The Effect of Price Discount, Store Atmosphere and Bonus Pack on Purchase Decisions (Study on Carefour Consumers)

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A R T I C L E   I N F O

ABSTRACT

From the initial research that the researchers did and from the information obtained and observations made, it can be said that there were differences in consumer purchasing decisions on Dettol and Lifebuoy soap products intended for public health. The purpose of this research is to find out whether the price discount, store atmosphere and bonus pack on purchasing decisions (study on consumers Carefour). From the research results show that the value count for X1 (0.751 <1.984) and Sig (0.455> 0.05), then the price discount does not significantly influence the purchase decision. For the value of X2 obtained tcount (3.946> 1.984) and Sig (0.000 <0.05), thus the store atmosphere has a significant effect on purchasing decisions. For the value of X3 obtained t count (13.959> 1.984) and Sig (0.000 <0.05), thus the bonus pack has a significant effect on purchasing decisions. The calculated F value is 132.280 greater than F table (n - k - 1) = 2.696) and sig F <5% (0.000 <0.05), this means that simultaneously the price discount, store atmosphere and influential bonus pack variables simultaneously. significant to purchasing decisions. As a suggestion that can be raised, among others, the company should pay attention to the employee's discount price, where the price discount greatly affects the purchase decision both personally and for the company as a whole. significant to purchasing decisions.

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1. INTRODUCTION

In the current era of globalization, every company must try to be able to survive in the midst of increasingly fierce business competition in both the same and different business fields.Various attempts have been made by the owner of the company so that the continuity of the business continues to run smoothly and continuously from year to year, either by improving the system and its management or by making updates in terms of the use of technology related to business activities. In addition, currently the existence of consumers in buying consumer products is one of the important things that get attention from the company so that the company's orientation is currently based on consumer needs, no longer on product orientation. Therefore, companies need to follow and know

the development of community needs from time to time. Companies must try their best to influence consumer purchasing decisions so that they buy the products offered to meet their daily needs.

Price discount is a price discount given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller. Consumers are interested in getting a fair price. An appropriate price means the perceived value is appropriate at the time the transaction is made (Tjiptono in Kusumandaru and Yahya, 2017: 3). Thus, it can be said that price discounts are price discounts given by sellers to consumers because consumers have made purchases in sufficient quantities so that the discount is a form of appreciation from the company. With the price discount, it is hoped that consumers will be more interested in buying the company's products. According to Levy and Weitz in An'nisa (2016: 479), explains that: "Atmosphere refers to environmental design such as visual communication, lighting, color, music, and aroma to simulate customer perceptual and emotional responses and ultimately influence consumer buying behavior. For this reason, the existence of a store atmosphere in a store or company is a trait or characteristic that can distinguish one product from a competitor's product. With the right store atmosphere arrangement, it is hoped that it can encourage interest and consumers are increasingly interested in buying the company's products so that product purchasing decisions will occur and can encourage sales of the company's products. The existence of a store atmosphere in a store or company is a trait or characteristic that can differentiate one product from a competitor's product. With the right store atmosphere arrangement, it is hoped that it can encourage interest and consumers are increasingly interested in buying the company's products so that product purchasing decisions will occur and can encourage sales of the company's products. The existence of a store atmosphere in a store or company is a trait or characteristic that can differentiate one product from a competitor's product. With the right store atmosphere arrangement, it is hoped that it can encourage interest and consumers are increasingly interested in buying the company's products so that product purchasing decisions will occur and can encourage sales of the company's products.

Meanwhile, bonuses are additional products provided by sellers to consumers for purchases made so that these bonuses can later be used by consumers for other purposes. Belch and Belch in Kusumandaru and Yahya (2017:25), argue that: "*Bonus packs* offering consumers an extra charge of a product at a normal price". This promotion is commonly used to increase impulse buying by consumers. In addition, the additional bonuses given by the company are one of the methods used by sellers to attract consumers to buy products because the bonuses are given free of charge. The company must be careful and smart to see the situation and changes in conditions that occur so that by using the right moment, the company can provide additional bonuses in the form of beautiful mugs, t-shirts, towels and so on. With this additional bonus, it is hoped that some consumers will be interested in the bonus so they decide to buy the product offered by the company.

Based on this description, the writer is interested in being able to carry out further research entitled: "Effect of Price Discount, Store Atmosphere and Bonus Pack on Purchasing Decisions (Studies on Carrefour Consumers)".

2. RESEARCH METHOD

2.1 Types of research
"The type of research used in this study is associative, which is research that is proving and finding relationships between two or more variables (Sugiyono, 2014: 339)". In this study to analyze the relationship between price discounts, store atmosphere and bonus packs affect purchasing decisionsconsumers to consumers Carefour.

2.2 Research Data Analysis Techniques
a. Multiple linear regression
"Multiple linear regression testing is used to determine the effect between two or more independent variables with one dependent variable "(Priyatno, 2013: 116).The following can be presented multiple linear regression equation, as follows:

$$Y1 = a + b1X1 + b2X2 + b3X3 + e$$

Information :   Y=   Buying decision
                 X_1 =   *Price discount*
                 X_2 =   *Store atmosphere*
                 X_3 =   *Bonus packs*
                 a=   Constant
                 b1,b2,b_3 =   Independent variable regression coefficient
                 e=   *Standard error*

3.   RESULTS AND DISCUSSIONS

3.1 Classical Assumption Test Results
a.   Data Normality Test

Table 1. Kolmogorov-Smirnov Test Results

		Unstandardized Residuals
N		100
Normal Parameters, b	Means	,0000000
	std. Deviation	2.49235417
Most Extreme Differences	absolute	,078
	Positive	,061
	Negative	-.078
Test Statistics		,078
asymp. Sig. (2-tailed)		,134

a. Test distribution is Normal.
b. Calculated from data.

b.   Multicollinearity Test

Table 2. Multicollinearity Test

Model	Independent Variable	Dependent Variable	Collinearity Statistics	
			tolerance	VIF
Pers. Regression 1	*Price discount*	Buying decision	0.758	1,319
	Store atmosphere		0.675	1,481
	Bonus Packs		0.704	1,421

Based on the table of multicollinearity test results above, the results of calculating the tolerance value show that there are no independent variables that have a tolerance value of less than 0.1. The VIF value calculation results also show the same thing. There is not one independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

c.   Heteroscedasticity Test

Table 3. Glejser Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	std. Error	Betas		
(Constant)	2,139	.914		2,340	.021
Price discount	071	043	.187	1,643	.104
Store atmosphere	-.036	.027	-.175	-1,355	.178
Bonus Packs	-.037	038	-.124	-.961	.339

a. Dependent Variable: Reg1

The table shows that the significance value of the three variables is more than 0.05, thus it can be concluded that there is no heteroscedasticity problem.

3.2 Regression Conformity Test
a. Regression Test

Table 4. Multiple Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	.352	1,397	
Price discount	.050	.066	.039
Store atmosphere	,150	.038	,216
Bonus packs	,779	.056	,750

$$Y = 0.352 + 0.050 X1 + 0.150 X2 + 0.779 X3$$

b. t test

Table 5. Test Results t

Model	t	Sig
(Constant)	.252	.801
Price discount	.751	.455
Store	3,946	.000
atmosphere	13,959	.000
Bonus Packs		

The t-table value with degrees of freedom $100 - 3 = 97$ and a 5% significance level is 1.984. t value calculated for X_1(0.751 < 1.984) and Sig (0.455 > 0.05), then the price discount has no significant effect on purchasing decisions. For the calculated t value for X2 (3.946 > 1.984) and Sig (0.000 <0.05), thus the store atmosphere has a significant effect on purchasing decisions. For the calculated t value for X3 (13,959 > 1.984) and Sig (0.000 <0.05), thus the bonus pack has a significant effect on purchasing decisions.

c. F test

Table 6. F test results

Model	Sum of Squares	Df	MeanSquare	F	Sig
Regression	839,029	3	279,676	132,28	.000
residual	202,971	96	2.114	0	
Total	1042,000	99			

From the results of the F test above, it can be stated that the calculated F value is more than 132,280large compared to F table $(n - k - 1) = 2.696)$ and sig F < 5% (0.000 < 0.05), this means that simultaneously the price discount, store atmosphere and bonus pack variables have a significant effect on purchasing decisions.

3.3 Coefficient of Determination

Table 7. Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,897	,805	,799	1.45406

Source: Processed Data, 2018.

The purchase decision variable (Y) is influenced by the X variable$_1$(price discount), variable X2 (store atmosphere) and variable X3 (bonus pack) simultaneously by 80.5% and the remaining 19.5% is explained by other variables outside this research model.

3.4 Discussion
a. Effect of Price Discount on Purchasing Decisions

Price discountis a price discount given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller. Consumers are interested in getting a fair price. An appropriate price means the perceived value is appropriate at the time the transaction is made (Tjiptono in Kusumandaru and Yahya, 2017: 3).

From the results of the regression test it was found that*price discount*does not affect purchasing decisions, the results of this study are not in line with the results of research conducted by Nasib (2017: 1) which states that*price discount*and bonus pack partially significant influence on purchasing

decisions. Likewise with the results of research conducted byKusumandaru and Yahya (2017: 3) with the results of testing that Price Discounts, Bonus Packs and Instore Displays partially have a significant effect on impulse buying. Research conducted by Waani and Tumbuan (2015:16) withtest results that dPrice discounts, packaging bonuses and in-store displays partially have a significant effect on impulse buying decisions

b.   The Effect of Store Atmosphere on Purchasing Decisions

According to Foster in Amir (2015: 4), argues that the atmosphere of each store has a physical layout that makes it easy/difficult to go around in it. Each store has a different appearance, be it dirty, attractive, pretentious, and gloomy. A store must form a planned atmosphere that suits its target market and can attract consumers to buy at the store.

From the results of the regression test it was found that*store atmosphere*influence on purchasing decisions, the results of this study are in line with the results of research conducted by Putri, et al (2014: 1) with the resultstesting that*Store Atmosphere*partially significant influence on purchasing decisions and customer satisfaction. Customer satisfaction significant influence on purchasing decisions. Widyanto, et al (2014: 1) also stated thattest results that*Store Atmosphere*significant influence on purchasing decisions

c.   The Influence of Bonus Packs on Purchasing Decisions

According to Belch and Belch in Kusumandaru and Yahya (2017:25), argue that*bonus packs*offering consumers an extra charge of a product at a normal price. This promotion is commonly used to increase impulse buying by consumers.

From the results of the regression test it was found that*price discount*does not affect purchasing decisions, the results of this study are not in line with the results of research conducted by Nasib (2017: 1) which states that*bonus packs*partially significant influence on purchasing decisions. Likewise with the results of research conducted byKusumandaru and Yahya (2017:12) with the results of testing that bonus packs partially have a significant effect on impulse buying. Research conducted by Waani and Tumbuan (2015:3) withtest results thatpackaging bonuses partially have a significant effect on impulse buying decisions

d.   Effect of Price Discount, Store Atmospheren and Bonus Pack on Purchasing Decisions

From the results of the simultaneous regression test variables*price discount*, store atmosphere and bonus pack have a significant effect on purchasing decisions. The results of this study are in line with the results of research conducted by Kusumandaru and Yahya (2017: 1) which state that Price Discounts, Bonus Packs and Instore Displays partially have a significant effect on impulse buying

These results show a positive correlation, thus due to the suitability of the goods with the needs purchased, the compatibility of prices with purchasing power and the ease of buying goods.

4.   CONCLUSION

The conclusions in this study are: The price discount variable has no significant effect on purchasing decisions. The store atmosphere variable significantly influences purchasing decisions The bonus pack variable has a significant effect on purchasing decisions. The calculated F value is 132,280 greater than the F table ($n - k - 1$) = 2.696) and sig F < 5% (0.000 < 0.05), this means that simultaneously the price discount, store atmosphere and bonus pack variables have an effect significant to the purchase decision.

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