZARA always provides fashion trends that are up to date and produced in limited quantities, thus creating a scarcity condition that shapes consumer perceptions that ZARA products only have a very limited edition.

In the modern retail business, the Store atmosphere is one of high concern to attract consumers and make consumers feels comfortable shopping there. It was also implemented by ZARA by creating an exclusive store atmosphere with store designs that were intentionally made light and airy, it is intended to make consumers comfortable while in the store.

By maintaining the store atmosphere is like a salesperson that does not speak but can deliver the sales message through visual stimuli (Jain, 2013). Providing good store atmosphere is a technique in presenting attractive or eye-catching merchandise displays and show it to potential customers (Jain et al., 2012). Placing the right product can enhance curiosity about a product. Not only that, the promotion strategy used by ZARA can add influence to consumers' desires.

Therefore, this research discussed whether some sales promotion techniques and dimensions in the store atmosphere affect ZARA's consumer’s impulse buying. Based on this explanation, the authors were interested in conducting research entitled: **“The Influence of Sales Promotion, and Store Atmosphere Toward Impulse Buying in International Retail Fashion Store: Case Study on ZARA Indonesia.”**

1.2 Problem of the Study

Based on the description above, the research problems are formulated as follows:

1. Does sales promotion influence the decision to make impulse buying for consumers ZARA Indonesia?
2. Does store interior influence the decision to make impulse buying for consumers ZARA Indonesia?
3. Does store layout influence the decision to make impulse buying for consumers ZARA Indonesia?
4. Does store displays influence the decision to make impulse buying for consumers ZARA Indonesia?

1.3 Objective of The Study

Based on the above problem formulation, the objective of this research are as follows:

1. To identify whether the influence of sales promotion on consumer decisions to make impulse buying on ZARA products.
2. To identify whether the influence of store interior on the decision of consumers to do impulse buying on ZARA products.
3. To identify whether the influence of store layout on consumer decisions to do impulse buying on ZARA products.
4. To identify whether the influence of store displays on consumer decisions to make impulse buying on ZARA products.

1.4 Significance of the study

The significance of the study is:

1. For academics:

The results of this research are expected to provide benefits in the form of a theoretical framework about the behaviour of impulse buying by consumers as well as the causes and can be used as consideration in conducting further research.

2. For the company:

This research is expected to generate findings useful for product marketers who are vulnerable to impulse buying. The findings of this research can be used as input and consideration for marketers in developing the right marketing strategy.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Impulse Buying

2.1.1 Definition of Impulse buying

From time to time, decisions made by consumers become important for marketers to be able to maximize sales. This is learned in consumer behavior, consumers have different behaviors in determining purchases (Close, 2012).

Purchasing is a function of intention, environmental influences, and individual differences. Generally, a purchase is planned in full in the sense that there is an intention to buy a particular product or brand. However, in fact, consumers often do not use their rational mind in determining the items that are needed so that purchases occur without special planning. This purchase is called as impulse buying (Wathani, 2009).

Impulse buying is one of consumer behavior that can help marketers to be able to maximize sales. According to Engel and Blackwell (2006), unplanned buying or unplanned buying is an act of purchase that was made without pre-planned or purchase decisions made while in the store.

Utami (2010), explained that impulsive buying occurs when consumers suddenly experience a strong and persistent desire to buy as soon as possible. Ukpabi et al., (2015) argued that impulse buying can be triggered either internally or externally. Internal stimulants are the consumer's mood, emotion, sensation, and feeling, while external stimulants are from the product or store environment.

The urge to buy is the nature of spree and can stimulate emotional conflict, so that impulse buying is easy because there is a changing consumer desire. According to Srern in Utami (2010), there are four types of impulsive purchases, namely: pure impulse, impulse reminder, suggestion impulse, and planned impulse.

a) Pure Impulse

This definition refers to the act of buying for interesting reasons, usually when a purchase occurs due to brand loyalty or usual buying behavior.

b) Reminded impulse

When consumers buy based on this type of impulse, this is because the goods are usually the item also purchased, but not to be anticipated or recorded on the shopping list.

c) Suggestion impulse

A product that consumers discover for the first time, and will cause a sense of consumer desire to try.

d) Planned impulse

The planning aspect of this behavior shows the consumer's response to some stimulus to buy goods that are not anticipated, this is usually stimulated by announcements of sales of coupons, discounts, or offers that can increase the desire for something.

The unplanned purchases mean activities to spend money that is not controlled, most items that are purchased unplanned are more on the goods desired rather than needed, unplanned purchased are usually goods at affordable prices such as clothing or food. According to Engel. et.al. (1995), impulse buying may have one or more of the following characteristics:

a. Spontaneity

   This purchase is not planned or expected, this often occurs in response to visual stimuli that occur immediately while in the store so that motivates consumers to buy.

b. Strength, compulsion and intensity

   Motivate consumers to put others aside so that they act instantly.

c. Excitement and stimulation

   A sudden urge to buy is often accompanied by an exciting feeling, thrilling and wild.

d. Ignorance of consequences

   The urge to buy can be so difficult to resist that it raises races no matter what will happen.

Samuel (2005) defined impulse buying is influenced by promotional activities that can make consumers interested in the price offered. Not only unplanned buying behavior can also be influenced by several factors such as store atmosphere. The store atmosphere is all things related to the store, such as design, layout, color, music, lighting, and aroma in creating an impression and image that can attract consumer interest (Utami, 2010: 52).

2.1.2 Factors That Influence Impulse buying

According to Alijan and Dayo (2008), the factors that influence impulsive buying are as follows:

A. Factor internal

This factor is usually caused by emotions; emotions are very influential for impulse buying. With good emotions or happy consumers can make more purchases compared with bad emotions. The mood is part of emotions. The mood is very easily influenced. The mood also comes and disappears suddenly.

B. Factor external

Inpulsivity is external factors that make a person get an impulse to make an impulsive purchase. One external factor is the arrangement of goods or products in the store, the activeness of the sales promotion and sales promotions.

2.2 Sales Promotion

2.2.1 Definition of Sales Promotion

Sales promotion is short-term offers forms aimed at buyers, retailers, or wholesalers and is designed to obtain specific and immediate responses. According to Foster (2008), sales promotions provide more value and incentives to consumers to visit a store or make a purchase within a certain period. The purpose of surplus value is that every consumer who responds to the promotion will get more than just a product and its image.

The benefits of sales promotion tools which trigger the consumer evaluation by rational thought (i.e., money-saving, convenience, usefulness, etc.) are categorized as utilitarian benefits (Chandon et al., 2000).

a. Types of sales promotion

1. Point of purchases how to display products on counters, floors, and windows that allow reminding customers and simultaneously stimulating impulsive shopping behavior patterns.

2. Contest / sweepstakes is one of the sales promotions by organizing an event that is a competition or no competition for the prepared.

3. Coupons signs are intended for customers to get special discounts when shopping. Retailers can advertise a special discount for buyers who use a coupon. Whereas the buyer will get a special discount when shopping by showing their coupon.

4. Discounted prices are one of the most used sales promotion. Peter and Olson (2014) defined price cuts as a strategy for determining prices involving a long-term plan to reduce prices after introducing high-priced products systematically.

5. The prize package is an offer for consumers to save the usual price of a product, which is listed on the label or package. The price package can be in the form of a price reduction package, such as buy one get two. Pricing packages are very effective at encouraging short-term sales, even more than coupons. Sometimes also referred to as a bonus package.

According to Ma'ruf (2006), there are types of sales promotions that can be done, which are free samples, bonus packs, in-store displays, purchase with purchase which are forms of premiums, price-off promotions or price discounts, contests, frequent shopper program, demonstration, referral gifts, direct gifts, souvenirs, and special events.

2.2.2 Dimension of Sales Promotion

In the current research, there are two types of sales promotion techniques that have been used by ZARA retail fashion to be examined whether they have a positive influence on impulse buying.

a. Price Discount

According to Sutisna (2002), discounted price is a reduction in product prices from normal prices within a certain period. Meanwhile, according to Peter and Olson (2014), price discounting is a strategy of determining prices involving a long-term plan to reduce prices after introducing high-priced products systematically.

Meanwhile, in marketing, price discount is a promotional tool that can attract the attention of consumers to encourage the desire of potential consumers to buy the products offered. Therefore, from these opinions, it can be concluded that the discounted price is a policy of price reduction given by marketers to buyers to attract attention and stimulate the desire of consumers to buy certain products as quickly as possible.

Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of items customers buy (Tjiptono, 2008). In Indonesia, discounts are generally given to items that are old or leftover from last season. According to Sutisna (2002), the purpose of giving discounts is:

1) Encourage large purchases.

2) Encourage that purchases can be made in cash or shorter time.

3) Binding customers to not move to other companies.

b. Price pack

According to Belch and Belch in Amanda (2014), price packs offer consumers an extra charge of a product at normal prices. Clow and Baack in Waani (2015) stated that when an additional amount is placed in a special product package, it is a price pack.

Gardener and Trivedi (1998) stated that the price pack offered by producers adds value to the product by offering additional quantities of the product or unit at the usual price. From these definitions, it can be concluded that the price pack is an extra charge of a product that is deliberately made by marketers with the aim that consumers are interested to buy it.

Since an added amount is given free of charge, consumers may be persuaded to buy the product if they feel they are getting a fair offer rather than their money value. This promotion is commonly used to increase impulse buying in consumers. Since the number of products is added, and there are no extra costs, consumers can be persuaded to buy the product. If they feel they are getting more value than the money, they spend. Belch and Belch in Amanda (2014) mentioned the benefits of using this bonus pack strategy, namely.

a. Give marketers a direct way to provide extra value.

b. Is an effective survival strategy against the emergence of new product promotions from competitors?

c. Generate larger sales orders.

2.3 Store Atmosphere

2.3.1 Definition of Store Atmosphere

The need to create a favorable shopping atmosphere cannot be underestimated in the light of retailers increased consumer awareness rivalry. According to Ukpabi et al, (2015), a store atmosphere as designed effects in the store that have the capability of influence consumers buying behavior. The store atmosphere is simply the appearance of a product that is sold well and appealing in terms of the color of the supporting accessories with the proper display procedures. The store atmosphere is also an important part for retail by adjusting the atmosphere of the store according to the target that is owned can help marketing in increasing sales.

Ma'ruf (2006) argued that the atmosphere in the store has several important roles, which are to attract buyers, to provide comfort in choosing groceries and to increase the buyers of what products they need to have.

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2.3.2 Dimension of Store Atmosphere

According Ma'ruf (2006), store atmosphere is formed from 4 factors, namely store design, store planning, visual communication and merchandise presentation. The explanation of the four factors is as follows:

a. Store design has a goal to meet the functional requirements to provide a pleasant shopping experience. Under these conditions, it will support the purchase. Store design is classified into two aspects, namely:

- The exterior is the face of a shop. The exterior elements include storefront (an external design which is a characteristic of a company), marquee (symbol in the form of text and images or manifested in the 3-dimensional form), entrance (number of entrances to stores according to the needs of each store), as well as the entrance.
- Ambiance, related to the design of the store that affects the customer base. As for ambiance, it can be created from a number of aspects such as visual (in relation to perception such as color, brightness, size and shape), tactile (in relation to skin contact), olfactory (in relation to the use of aromas to create a certain effect) and aural (in relation to sound and music).

b. Store planning can be classified into 2 aspects, as follows:

- Layout includes a walkway or aisle in the store
- Space allocation, in this case, is divided into selling space, merchandise space, customer space and personnel space.

c. Visual communication is the company's communication with consumers in physical forms such as corporate identity (consisting of storefronts and marquees), graphics and in-store communication.

d. Merchandise presentation, related to the technique of presenting items in the store in order to create a particular situation or atmosphere desired. Merchandise presentation, in this case, is closely related to product diversity, coordination of product categories, sample displays, lighting, lighting and window displays.

In line with Ma'ruf's opinion, Berman & Evan (2010) stated that the store atmosphere has four important elements as follows:

a. Exterior, consists of:
   - Store front, reflects the uniqueness, maturity and also strength and other things that are in accordance with the store's image in the form of a physical exterior at the store.
   - Marquee, which is a shop signboard as a sign to display the name or logo of a store.
   - Store entrance, related to taiga main things, namely the number of entrances that are adjusted to the size of the store building, the type of entrance that will be used (whether the door pulls or automatic doors) and the width of the entrance door used in a shop.
   - Display windows, in this case, the display window has the main goal which is to identify a store and the goods offered and also encourage people to enter the store.
   - Exterior building height, related to the height of the building of a shop that can be disguised or not so easily visible to pedestrians.
   - Surrounding stores and area, relating to the environment around the store

that can provide information related to price ranges, service levels and others.

- Parking facilities, related to the availability of parking and also the location of the parking lot provided by the shop because parking facilities that are spacious, free and close to shops are able to provide a positive image for consumers.

b. General interior, as for the sub-elements of the general interior can be divided into:

- Flooring, related to the type of floor, size, design and color of the floor used so that it will affect consumers' perception of the store's image.
- Color and lighting, related to the colors and lighting used in stores. Where bright lighting (both direct and indirect, white or colorful and constant or flickering lighting) and bright colors can contribute to creating a different atmosphere in the store.
- Scent and sound, contribute to affect the mood of consumers.
- Store fixtures, related to the laying of doors, storage rooms and display shelves used in stores.
- Wall textures, related to the texture of the walls used in the store so that it can affect the impression of consumers in the store.
- Temperature, related to the regulation of the temperature in the store that is adjusted to the temperature outside the store, store area, windows and also the presence of air conditioner in the store.
- Aisles' create, related to the convenience of consumers when touring in the store by determining the width of the distance in the store.

- Dressing facilities, related to changing room facilities with good color and lighting for the convenience of consumers in the store.
- Vertical transportation, this should be available in stores that have multiple floors, namely elevators, escalators and stairs.
- Price levels and, related to the price tag stated on the product and the shelf where the product is displayed in the store.
- Store personnel, related to employees in the store who are required to be polite, neat and knowledgeable so as to create a positive atmosphere in the store.
- Technology, related to the use of technology in a shop where the technology must be continuously updated for the sake of the implementation of store operations that are fast and efficient.
- Store cleanliness, related to the convenience of consumers in the store because of the hygiene element that is applied.

c. The store layout, there are several sub-elements of the store layout, which are as follows:

- Allocation of floor space, related to the space that must be allocated to selling space, merchandise space, personnel space and customer space.
- Classification of store offerings, related to a store's offer which is divided into four types of grouping, namely product grouping by function, based on buyer motivation, based on market segments and based on storability.
- Determination of a traffic-flow pattern, related to product placement that affects the flow within the store.
- Determination of space needs related to the space allocated for product

categories calculated based on the size, type and benefits of the product.

- Mapping out in-store location, related to the mark that must be given on each floor to find out where the product category is placed. This is especially true for stores that have multiple floors.
- Arrangement of individual products, related to the arrangement of the products sold. Where the placement of the most profitable products is in a good and right place, and each product is arranged according to size, price, color and brand based on consumer interest.

d. Interior (point of purchase) displays, consists of:

- An assortment displays, related to the openness of the atmosphere where consumers will feel happy to feel, see and also try the products in the shop.
- A theme setting display, related to the theme in determining store displays such as the theme of Independence Day, valentine's day and others.
- An ensemble displays, related to the completeness in displaying products with different categories. For example, in a mannequin displayed with the right combination of shoes, clothes, pants and accessories.
- A rack and case display, related to shelves used in stores. As an example of the use of a long shelf that has the function to place and display products neatly.
- A cut case and dump bin have the advantage of creating a cheap impression and can reduce display costs. Where the cut case is a box or place used to carry and wrap small items. Meanwhile, the dump bin is a newspaper place containing piles of goods that have been reduced in price or that have been discounted.

Furthermore, store atmosphere has several dimensions that can be used for retail fashion in general, based on previous research on dimensions that can have a positive influence on impulse buying consumers; there are three dimensions, namely:

a. Store interior

Consumers impression of a store is formed by the appearance of the store. Various motives of consumers entering the store, should get a pleasant impression. This impression can be created for example by the colour of the stone walls and attractive designs in the store. According to Ukpabi et al. (2015), the type and volume of the music should match the right audience, and also an aroma is a great tool in influencing consumer buying behavior.

b. Store layout

It is a plan to determine a specific location and arrangement of streets/aisles within a store that is wide enough and make it easy for people to walk around, as well as storage facilities such as a complete and comfortable dressing room. Ukpabi et al. (2015) explained a good store layout provides unhindered access to shoppers and also to staff in case of items replenishment. The nature and frequency of requests for goods must determine where the goods are located. The examples such as products that are often sought after are placed close to the entrance that is easily seen by consumers.

c. Store displays

The store layout is the arrangement of the store in displaying products accompanied by information relevant to the product. According to Lewison and Delozier in Yusriyanti (2008), store interiors are the result of overall display designs used by retailers to sell their products. Also, Foster (2008), mentioned the display is an effort to encourage the attention and interest of consumers in stores or goods and encourage the desire to buy through the appeal of direct vision.

2.4 Previous Research

Table 2.1

Previous Research

No	Research Title	Author	Variable	Research Method	Results
1	The contribution of product and consumer characteristics to consumer's impulse purchasing behavior in Singapore	Chavosh, Halimi, & Nmdar (2011)	**Independent Variables**: Product characteristics & Consumers characteristics (X) **Dependent Variable:** Impulse Buying (Y)	Qualitative and Quantitative Using Statistical Package for Social Science (SPSS)	The result shows that there is product characteristic can influence consumer' behavior.
2	Store atmosphere and impulse buying: an empirical study of shoppers in port Harcourt	Ukpabi, Enyindah, Gwere,& Piabari (2015)	**Independent Variables:** Store interior, Store layout, & Store Displays(X) **Dependent variable:** Impulse buying behavior (Y)	Qualitative and Quantitative Using Statistical Package for Social Science (SPSS)	The result shows that the increase of the store atmospheric components to increase impulse buying consumers.
3	Impact of sales promotion techniques on consumers impulse buying behavior toward apparels at Bangalore	Nagadeepa, Selvi, & Pushpa (2015)	**Independent Variables:** Sales promotion (X) **Dependent variable:** Impulse buying behavior (Y)	Qualitative and Quantitative Using Statistical Package for Social Science (SPSS)	The result shows that sales promotion technique has a significant role in consumer's impulse buying decision.
4	The Impact of Visual Merchandising on Impulse Buying Behavior of Retail	Thomas, ajithk., Louise, Reni & VP Vipinkumar	**Independent Variables:** Visual Merchandising include window displays, mannequin	Qualitative and Quantitative Using Statistical Package for	The result shows that window displays, mannequin display, floor merchandising and promotional signage have a strong relationship with impulse buying behavior

Continued

Continue Table 2.1

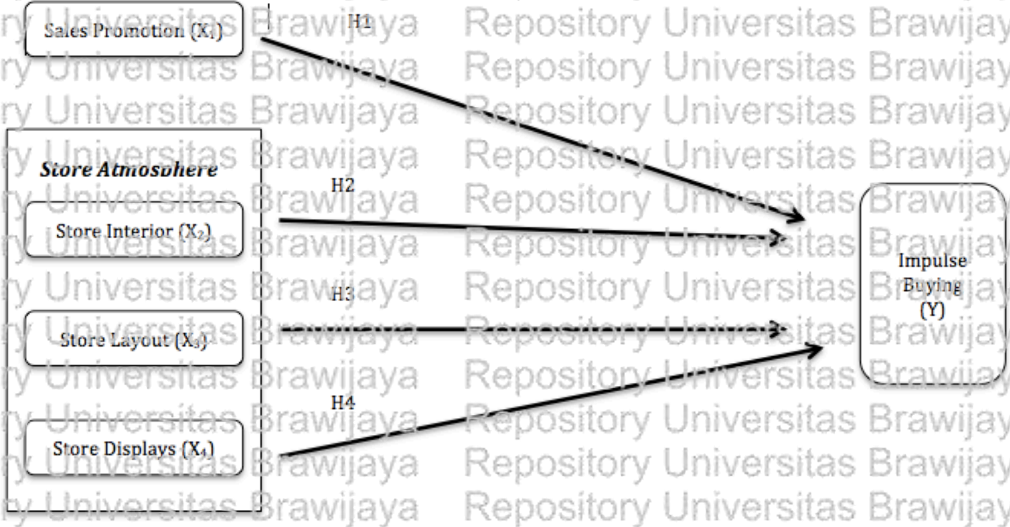
	Customers	(2018)	display, floor merchandising and promotional signage (X) **Dependent variable:** Impulse buying behavior (Y)	Social Science (SPSS)	

Source: Secondary Data, Processed in 2019

2.5 Research Model

Figure 2.2

Research Framework


Sales Promotion (X_1)
H1
Store Atmosphere
H2
Store Interior (X_2)
H3
Store Layout (X_3)
H4
Store Displays (X_4)
Impulse Buying (Y)

Source: Research (2019)

Notes:

→ : direct influence

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2.6 Research Hypothesis

Hypothesis is the assumption of the research findings. The hypothesis of this research are:

2.6.1 The Relationship between Sales Promotion and Impulse Buying

Sales promotion which consists of discounts and bonus packs is one of the strategies to determine prices involving long-term plans to reduce prices systematically after introducing high-priced products (Peter and Olson, 2014: 256). These two forms of sales promotion is most favored by consumers. Someone who at that time saw a discount or bonus pack will be likely to be interested in seeing and buying the item.

They assume that with the initial high price with sales promotion someone can already buy it and there is still money left to buy another. Then it will bring instant impulse buying in the store because they are interested in the price. The results of research conducted by Amanda and Edwar (2014) showed that price discount has a positive effect on impulse buying on consumers. Thus, the hypothesis is formulated as:

Hypothesis 1: Sales Promotion (X_1) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.

2.6.2 The Relationship between Store Interior and Impulse Buying

The store interior is a form of architecture inside the shop or outside the store itself, a lot of things are needed to create an image for a store and the selection of materials, lighting arrangements, sound and smell that supports the creation of the right image and in accordance with customer desires. By paying attention to some of these things, consumers can be more comfortable, therefore, it takes longer to get the product consumer's targeting and impulse buying may occur.

Moreover, retailers can use this to create an in-store mood for customers. The results of research conducted by Rahmasari (2010) showed that store interior has a positive influence on impulse buying on consumers. Thus, the hypothesis is formulated as:

Hypothesis 2: Store Interior (X_2) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.

2.6.3 The Relationship between Store Layout and Impulse Buying

In their research, Saad and Metawei (2015) mentioned that layout plays a role in determining the division and spatial arrangement for sales areas within a store. A good layout will be positively related to the positive atmosphere created when consumers enter the store. Baker et al. (2002) claimed that a well-arranged layout can improve mood to be more pleasant, entertaining and reduce the stress felt by consumers when shopping. This pleasant atmosphere is naturally and unwittingly able to direct consumers in making impulsive buying decisions.

Because we realize it or not, basically the layout settings in a store can be considered as a 'vending machine' owned by a store. This is in line with the opinion of Sharma, Sivakumaran & Marshall (2010) who stated that impulsive purchases are driven emotionally and cognitively cannot be explained because impulsive purchases are included in consumer behavior that explains an irresistible desire to purchase an object that interests him. Berman and Evan

(2010) also argued that the store layout is expected to be one of the factors that can attract consumers.

Some previous studies have proven that store layout has a positive effect on impulse buying. Research by Banat & Wandebori (2012) found that store environments in the form of store layouts as well as music and personal traits owned by consumers can influence impulsive buyers in Egypt. Ukpabi et al. (2015) also stated that the store layout has a positive relationship with impulse buying. Where his research also found that female consumers are more prone to make impulsive purchases than male consumers.

Hypothesis 3: Store Layout (X_3) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.

2.6.4 The Relationship between Store Displays and Impulse Buying

Research by Sharma (2014) showed that the display of products (retail displays) has a positive and significant effect on impulse buying in consumers in India. Similar results also apply to the variable product shelf presentation which also has a strong influence on consumers' tendencies in impulse buying at retail stores. Meanwhile, Thomas et al. (2018) suggested that there is a strong relationship between window displays and mannequin displays with impulse buying behavior.

In his research, Thomas et al. (2018) also found that people were less interested in the appearance of mannequins inside the store. In fact, the results of the study prove that 40% of people tend to choose a store depending on the attractive window display in a store. This is because the window display is able to act as a stimulus for customers to enter the store and it has a variety of benefits, including being able to display the best merchandise and provide information about new output products.

Hypothesis 4: Store Displays (X_4) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Research

This research used survey method. According to Sugiyono (2014: 11), survey research is research conducted on large and small populations but the data studied are data from samples taken from these populations, so that relative events, distribution, and relationships between sociological and psychological variables are found. Therefore, in this research, the population examined was ZARA Indonesia shop consumers.

3.2 Research Location

This research location is the place where conduct the research. The location chosen in this study is in the city of Malang and Surabaya, because of the limited number respondents of consumers who have made impulsive purchases at ZARA stores.

3.3 Research Population and Sample

3.3.1 Population

The population is the whole object of research that can consist of humans, animals, plants, events, as a source of data that has certain characteristics in research. According to Sugiyono (2010: 215), the population is defined as a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions are drawn.

The population is a generalization area consisting of objects or subjects that have qualities of certain characteristics determined by researchers to be discussed and then drawn the conclusion is by the researcher (Sugiyono, 2014: 115). Research population are all ZARA Indonesia consumers.

3.3.2 Sample

According to Sugiyono (2010: 218), the sample is part of the number and characteristics possessed by the population. The sample is several population samples taken by researchers as representatives of a collection of populations that will be investigated by researchers as a solution to a problem in the research.

In this research, researchers did not get clear data on population numbers, so to determine sample size, researchers were guided by the opinion expressed by Roscoe (1975) in Sekaran (2016), that in multivariate studies included in multiple regression analysis that explained that the sample size should be at least 10 times the number of variables in the study and a maximum of 500. In the study the number of variables studied were two independent variables and one dependent variable, then a minimum sample size of 10X5 variables = 50 respondents. However, in order to strengthen the results of the study, then in this research obtained the number of respondents as many as 100 people, adjusted for the number of indicators of the three variables used in this study.

3.3.2.1 Sample Technique

Sampling was conducted using the Nonprobability Sampling method using purposive sampling. Understanding nonprobability sampling according to

Sugiyono (2010: 218), is a sampling technique that does not provide equal opportunity or opportunity for each element or member of the population to be selected as a sample. While Sugiyono (2010: 218), defined purposive sampling as a data source sampling technique with certain considerations. Purposive Sampling is carried out because of limited time, manpower, and funds so that it cannot take large and distant samples.

In taking this sample the consumer uses a sampling method by means of nonprobability sampling by using purposive sampling so that it is easy to classify the samples to be taken by researchers so that researchers do not feel difficulties in taking samples and do not take time, money, and a large amount of energy.

The sample is part of the total characteristics possessed by the population (Sugiyono, 2014: 116). The sampling technique used in this research was purposive sampling, which is the sampling technique with certain considerations (Sugiyono, 2014: 122).

Because the researcher wanted to see the variable of impulse buying for consumers, respondents must have made unplanned purchases. Therefore, the sample criteria in this study are:

1. Respondent who has made impulsive purchases at ZARA's store.
2. Respondents aged over 15 years.
3. Gender male or female. Because ZARA has a woman store and a man store.

3.4 Data Collection Method

The data collection method is a method that is used to gain various data in accordance with specific research purposes. They are:

1. Questionnaire

   Questionnaire is set of questions that are created and printed by a researcher to the respondents and ask them to mark one of several choices or fill in their answers for the researcher to know the answers towards the existing problems (Murray, 2003). The online questionnaire, however, is one of the data collection methods that are efficient to be used in distributing the questions through the website. The questionnaire of this research is intended to consumers of ZARA Indonesia.

2. Documentation

   Documentation refers to the secondary data in which the data or the information has been created and collected by another researcher before. The secondary data is accessible on public information such as journals website, a government website, and books. In this research, the secondary data was collected from the online journals, article of the official website, online statics, and books.

3.5 Research Variable

Research variables are all forms of what is determined by researchers to be studied so that information is obtained about it, then conclusions are drawn (Sugiyono, 2014: 58).

1. Variable Independent

   The independent variable is a variable that influences or is the cause of the change or the emergence of a dependent or dependent variable

(Sugiyono, 2014: 59). In this study, the independent variables are: Sales Promotion (X1), Store Interior (X2), Store Layout (X3), and Store Displays (X4).

2. Variable Dependent

The dependent variable is a variable that is affected or that becomes a result, because of the independent variables (Sugiyono, 2014: 59). In this research, the dependent variable is impulse buying (Y).

3.6 Variable Operational Definition

Table 3.1

Definition Operational Variable

No	Variable	Item	Source
1	Sales Promotion (X1)	Piece Discounts	Nagadeepa, Selvi, & Pushpa (2015)
		Price Pack	
2	Store Interior (X2)	Music	Ukpabi et al., (2015)
		Lighting	
		Color	
		Design	
3	Store Layout (X3)	Traffic Floor	
		Crowd Density	
		Direction board	

Continued

Continued Table 3.1

No	Variable	Item	Source
4	Store Displays (X4)	On - shelf	Razzouk, Seits, & Kumar (2002)
		Off - shelf	
5	Impulse Buying (Y)	I often buy without thinking.	Badgaiyan, Verma, & Dixit (2016)
		I sometimes buy things because I like buying things, rather than because I need them.	
		I buy products and services according to how I feel at the moment.	
		It is fun to buy spontaneously.	

Source: Research (2019)

3.7 Measurement Scale

The data source used in this research was the primary data source. Primary data sources are data sources that directly provide data to data collectors (Sugiyono, 2014: 193). Primary data in this research was collected by distributing questionnaires to all consumers who have made purchases at ZARA stores in Indonesia, who are willing to become respondents and meet specified criteria.

Data was measured by Likert scale, which measures the attitudes, opinions, and perceptions of a person or group of people. The variables measured were translated into indicator variables. Then the variable indicators were set as measuring points for compiling instrument items, which could be questions or statements. The answer to each item of the instrument that uses a Likert scale has a graduation from very positive to very negative. For quantitative analysis, the answers were given a score on each statement ranging from 1 to 5, and each score refers to the following meaning:

Table 3.2

Likert Scale Table

No.	**Information**	**Score**
1.	Strongly Agree (SA)	5
2.	Agree (A)	4
3.	Neutral (N)	3
4.	Disagree (D)	2
5.	Strongly Disagree (SD)	1

Source: Research (2019)

3.8 Research Test Instrument

This research used validity and reliability test to test the validity and reliability of the measuring instruments used (questionnaire). Testing the validity and reliability of each variable in this research is using the help of the SPSS (Statistical for Product and Service Solution) program for windows. The reliability test was used to see whether the measuring instrument used by the questionnaire shows consistency in measuring the same symptoms.

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3.8.1 Validity Test

Validity test in this research was used to test the validity of a questionnaire. Validity shows the extent of the accuracy and accuracy of a measuring instrument (questionnaire) in carrying out the function of the measuring instrument.

Questionnaire is valid if the questions are able to reveal what is being measured. Validity testing is done to determine the accuracy of the data. Valid research results occur when; there are similarities between the data collected with the actual data on the object under study. In this research, the validity test uses a validity test technique, which is done by correlating each item with its total score (Ghozali, 2011: 52). This validity test is performed using the Pearson Correlation coefficient (Product Moment Correlation).

$$\boxed{\mathrm{r} = \frac{\mathrm{n}\sum \mathrm{XY} - (\sum \mathrm{X}).(\sum \mathrm{Y})}{\sqrt{\{\mathrm{n}\sum \mathrm{X}^2 - (\sum \mathrm{X}^2)\mathrm{n}\sum \mathrm{Y}^2 - (\sum \mathrm{Y})\}}}}$$

Explanation:

r = correlation coefficient

n = the number of samples

X = Item score X

Y = Item score Y

If the correlation of positive factors is ≥ 0.3, it can be considered as a strong construct or the instrument has good validity. Vice versa, if the correlation of large negative factors is <0.3, it can be considered as a weak construct or an instrument that has bad validity (Sugiyono, 2014: 178).

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3.8.2 Reliability Test

Reliability test is another important test to be done in research after the validity test. According to Sekaran (2016), the reliability test explained the extent to which it is free from the bias or error and be able to ensure consistent measurement of the time as well as the item in the research. Another assumption came from Malhotra (2010), who defined reliability as the repeated measurement that generates consistent results. This research used the most common measurement, known as Coefficient alpha or Cronbach's alpha method. The measuring instrument reliability was tested with the Alpha Cronbach's formula, which is as follows:

$$\boxed{r = \frac{k}{k-1}\left(1 - \frac{\sum \sigma_b^2}{\sigma^2 t}\right)}$$

Explanation:

r = instrument reliability

k = number of questions

$\sum \sigma_b^2$ = number of grain variances

$\sigma^2 t$ = total variance

Based on the Alpha Cronbach formula, an instrument is declared reliable if it has a coefficient of 0.6 and vice versa; if an instrument has a coefficient less than 0.6 then the instrument is declared unreliable.

3.9 Classical Assumptions Test

3.9.1 Multicollinearity Test

According to Ghozali (2011: 105), multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not occur correlation between independent variables, and if the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between fellow independent variables is equal to zero.

To detect the presence or absence of multicollinearity in the regression model can also be seen from the value of tolerance and its opponents, as well as the variance inflation factor (VIF). Tolerance measures the variability of selected independent variables that are not explained by other independent variables. So, a low tolerance value equals a high VIF value (because VIF = 1 / Tolerance). The cut-off value commonly used to indicate multicollinearity is a Tolerance value ≤ 0.10 or equal to a VIF value ≥ 10.

3.9.2 Heteroscedasticity Test

According to Ghozali (2011: 139), the heteroscedasticity test aims to test whether in the regression model, there is an inequality of variance from the residuals of one observation to another. If the variance from one observation residual to another observation remains, then it is called homoscedasticity. However, if it is the opposite, then it is called heteroscedasticity. A good regression model is homoscedasticity or it means that heteroscedasticity does not occur.

Detecting the presence or absence of heteroscedasticity can be done by looking at the plot graph between the predicted value of the dependent variable, ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED, where the Y axis is the predicted Y, and the X axis is the residual (predicted Y-true Y) that has been studentized. The basis of the analysis is as follows:

1. If there are certain patterns, such as dots that form a regular pattern (wavy, widened, and then narrowed), then it indicates that heteroscedasticity has occurred.
2. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

3.9.3 Normality test

According to Ghozali (2011: 160), the Normality Test aims to test whether in the regression model, confounding or residual variables follow the normal distribution. In principle, normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals. The basis for decision making is as follows:

a. If the data spread around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model shows the assumption of normality.

b. If the data spreads far from the diagonal or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

3.9.4 Linearity Test

Linearity test is one of the tests conducted by researchers to determine the extent of the relationship between variables. According to Ghozali (2011: 167), linearity test is used to see whether the specifications used are correct or not. With the linearity test, information will be obtained whether the empirical model should be linear, quadratic, or cubic.

According to Ghozali (2011), using a coefficient of significance. If the significance value is used to reject or accept Ho. Therefore, the value of the significance coefficient must be compared with the alpha level chosen by the researcher (5% or 1%), If the sig value < 0.05 then Ho is accepted assuming linearity so it can be concluded X variable has a linear relationship with Y and vice versa. Ho will be rejected if it has other values.

3.10 Data Analysis Method

Data was compiled, sorted, edited, classified, and entered into computers for analysis using statistical packages for social scientists (SPSS version 20.0.0.0). Data is manipulated using cross-tabulation. Multiple regression analysis is used to determine the relationship between dependent variables, mediating variables, and independent variables.

3.10.1 Multiple Linear Regression Analysis

Multiple regression analysis was used in this research to analyse the impact of independent variables consists of Sales Promotion (X_1), Store Interior (X_2), Store

Layout (X_3), and Store Displays (X_4) toward dependent variable in which the dependent variable in this research will be the Impulse Buying (Y). This research data with an interval scale was measured using Likert scale. Equation model of multiple linear regression analysis in this research can be formulated as follow:

$$\mathbf{Y = B1\ X_1 + B2\ X_2 + B3\ X_3 + B4\ X_4}$$

Y = Impulse Buying

X1 = Sales Promotion

X2 = Store Interior

X3 = Store Layout

X4 = Store Displays

B1,….B4 = Coefficient Regression Independent Variable

3.10.2 Determinant Coefficient (R^2)

According to Ghozali's explanation (2011: 97), the coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. A small R2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one (1) means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

The fundamental drawback of using the coefficient of determination is the bias towards the number of independent variables included in the model. Every additional one (1) independent variable, then R2 must increase regardless of whether the variable significantly influences the dependent variable. Therefore, many researchers use the Adjusted R2 value when evaluating which regression model is best. Unlike R2 values, Adjusted R2 can go up or down if independent variables are added to the model. In reality, the Adjusted R2 value can be negative, even if what is desired must be positive.

From the explanation of the coefficient of determination R2 based on expert opinion, the researcher decided to use Adjusted R2 in explaining how far the model's ability to explain the variation of the dependent variable, to interpret the coefficient of the independent variable can use unstandardized coefficients and standardized coefficients Beta so, by using standardized beta, it is able to eliminate differences in the unit of measure on the unequal independent variables (kg, Rp, Liter, etc.), then the interpretation of regression equations should use unstandardized beta.

3.11 Hypothesis Testing

In this research, the probability score was based on the basic theory that underlies the hypothesis testing, which explained below:

H_0 : there is no significant positive influence between the independent variable and dependent variable

H_1 : there is significant positive influence between the independent variable and dependent variable

Underlying decision:

- ○ P (probability) < (level of significance / α) 0.05 resulting H_0, H_1 accepted
- ○ P (probability) > (level of significance / α) 0.05 resulting H_0, H_1 rejected

3.11.1 t Test

According to Ghozali (2011: 98), the statistical t-test basically shows how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable. The null hypothesis of H0 tested was whether a parameter (bi) is equal to zero, or:

Ho : bi = 0

It means that whether an independent variable is not a significant explanation of the dependent variable. The alternative hypothesis (HA) parameter of a variable is not equal to zero, or:

HA: bi ≠ 0

That is, the variable is a significant explanation of the dependent variable. The criteria for conducting a t test are as follows:

a. If the number of degrees of freedom (df) is 20 or more, and the degree of trust is 5% then H0 which states bi = 0 can be rejected if the value of t is greater than 2 (in absolute value). In other words, we accept an alternative hypothesis, which states that an independent variable individually influences the dependent variable.

If the calculated statistical t value is higher than the t table, we accept an alternative hypothesis, which states that an independent variable individually influences the dependent variable.

CHAPTER IV

RESULT AND DISCUSSION

4.1 Description of Research Object

4.1.1 Profile ZARA

Starting from the need for fashion, one of the leading brands from Spain, ZARA became one of the upper-middle-class fashion icons. Although ZARA's position is still under well-known brands such as Dolce & Gabbana and LV, ZARA has been able to position itself as a fashion icon like the two brands. Fashion from Spain, which also opened a branch in Indonesia since 2005, does have a no-doubt reputation. No wonder the store is never empty of buyers. Amancio Ortega Gaona is the architect of ZARA's success.

Ortega is positioned by the London Times at the top of the 25 most dynamic people in the fashion industry, opening its first ZARA store in La Coruna in 1975. After more than three decades, ZARA spreads to 64 countries and has 3,000 outlets. Based on reports, Inditex is the holding company that manages ZARA and seven other brands, until 2005, ZARA's turnover was 8.7 billion US dollars. Nearly 60 per cent of this value comes from sales outside of Spain (Biographyku, 2019).

Ortega is not a descendant of a businessman. He was born in Leon, March 1936, come from low-income families. His father was a railroad employee, and his mother was a housemaid. He even had to drop out of school, because his parents could not afford to pay for Ortega's school. However, that did not make him broke. After dropping out of school, Ortega worked in the Iberian textile industry in La Coruna. It is Ortega's first introduction to the world of textiles.

In the early 1960s, after more than a decade of working in the textile world, Ortega was finally trusted to be a manager in a clothing store. That was when he began to seize opportunities. He realized that only rich people could afford expensive clothes. Therefore, he would make the same clothes at low prices, starting with making dresses with his second wife Rosalia Mera, in 1963 he later founded Confecciones Goa, convection. A few years later, the first store opened. This store later became the forerunner of today's leading fashion industry, ZARA Quickly catch the market's desires and maximum service, that is what Ortega applied in running ZARA.

Different from other fashion companies that create demand for new trends in the spring or winter by making fashion performances, ZARA makes clothes based on the needs of its customers throughout its chain of stores. By the way, ZARA assigned his employees as many as 200 designers in Spain to travel around the world to see the development of fashion trends in other countries. Thus, he can move quickly and catch market changes first. Unsurprisingly, ZARA became a trendsetter for the fashion industry. Not only that, at La Coruna, designers and hundreds of product managers endlessly discussing to decide what model to make.

Every day they gather advice from all ZARA managers around the world. After weighing the store managers' ideas, the team of designers and product managers decide what to launch to the market. So, drawings made on the computer and then sent to the factory, which is located not far from their work location.

To provide comfort to the buyer, at each ZARA outlet, they provide spacious fitting rooms in large numbers. There are more than five fitting rooms in one outlet. The advantage again, guests can bring a maximum of 6 pieces of clothes into the fitting room. Furthermore, the salespeople are ready to serve the needs of consumers. For example, when the consumers are trying on clothes and want to find other numbers that are more suitable with their body size. Consumers can ask the saleswoman to find the desired amount without having to get out of the fitting room. Alertness to capture the market and the presentation of extra services proved successful in bringing ZARA to success.

Ortega does not just have ZARA whose brand is worldwide. A series of brands such as Massimo Dutti, Oysho, ZARA Home, Kiddy's Class, Tempe, Stradivarius, Pull and Bear/Often, and Bershka, is also owned by Ortega. More than 14,000 people work for him. In addition, to have an Inditex group share of 59.29 per cent, Ortega also invests in oil, tourism, banking, and real estate. Some property businesses are in Madrid, Paris, London, and Lisbon. A luxury hotel and apartment complex were also built in Miami. Not only that, he reportedly owns a horse racing circuit and a football club. With all his own he became the richest man in the matador country and became the 8th richest person by Forbes magazine.

However, Ortega still does not forget the origin of poor people. Even though he has become a successful person, he is still a low profile. Besides not wanting to spit out a photo of himself, he also refused to wear a tie. He prefers jeans as everyday clothes. As a reminder of his bitter days, Ortega wrote a book, "De Cero a ZARA" (Biographyku, 2019).

4.1.2 History of ZARA in Indonesia.

The fashion business in Indonesia is currently an up-and-coming industry because the demand for fashion products is increasing. ZARA first entered Indonesia on August 18, 2005. ZARA's journey in Indonesia was inseparable from the efforts of PT Mitra Adi Perkasa Tbk. (MAP) in convincing Inditex to open its outlets in Indonesia. MAP wants to be able to have exclusive rights to ZARA since 1999, but due to the instability of conditions in Indonesia at that time, Inditex only gave MAP the right to open ZARA's outlet network in Indonesia in 2005.

ZARA can been found in 73 countries in the world, including in Indonesia. ZARA has several types of clothing, ranging from Women (Woman and TRF), Men (Men), children (ZARA Kids), ZARA Home and cosmetics. Majority of ZARA are located in Spain (329 stores), and France (114 stores). While in Indonesia, ZARA only has 13 stores in the city, DKI Jakarta, Bandung, Surabaya, Medan, and Bali.

MAP is a company that distributes fashion, sports, and lifestyle products. At present, MAP operates more than 500 outlets in 22 major cities in Indonesia. Portfolio of brand licenses held are very diverse, ranging from department stores, retail equipment and sports equipment, fashion products, kids stores, books stores, health and beauty spots, food and beverage retail, and home and furnishing stores. Some of MAP's important retail concepts are Sogo, Debenhams, Marks and

Spencer, Starbucks, Next, Kidz Station, Planet Sports, Sports Station, Golf House, and Kinokuniya. In addition to processing retail outlets, MAP is also a distributor of many leading international brands such as Reebok, Nine West, Mizuno, Speedo, and Converse.

For ZARA products, MAP brings directly from Spain with a broken system purchase model, which means that if there are ZARA products that are not sold then, that becomes a business risk that must be borne by MAP. The existence of ZARA itself in Indonesia has become phenomenal for MAP because, in the early years of its life, ZARA has received an enthusiastic response from Indonesian fashion market. So that the existence of ZARA can provide enormous benefits for MAP. Also, this Spanish fashion brand has a positive influence through its outlets and products that are exclusive to MAP's corporate image as a retail network company and distributor of global brands in Indonesia (Map, 2019).

4.1.3 ZARA Logo

To be able to build brand strength, ZARA always strives to make its brand the most desired and discussed by the public. ZARA itself comes from the word "*thara*" which has a feminine and extraordinary meaning. Besides the consistent use of logos, symbols, and colours in each item, it also shows the level of exclusivity of the ZARA brand that represents the personal reflection of its consumers and also the products produced. In 2019, ZARA officially changed its logo design.

The new design links each product email. Now curves have been accentuated by the letters "Z" and "R." The message looks overlapping, looking the same as the Bazaar of Harper in the 1990s. The new-look also invokes its heritage and significance with all-caps, large letter mark logo. Also, perhaps, it indicates the brand's goals to carve out a niche among luxury fashion brands. All in all, the new design preserves its visual connections to its original typeface but has gone a bit further with serifs and overlapping letters (ZARA, 2019).

4.1.4 Vision and Mission

1. **Vision**

   Make consumers who wear clothes produced by ZARA feel satisfied and comfortable to wear so that ZARA does not stop innovating to produce new experiences when wearing ZARA products.

2. **Mission**

   Participate in providing sustainable development to the community and the environment in the fields of fashion and lifestyle.

4.2. Characteristics of Respondents

From the results of the distribution of questionnaires, it is known that there are 100 respondents in total. The majority of the respondents were students. The questionnaire also obtained a description of the characteristics of respondents based on the age of the respondent and the sex of the respondent. A detailed description of the respondent's characteristics is as follows:

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Table 4.1 Respondent Demographic Data

Respondent Demographic Data			
Variable	**Category**	**Frequency**	**Percentage**
Gender	Male	34	34%
	Female	66	66%
	Total	**100**	**100.0**
Age Range	15-25	89	89%
	26-35	7	7%
	36-45	1	1%
	>46	3	3%
	Total	**100**	**100.0**
Last Education	*SMP* (Middle School)	1	1%
	SMA (High School)	86	86%
	Bachelor's degree	12	12%
	Master's degree	1	1%
	Total	**100**	**100.0**
Occupation	Student	89	89%
	Civil Servant	1	1%
	BUMN employee	2	2%
	Entrepreneur	6	6%
	Etc.	2	2%
	Total	**100**	**100.0**
Income Per Month	<Rp1,500,000	12	12%
	>Rp1,500,000-Rp3,000,000	30	30%
	>Rp3,000,000-Rp4,500,000	27	27%
	>Rp4,500,000-Rp6,000,000	9	9%
	>Rp6,000,000	22	22%
	Total	**100**	**100.0**
The frequency of shopping directly at ZARA store	1 time	2	2%
	2-3 times	17	17%
	4-5 times	17	17%
	> 6 times	64	64%
	Total	**100**	**100.0**

Source: Primary Data, Processed in 2019

Based on Table 4.1 above, it can be concluded that 100 respondents who participated in answering 15 questions from the questionnaire were dominated by women with 66%, while for men it was smaller with 34%. It means that women are more dominant to make impulse purchases directly to the ZARA store. This result is in line with the research conducted by Ukpabi, Enyindah, Gwere, & Piabari (2015), which explains that women go shopping more often compared to men.

The table above also shows the description of the age of the respondents who addressed the age range of consumers who do impulse shopping directly to the ZARA store as well as the majority of respondents. The results showed that the majority of respondents were aged 15-25 years old, with 89 (89%) respondents. Furthermore, there were 7 (7%) respondents aged between 26-35 years old, and 1 (1%) respondents aged between 36-45 years old. Data collected in this research is in line with research conducted by Nagadeepa, Selvi, & Pushpa (2015), which shows that shopping centre visitors in Bangladesh who make impulse purchases are dominated by those who have an age range of 16 to 25 years.

Furthermore, the table above also shows that respondents who have made impulse purchases in ZARA stores are high schools for 86 respondents (86%) followed by those who have undergraduate education for 12 (12%) respondents, and for junior high schools and diploma degrees have the same results with each respondent the rest have diploma education. Thus, the data shows that the majority of respondents were students. Given this fact, it is now clear that these respondents are easily interested in shopping and fashion.

The results of table 4.1 show that respondents who have made impulse purchases at the ZARA store - consisting of students with 89 (89%), entrepreneurs 6 (6%), with the remain respondents are public or private employees. Thus, the data above shows that students dominate because they have more time to visit shopping places than other people with different types of occupation.

Descriptions of respondents' income are also presented in Table 4.1. The table above shows the income or allowance per month. There are 30 respondents (30%) earning > Rp1,500,000-Rp3,000,000 followed by 27 respondents (27%) earning > Rp3,000,000-Rp4,500,000, and then about 22 respondents (22%) earning > Rp6,000,000, and only 9 respondents (9%) have income > Rp4,500,000-Rp6,000,000. Thus, we can see from the income that the majority of people who make impulsive purchases at ZARA are people who have an income between Rp1,500,000 - Rp4,500,000.

Finally, Table 4.1 shows the respondent's information about the frequency of direct shopping to ZARA stores, 2 respondents (2%) made direct purchases 1 time, followed by 17 (17%) respondents who made direct 2-3 times, and for 17 respondents (17%) 4-5 times, with the remaining 64 respondents (64%) making direct purchases > 5 times.

4.3 The Descriptive Statistics

The descriptive analysis describes the distribution of respondent’s answer towards each item of the variables, namely the Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), Store Displays (X_4), and Impulse Buying (Y_1). It illustrates the data in the form of frequency number, percentage number, average per item, and per variable. Measurements were given with the answer range by using Likert scale, on a scale of 1 – 5. The description of the respondent’s answer distribution is discussed below:

4.3.1 Descriptive Statistics of Sales Promotion (X1)

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The variable of Sales Promotion in this research consisted of two items of questions that should be answered by respondents. The frequency distribution of respondents on Sales Promotion can be seen in Table 4.2.

Table 4.2 Sales Promotion (X1) Result

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1.1	17	17.00	59	59.00	22	22.00	2	2.00	0	0.00	100	100	3.91
X1.2	14	14.00	68	68.00	14	14.00	4	4.00	0	0.00	100	100	3.92
													3.92

Source: Primary Data, Processed in 2019

$X_{1.1}$: Discounts offered on ZARA products are quite good and attractive.

$X_{1.2}$: The promo package or bonus package offered for some ZARA products is already good and interesting.

Based on Table 4.2, overall assessment of respondents on the Sales Promotion variable has a good rating. It is indicated by the average value of the Sales Promotion variable of 3.92. However, there are still 100 respondents in this variable who gave values below the average especially for item X1.2 regarding the promo package offered by ZARA which has a value of 2.00% of the results. Then it can be concluded that if the promo package is made more appropriate and more attractive, it will help give a positive effect on impulse buying consumers.

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4.3.2 Descriptive Statistics of Store Interior (X2)

The variable of Store Interior in this research consisted of four items of questions that should be answered by respondents. The frequency distribution of respondents on Store Interior can be seen in Table 4.3.

Table 4.3 Store Interior (X2) Result

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X2.1	39	39.00	49	49.00	9	9.00	3	3.00	0	0.00	100	100	4.24
X2.2	36	36.00	46	46.00	16	16.00	2	2.00	0	0.00	100	100	4.16
X2.3	38	38.00	50	50.00	10	10.00	2	2.00	0	0.00	100	100	4.24
X2.4	36	36.00	51	51.00	12	12.00	0	0.00	1	1.00	100	100	4.21
													4.21

Source: Primary Data, Processed in 2019

$X_{2.1}$; ZARA Store has an attractive interior design.

$X_{2.2}$: The music played in the ZARA store is good to hear.

$X_{2.3}$: ZARA store has good lighting.

$X_{2.4}$: Choice of monochrome colours (black, white) makes ZARA's interior store attractive.

Based on Table 4.3, overall respondents' ratings of the Store Interior variable have a rating of 4.21. Based on the results of these averages shows that respondents' ratings of the Store Interior variable have a good category. However, of the four items, there is still a value below the average of each item, especially in item X2.4 regarding the interior colour that ZARA currently has got the lowest value with 1 of 1.00%. This value can be a concern to increase the positive effect of the store the interior of impulse buying consumers. From the overall results, there are still 2-3% of respondents who give bad value for each item.

4.3.3 Descriptive Statistics of Store Layout (X3)

The variable of Store Layout in this research consisted of three items of questions that should be answered by respondents. The frequency distribution of respondents on Store Layout can be seen in Table 4.4.

Table 4.4 Store Layout (X3) Result

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X3.1	53	53.00	40	40.00	4	4.00	3	3.00	0	0.00	100	100	4.43
X3.2	39	39.00	49	49.00	10	10.00	2	2.00	0	0.00	100	100	4.25
X3.3	40	40.00	50	50.00	8	8.00	2	2.00	0	0.00	100	100	4.28
													4.32

Source: Primary Data, Processed in 2019

$X_{3.1}$: Grouping products by ZARA makes it easy to find the product you want.

$X_{3.2}$: The instructions contained in the ZARA store can help consumers to find the desired product category.

$X_{3.3}$: Space to walk inside the ZARA store is quite wide and comfortable for consumers to reach the desired product

Based on Table 4.4, overall respondents' ratings of the Store Layout variable have an average value of 4.32. The average value illustrates that respondents' ratings about Store Layout variables are included in a good category. However, item X3.2, a signboard at the ZARA store, makes it easy for consumers to get the product they want, still gets a value below the average with 10% of respondents giving a value of 3, and 2% of respondents giving a value of 2. From this, it can be concluded that the signboard at the ZARA store still does not help consumers to get the product they want. It can be one reference for improvement, so that it can have a more positive influence on impulse buying consumers.

4.3.4 Descriptive Statistics of Store Displays (X4)

The variable of Store Displays in this research consisted of two items of questions that should be answered by respondents. The frequency distribution of respondents on Store Displays can be seen in Table 4.5.

Table4.5 Store Displays (X4) Result

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X4.1	30	30.00	45	45.00	22	22.00	2	2.00	1	1.00	100	100	4.01
X4.2	30	30.00	53	53.00	15	15.00	2	2.00	0	0.00	100	100	4.11
													4.06

Source: Primary Data, Processed in 2019

$X_{4.1}$: ZARA displays promotional photos (artists, models) of their products in an interesting way.

$X_{4.2}$: ZARA Store provides a reference to the use of its products by displaying these products using attractive mannequins.

The highest item Store Displays variable is found in the first item. Namely, ZARA gives a reference to the use of its product by displaying the product using mannequins. It is supported by the average result of the Store Displays variable of 4.11. The average value indicates that the item has a good rating.

Overall respondents' ratings of the Store Displays variable have an average value of 4.06. The average cost illustrates that the respondents’ rating of the Store Displays variable is included in a proper category.

4.3.5 Descriptive Statistics of Impulse Buying (Y)

The variable of Impulse Buying in this research consisted of four items of questions that should be answered by respondents. The frequency distribution of respondents on Impulse Buying can be seen in Table 4.6.

Table 4.6 Impulse Buying (Y) Result

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1	24	24.00	44	44.00	28	28.00	3	3.00	1	1.00	100	100	3.87
Y2	39	39.00	49	49.00	10	10.00	1	1.00	1	1.00	100	100	4.24
Y3	33	33.00	48	48.00	17	17.00	2	2.00	0	0.00	100	100	4.12
Y4	30	30.00	42	42.00	24	24.00	4	4.00	0	0.00	100	100	3.98
													4.05

Source: Primary Data, Processed in 2019

Y_1: I often buy without thinking first.

Y_2: Sometimes the reason I buy a product is because I like it, rather than need it.

Y_3: I bought a product depending on how I felt at that time.

Y_4: Spontaneous buying is fun.

The highest item variable Impulse Buying is in the fourth item; sometimes I buy a product because I like it, not because I need it. It is supported by an average Impulse Buying variable of 4.24. The average value indicates that the item has a good rating.

Overall respondents' ratings of the Impulse Buying variable have an average value of 4.05. The average value illustrates that the respondents' rating of the Impulse Buying variable is included in the good category. However, if seen from the percentage of per item, there are still below average values. Like item Y1 which has an average of 3.87, it is influenced by the number of respondents who gave values below with 3% of respondents giving a value of 2 for the item. Furthermore, item Y4 has an average value of 3.98, with 4% of respondents giving a value of 2.

4.4 Research Instrument Test

The questionnaire in this research was used as an analysis tool. Therefore, the analysis carried out relies more on the score of the respondents in each observation. While whether or not the response score is correct depends on the data collection. Right data collection instruments must meet two essential requirements, namely valid and reliable.

4.4.1 Validity test

Validity testing is critical to a study, especially those using questionnaires to obtain data. Validity testing is intended to determine the validity of an understanding of the efficacy between concepts and empirical reality. Validity test is a measure that shows the levels of legality and validity of an instrument. An instrument is said to be valid if it is able to measure what it wants to measure or can reveal data from the variable under study appropriately. High and low validity of the instrument indicates the extent to which the data collected does not deviate from the description of the intended variable.

Validity testing can be done by correlating each factor or variable with the total factor or variable using the correlation (r) product moment. Testing criteria to accept or reject a hypothesis that a statement is valid or cannot be done by:

H_0: $r = 0$, there is no valid data at the error level (α) 5%.

H_1: $r \neq 0$, there is valid data at the error level (α) 5%.

The null hypothesis (H_0) is accepted if r count <r $_{table}$, and vice versa alternative hypothesis (H_1) is accepted when r count> r $_{table.}$

Validity testing is done by using the SPSS program ver. 20.0 by using product-moment correlation produces the value of each statement item with the overall question item score and for more details is presented in the table as follows:

Table 4.7

Variable Validity Test

Variable	Item	r Count	Sig.	r Table	Information
Sales Promotion (X1)	X1.1	0.894	0.000	0.196	Valid
	X1.2	0.887	0.000	0.196	Valid
Store Interior (X2)	X2.1	0.795	0.000	0.196	Valid
	X2.2	0.754	0.000	0.196	Valid
	X2.3	0.807	0.000	0.196	Valid
	X2.4	0.810	0.000	0.196	Valid
Store Layout (X3)	X3.1	0.808	0.000	0.196	Valid
	X3.2	0.856	0.000	0.196	Valid
	X3.3	0.797	0.000	0.196	Valid
Store Displays (X4)	X4.1	0.914	0.000	0.196	Valid
	X4.2	0.883	0.000	0.196	Valid
Impulse Buying (Y)	Y1	0.773	0.000	0.196	Valid
	Y2	0.755	0.000	0.196	Valid
	Y3	0.772	0.000	0.196	Valid
	Y4	0.719	0.000	0.196	Valid

Source: Primary Data, Processed in 2019

From Table 4.7 above, it can be seen that the value of sig. r question items is smaller than 0.05 ($\alpha = 0.05$), which means that each variable item is valid. So, it can be concluded that these items can be used to measure the research variables.

4.4.2 Reliability Test

Reliability test shows the level of stability, constancy, and accuracy of a measuring instrument or analysis used to determine the extent of measurement is relatively consistent when repeated the measurements. This test is used to determine the extent to which a person's answer is consistent or stable over time. Arikunto, 2013 explained about reliability as follows:

> "Reliability shows an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is already good."

The reliability testing technique is to use the alpha reliability coefficient. The decision-making criteria is that if the value of the alpha reliability coefficient is more significant than 0.6, then the variable is reliable.

Table 4.8

Variable Reliability Test

No	Variable	Reliability coefficient	Information
1	Sales Promotion (X1)	0.740	Reliable
2	Store Interior (X2)	0.800	Reliable
3	Store Layout (X3)	0.757	Reliable
4	Store Displays (X4)	0.758	Reliable
5	Impulse Buying (Y)	0.746	Reliable

Source: Primary Data, Processed in 2019

From Table 4.8, it is known that the value of Cronbach's alpha for all variables is greater than 0.6. From the provisions mentioned previously, all variables used for research are reliable.

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4.5. Classical Assumptions of Regression

These traditional assumptions must be tested to meet the use of multiple linear regression. After multiple regression calculations are carried out through the SPSS for Windows tool, a classical assumption test is conducted. The test results are presented as follows:

4.5.1. Normality test

This test is conducted to determine whether the residual value is spread normally or not. The test procedure is carried out by the Kolmogorov-Smirnov test, with the following conditions:

The hypothesis used:

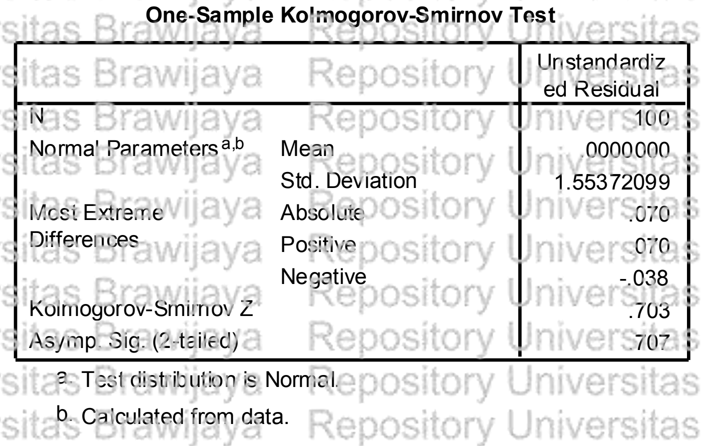
H_0: residuals are spread normally

H_1: residuals are not spread normally

If value **sig.** (*p-value*) > 0.05, then H_0 is accepted which means that normality is fulfilled. The results of the normality test can be seen in Table 4.9

Table 4.9

Normality Test Results



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.55372099
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.038
Kolmogorov-Smirnov Z		.703
Asymp. Sig. (2-tailed)		.707

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary Data, Processed in 2019

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The calculation results obtained sig. 0.707 (can be seen in Table 4.9) or greater than 0.05; then the provisions of H0 are accepted, therefore the assumption of normality is fulfilled.

4.5.2. Multicollinearity Test

Multicollinearity test was conducted to find out that there is no powerful relationship or no perfect linear relationship, or it can also be said that the independent variables are not interrelated. The test method was to compare the Tolerance value obtained from the multiple regression calculation, if the tolerance value <0.1 then multicollinearity occurs. Multicollinearity test results can be seen in Table 4.12.

Table 4.10

Multicollinearity Test Results

Variable Independent	Collinearity Statistics	
	Tolerance	VIF
X1	0.648	1.544
X2	0.604	1.655
X3	0.413	2.422
X4	0.476	2.099

Source: Primary Data, Processed in 2019

Based on Table 4.10, the following results of testing of each independent variable:

- Tolerance for Sales Promotion is 0.648
- Tolerance for Store Interior is 0.604
- Tolerance for Store Layout is 0.413
- Tolerance for Store Displays is 0.476

The test results obtained that the overall tolerance value> 0.1 so that it can be concluded that there is no multicollinearity between independent variables.

Multicollinearity test can also be done by comparing the value of VIF (Variance Inflation Factor) with the number 10. If the VIF value> 10 then multicollinearity occurs. Following are the results of testing each independent variable:

- VIF for Sales Promotion is 1.544
- VIF for Store Interior is 1.655
- VIF for Store Layout is 2.422
- VIF for Store Displays is 2.099

From the test results, it can be concluded that there is no multicollinearity between independent variables. Thus, the assumption test of the absence of multicollinearity can be fulfilled.

4.5.3 Heteroskedasticity Test

Heteroskedasticity test is used to determine whether there is an inequality of residual deviation values due to the size of one of the independent variables. Alternatively, there are differences in the value of variance with the increasing value of the independent variable. The test procedure is done by a scatter plot test. Homogeneity testing of the various forms is based on the hypothesis:

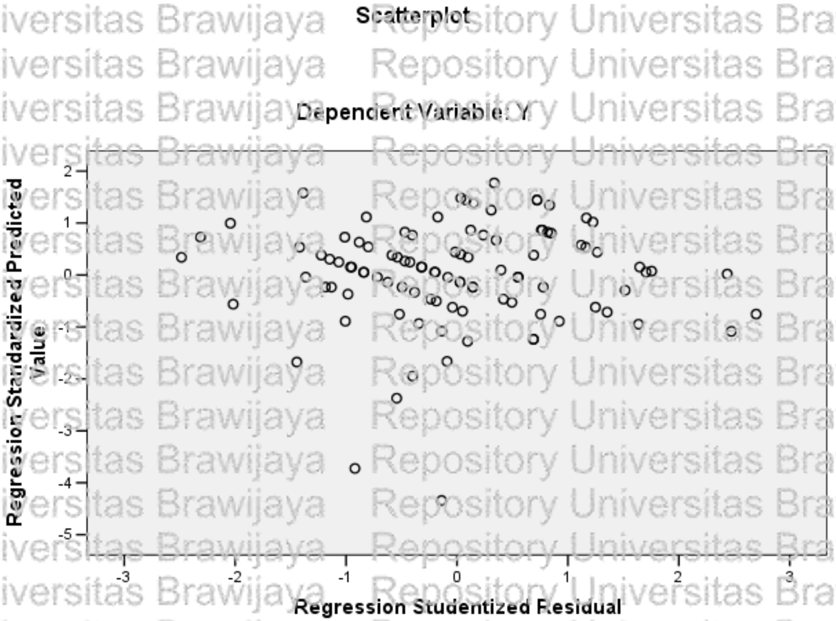
H_0: homogeneous variance

H_1: the range of the rest is not homogeneous

Heteroscedasticity test results can be seen in Figure 4.4

Figure 4.4

Heteroscedasticity Test



Source: Primary Data, Processed in 2019

From the test results, it was found that the scatterplot displays diagram spreads and does not form a particular pattern then there is no heteroscedasticity, so it can be concluded that the remainder has a homogeneous variety (constant) or in other words, there are no symptoms of heteroskedasticity.

By fulfilling all the classic regression assumptions above, it can be said that the multiple linear regression model used in this research is feasible or appropriate. So that interpretation can be taken from the results of multiple regression analyses that have been done.

4.6. Multiple Linear Regression Analysis

This regression analysis is used to calculate the magnitude of influence between independent variables, namely Sales Promotion (X1), Store Interior (X2),

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Store Layout (X3), and Store Displays (X4) to the dependent variable namely Impulse Buying (Y).

4.6.1. Regression Equation

The regression equation is used to determine the form of the relationship between the independent variable with the dependent variable. By using SPSS for Windows ver 20.00, we get the regression model as shown in Table 4.11:

Table 4.11

Regression Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.966	1.371		0.704	0.483
X1	0.606	0.165	0.301	3.666	0.000
X2	0.179	0.088	0.173	2.033	0.045
X3	0.354	0.142	0.256	2.489	0.015
X4	0.357	0.165	0.207	2.167	0.033

Source: Primary Data, Processed in 2019

The regression model used is standardized regression, because the data used in this research are interval data which measurements are using a Likert scale. Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group. In standardized regression, the size of the variable or the size of the answer has been equalized. The regression equations obtained based on Table 4.11 are as follows:

$$Y = 0.301\ X_1 + 0.173\ X_2 + 0.256\ X_3 + 0.207\ X_4$$

From the above equation can be interpreted as follows:

- Regression coefficient b1 is 0.301, meaning Impulse Buying will increase for each additional X_1 (Sales Promotion). So, if Sales Promotion has increased, then Impulse Buying will increase by 0.301 units assuming the other variables are considered constant.

- Regression coefficient b2 of 0.173, meaning Impulse Buying will increase for each additional X_2 (Store Interior). So, if the Store Interior has grown, then Impulse Buying will increase by 0.173 units assuming the other variables are considered constant.
- Regression coefficient b3 is 0.256, meaning Impulse Buying will increase for each additional X_3 (Store Layout). So, if Store Layout has increased, Impulse Buying will increase by 0.256 units assuming the other variables are considered constant.
- Regression coefficient b4 of 0.207, meaning Impulse Buying will increase for each additional X_4 (Store Displays). So, if Store Displays have increased, then Impulse Buying will increase by 0.207 units assuming the other variables are considered constant.

Based on the above interpretation, it can be seen that Sales Promotion, Store Interior, Store Layout, and Store Displays are favourable for Impulse Buying. In other words, if the Sales Promotion, Store Interior, Store Layout, and Store Displays increase, it will be followed by the rise in Impulse Buying.

4.6.2. Coefficient of Determination (R^2)

To determine the contribution of independent variables (Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), and Store Displays (X_4)) to the dependent variable (Impulse Buying) the value of R2 is used, the coefficient of determination is used to calculate the amount of influence or the contribution of the independent variable to the dependent variable.

Table 4.12. Coefficient of Determination

R	R Square	Adjusted R Square
0.765	0.586	0.568

Source: Primary Data, Processed in 2019

Based on Table 4.12 above, the adjusted R (coefficient of determination) results are obtained at 0.568. It means that 56.8% of Impulse Buying variables will be influenced by the independent variables, namely Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), and Store Displays (X_4), while the remaining 43.2% Impulse Buying variables will be influenced by other variables not discussed in this research.

In addition, the coefficient of determination also obtained correlation coefficient which shows the magnitude of the relationship between the independent variables, namely Sales Promotion, Store Interior, Store Layout, and Store Displays to the Impulse Buying variable, the value of R (correlation coefficient) of 0.765, the value of this correlation indicates that the relationship between the independent variables namely Sales Promotion (X1), Store Interior (X2), Store Layout (X3), and Store Displays (X4) with Impulse Buying included in the strong category because it is in the interval 0.6 to 0.8.

4.7. Hypothesis test

Hypothesis testing is an important part of research after data is collected and processed. Its main use is to answer the hypothesis made by the researcher.

4.7.1. Partial Hypothesis (t test / Partial)

t test is used to determine whether each independent variable partially has a significant effect on the dependent variable. It can also be said if t count> t table or -t count <-t table then the result is significant and means that H_0 is rejected and H_1 is accepted. Whereas if t arithmetic <t table or -t arithmetic> -t table then the results are not significant and means that H0 is accepted and H1 is rejected.

Table 4.13

Partial Testing

	t	Sig.
(Constant)	0.704	0.483
X1	3.666	0.000
X2	2.033	0.045
X3	2.489	0.015
X4	2.167	0.033

Source: Primary Data, Processed in 2019

Based on Table 4.13, the following results are obtained:

- t test between X1 (Sales Promotion) with Y (Impulse Buying) shows t arithmetic = 3.666. While t table ($\alpha = 0.05$; db residual = 95) is 1.985. Because t arithmetic> t table is 3.666> 1.985 or sig. t (0.000) $< \alpha = 0.05$, the effect of X1 (Sales Promotion) on Impulse Buying is significant. It means that H_0 is rejected, so it can be concluded that Impulse Buying can be significantly influenced by Sales Promotion or by increasing Sales Promotion, Impulse Buying will experience a significant increase.

- t test between X2 (Store Interior) and Y (Impulse Buying) shows t arithmetic = 2.033. While t table (α = 0.05; db residual = 95) is 1.985. Because t arithmetic> t table is 2.033> 1.985 or sig. t (0.045) <α = 0.05, the effect of X2 (Store Interior) on Impulse Buying is significant at alpha 5%. It means that H_0 is rejected, so it can be concluded that Impulse Buying can be significantly influenced by Store Interior or by increasing Store Interior, Impulse Buying will experience a significant increase.
- t test between X3 (Store Layout) and Y (Impulse Buying) shows t count = 2.489. While t table (α = 0.05; db residual = 95) is 1.985. Because t arithmetic> t table is 2.489> 1.985 or sig. t (0.015) <α = 0.05, the effect of X3 (Store Layout) on Impulse Buying is significant at alpha 5%. It means that H_0 is rejected, so it can be concluded that Impulse Buying can be significantly influenced by Store Layout or by increasing Store Layout, Impulse Buying will experience a significant decrease.
- t test between X4 (Store Displays) and Y (Impulse Buying) shows t count = 2.167. While t table (α = 0.05; db residual = 95) is 1.985. Because t arithmetic> t table is 2.167> 1.985 or sig. t (0.036) <α = 0.05, the effect of X4 (Store Displays) on Impulse Buying is significant at alpha 5%. It means that H_0 is rejected, so it can be concluded that Impulse Buying can be significantly influenced by Store Displays or by increasing Store Displays, Impulse Buying will experience a significant increase.

From the overall results, it can be concluded that the Sales Promotion, Store Interior, Store Layout, and Store Displays variables have a significant effect on Impulse Buying simultaneously and partially. Moreover, it can be seen that the four independent variables that have the most dominant influence on Impulse Buying Are Sales Promotion because they have the most significant value of the beta coefficient and t arithmetic.

4.8 Discussion

In this research, as many as 100 people have become respondents. The Instrument Test of the study consisted of the validity and reliability tests, the results obtained were the validity test with a significance value greater than the r table, which means that each item variable was valid, so it was concluded that these items could be used to measure the research variables. Followed by the reliability test using Cronbach alpha where each variable was found to be reliable because the value of Cronbach alpha is greater than 0.6. The classic assumption test that becomes the next test, the traditional assumption test consists of a normality test, a multicollinearity test, and a heteroscedasticity test.

Starting from the normality test, it can be seen in the Normality Test Results table where the analysis is carried out using the Kolmogorov-Smirnoff method, with a significant value where the value is higher than 0.05, which means unstandardized normally distributed. Then the second test is the multicollinearity test with a tolerance value of each variable greater than 0.1 and a VIF value greater than 10, and then it can be concluded that there is no multicollinearity between independent variables. The third test is the heteroscedasticity test, with the results using a scatterplot diagram. It does not form a specific pattern, so there is no heteroscedasticity, so it can be concluded that the homogeneity has a variety (constant) or in other words, there are no symptoms of heteroscedasticity.

The research method used is to use multiple linear regression analysis techniques with the findings in the regression equation table. Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), and Store Displays (X_4) to Impulse Buying have a positive direction, which is where Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), and Store Displays (X_4) increase will cause Impulse Buying to increase.

4.8.1 The Influence of Sales Promotion (X1) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, t value obtained was 3.666 with sig. t of 0.000 with t table of 1.985 so that the Sales Promotion variable has an influence on Impulse Buying. If seen from the significance value of t at 0.002 smaller than alpha used is 0.000 <0.05. So, it can be concluded that Sales Promotion has a significant influence on Impulse Buying.

Based on the results of testing hypotheses about sales promotion that affect impulse buying, which consists of two items, it can be concluded that H1, which predicts sales promotion perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that sales promotion can influence the impulse buying of consumers at ZARA will be higher or better if the sales promotion offered by ZARA is appropriate and attractive to consumers.

In this research, it is proven that sales promotion that is suitable for consumers will increase positivity in the impulse buying behavior of consumers at ZARA. When consumers feel that a discount on a product offered by ZARA is appropriate and will lead to a sense of interest that makes consumers do impulse buying. For example, if a consumer feels that the discount offered is beneficial for him, it will increase the desire to buy the product.

Furthermore, the promo package offerings provided by ZARA are already good and appropriate for consumers. Thus, consumers will be easily triggered to buy the package because they feel they get more profit. For example, ZARA offers perfume at normal prices. Consumers will think of making a purchase if they are not in need, however, if ZARA offers perfume with a bonus, it will more influence consumers to make impulse buying because consumers feel they will get more profit if they buy a product with a package, promo, or bonus package.

The results of this research are also supported by previous research conducted by Amanda and Edwar (2014), which shows that discount prices and bonus packages have a positive effect on impulse buying.

4.8.2 The Influence of Store Interior (X2) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, the calculated t value is 2.033 with t table of 1.985 so that the Store Interior variable has a significant effect on Impulse Buying. If seen from the significance value of t of 0.045 smaller than alpha used is 0.045 <0.05. So, it can be concluded that Store Interior has a significant influence on Impulse Buying.

Based on the results of hypothesis testing regarding interior stores that affect impulse buying consisting of four items, it can be concluded that H2 that predicts store interior perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that store interiors can influence the impulse buying of consumers at

ZARA will be higher if ZAR gives an attractive impression for the outside and even in-store designs that can make consumers interested in entering and being inside the store. Not only an attractive design, but the selection of music that is played in the store can be influential because, if the music is played with a good mood will further increase the effect of impulse buying consumers. For example, if consumers have a bad mood or mood it will be more difficult to choose or shop compared to consumers who have a good mood or mood.

In this research, it is evident that the appropriate lighting for stores and interior colours will increase the positivity in impulse buying behavior of consumers at ZARA. When consumers enter the ZARA store with good lighting and in harmony with the interior colors, it can cause a sense of comfort around and see the products in the store with these conditions will be easier to make consumers make impulse buying.

The results of this research are also supported by previous research conducted by Rahmasari (2010), which shows the Store Interior in a store can also have a positive influence on impulse buying.

4.8.3 The Influence of Store Layout (X3) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, t value of 2.489 was obtained with t table of 1.985 so that the Store Layout variable has a significant effect on Impulse Buying. If seen from the significance value of t of 0.015 smaller than alpha used is 0.015 <0.05. So, it can be concluded Store Layout has a significant influence on Impulse Buying.

Based on the results of testing hypotheses about store layouts that affect impulse buying consisting of three items, it can be concluded that H3, which predicts store layout perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that store layout can influence the impulse buying of consumers at ZARA will be higher or better if the existing store layout at the ZARA store can make it easier for consumers to make purchases.

In this research, it is proven that store layout which can help facilitate consumers in getting the products they want will increase positivity in impulse buying behavior of consumers at ZARA. For example, the ZARA store sells several product categories such as products for men, women, and children. The products are separated and grouped according to their categories, making it easier for consumers to get the product they want. Not only that, the signage of the location of the placement of the product is also very influential to make it easier for consumers to get the product they want so that impulse buying can occur.

Furthermore, the thing that also influences this variable that can help these two items is the road space in the store which is the most important thing so that the two items above can be influential. Because, if the road space in the store is not large enough, it will cause traffic that makes consumers uncomfortable and not easy to get the product they want. Of course, this item, if it is appropriate and good, will have a positive influence on impulse buying.

The results of this research are also supported by previous research conducted by Banat & Wandebori (2012), which shows that store layouts, as well as music and personal traits owned by consumers, can influence impulsive buyers.

Moreover, the research conducted by Ukpabi et al. (2015) also states that store layout has a positive relationship with impulse buying.

4.8.4 The Influence of Store Displays (X4) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, t value obtained was 2.167 with t table of 1.985 so that the Store Displays variable has a significant effect on Impulse Buying. If seen from the significance value of t at 0.033 smaller than alpha used is 0.033 <0.05. So, it can be concluded that Store Displays has a significant influence on Impulse Buying.

Based on the results of hypothesis testing regarding store displays that affect impulse buying consisting of two items, it can be concluded that H4, which predicts store display perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that store displays can influence the impulse buying of consumers at ZARA will be higher or better if the store displays at ZARA stores can attract consumers' attention.

In this research, it is evident that attractive store displays that are appropriate and attract consumers' attention to the products used will increase positivity in the impulse buying behavior of consumers at ZARA. For example, displaying a photo of an artist or model in a store that is using ZARA products will make consumers get the imagination of how to use it if they use the product so that if they see the photo using the right product with the right style will make them want to copy, and it will be compelled to do impulse buying.

Furthermore, not only with photos but also by using a statue of mannequin on display in the front of the store or in a shop that uses some products with the right alloys will provide a good reference for consumers of the product being displayed. Because consumers can see the mannequin from the front of the store and are interested in entering and looking into the store. It can also have a positive influence on impulse buying consumers.

The results of this research are also supported by previous research conducted by Sharma (2014), which shows that store displays have a positive influence on impulse buying. It is because the window display is able to act as a stimulus for customers to enter the store. Where the window display itself has a variety of benefits, including being able to display the best merchandise and provide information about new output products.

4.9 Limitation of Study

After conducting research, the results show that it is a significant influence between sales promotion, store interior, store layout, and store displays on impulse buying consumers. Based on research, discount prices and promo packages offered should be more appropriate and attractive, while store interiors, layouts, and store displays need to be improved so that they can have a positive influence on impulse buying consumers on ZARA products

In sales promotion, ZARA's late discounted prices are good enough and appropriate to attract the attention of consumers doing impulse buying. However, for the bonus pack or promo package that is currently late given by ZARA still needs to be made more attractive for the consumers so that it can influence consumers when they see the offer. Because at this time, the suggestion that ZARA provides is still relatively not suitable and not attractive to some consumers.

In the interior store, as a whole is already attractive to consumers, with interior design that uses monochrome colours and good lighting, so it is comfortable to be in a ZARA store. Besides that, excellent and suitable music that played inside the store adds to the light effect so that it makes the consumers comfortable shopping there. These things need to be maintained so that ZARA consumers are more comfortable when shopping at the store so that impulse buying can occur. Furthermore, for store layouts, ZARA currently has a right, and appropriate layout for consumers to do direct shopping, and the layouts at ZARA stores are enough to make it easier for consumers to find the product they want because they have functional space. Likewise, ZARA's store displays are made attractive, so consumers are influenced to do impulse buying.

In this case, ZARA must be able to offer different sales promotion offers such as member cards for consumers to collect points so that they get a prize or a discounted price. Alternatively, they can work with a credit crew from a bank to give consumers gifts or discount. The rewards can be in the form of coupons for subsequent purchases or at discounted prices that can be used for all types of products, because currently ZARA only gives discounts to certain products.

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CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research was conducted to find out which variables influenced Impulse Buying. In this research, the independent variables used are Sales Promotion (X1), Store Interior (X2), Store Layout (X3), and Store Displays (X4) variables, while the dependent variable used was Impulse Buying (Y).

Based on the four independent variables and one dependent variable, it can be seen that the four independent variables influence the dependent variable, namely impulse buying consumers. However, it gives a different amount of influence value. The variable that gives the biggest influence is the sales promotion variable followed by store layouts, store displays and store interiors.

However, the promo package offered by ZARA still does not suit consumers' wishes. If the promo package given is more in line with the wishes of the consumer, it will influence the decision to make impulse buying. Store layout also contributes a large influence on impulse buying. However, product grouping at ZARA must be more suitable and clearer in order to make it easier for consumers to get the desired product so that it can influence consumers to do impulse buying.

Furthermore, the display of photos (artist or model) must be more attractive and placed in the right position so that it will give more influence to consumers to do impulse buying. As for the interior store that should be a concern is the color factor at the ZARA interior store at this time is still lacking influence. Because it makes consumers less interested and comfortable walking around in the store so that it is compiled to do impulse buying.

Within the variable impulse buying, there are several items that describe the consumer's treatment that indicates an impulse purchase. From the results of this research, it can be seen that there are some impulse buying consumers who keep thinking first before buying something and feel spontaneous purchases are not pleasant or ordinary.

5.2 Recommendation

Based on the conclusions above, several suggestions can be put forward that can be useful for the company and other parties. As for the suggestions given, they include:

1. It is expected that the company can maintain and improve the quality of Sales Promotion, Sales Promotion for variables have a dominant influence in affecting Impulse Buying, but the results of this research show that there is still no value is below the average for sales promotion variables that can affect impulse buying consumer. Therefore, to make a less value on ZARA's sales promotion, there are several things that can be noticed, namely: first, the suitability of discounts or promo packages offered to the desires of consumers. It can be done by conducting research on consumer desires for the promotion of ZARA if these are fulfilled it will have a greater influence on impulse buying. Second, the time or duration of giving sales promotion on a product. When and duration of a promo has a great effect on consumers, if sales promotion is done at the right time, and

the right duration will further increase the influence on impulse buying consumers.

2. Next, improve the quality of comfort in the store atmosphere, by providing the latest creative innovations for store interiors, layouts, and displays. Because an update to the store atmosphere makes consumers do not feel bored so that it remains comfortable and interested in shopping at ZARA stores. That way, impulse buying will occur even more.
3. Considering that the independent variables in this research are significant in influencing Impulse Buying, it is expected that the results of this research can be used as a reference for future researchers to develop this research by considering other variables, which are other variables beyond the variables included in this research.