

The Influence Of Discount And Store Atmosphere Towards Impulse Buying At Department Store Mall In Cirebon

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Abstract

This study aims to determine the effect influence of discount and store atmosphere towards impulse buying together. Methods in study is associative method. Because we know both of variabel or more with insidental sampling. The number of populations in this research is 75 people of Matahari department store Grage Mall Cirebon consumer's. Analysis data is using validity, reliability, classical assume, regression analysis, t test dan f test by using SPSS 23.0 version for windows. The result in this research shows that in partial discount is influence towards impulse buying (It can be seen from the value of $t_{count} > t_{table}$, namely $4.521 > 1.666$), in partial store atmosphere is influence towards impulse buying (It can be seen from the value of $t_{count} > t_{table}$, namely $2382 > 1.666$), and by simultaneous dicount and store atmosphere influence towards impulse buying ($F_{count} > F_{table}$ is obtained, namely $18.141 > 3.12$). The implications in this research is discount and storetmosphere both of partially and simultaneous is good enough. So that need to be maintaned but it would better if it enchance the discount and store atmosphere.

Keywords: *Discount, Store Atmosphere, and Impulse Buying.*

INTRODUCTION

Currently the retail business in Indonesia is experiencing very rapid progress. The increasing growth of the retail business means that competitors are required to be more creative and innovative, in developing their business, especially in terms of developing a unique and attractive marketing strategy to attract the attention of consumers to make purchasing transactions so that they can compete with other retail businesses.

Impulse buying or unplanned purchasing behavior is something that is very interesting for entrepreneurs. Impulse buying is purchasing behavior carried out in a store, where the purchase is different from what the consumer had planned when they entered the store. Quoted from the journal Impulse buying is a purchase that occurs without prior planning and the purchasing decision is taken quickly and based on subjective judgment at the time the purchase is made. Most consumers in Indonesia have unplanned habits, where they tend to act last minute. When shopping, Indonesian people tend to be impulsive buyers (Prihatma et al., 2021). Impulse Buying behavior is certainly something that must be created because impulse buying can happen anytime and anywhere without any initial or sudden planning. This includes when consumers enter a shop where consumers feel comfortable in the shop atmosphere which will create an interest in making unplanned purchases. This agrees with Christina Widya Utami (2014:48) that shopping places and the environment are important because 70%-80% of purchasing decisions are made at shopping places, especially when checking goods.

The level of business competition in the retail world, especially in the sale of fashion style goods in the city of Cirebon, is increasing. With the increasing variety of department stores, one example is Matahari, Centro and Ramayana. Department Store is a form of supermarket that sells retail merchandise to end consumers (www.wikipedia.com). Matahari department store Grage Mall Cirebon is one of the shopping tourist destinations for the middle class of Cirebon

society, because it sells various kinds of style needs consisting of children's, women's, men's clothing, shoes, bags, perfume and various other style needs. The combination of affordable fashion, visually attractive, quality and modern outlets provides a pleasant shopping experience. With various types of goods available at Matahari department store Grage Mall Cirebon, it makes it easy for consumers to shop for various types of style needs in one place. This can trigger unplanned purchases (impulse buying) because initially consumers have plans to buy bags, but when they see shoes with attractive offers through big discounts, consumers will accidentally buy bags. Apart from that, Matahari department store Grage Mall Cirebon pays attention to convenience for consumers in shopping, namely by creating a store atmosphere. With a comfortable atmosphere, consumers will feel at home longer in the shop and can influence consumers to make purchases.

Marketing strategies to increase sales are now emphasized with strong promotions, one of which is discounts. Discounts are a form of reduction given by the seller from the original selling price either in cash or purchasing an item (Fransiskho, Goh, and Julitawaty 2021). Discounts are given to consumers as an incentive to buy a product because with discounts consumers can feel interested in buying cheap products. From the previous price (Warnerin 2020). This strategy hopes to increase greater sales for the company (Gunawan and Pratiwi 2024). Discounts are discounts given by sellers to buyers as appreciation or for certain activities carried out by the buyer. Sales promotion activities through discounts, giving gifts, vouchers and coupons are strategies that can influence unplanned purchases or impulse buying. This agrees with Mc. Goldrick (2002) in Christina Widya Utami (2014:254) states that the use of discounts, for example a 50% discount, is almost done by supermarkets to attract the attention of consumers to make purchases.

Marketing strategies to increase sales and influence consumers to make purchases, not only discounts, but store atmosphere can also be used as a strategy. Quoted from the Atmosphere journal, Januanto, (2022) said that the store atmosphere is an atmosphere that is arranged in such a way with the aim of creating comfort for consumers so that consumers feel happy and are able to stay in the place for a long time. So when the store atmosphere is well regulated to make consumers comfortable, it will create satisfaction for consumers. When consumers are satisfied, consumers will feel happy and at home in the outlet. This allows consumers to come and repurchase the product next time.

Store atmosphere is one of the various elements in the retail marketing mix. A shop that is neatly arranged and attractive will be more inviting to buyers than a shop that is laid out in an ordinary way. Store atmosphere can lure consumers to make purchasing transactions, entrepreneurs create a store atmosphere that is as comfortable and attractive as possible to make consumers feel at home in the store for a long time so that it attracts consumers to make spontaneous or unplanned purchases. For example, business owners can use eye-catching displays to arouse consumer attention, by creating visual relationships that contain harmony, contrast or contrast in the display, layout or physical arrangement of the shopping area. This agrees with Christina Widya Utami (2015:48) that the shopping environment relatively influences the five senses (sight, hearing, touch and taste) in making purchasing decisions in a shop.

RESEARCH METHODS

The type of research used in this research is quantitative research with associative research using SPSS tools.

Types of Research Data

Associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2017:37). This is to determine the relationship between the two variables Discount and Store Atmosphere on Impulse Buying at Matahari Department Store Grage Mall Cirebon.

Population

Population according to Sugiyono (2017:80) "Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics which are applied by researchers to study and then draw conclusions." The population taken by researchers in this study were all consumers of Matahari Department Store Grage Mall Cirebon.

Sample

According to Sugiyono (2017:81), the sample is "part of the number and characteristics of the population". Because the exact number of consumers at Matahari department store is not known and it has a large population. So the exact number is not known, so to determine the sample size we use Roscoe's opinion (1982:253).

This sampling technique is non-probability sampling. According to Sugiyono (2017:84) "nonprobability sampling is a sampling technique that does not provide an equal chance for elements or members of the population to be selected as samples."

Data Collection Techniques

A questionnaire is an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what to expect from the respondent. Apart from that, questionnaires are suitable for use if the number of respondents is large enough and spread over a wide area. (Sugiyono, 2017-142).

Framework Theory

Impulse buying is an unplanned purchase that consumers make when shopping, where when consumers do not intend to buy a product but because of motivation that causes their desire to shop very strongly, suddenly there is something that is attractive to consumers such as a large discount. carried out by shopping centers so as to increase the urge to buy.

Discounts are a promotional strategy to increase sales by providing discounts given by sellers to buyers for certain activities. Consumers will be increasingly interested in discount offers because discounted prices are below normal prices to influence consumers to make purchases. The higher the discount offered to consumers, the more likely consumers will make unplanned purchases (impulse buying).

Store atmosphere, which includes store design, visual communication, lighting, color, music, lighting and aroma, is thought to be able to stimulate and influence unplanned purchases or impulse buying. In this case, the more supportive the store atmosphere, the higher the decision to carry out impulse buying.

With the store atmosphere and discounts, if done together, it is thought to be able to stimulate and influence consumers in making unplanned purchases. The higher the discount and store atmosphere, the higher the decision to make unplanned purchases or impulse buying.

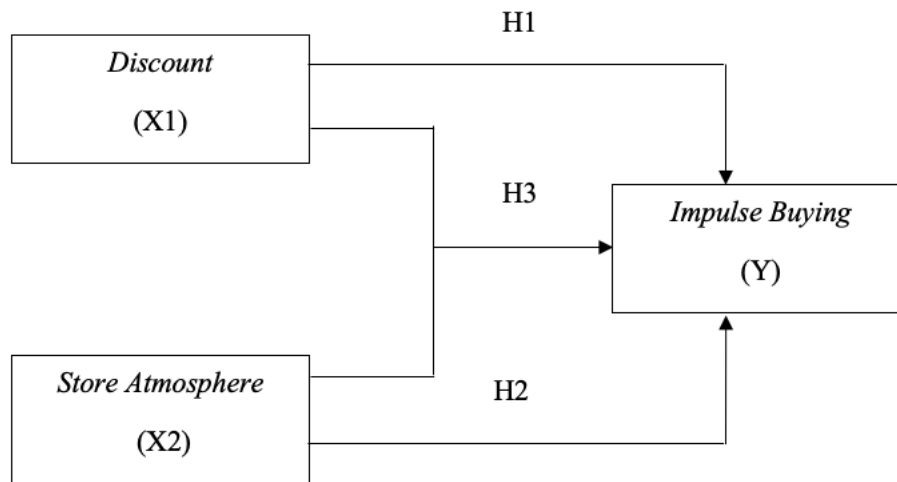


Figure 1. Framework

RESULT AND DISCUSSION

Result

Respondent Characteristics

The characteristics of consumer respondents at Matahari Department Store Grage Mall Cirebon Branch based on gender in this study are shown as follows:

Table 1 Characteristics of Respondents Based on Gender

No	Gender	Number of Respondents	Presentase
1	Male	25	33,3%
2	Female	50	66,7%
Sum		75	100%

Source: Primary Data Processed 2024

Based on table 1 above, it shows that the respondents who were the object of this research consisted of 25 men or 33.3% of the total number of respondents, while there were 50 women or 66.7% of the total number of respondents. The explanation above shows that the largest number of respondents based on gender were 50 women with a percentage of 66.7%.

Characteristics of Respondents Based on Age

The characteristics of consumer respondents at Matahari Department Store Grage Mall Cirebon Branch based on age in this study are shown in table 2 below.

Table 2 Characteristics of Respondents Based on Age

No	Age	Number of Respondents	Presentase
1	< 25 Year	16	21,3%
2	26 – 35 Year	41	54,7%
3	36 – 45 Year	16	21,3%
4	>46 Year	2	2,7%
Sum		75	100%

Source: Primary Data Processed 2024

Based on table 2 above, it shows that the respondents who were the object of this research consisted of 16 respondents aged < 25 years or 21.3% of the total number of respondents, respondents aged 26 - 35 years were 41 people or 54.7%. Of the total number of respondents, respondents aged 36 -45 years were 16 people or 21.3% of the total number of respondents, and respondents aged > 46 years were 2 people or 2.7% of the total number of respondents. The explanation above shows that the largest number of respondents based on age were 26 - 35 years old, totaling 41 respondents with a percentage of 54.7%.

Characteristics of Respondents Based on Occupation

The characteristics of consumer respondents at Matahari Department Store Grage Mall Cirebon Branch based on work in this research are shown in table 3 below.

Table 3 Characteristics of Respondents Based on Occupation

Number	Job	Number of Respondents	Presentase
1	Student	13	17,3%
2	Private employees	27	36,0%
3	Government employees	23	30,7%
4	Self-employed	12	16,0%
Sum		75	100%

Source: Primary Data Processed 2024

Based on table 3 above, it shows that the respondents who were the object of this research consisted of 13 respondents who were still students or 17.3% of the total number of respondents, 27 respondents who worked as private employees or 36.0% of the respondents. the entire number of respondents, respondents who worked as civil servants were 23 people or 30.7% of the total number of respondents, and respondents who worked as entrepreneurs were 12 people or 16.0% of the total number of respondents. The explanation above shows that the largest number of respondents by occupation were private employees, totaling 27 respondents with a percentage of 36.0%.

Validity test

A questionnaire is said to be valid if the statements on the questionnaire are able to express something that can be measured by the questionnaire. The more valid the instrument, the more valid the data obtained.

By using a number of respondents of 75, the r table value can be obtained by calculating $df = 75 - 2 = 73$. So $df = 73$ then the r table for the significance level is $0.05 = 0.227$. Instrument items are valid if $r \text{ count} > r \text{ table}$.

Discount Variable Validity Test (X1)

The results of calculating the validity of the discount variable instrument using SPSS 23.0 for Windows are obtained as follows:

Table 4 Discount Variable Validity Test (X1)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pertX1.1	19,57	14,383	,775	,782
pertX1.2	19,80	15,108	,735	,803
pertX1.3	19,76	14,671	,701	,801
Discount	11,83	5,199	1,000	,759

Sumber : Data Primer Diolah 2024

Based on table 4 above, it can be seen that in the corrected item-total correlation column, a validity test of the discount variable is obtained which is tested in the table below.

Table 5 Discount Variable Validity Test Results (X1)

Statement Number	R Count	R Table	Status
1	0,775	0,227	Valid
2	0,735	0,227	Valid
3	0,701	0,227	Valid

Source: Primary Data Processed 2024

Based on table 5 above, it can be seen that the calculated r value > r table means that all statements for the discount variable (X1) are valid. So it can be concluded that all discount variable statements (X1) are valid for use in data analysis.

Store Atmosphere Variable Validity Test (X2)

The results of calculating the validity of the store atmosphere variable instrument using SPSS 23.0 for Windows are obtained as follows:

Table 6 Validity Test of Store Atmosphere Variable (X2)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pertX2.1	43,99	36,067	,606	,737
pertX2.2	43,87	35,766	,737	,728
pertX2.3	43,99	36,446	,625	,738
pertX2.4	44,13	36,090	,611	,737
pertX2.5	44,04	35,688	,644	,732
pertX3.6	44,28	38,421	,401	,762
StoreAtmosphere	24,03	10,729	1,000	,764

Source: Primary Data Processed 2024

Based on Table 6 above, it can be seen that in the corrected item-total correlation column, a validity test of the store atmosphere variable is obtained which is tested in the table below.

Table 7 Validity Test Results for Store Atmosphere Variables (X2)

Statement Number	R Count	R Table	Status
1	0,606	0,227	Valid
2	0,737	0,227	Valid
3	0,625	0,227	Valid
4	0,611	0,227	Valid
5	0,644	0,227	Valid
6	0,401	0,227	Valid

Source: Primary Data Processed 2024

Based on Table 7 above, it can be seen that the calculated r value > r table means that all statements for the store atmosphere variable (X2) are valid. So it can be concluded that all statements of the store atmosphere variable (X2) are valid for use in data analysis.

Validity Test of the Impulse Buying Variable (Y)

The results of calculating the validity of the impulse buying variable instrument using SPSS 23.0 for Windows are obtained as follows:

Table 8 Validity Test of the Impulse Buying Variable (Y)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
perty1	19,21	13,981	,609	,831
perty2	19,80	11,919	,797	,756
pertyy3	19,85	13,073	,772	,787
ImpulseBuying	11,77	4,583	1,000	,745

Source: Primary Data Processed 2024

Based on Table 8 above, it can be seen that in the corrected item total correlation column, a validity test for the impulse buying variable is obtained which is tested in the table below.

Table 9 Validity Test Results for the Impulse Buying Variable (Y)

Statement Number	R _{Hitung}	R _{Tabel}	Status
1	0,609	0,227	Valid
2	0,797	0,227	Valid
3	0,772	0,227	Valid

Sumber : Data Primer Diolah 2024

Based on Table 9 above, it can be seen that the calculated r value > r table means that all statements for the impulse buying variable (Y) are valid. So it can be concluded that all statements on the impulse buying variable (Y) are valid for use in data analysis.

Reliability Test

A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data. The criteria for reliability according to Nunally in Ghazali (2017: 184) are as follows "a construct or variable is said to be reliable if it provides a Cronbach Alpha > 0.70".

Discount Variable Reliability Test (X1)

The results of calculating the reliability of the discount variable instrument using SPSS 23.0 for Windows are obtained as follows:

Table 10 Reliability Test Results for Discount Variables (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,759	3

Source: Primary Data Processed 2024

By looking at the calculations above, the Cronbach Alpha value > 0.70 or 0.759 > 0.70 is obtained so that the discount variable (X1) is reliable.

Store Atmosphere Variable Reliability Test (X2)

The results of calculating the reliability of the store atmosphere variable instrument using SPSS 23.0 for Windows are obtained as follows:

Table 11 Reliability Test Results for Store Atmosphere Variables (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,764	6

Source: Primary Data Processed 2024

]By looking at the calculations above, the Cronbach Alpha value > 0.70 or 0.759 > 0.70 is obtained so that the store atmosphere variable (X2) is reliable.

Impulse Buying Variable Reliability Test (Y)

The results of calculating the reliability of the discount variable instrument using SPSS 23.0 for Windows are obtained as follows:

Table 12 Reliability Test for Impulse Buying Variable (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,745	3

Source: Primary Data Processed 2024

By looking at the calculations above, the Cronbach Alpha value > 0.70 or 0.745 > 0.70 is obtained so that the impulse buying variable (Y) is reliable.

Multiple Regression Analysis

Regression analysis is used to determine the magnitude of the influence of several independent variables simultaneously on the dependent variable. To see the influence of the discount and store atmosphere variables together on impulse buying. It can be seen from the SPSS 23.0 for Windows calculations in the model summary below.

Table 13 Multiple Regression Results for Discount and Store Atmosphere Variables on Impulse Buying Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Correlations		
	B	Std. Error	Beta				Zero-order	Partial	Part
1 (Constant)	2,918	1,648			1,770	,081			
Discount	,429	,095	,457		4,521	,000	,532	,470	,435
StoreAtmosphere	,157	,066	,241		2,382	,020	,382	,270	,229

a. Dependent Variable: ImpulseBuying
Primary Data Processed 2024

The multiple regression equation model from Table 13 above is as follows:

Regression Equation $Y = 2.918 + 0.429X_1 + 0.157X_2$

- a. Based on the research above, it can be concluded that if the discount and store atmosphere variables are considered constant or do not change, impulse buying will still exist.
- b. If the discount is renewed it will have a positive effect on impulse buying. The higher the discount offered, the more likely consumers will be to carry out impulse buying.
- c. If the store atmosphere changes, it will have a positive effect on impulse buying. The better the store atmosphere that is created, the more consumers will be interested in impulse buying.
- d. Discounts and store atmosphere both have a positive and significant effect on impulse buying

Table 14 Model Summary of Discount and Store Atmosphere on Impulse Buying

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,579 ^a	,335	,317	1,770

a. Predictors: (Constant), StoreAtmosphere, Discount
Source: Primary Data Processed 2024

The Adjusted R Square number is 0.317. This figure shows that the influence of discounts and store atmosphere on impulse buying simultaneously is 31.7%. The remaining 68.3% is influenced by other factors. The calculation results for R Square (R²) are 0.335, obtained from the results:

Table 15 Calculation of R Square (R²)

Variabel	Standarized Coefficient Beta	Zero-Order	Jumlah
Discount (X1)	0,457	0,532	0,243
Store Atmosphere (X2)	0,241	0,382	0,092
Impulse Buying(Y)			0,335

Source: Primary Data Processed 2024

Based on Table 15 above, it shows that the discount variable makes the largest contribution to impulse buying.

T test

To test the influence of the discount variable on impulse buying and store atmosphere on impulse buying individually (partially) the t test is used:

Table 16 First Hypothesis Coefficient

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,918	1,648		1,770	,081
Discount	,429	,095	,457	4,521	,000
StoreAtmosphere	,157	,066	,241	2,382	,020

a. Dependent Variable: ImpulseBuying

Source: Primary Data Processed 2024

Results of SPSS 23.0 for Windows calculations obtained a tcount value of 4.521.

- a. Calculate the size of the ttable numbers
 The provisions for the significance level are 0.05 and the degree of freedom (df) = n – 2 or 75 – 2 = 73. From the provisions obtained, the ttable value shows 1.666.
- b. Testing Criteria
 If the p value is > 0.05 then H0 is rejected and Ha is accepted.
 If the p value <0.05 then H0 is accepted and Ha is rejected.
- c. Decision
 Based on the calculation results, the value obtained is tcount > ttable, namely 4.521 > 1.666, so H0 is rejected and Ha is accepted. This means that there is a significant positive influence of the discount variable on impulse buying. Thus, the results of the research hypothesis proposed by the researcher, namely that if discounts are increased, impulse buying will increase, is proven to be acceptable.

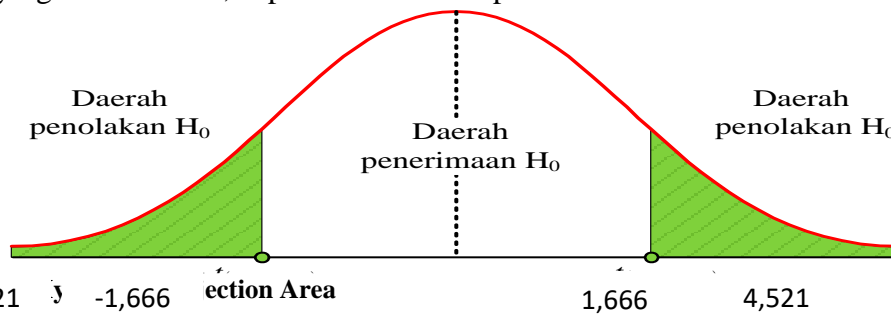


Fig -4,521 -1,666 1,666 4,521 Action Area

Table 17 Second Hypothesis Coefficient Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,918	1,648		1,770	,081
Discount	,429	,095	,457	4,521	,000
StoreAtmosphere	,157	,066	,241	2,382	,020

a. Dependent Variable: ImpulseBuying
 Source: Primary Data Processed 2024

The results of SPSS 23.0 for Windows calculations obtained a tcount value of 2.382.

- a. Calculate the size of the ttable numbers
 The provisions for the significance level are 0.05 and the degree of freedom (df) = n – 2 or 75 – 2 = 73. From the provisions obtained, the ttable value shows 1.666.
- b. Testing Criteria
 If the p value is > 0.05 then H0 is rejected and Ha is accepted.
 If the p value <0.05 then H0 is accepted and Ha is rejected.
- c. Decision
 Based on the calculation results, the value obtained is tcount > ttable, namely 2.382 > 1.666, so H0 is rejected and Ha is accepted. This means that there is a significant positive influence of the store atmosphere variable on impulse buying. Thus, the results of the research hypothesis proposed by the researcher, namely that if the store atmosphere improves, impulse buying will increase is proven to be acceptable.

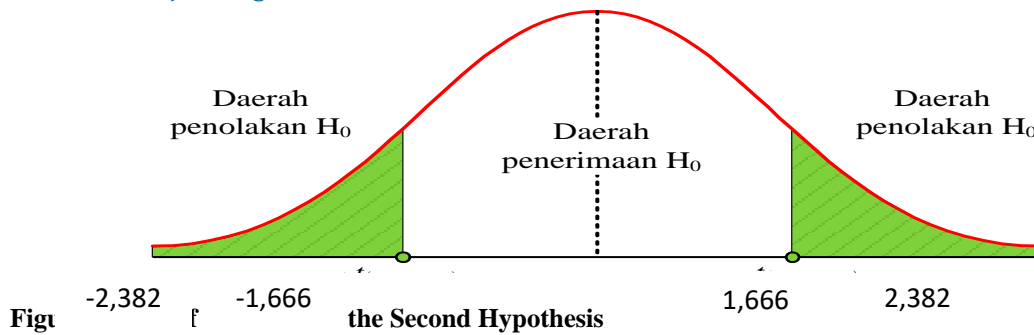


Fig 1 the Second Hypothesis

F test

The proposed research hypothesis is to test whether the discount and store atmosphere variables jointly influence impulse buying using the F test.

Table 18 Anova F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	113,636	2	56,818	18,141	,000 ^b
	Residual	225,511	72	3,132		
	Total	339,147	74			

a. Dependent Variable: ImpulseBuying

b. Predictors: (Constant), StoreAtmosphere, Discount

Source: Primary Data Processed 2024

The results of SPSS 23.0 for Windows calculations obtained an Fcount value of 18.141.IV.

a. Calculating Ftable

The significance level is 0.05 with degrees of freedom df1 (number of variables-1) or = 3 - 1 = 2 and df2 (n - k - 1) or = 75 - 2 - 1 = 72 (n is the number of samples and k is the number independent variable). With these conditions, an Ftable value of 3.12 is obtained.

b. Testing Criteria

If the p value is > 0.05 then H0 is rejected and Ha is accepted.

If the p value <0.05 then H0 is accepted and Ha is rejected.

c. Decision

Based on the calculation results, the Fcount value is 18.141 > Ftable 3.12. Thus Ho is rejected and Ha is accepted. This means that there is an influence between discounts and store atmosphere together on impulse buying.

Thus, the results of the hypothesis proposed by the researcher are that discounts and store atmosphere are increased, so impulse buying will increase and is proven to be acceptable. More clearly it can be described as follows:

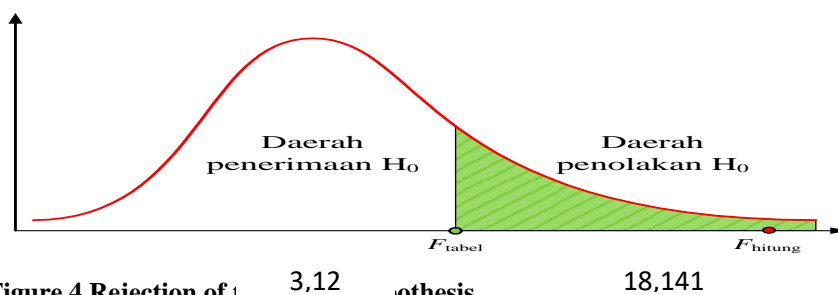


Figure 4 Rejection of the Null Hypothesis

Discussion

The Effect of Discounts on Impulse Buying

Based on the research results, the discount variable partially influences impulse buying at Matahari department store Grage Mall Cirebon. It can be seen from the value of tcount >

ttable, namely $4.521 > 1.666$. The magnitude of the influence of discounts on impulse buying is 24%, while the remaining 76% is influenced by other factors.

This indicates that discounts are part of the price that can influence impulse buying or unplanned purchases. Because consumers are influenced by prices that are cheaper than the normal price, so that initially they don't plan to buy, but when they see the cheaper price, consumers will decide to make a purchase. Matahari department store Grage Mall Cirebon must maintain discount promotional activities and increase these activities by developing quantity discounts, seasonal discounts and cash discounts. Examples include giving discounts in the form of discount coupons, giving shopping vouchers, discounts for certain products and giving discounts to consumers who have birthdays to attract consumers' attention to impulse buying and increase sales. And consumers make impulse buying or unplanned purchases due to price promotions in the form of discounts. The higher the discount offered, the more interested consumers will be in making unplanned purchases.

This research is supported again by research conducted by Febrisa Pawestri Manggiasih, Widiatanti and Bulan Prabawarni (2014) entitled "The Influence of Discounts, Merchandising, and Hedonic Shopping Motives on Impulse Buying (Case Study of Consumers of Robinson Department Store Mall Ciputra Semarang)" which has research results showing that discounts have a significant positive effect on impulse buying.

The Influence of Store Atmosphere on Impulse Buying

Based on the research results, the store atmosphere variable partially influences impulse buying at Matahari department store Grage Mall Cirebon. It can be seen from the value of $t_{count} > t_{table}$, namely $2382 > 1.666$. The magnitude of the influence of store atmosphere on impulse buying is 9%, while the remaining 91% is influenced by other factors.

This indicates that the store atmosphere is part of a place that can influence impulse buying or unplanned purchases. Because consumers are influenced by the comfortable atmosphere that makes them feel at home in the shop, which gives rise to the desire to buy a product without prior planning. This agrees with Christina Widya Utami (2015:48) that the shopping environment relatively influences the five senses (sight, hearing, touch and taste) in making purchasing decisions in a shop. Matahari department store Grage Mall Cirebon must continue to improve the store atmosphere to stimulate consumers to make purchases. The arrangement of goods at Matahari department store Grage Mall Cirebon in this research still does not attract the attention of consumers. Matahari department store Grage Mall Cirebon must improve the arrangement of goods based on size, price, color, and grouped according to consumer interests. And consumers will be interested in impulse buying or unplanned purchases because the shop atmosphere makes consumers comfortable and attracts attention. The better the store atmosphere created, the more consumers will engage in impulse buying.

This research is supported again by research conducted by Ristyana Prabasari, Suprayoto, Saryadi and Reni Shinta Dewi (2014) entitled "The Influence of Store Image and Store Atmosphere on Impulse Buying among Consumers of Robinson Department Store Mall Ciputra Semarang" which has research results showing that store atmosphere has a significant positive effect on impulse buying.

The Influence of Discounts and Store Atmosphere on Impulse Buying

Based on the results of this research simultaneously between discount and store atmosphere on impulse buying, $F_{count} > F_{table}$ is obtained, namely $18.141 > 3.12$. This means that discounts and store atmosphere together influence impulse buying at Matahari department store Grage Mall Cirebon. The magnitude of the influence of discounts and store atmosphere together on impulse buying is 31.7%. The remaining 68.3% is influenced by other factors. The variable that has the most dominant influence is discount. Promotional activities in the form of discounts are the promotions most liked by consumers. Therefore, discounts must continue to be

increased to influence consumers to make impulse purchases and must continue to create a store atmosphere that makes consumers interested in making unplanned purchases or impulse buying.

This research is supported again by research conducted by Febrisa Pawestri Manggiasih, Widiatanti and Bulan Prabawarni (2014) entitled "The Influence of Discounts, Merchandising and Hedonic Shopping Motives on Impulse Buying (Case Study of Consumers of Robinson Department Store Mall Ciputra Semarang)" which shows that discounts have a significant positive effect on impulse buying. And research conducted by Nur Maya Sari (2016) entitled "The Influence of Product Displays and Store Atmosphere on Impulsive Buying at the Eramart Minimarket Lembuswana Samarinda Branch" which shows that the store atmosphere has a significant positive effect on impulse buying.

CONCLUSION

Based on the description that the researcher put forward in the previous chapter, the researcher drew the following conclusions. The results of testing discounts on impulse buying can be partially concluded that discounts have an effect on impulse buying. The higher the discount given, the more interested consumers will be in making impulse buying.

The results of testing store atmosphere on impulse buying partially can be concluded that the store atmosphere has an effect on impulse buying. The better the store atmosphere is created, the higher the consumer's attraction to impulse buying. Results of testing discount and store atmosphere on impulse buying simultaneously, it can be concluded that Discounts and store atmosphere together influence impulse buying. Promotional activities in the form of discounts and creating a store atmosphere that can attract customers' attention can influence impulse buying. In this research, it turns out that the most dominant influencing variable is the discount variable which can be seen in the standardized coefficient beta in table 13.

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