

# THE EFFECT OF SALES PROMOTION, PRODUCT DISPLAY, BRAND IMAGE AND HEDONISTIC SHOPPING MOTIVATION ON UNPLANNED PURCHASES IN BANJARAN DEPARTMENT STORE BASE

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## ABSTRACT

*Dea Ananda, 2023. The Effect of Sales Promotion, Product Display, Brand Image and Hedonic Shopping Motivation on Unplanned Purchases at Banjaran Department Store Basa.*

*Research objectives include: 1). To determine the effect of sales promotions on unplanned purchases at Banjaran department store base, 2). To determine the effect of product displays on unplanned purchases at Banjaran Department Store Basa, 3). To determine the effect of brand image on unplanned purchases at Banjaran department store base, 4). To determine the effect of hedonic shopping motivation on unplanned purchases at Banjaran Department Store Basa. 5). To determine the effect of sales promotion, product display, brand image and hedonic shopping motivation together on unplanned purchases at Banjaran Department Store Basa.*

*The method used in this research is a quantitative research method. While the analytical tools used are descriptive statistics, successive interval method, classical assumption test, multiple regression analysis, partial hypothesis testing, simultaneous hypothesis testing, and analysis of the coefficient of determination.*

*The conclusions of this study are: 1). There is an influence of sales promotion on unplanned purchases., 2). There is an influence of product displays on unplanned purchases, 3). There is an influence of brand image on unplanned purchases. 4). There is an influence of hedonic shopping motivation on unplanned purchases. 5). There is influence of sales promotion, product display, brand image and hedonic shopping motivation together on unplanned purchases.*

*Keywords: Sales Promotion, Product Display, Brand Image, Hedonic Shopping Motivation, Unplanned Purchase*

## ABSTRACT

**Dea Ananda, 2023.** The Influence of Sales Promotion, Product Display, Brand Image and Hedonistic Shopping Motivation on Unplanned Purchases in the Basa of Banjaran Department Stores.

The objectives of the study include: 1). To determine the influence of sales promotion on unplanned purchases in Banjaran Department Store Base, 2). To find out the effect of product display on unplanned purchases in Banjaran Department Store Base, 3). To find out the influence of brand image on unplanned purchases in Banjaran Department Store Base, 4). To find out the influence of hedonistic shopping motivation on unplanned purchases in Basa Department Store Banjaran. 5). To find out the influence of sales promotion, product display, brand image and hedonistic shopping motivation together on unplanned purchases in Basa Department Store Banjaran.

The method used in this study is a quantitative research method. Meanwhile, the analysis tools used are descriptive statistics, successive interval methods, classical assumption tests, multiple regression analysis, partial hypothesis tests, simultaneous hypothesis tests, and determination coefficient analysis.

The conclusions of this study are: 1). There is an influence of sales promotion on unplanned purchases., 2). There is an influence of product display on unplanned purchases, 3). There is an influence of brand image on unplanned purchases. 4). There is an influence of hedonistic shopping motivation on unplanned purchases. 5). There is an influence of sales promotion, product display, brand image and hedonistic shopping motivation together on unplanned purchases.



Increase/Decrease	0,00	-2,83%	-1,69%
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Source: (2023)

From  
Purchase (GWI)  
Based on  
Passion  
(Tinarbuko, .  
Research Effendi (2020), Sopini, (2021)  
Sakdiah (2022) Warnerin (2020),  
Artana (2019), Akbar (2022) Almonds,et (2019)  
Research Styadi (2018) research  
Copyright (2021)  
Research Natalie (2019), Effendi (2020), Styadi  
(2018) Akbar (2022)  
Based on "Influence

## 1.2 Formulation

Based on :

1. Is
- 2.
3. Is
4. Is
5. Is

## 1.3 Objectives

From :

1. For
2. For
3. For
4. For
5. For

## B. FRAMEWORK

1. The effect of .  
Promotion
2. The influence of .  
*Display*
3. The influence .  
Brand .  
(*impulse* ).
4. The influence .  
Motivation (Effendi, ).  
*Hedonic*
5. The influence .  
Purchase .

Based on :

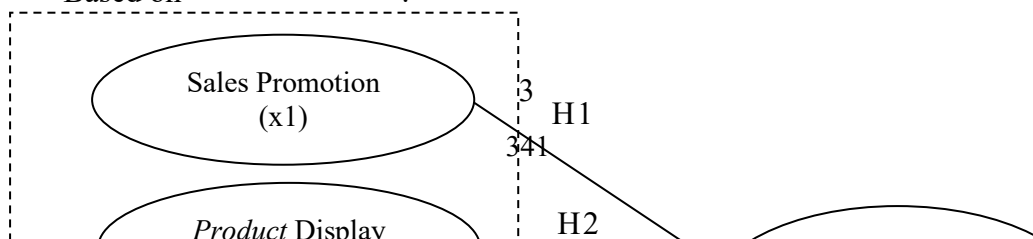


Figure Framework

## C. METHOD

### 3.1 Type

Method .

### 3.2 Population

As for .

Technique .

### 3.3 Definition

The concept .

### 3.4

Technique

### 3.5 Engineering

Technique

## D. RESULTS

### 4.1 Test

A :

a.

Test

,

(Ghozali,

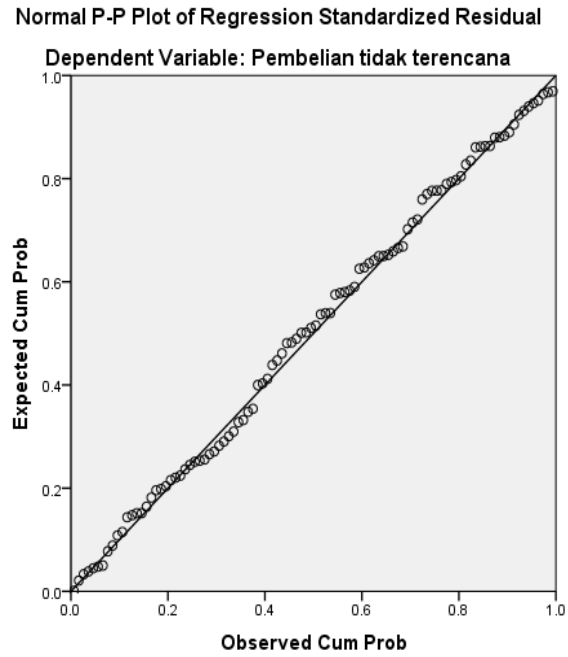


Figure  
Result

Based on  
Test

. (2-tailed), . (2-tailed)

(Ghozali,

Table

Result

One-Sample

		Unstandardized
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.	3.18786964
Most	Absolute	.045
	Positive	.034
	Negative	-.045
Test		.045
Asymp. (2-tailed)		.200 <sup>c,d</sup>

- a.
- b.
- c.
- d.

Based on

.

.

b. Test

Test

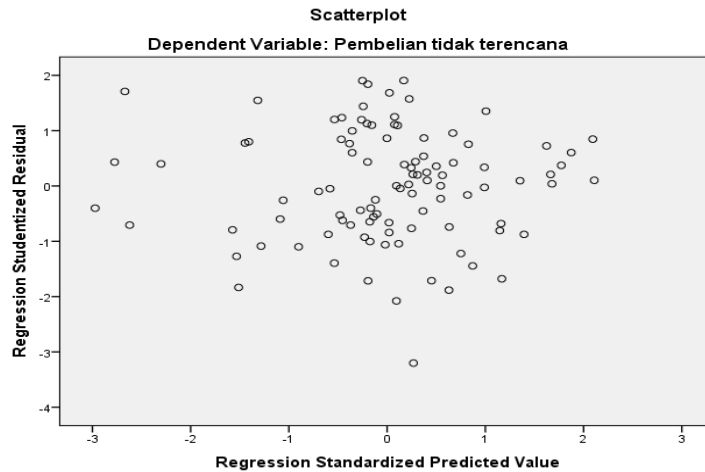


Figure  
Result Heteroscedasticity

Based on  
c. Test The (Ghozali,  
(Variance . (Ghozali,  
Table  
Result

Type		Collinearity	
		Tolerance	VIF
1	Promotion	.699	1.430
	Display	.541	1.849
	Image	.648	1.544
	Motivation	.602	1.662

a.

From

## 4.2 1Regression 1Multiple Analysis

Table  
Result

Type		Unstandardized		Standardized	t	Sig.
		B	Std.	Beta		
1	(Constant)	3.016	3.148		.958	.341
	Promotion	.273	.112	.189	2.441	.016
	Display	.256	.124	.182	2.065	.042
	Image	.518	.122	.342	4.238	.000
	Motivation	.232	.070	.276	3.297	.001

a.

Based on

$\hat{Y}$

Based on

- Constant
- The regression coefficient (X1)
- The regression coefficient (X2)
- The regression coefficient (X3)
- The (X4)

#### 4.3 Test

Test

Table  
Result  
Coefficients<sup>a</sup>

Type	Unstandardized		Standardized	t	Sig.
	B	Std.	Beta		
1 (Constant)	3.016	3.148		.958	.341
Promotion	.273	.112	.189	2.441	.016
Display	.256	.124	.182	2.065	.042
Image	.518	.122	.342	4.238	.000
Motivation	.232	.070	.276	3.297	.001

a.

From

1. From (X1) (Y)
2. From (X2) (Y)
3. From (X3) (Y)
4. From (X4) (Y)

#### 4.4 Test

Test

Table  
Result  
ANOVA<sup>a</sup>

Type	Sum	Df	Mean	F	Sig.
1 Regression	1,509.173	4	377.293	35.626	.000b
Residual	1,006.089	95	10.590		
Total	2,515.262	99			

a.

b. (Constant),

From

influence

#### 4.5 Coefficient

Coefficient

Table  
Result  
Model

Type	R	R	Adjusted	Std.
1	.775a	.600	.583	3.25429

a. (Constant),

From

%

%

.

## E. CONCLUSIONS

### 5.1 Conclusion

Based on

1. Promotion
2. Display
3. The image of
4. Motivation
5. Promotion

### 5.2 Suggestion

Some

1. Base
2. Base

3. Base
4. Motivation