

Original article

The Influence of Price Cuts, Shop Scene and Hedonic Shopping Value on Impulse Buying Behavior on Visitors of Transmart Yasmin Bogor

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Abstract - In the digital era, the growth of online retail business in Indonesia is increasing, which can lead to changes in consumer buying behavior, from shopping offline to online shopping; therefore, conventional retail businessmen have to rack their brains to be able to attract consumers to visit. And make purchases they did not plan so that the company can get the maximum turnover.

The purpose of this study was (1) to determine how much influence Discount, Store Atmosphere, and Hedonic Shopping Value can influence impulse buying behavior on visitors of the Yasmin Bogor Transmart (2) to analyze whether there is an effect of discounting on impulse buying behavior. (3) to analyze whether there is an effect of shop atmosphere on impulse buying behavior, and (4) to analyze whether there is an effect of hedonic shopping value on impulse buying behavior on transSMART Yasmin Bogor visitors.

The target respondents in this study were visitors to the transmart Yasmin Bogor, with a total of 294 respondents. The research data were processed using SPSS and Lisrel using the SEM method.

The results of this study are (1) There is an effect resulting from Discounts, Shop Atmosphere and Hedonic Shopping Value on Impulse Buying Behavior with a value of the coefficient of determination or R square of 82%, while the remaining 18% is explained by other variables outside the variable used in research. (2) There is a positive and significant influence on the discount variable on the Impulse Buying Behavior of 21%, with the value of Discount Price of 2.05 greater than 1.96. (3) There is a positive and significant influence on the store atmosphere variable on the Impulse Buying Behavior of 20%, with a discounted price value of 4.20 greater than 1.96. (4) There is a positive and significant influence on the hedonic shopping value variable on the Impulse Buying Behavior of 57%, with a discount value of 8.09, greater than 1.96. And it can be concluded that each variable (discounted prices, shop atmosphere, and hedonic shopping value) in this study has an influence on impulse buying behavior on visitors of the Yasmin Bogor

Transmart, which can be used by companies to get maximum turnover from unplanned purchasing behavior at each. Visitors who come to Yasmin transmart.

Keywords - Price Discounts, Shop Atmosphere, Hedonic shopping value, and Impulse Buying Behavior.

I. INTRODUCTION

In the digital era, the growth of the online retail business in Indonesia is increasing, which can cause changes in consumer buying behavior, from what used to be offline shopping has now turned into shopping online; therefore, conventional retail businessmen must rack their brains to be able to attract consumers to visit. And make purchases they didn't plan to make so the company can get the maximum turnover.

Transmart is a conventional retail company with a hypermarket concept in Indonesia. Starting with the name Carrefour, a French retail company, it first entered Indonesia in 1998 with 40% ownership rights by CT Corpora. Then 15 years later, on January 16, 2013, Carrefour Indonesia was officially 100% owned by CT Corp, and since then, the company has changed its name to PT Trans Retail Indonesia until PT Trans Retail has a total of 92 outlets consisting of 17 Transmart 74 Carrefour.

PT Carrefour Indonesia strives to provide world-class service standards in the Indonesian retail industry. Carrefour Indonesia introduced the Hypermarket concept and provided a new shopping alternative in Indonesia for Carrefour Indonesia customers. Carrefour offers the concept of "One-stop Shopping," which offers a place of choice with a variety of products, low prices and also provides the best service so that it exceeds customer expectations.

To get a maximum turnover, companies can take advantage of unplanned buying behavior on consumers when they visit conventional retail stores, but from the results of a preliminary survey, it was found that a phenomenon that occurs in society today, when they want to shop, most of them already plan what products to buy they would have



bought before. However, it is possible that they will make purchases that are not planned.

From the description of the background above, the authors are interested in studying and researching "The Influence of Price Discounts, Store Atmosphere and Hedonic Shopping Value on Impulse Buying Behavior on Visitors to TransmartYasmin Bogor."

II. IDENTIFICATION OF PROBLEMS

Based on the description of the background above, it can be identified problems such as the following:

1. The discount provided by TransmartYasmin Bogor is liked by consumers but has not caused an unplanned purchase reaction.
2. The store atmosphere created by TransmartYasmin Bogor has attracted the attention of consumers to visit but has not yet triggered consumers to make unplanned purchases.
3. The behavior of consumers who plan to purchase in advance when they want to shop.
4. There is a view that the hedonic attitude makes them make unplanned returns.
5. Community needs for the quality of a comfortable store atmosphere.

III. FORMULATION OF THE PROBLEM

Based on the background of the problems stated above, the problem can be formulated in the following statement:

1. How much influence do price discounts, outlet atmosphere, and hedonic shopping value have on impulse buying behavior for visitors to transmartYasmin Bogor?
2. Does discounted prices have an influence on impulse buying behavior for visitors to TransmartYasmin Bogor?
3. Does the store atmosphere have an influence on impulse buying behavior for visitors to TransmartYasmin Bogor?
4. Does hedonic shopping value have an influence on impulse buying behavior for visitors to TransmartYasmin Bogor?

IV. LITERATURE REVIEW

A. Impulse Buying Behavior

Impulse buying is an act of buying that was not previously recognized consciously as a result of consideration or buying intentions that were formed before entering the store, or it could also be said that a sudden urge with full force, persistence, and not planned to buy something directly, without pay a lot of attention to the consequences.

According to Kotler (2010), the purchase decision is the action of consumers to buy or not to a product. Meaning that a person can make a decision to make a purchase or not. Therefore, there must be several alternative options that can

be chosen when shopping. The decision to buy can lead to how the decision-making process is carried out Discounts.

A price discount is a price reduction given to a product so that it looks cheaper than the normal price. The discount price strategy to the seller is a strategy by providing a discount from a predetermined price in order to increase sales of a product or service. Discounts can be given to the general public in the form of quantity discounts, cash payment discounts, trade discounts (sales discounts). Price is the amount of money needed to get a combination of products and services" (Swastha&Irawan, 2010). According to Tjiptono& Chandra (2012: 315), "price is the amount of money or monetary and non-monetary units that contain certain uses needed to get a product."

Store Atmosphere

The store atmosphere is a very important characteristic for every retail business. This has a role in creating a comfortable atmosphere in accordance with consumer desires and can make consumers want to stay in the store for a long time and indirectly stimulate consumers to make purchases even though they are not planned in advance.

Store atmosphere (store atmosphere) is the atmosphere (atmosphere). Every store has a physical layout that makes it easy or difficult to go around in it. Each store has a different appearance. The placement of the interior greatly affects consumers visually, sensually, and mentally at the same time, according to Purwaingsih (2011).

B. Hedonic Shopping Value

Hedonic shopping value is a person's desire to get pleasure for himself, which can be fulfilled by spending his time visiting places that are really fun and comfortable. Can enjoy the atmosphere in the place which will eventually lead to a purchase decision even though it is not planned Rahmawati (2018), namely the value of shopping, is oriented to two motivations, namely utilitarian motivation and hedonic motivation. Utilitarian values represent orientation to tasks that must be done, while hedonic values express one's self-satisfaction and shopping experience.

C. Hypothesis

1. Ho: If $R^2 = 0$, then it is stated that there is no influence between Price Discounts, Store Atmosphere, and Hedonic Shopping Value on Impulse Buying Behavior.
H1: If $R^2 > 0$, then it is stated that there is an influence between Price Discounts, Store Atmosphere and Hedonic Shopping Value on Impulse Buying Behavior
2. Ho: If $t\text{-value} < 1.96$, then it is stated that there is no influence between Price Discounts on Impulse Buying Behavior.
H2: If $t\text{-value} > 1.96$, it is stated that there is an influence between Price Discounts on Impulse Buying Behavior
3. Ho: If $t\text{-value} < 1.96$, then it is stated that there is no influence between Store Atmosphere and Impulse Buying Behavior.
H3: If $t\text{-value} > 1.96$, it is stated that there is an

influence between Store Atmosphere on Impulse Buying Behavior.

4. Ho: If t-value < 1.96, it is stated that there is no influence between Hedonic Shopping Value on Impulse Buying Behavior.

H4: If t-value > 1.96, it is stated that there is an influence between Hedonic Shopping Value on Impulse Buying Behavior.

V. RESEARCH METHODOLOGY

A. Population and Sample

The population used in this study is the mountain transmartYasmin Bogor, which has visited and shopped at TransmartYasmin Bogor. The sample collection technique uses the Roscoe formula, where the total indicator is multiplied by 10 so that the minimum number of samples is 250. However, in this study, there were 294 respondents.

Table 1. Variable Operation

Variable/ Sub variable	Concept Variable	Indicator	Scale/Size
Impulse Buying Behavior (Y)	Impulse buying behavior is a sudden and immediate purchase without any pre-purchase intention to purchase a specific product or to fulfill a specific buying task. Beatty and Ferrell (1998)	1. Spontaneity 2. Motivation 3. Excitement and Stimulation 4. Indifference to consequences.	Likert
Discounts (X1)	Price Discounts are attractive discounts, so the actual price is lower than the general price. Machfoedz (2005)	1. Can trigger consumers to buy in large quantities 2. Anticipating competitors' promotions 3. Supports large volume trading	Likert
Store Atmosphere (X2)	The atmosphere of the place is one of the retail mixes that are very important in running a	1. Exterior 2. General Interior(the inside) 3. Room Layout (Store Layout) 4. Interior Point	Likert

Variable/ Sub variable	Concept Variable	Indicator	Scale/Size
	retail business. With a good store atmosphere, it will attract visitors to make purchases even if they are not planned. Purwaningsih (2011)	of Interest Display (In-Store Attractive Decoration)	
Hedonic Shopping Value (X3)	Hedonic Shopping Value is a buying activity that is driven by behavior related to the five senses, imagination, and emotions that make material pleasure and enjoyment the main goal of life. Arnold and Reynolds (2003)	1. Adventure shopping 2. Social shopping 3. Gratification shopping 4. Idea shopping 5. Role shopping 6. Value shopping	Likert

B. Data collection technique

Data collection techniques carried out are as follows:

Interview: Interview is a method of collecting data by communicating directly with parties who are directly related to the object under study.

Questionnaire: A questionnaire is a method of collecting data by using a questionnaire containing questions that are used to determine the condition of products that already exist in the market.

Data analysis method: The data analysis technique used in this study is a quantitative approach, namely data analysis techniques relating to calculations to answer the problem formulation and recommended hypothesis testing where the questionnaire is used as an analytical tool in seeking respondents' responses about price discounts, store atmosphere, and hedonic shopping. Value of Impulse Buying behavior. By using the SEM method.

VI. RESULTS AND DISCUSSION

A. Determination of Theoretical Framework Model

Based on the theoretical studies that have been carried out previously, in this study, we would like to propose a test regarding the influence of the marketing environment and marketing mix on customer satisfaction. As previously mentioned, the theoretical framework model proposed in this study is as follows.

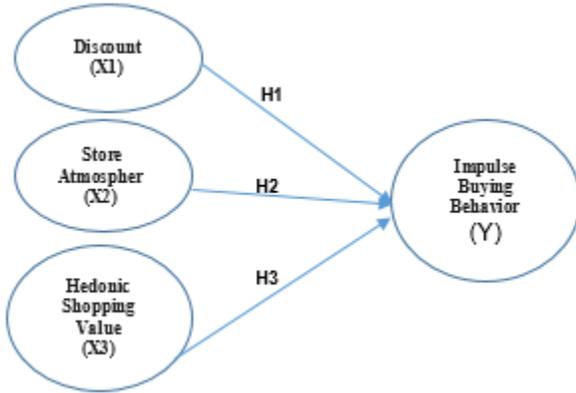


Fig. 1 Research Model Design

B. Path Chart Development

The path diagram is the basis for SEM testing, which is obtained from the complete depiction of all constructs 25 and their indicators into a model diagram. Based on the determination of constructs and indicators and their relationship, the complete trajectory diagram is shown in

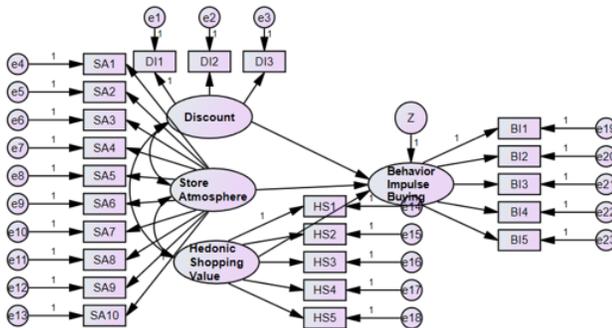


Fig. 2 Research Model Design

With Equation value: $\mu_1 = \gamma_{11} \varepsilon_1 + \gamma_{121} \varepsilon_2 + \gamma_{13} \varepsilon_3 + C$

a) **Normality Assumption** : (Singgih 2011) states that, like many other statistical methods, SEM also requires data with normal distribution. If the data is distributed very abnormally (non-normal), then the analysis results are feared to be biased. Testing the normality assumption in

SEM has two stages. The first stage is to test the normality for each variable univariately, while the second stage is to test the normality of all variables as a whole or multivariate. Processed using lisrel.

The variables DI, SA, HS, and BI, have skewness ratio values in the range of -3 to +3, then the kurtosis ratio value is in the range of -8 to +8, then all of these variables are declared normal.

- b) **Multicollinearity Assumption**: Ghozali (2008) explains that multicollinearity can be seen through the determinants of the covariance matrix. The very small value of the determinant indicates the presence of multicollinearity or singularity problems so that the data cannot be used for research. The value of the determinant of the covariance matrix will be better the further it is from zero.
- c) In this study, the determinant value of the covariance matrix is more than 1.03. This value is far from zero, so it can be concluded that the assumption of the absence of multicollinearity can be fulfilled.
- d) **The goodness of Fit**: Goodness of it or suitability is used to see whether the model made has inputs that match the predictions of the proposed model. In this study, the results of the model suitability test can be seen in Table 1.

Model Conformity Test Results: The model suitability test was carried out to identify whether the analyzed model was appropriate or not by conducting a test that refers to the model suitability index, which includes GFI, AGFI, NFI, TLI/NNFI, CFI, and RMSEA. Based on the results of data analysis using the SEM method and the LISREL 8.80 application software processing. Based on the goodness of fit test that has been done, there are only two indices that state that the model is fit. The RSMEA value is still far from the word good fit. Therefore an index modification (respecification) was carried out. In this study, 2 iterations were carried out, and the final results were obtained as follows:

Table 2. Final Result of Model Suitability Test

GOF Indicator	Expected Size	Estimated Result	Conclusion
Ukuran Absolut Fit			
GFI	GFI > 0,90	0,99	Good Fit
RMSEA	RMSEA < 0,08	0,075	Good Fit
Ukuran Incremental Fit			
NNFI	NNFI > 0,90	1,02	Good Fit
NFI	NFI > 0,90	1,00	Good Fit
AGFI	AGFI > 0,90	0,99	Good Fit
RFI	RFI > 0,90	1,00	Good Fit
IFI	IFI > 0,90	1,02	Good Fit
CFI	CFI > 0,90	1,00	Good Fit

Goodness of Fit: The goodness of fit test in the modified model is the same as the goodness of fit test in the previous model. Based on the same indices, the goodness of fit results in the modified model from the output in Table 2. From the conclusions obtained, it is known that the modified model has met the model suitability test.

C. Reliability Test and Validity Test Against Latent Variables (Constructs)

A validity test relates to whether a variable measure what it is supposed to measure. The measurement method can be divided into four types, namely content validity, criterion validity, construct validity, and convergent validity, and discriminant validity. Although in different ways, each type tries to show whether a measure is related to a concept. A variable is said to have good validity on the construct or latent variable, if:

- a. The t value of loading factors has a value greater than the critical value (1.96)
- b. The standard loading factors are 0.70.

Reliability is the consistency of measurement. High reliability indicates that the indicators have high consistency in measuring the latent construct. In general, the techniques for estimating reliability are test-retest, alternative forms, split-halves, and Cronbach's Alpha. From these various approaches, it turns out that Cronbach's Alpha coefficient uses the fewest assumption limits. However, the alpha will give an underestimation if it is used to estimate the reliability of a congeneric measure (Bollen, 1989). Based on this, to measure reliability in SEM, a composite reliability measure (composite reliability measure) and variance extracted (variant extract size) will be used.

The composite reliability of a construct is calculated as:

$$Construct\ Reliability = \frac{(\sum Std.loading)^2}{(\sum Std.loading)^2 + \sum e_i}$$

Where standard loading (Standardized Loading) can be obtained directly from the Lisrel 8.8 program output, and e is the measurement error for each indicator or observed variable.

The variance extract reflects the total variance in the indicators (observable variables) described by the latent variable. Variant extract size can be calculated as follows:

$$Variance\ Extracted = \frac{\sum Std.loading^2}{\sum Std.loading^2 + \sum e_i} \text{ OR } \frac{\sum Std.loading^2}{N}$$

Where N is the number of variables observed from the measurement model, Criteria, a construct has good reliability, if:

- Construct Reliability (CR) value above or equal to 0.70 (0.70)
- Variance Extracted (VE) value above or equal to 0.50 (0.50)

And the calculation results are obtained as follows:

Table 3. Test of Reliability and Validity of Latent Construct Variables

Measurement Model		λ	1-λ ²	CR (≥ 0.70)	λ ²	VE(≥0,50)	Conclusion
Latent Variabel	Manifest Variables						
IP	BI1	0,63	0,26		0,3969		
	BI2	1,06	0,44		1,1236		
	BI3	0,81	0,42		0,6561		
	BI4	0,54	0,62		0,2916		
	BI5	0,57	0,55		0,3249		
	Total BI	3,61	2,29	0,85	2,7931	0,55	Good/Reliability
PH	DI1	0,58	0,54		0,3364		
	DI2	0,51	0,91		0,2601		
	DI3	0,34	0,41		0,1156		
	DI4	0,84	0,36		0,7056		
		Total PH	2,27	2,22	0,70	1,4177	0,39
ST	SA1	0,68	0,71		0,4624		
	SA2	0,96	0,71		0,9216		
	SA3	0,58	0,44		0,3364		
	SA4	2,29	12,30		5,2441		
	SA5	0,58	0,59		0,3364		
	SA6	0,52	0,49		0,2704		
	SA7	0,50	0,74		0,2500		
	SA8	0,41	0,25		0,1681		
	SA9	0,65	0,67		0,4225		
	SA10	0,80	0,51		0,6400		
	Total SA	7,97	17,41	0,78	9,0519	0,34	Not Good/Reliability
HSV	HS 1	0,65	0,13		0,4225		
	HS 2	0,79	0,47		0,6241		
	HS 3	0,60	0,36		0,3600		
	HS4	0,71	0,24		0,5041		
	HS5	0,74	0,22		0,5476		
	HS6	0,83	0,22		0,6889		
	Total HS	4,32	1,64	0,92	3,1472	0,66	Good/High Reliability

Based on Table 3, Test of Reliability and Validity of Latent Construct Variables, HSV and IP have good values or in accordance with applicable regulations, but for the latent variable PH, the VE value is in the poor range. Namely VE =

0.39 < 0.5, and for the latent variable ST has a VE value which is in the less good range, namely 0.34 < 0.5.

Measurement Model Suitability Test

Testing the parameter λ (loading factor) / dimension coefficient) measurements on exogenous and endogenous models. This test is conducted to determine whether or not the indicators are strong for each latent variable (construct). Testing the parameter λ is a standardized regression coefficient (standardized regression weigh) for exogenous and endogenous variables as shown in the table below:

Table 4. Measurement Model Suitability Test

Measurement Model		Factor Weight Coefficient	Standard Error	t-value	Test results (t>1,96)	R ²
Latent Variable	Manifest Variable					
DI	DI1	0,58	0,060	14,91	Significant	0,38
	DI2	0,51	0,029	17,88	Significant	0,22
	DI3	0,34	0,025	13,52	Significant	0,22
	DI4	0,84	0,045	18,71	Significant	0,66
SA	SA1	0,68	0,028	23,88	Significant	0,39
	SA2	0,96	0,029	33,21	Significant	0,57
	SA3	0,58	0,025	23,33	Significant	0,43
	SA4	2,29	0,039	58,90	Significant	0,30
	SA5	0,58	0,018	32,91	Significant	0,36
	SA6	0,52	0,018	29,05	Significant	0,36
	SA7	0,50	0,019	26,90	Significant	0,25
	SA8	0,41	0,019	22,04	Significant	0,40
	SA9	0,65	0,019	34,51	Signifikan	0,40
	SA10	0,85	0,020	42,42	Significant	0,58
HS	HS1	0,65	0,022	30,07	Significant	0,76
	HS2	0,79	0,027	29,47	Significant	0,57
	HS3	0,60	0,022	27,51	Significant	0,50
	HS4	0,71	0,024	29,74	Significant	0,67
	HS5	0,74	0,023	32,57	Significant	0,71
	HS6	0,83	0,022	37,25	Significant	0,76
BI	BI1	0,26				0,60
	BI2	0,73	0,060	17,63	Significant	0,72
	BI3	0,72	0,053	15,18	Significant	0,61
	BI4	0,76	0,046	11,78	Significant	0,32

Based on table 4, all the t values of the indicators forming the latent variable are greater than 1.96. (t > 1.96), it can be said that all indicators forming the latent variable (exogenous and endogenous) are significant; it can be concluded that the indicators are significant and significant in forming the latent variable. Then all indicators in this study can be analyzed further because they can form latent variables.

Testing of structural parameters and (loading factor/coefficient dimension) in exogenous and endogenous models. The test aims to determine the causal relationship or the effect of one latent variable on other latent variables, whether or not the indicators are strong for each latent variable (construct). Testing parameters and are standardized regression coefficients (standardized regression weight) for exogenous and endogenous variables as shown in the table below:

Table 5. Structural Model Suitability Test

Measurement Model	Latent Variable	Manifest Variable	Factor Weight Coefficient	Standard Error	t-value	Test Result (t>1,96)	R ²
BI	DI	DI	0,21	0,10	2,05	Significant	0,82
		SA	0,20	0,048	4,20	Significant	0,82
		HS	0,57	0,70	8,09	Significant	0,82

There are 3 hypotheses tested in this study, all of which are significant. And none of the hypotheses were stated to be insignificant. Then the complete test results can be presented in table 6 below.

Table 6. Hypothesis Testing Results

Hypothesis	Description	Conclusion
H1	Discounts → Impulse Buying Behavior	Data Supported
	Discounts have a positive effect on Impulse Buying Behavior.	(Be accepted)
H2	Store Atmosphere → Impulse Buying Behavior	Data Supported
	Store atmosphere has a positive influence on Impulse Buying Behavior.	(Be accepted)
H3	Hedonic Shopping Value → Impulse Buying Behavior	Data Supported
	Hedonic Shopping Value has a positive influence on Impulse Buying Behavior.	(Be accepted)

Based on table 6, the research hypotheses (H1), (H2), and (H3) are declared accepted as formulated in the initial prediction (hypothesis) that are appropriate, namely Price Discounts, Store Atmosphere, and Hedonic Shopping Value have a positive influence on Impulse Buying Behavior, This means that if the Price Discount, Store Atmosphere and Hedonic Shopping Value are increased, the Impulse Buying Behavior of Transmart visitors will increase.

Discussion

Testing the hypothesis of the relationship between price discounts, store atmosphere, and hedonic shopping value on impulse buying behavior

Ho: If $R^2 = 0$, then it is stated that there is no influence between Price Discounts, Store Atmosphere, and Hedonic Shopping Value on Impulse Buying Behavior.

H1: If $R^2 \neq 0$, then it is stated that there is an influence between Price Discounts, Store Atmosphere, and Hedonic Shopping Value on Impulse Buying Behavior.

Mathematically, the initial equation is formulated as follows:

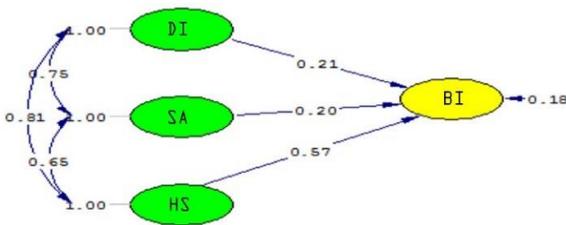


Fig. 3 The Influence of Price Discounts, Store Atmosphere and Hedonic Shopping Value on Impulse Buying Behavior

Systematically the initial formulation is formulated as follows:

$$\eta_1 = \gamma_1 \xi_1 + \gamma_2 \xi_2 + \gamma_3 \xi_3 + \zeta_1$$

The obtained equation:

$$BI = 0,21 * DI + 0,20 * SA + 0,57 HS, \text{Err0rvar.} = 0,18, R^2 = 0,82$$

(0,10)	(0,048)	(0,070)	(0,019)
2,05	4,20	8,09	9,66

Based on this equation, the effect of Price Discounts on Impulse Buying Behavior is 21%, the magnitude of the influence of Store Atmosphere on Impulse Buying Behavior is 20%, and the magnitude of the influence of Hedonic Shopping Value on Impulse Buying Behavior is 57%. Furthermore, the magnitude of the contribution of Price Discounts, Store Atmosphere and Hedonic Shopping Value on Impulse Buying Behavior collectively by 82% and the rest (100% -82%) = 18% determined by other factors not examined. This description can be explained using Figure 3 as above.

So it can be concluded that the discount (X1), store atmosphere (X2), and hedonic shopping value (X3) together have an influence on impulse buying behavior on Yasmin Bogor Transmart consumers.

The results of this study can be used by Transmart as

material for consideration and evaluation to improve consumer behavior to increase unplanned buying behavior when visiting Transmart. By increasing price discounts, store atmosphere, and products that have hedonic shopping value to visitors, so that they can increase impulse buying behavior when visiting Transmart.

The test hypothesis between X1 (Price Discount) against Y (Impulse Buying Behavior)

Ho: If $t\text{-value} < 1.96$, then it is stated that there is no influence between Price Discounts on Impulse Buying Behavior.

H1: If $t\text{-value} > 1.96$, it is stated that there is an influence between Price Discounts on Impulse Buying Behavior.

Mathematically the equation formula or model used is:

The obtained equation:

$$BI = 0.21 * DI + 0.18, R^2 = 0.82$$

(0.10)

2.05

The description above can be seen from Table 5, and table 6 concludes that H0 is rejected and H2 is supported by the data being accepted, as has been formulated in the initial prediction (hypothesis) that is appropriate, namely Price Discounts have a positive and significant effect on Impulse Buying Behavior of 21%, with a discounted t-value of 2.05, which is greater than 1.96. With this, it can be interpreted that if the Price Discount is increased, the Impulse Buying Behavior of Transmart visitors will increase.

The results of this study, in other words, explain that the discounted variable can be said to have an effect on impulse buying. Implementing a discount strategy properly can have an impact on customer decisions when visiting a retail store, which causes visitors to make unplanned buying behavior (Impulse buying) when visiting there.

This result can also be used by Transmart as material for evaluation of the price discounts that have been given/offered to visitors so that it can be even more effective in triggering consumers to make unplanned purchases (impulse buying) when visiting Transmart.

The test hypothesis between X2 (Store Atmosphere) and Y (Impulse Buying Behavior)

Ho: If $t\text{-value} < 1.96$, it is stated that there is no influence between Store Atmosphere and Impulse Buying Behavior.

H1: If $t\text{-value} > 1.96$, it is stated that there is an influence between Store Atmosphere on Impulse Buying Behavior.

Mathematically the equation formula or model used is:

$$\eta_3 = \gamma_2 \xi_2 + \zeta_1$$

The obtained equation:

$$ST = 0.20 * SA + 0.18, R^2 = 0.82$$

(0.048)

4.20

The description above can be seen from table 5 and table 6, concluding that H0 is rejected and H3 is supported by the

data being accepted, as has been formulated in the initial prediction (hypothesis) that is appropriate, namely the atmosphere of the store has a positive and significant influence on Impulse Buying Behavior by 20 %, with a discounted t-value of 4.20, which is greater than 1.96. With this, it can be interpreted that if the Store Atmosphere is improved, the Impulse Buying Behavior of Transmart visitors will increase.

The results of this study, in other words, explain that the Susana store variable at an outlet can influence consumer behavior to make purchases that they did not plan (impulse buying). These results can also be used by Transmart as material for evaluation of the store atmosphere that has been provided/offered to visitors so that it can be even more effective in triggering consumers to make unplanned purchases (impulse buying) when visiting Transmart.

The test hypothesis between X3 (Hedonic Shopping Value) and Y (Impulse Buying Behavior)

Ho: If t-value < 1.96, it is stated that there is no influence between Hedonic Shopping Value on Impulse Buying Behavior.

H1: If tvalue > 1.96, it is stated that there is an influence between Hedonic Shopping Value on Impulse Buying Behavior.

Mathematically the equation formula or model used is:

$$Y = \gamma_3 + \zeta_1$$

The obtained equation:

$$HSV = 0.57 * HSV + 0.18, R^2 = 0.82$$

(0.070)
8.09.

The description above can be seen from Table 5, and table 6 concludes that H0 is rejected and H4 is supported by the data being accepted, as has been formulated in the initial prediction (hypothesis) that is appropriate, namely Hedonic Shopping Value has a positive and significant influence on Impulse Buying Behavior. by 57%, with a discounted t-value of 8.09, which is greater than 1.96. This means that if the products that have a sense of Hedonic Shopping Value are increased at the end, the Impulse Buying Behavior of Transmart visitors will increase.

The results of this study, in other words, explain that the presence of hedonic feelings felt by consumers can increase unplanned buying behavior (impulse buying).

These results can also be used by Transmart as material for evaluation of the Hedonic Shopping Value that has been given/offered to visitors so that it can be even more effective in triggering consumers to make unplanned purchases (impulse buying) when visiting Transmart.

VII. CONCLUSION

Based on the results of the research descriptions that have been presented in previous chapters regarding the influence of price discounts, store atmosphere, and hedonic shopping value on impulse buying behavior at Transmart Yasmin Bogor visitors. Then conclusions can be drawn based on the findings and testing the research results as follows:

- 1 Price Discounts, Store Atmosphere, and Hedonic Shopping Value affect Impulse Buying Behavior with the value of the coefficient of determination or R square of 82%, while the remaining 18% is explained by other variables outside the variables used in the study.
- 2 There is a positive and significant effect on the discounted variable on the Impulse Buying Behavior of 21%, with the t-value of the Discounted Price of 2.05, which is greater than 1.96. Price discounts partially have a positive and significant effect on Impulse Buying Behavior.
- 3 There is a positive and significant influence on the store atmosphere variable on Impulse Buying Behavior of 20%, with a t-value of 4.20, greater than 1.96. Store atmosphere partially has a positive and significant influence on Impulse Buying Behavior.
- 4 There is a positive and significant effect on the hedonic shopping value variable on the Impulse Buying Behavior of 57%, with a t-value of discounted prices of 8.09, which is greater than 1.96. Hedonic Shopping Value partially has a positive and significant influence on Impulse Buying Behavior.

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