

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.

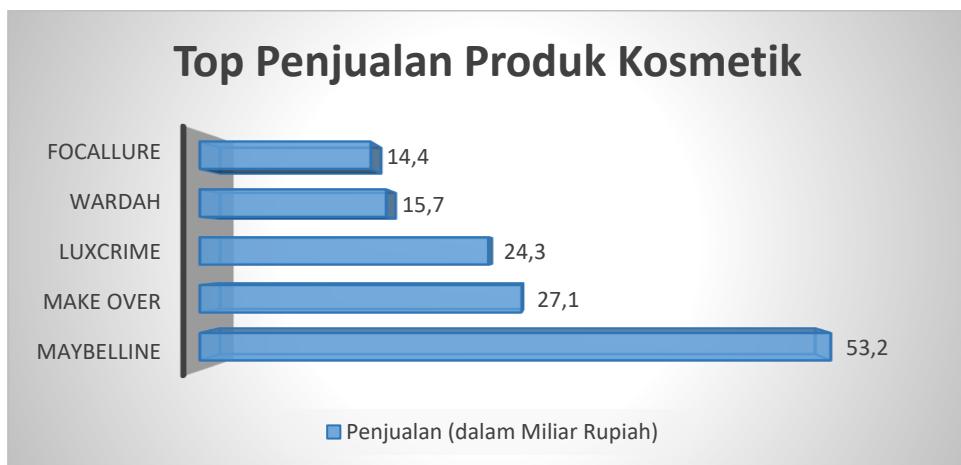
The method used in this study is a quantitative research method. Meanwhile, the analysis tools used are descriptive statistics, successive interval methods, classical assumption tests, multiple regression analysis, partial hypothesis tests, simultaneous hypothesis tests, and determination coefficient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

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

A. INTRODUCTION

1.1 Background of the Problem



Source: <https://compas.co.id>

Figure Data

At the beginning

1 Make

Table
Data
Year

Moon	Year		
	Year	Year	Year
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Average			

Increase/Decrease	0,00	-2,83%	-1,69%
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 (2014)

Based on :

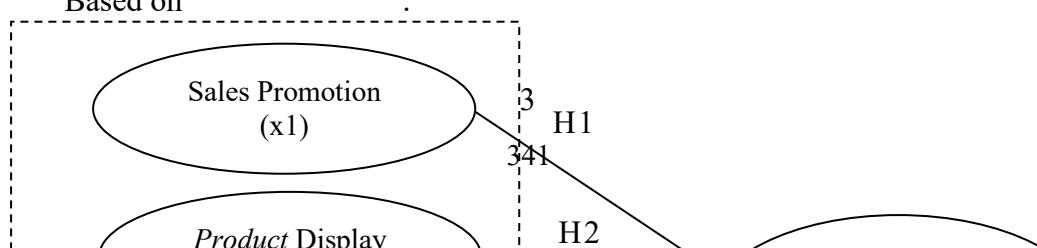


Figure Framework

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,

Normal P-P Plot of Regression Standardized Residual

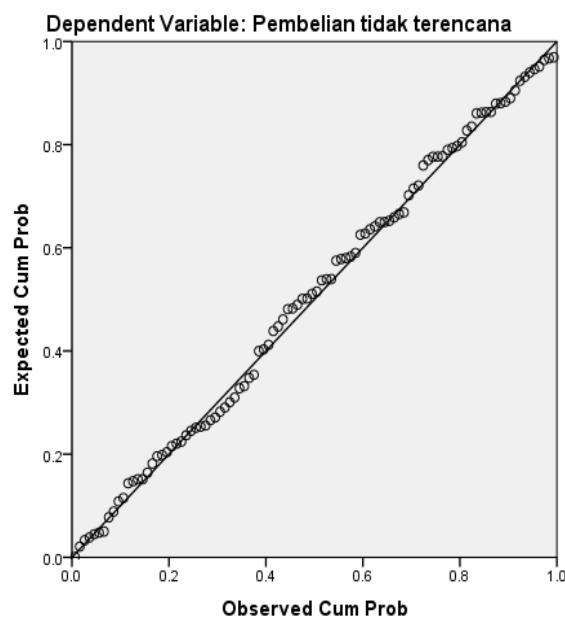


Figure
Result

Based on
Test . (2-tailed), . (2-tailed) (Ghozali,
Table
Result
One-Sample)

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

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

Based on

b. Test
Test

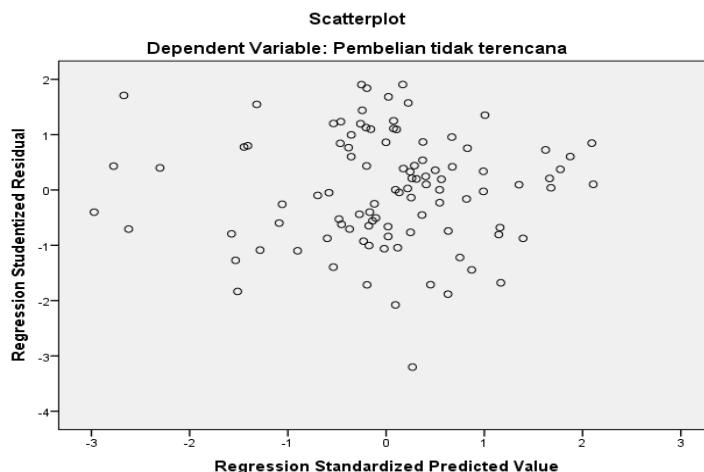


Figure
Result Heteroscedasticity

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

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		Beta	t	Sig.
		B	Std.			
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

Table
Result
Coefficientsa

Type		Unstandardized		Beta	t	Sig.
		B	Std.			
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

Table
Result
ANOVAa

Type	Sum	Df	Mean	F	Sig.
1	Regression	1,509.173	4	377.293	35.626
	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