

Impulse Buying in Modern Retail: The Role of Price Discounts and In-Store Displays at Matahari Department Store

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ABSTRACT

The intensification of competition in modern retail has encouraged retailers to rely on promotional strategies that can stimulate spontaneous consumer behavior, particularly impulse buying. This study aims to examine the effect of price discounts and in-store displays on consumers' impulse buying decisions at Matahari Department Store, Ciputra Mall, Tangerang Regency. A quantitative research approach was employed using a structured questionnaire distributed online via Google Forms to 100 respondents selected through purposive sampling. The measurement using a five-point Likert scale, data were analyzed using IBM SPSS through validity and reliability tests, normality test, partial correlation, coefficient of determination, multiple linear regression, and hypothesis testing (t-test and F-test). The results indicate that both price discount and in-store display have a positive and statistically significant effect on impulse buying, with in-store display exerting a stronger influence than price discount. The model explains 87% of the variance in impulse buying, demonstrating strong explanatory power. Furthermore, the F-test confirms that both variables simultaneously influence impulse buying behavior. These findings highlight the importance of integrating pricing strategies with visual merchandising to enhance consumer engagement and stimulate unplanned purchases in modern retail environments. The study contributes to the impulse buying literature in the Indonesian retail context and offers practical insights for retail managers in designing more effective promotional strategies. Future research is recommended to include additional variables, larger samples, and comparative studies across different retail formats.

1. INTRODUCTION

The modern retail landscape has experienced significant transformation in recent years, shaped by intensified competition, digital disruption, and shifting consumer behavior following the COVID-19 pandemic. As brick-and-mortar retailers strive to remain competitive against e-commerce platforms, they have increasingly relied on sophisticated in-store marketing strategies to attract, engage, and retain customers. Contemporary retail environments are no longer merely transactional spaces but experiential settings designed to stimulate emotions, perceptions, and purchasing behavior (Kotler et al., 2021). Within this context, traditional promotional tools such as price discounts and in-store displays have gained renewed strategic importance as retailers seek to drive sales performance while maintaining customer loyalty in an uncertain economic climate. At the same time, global inflationary pressures and rising living costs have altered consumer spending patterns, making shoppers more price-sensitive yet still prone to spontaneous purchases under certain conditions. Recent studies suggest that while consumers increasingly compare prices and seek value, they also remain highly responsive to promotional stimuli that create urgency, excitement, or perceived savings (Xiao et al., 2023). This paradox highlights a critical managerial challenge: retailers must balance aggressive price promotions with compelling visual merchandising to trigger unplanned purchases without eroding brand equity or profit margins.

One of the most widely discussed phenomena in consumer behavior research is impulse buying, defined as an unplanned, spontaneous purchase triggered by internal emotions or external stimuli at the point of sale. Impulse buying plays a crucial role in retail profitability, particularly in department stores, supermarkets, and shopping malls where consumers are exposed to numerous promotional cues in a single

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visit (Bianchi et al., 2022). Empirical evidence indicates that impulse purchases can account for a substantial portion of total retail sales, making it a key focus for both academics and practitioners. However, the determinants of impulse buying remain complex, as they involve psychological, situational, and environmental factors that interact dynamically within the retail setting (Verplanken & Sato, 2011; updated in recent reviews by Pizzi et al., 2021).

Among the most influential external stimuli in retail environments are price discounts and in-store displays. Price discounts are commonly used to signal value, reduce perceived risk, and stimulate immediate purchase intentions. Recent research demonstrates that price reductions can evoke positive emotional responses such as excitement and satisfaction, which in turn increase the likelihood of impulsive buying (Kumar et al., 2022). Moreover, time-limited discounts and promotional framing (e.g., "limited offer" or "flash sale") have been shown to intensify consumers' urgency and reduce their tendency to deliberate before purchasing (Xiao et al., 2023). Nevertheless, some scholars argue that discounts alone are insufficient to consistently generate impulse buying, as their effectiveness depends on contextual factors such as store atmosphere, product category, and consumer involvement level (Setiawan & Putra, 2023).

Complementing price strategies, in-store displays and visual merchandising have emerged as powerful tools for influencing consumer attention and behavior. Strategic product placement, attractive shelf design, and thematic displays can capture shoppers' visual attention, create emotional appeal, and shorten decision-making time, thereby facilitating impulsive purchases (Pizzi et al., 2021). In contemporary retail settings, displays are increasingly integrated with sensory elements such as lighting, color, and spatial arrangement to enhance the overall shopping experience. However, despite their practical importance, empirical research on how in-store displays interact with price discounts to shape impulse buying remains relatively limited, particularly in emerging markets such as Indonesia. In Indonesia, the retail sector has undergone rapid modernization, with department stores playing a central role in shaping urban consumer culture. Matahari Department Store, as one of the largest and most established retail chains in the country, frequently employs price promotions and visually appealing in-store displays to attract diverse consumer segments. Post-pandemic recovery has intensified competition among retailers in major shopping centers such as Ciputra Mall in Tangerang Regency, where consumers are exposed to multiple brands, promotional campaigns, and experiential marketing strategies within a single location. Despite this dynamic environment, there is a noticeable lack of context-specific empirical studies examining how price discounts and in-store displays jointly influence impulse buying behavior in Indonesian department stores.

Most existing studies on impulse buying have been conducted in Western or East Asian contexts, with relatively few focusing on Southeast Asia, particularly Indonesia. Furthermore, prior research has often treated price discounts and in-store displays as separate determinants rather than examining their combined effects. This represents a significant research gap, as in real retail settings, consumers are simultaneously exposed to multiple promotional stimuli that may interact in complex ways. Understanding this interaction is essential for developing more effective and integrated retail marketing strategies. To address this gap, this study aims to examine the role of price discounts and in-store displays in influencing impulse buying decisions at Matahari Department Store, Ciputra Mall, Tangerang Regency. Specifically, the research seeks to analyze: (1) whether price discounts significantly affect impulse buying, (2) whether in-store displays significantly affect impulse buying, and (3) whether these two factors collectively contribute to impulsive purchasing behavior among department store customers. This study offers both theoretical and practical contributions. Theoretically, it extends the literature on impulse buying by integrating two key retail stimuli price and visual merchandising within a single analytical framework in an emerging market context. Practically, the findings are expected to provide valuable insights for retail managers in designing more effective promotional strategies that balance pricing tactics with visual appeal to optimize sales performance while enhancing customer shopping experience.

2. LITERATURE REVIEW AND HYPOTESIS

Impulse Buying in Retail Context

Impulse buying has been widely examined in consumer behavior research as a spontaneous and unplanned purchasing behavior triggered by situational stimuli in the retail environment. Unlike planned purchasing, impulse buying is characterized by a sudden urge to buy, limited cognitive deliberation, and emotional arousal at the point of sale (Bianchi et al., 2022). Scholars argue that impulse buying is not entirely irrational but rather a behavioral response to environmental cues that activate emotional and psychological processes (Pizzi et al., 2021). In modern retail settings, impulse buying plays a crucial role in business performance, as a significant proportion of sales is generated from unplanned purchases rather than premeditated decisions. Department stores, supermarkets, and shopping malls provide multiple sensory and promotional

stimuli that increase the likelihood of impulsive purchasing (Kotler et al., 2021). Consumers may enter a store with a specific shopping intention but end up purchasing additional items due to promotional exposure or appealing store atmospheres. Recent research suggests that impulse buying is influenced by both internal factors (such as mood, personality, and emotional state) and external factors (such as price promotions, visual merchandising, and store atmosphere) (Bianchi et al., 2022). This dual influence indicates that impulse buying should be understood as an interaction between consumer psychology and retail marketing strategies rather than a purely spontaneous act.

Price Discount and Impulse Buying

Price discount is one of the most widely used promotional tools in retail marketing and is defined as a reduction in the original selling price aimed at increasing perceived value and stimulating immediate purchase behavior (Kumar et al., 2022). From a behavioral economics perspective, discounts create a perception of economic gain, which triggers positive emotions and reduces perceived risk associated with purchasing decisions (Xiao et al., 2023). According to prospect theory, consumers are more sensitive to perceived gains than losses; therefore, a discounted price is often interpreted as a benefit that encourages immediate purchase (Xiao et al., 2023). In retail contexts, limited-time discounts, flash sales, and promotional framing (e.g., “special offer” or “today only”) have been found to increase urgency and reduce rational evaluation, thereby fostering impulse buying behavior (Kumar et al., 2022). However, the effect of price discount on impulse buying is not uniform across all situations. Its impact depends on factors such as discount magnitude, product category, brand image, and consumer involvement level (Setiawan & Putra, 2023). Larger discounts tend to generate stronger emotional responses and higher impulsive tendencies, whereas smaller discounts may be perceived as less compelling. In department store settings such as Matahari, frequent promotional campaigns and seasonal sales create an environment where consumers are regularly exposed to price reductions. This continuous exposure may normalize impulse buying behavior, as shoppers become accustomed to making spontaneous purchases whenever discounts appear attractive. Based on this reasoning, price discounts are expected to significantly influence impulse buying decisions.

H1: Price discount has a positive effect on impulse buying decisions.

In-Store Display and Impulse Buying

In-store display, commonly associated with visual merchandising, refers to the strategic arrangement and presentation of products within a retail environment to attract consumer attention and enhance product appeal (Pizzi et al., 2021). Well-designed displays guide consumer movement, highlight specific products, and create an aesthetically pleasing shopping experience that influences purchasing behavior. From a psychological standpoint, visual stimuli are processed more quickly than textual or numerical information. Attractive displays can capture attention within seconds, triggering curiosity, emotional engagement, and a desire to explore products further (Bianchi et al., 2022). This rapid processing is particularly relevant in impulse buying, where decisions are made quickly rather than through extensive reasoning. Retail design research suggests that elements such as lighting, color contrast, product placement, and thematic arrangements significantly shape consumer perceptions and behavior (Kotler et al., 2021). Products placed at eye level, near checkout counters, or in special promotional stands are more likely to be noticed and purchased impulsively compared to items placed on regular shelves. In modern department stores like Matahari, in-store displays are not merely decorative but strategic marketing tools. Seasonal themes, mannequins, coordinated outfits, and organized product layouts create a narrative that encourages consumers to imagine using or owning the products. This immersive experience reduces decision-making time and increases the likelihood of spontaneous purchases (Pizzi et al., 2021). Therefore, effective in-store displays are expected to enhance consumer engagement and stimulate impulse buying behavior.

H2: In-store display has a positive effect on impulse buying decisions.

Combined Effect of Price Discount and In-Store Display

Although price discounts and in-store displays are often studied separately, in real retail environments they operate simultaneously. Consumers rarely encounter a discount in isolation; rather, discounted products are typically highlighted through special displays, signage, or promotional arrangements (Kumar et al., 2022). The interaction between price discount and in-store display can amplify their individual effects. For example, a discounted item placed in an attractive display is more likely to attract attention and generate emotional appeal than a discounted item placed on a regular shelf (Pizzi et al., 2021). In this sense, visual merchandising reinforces the perceived attractiveness of price promotions.

From an integrated marketing perspective, effective retail strategy involves aligning pricing tactics with visual presentation. When discounts are clearly communicated and visually emphasized, consumers are more likely to perceive them as valuable opportunities, increasing the probability of impulsive purchasing (Setiawan & Putra, 2023). Therefore, this study assumes that price discounts and in-store displays do not work independently but jointly shape consumers' impulse buying decisions in a modern retail context.

H3: Price discount and in-store display simultaneously have a significant effect on impulse buying decisions.

Drawing upon established theories of consumer behavior and prior empirical findings, this study develops a conceptual framework to explain the mechanisms through which retail marketing stimuli influence impulse buying decisions. Specifically, the framework positions price discount and in-store display as key situational factors that trigger spontaneous purchasing behavior at the point of sale. By integrating these constructs into a unified model, this study seeks to clarify their individual and combined roles in shaping consumer decision-making in modern retail environments. Figure 1 presents the proposed conceptual framework guiding this research.

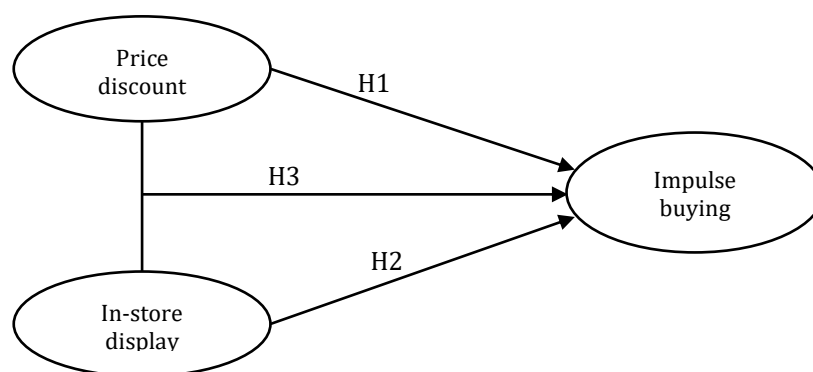


Figure 1. Conceptual Framework

3. METHODS

This study employs a quantitative research approach to examine the influence of price discount and in-store display on consumers' impulse buying decisions at Ciputra Mall, Tangerang Regency. The population of this study consists of consumers who have visited and shopped at Ciputra Mall, considering that they are directly exposed to retail promotional stimuli implemented by Matahari Department Store. The sampling technique used in this research is purposive sampling, in which respondents were selected based on predetermined criteria, namely individuals who have made purchases at Ciputra Mall and are familiar with promotional activities in department stores. In line with the sampling guideline proposed by Arikunto (2014), the sample size was determined at 100 respondents, which is considered adequate for statistical analysis in behavioral research.

Data were collected using a structured questionnaire distributed online through Google Forms to facilitate wider reach and convenience for respondents. The measurement instrument utilized a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"), allowing respondents to express their level of agreement with each statement. The research variables were operationalized based on previously validated measurement items from prior studies. The price discount variable was measured using six statements adapted from Adinda (2021), which assess consumers' perceptions of price reductions, promotional attractiveness, and perceived value. The in-store display variable was measured using six statements adapted from Stremersch and Tellis (2010), focusing on visual merchandising, product arrangement, and display appeal within the retail environment. Meanwhile, impulse buying was measured using six statements adapted from Verplanken and Herabadi (2001), capturing aspects such as spontaneity, emotional response, and lack of prior planning in purchasing behavior.

The collected data were analyzed using IBM SPSS software. The analysis procedures included several statistical tests to ensure the validity and reliability of the findings. First, validity and reliability tests were conducted to confirm that the measurement items were appropriate and consistent. Second, a normality test was performed to assess whether the data met the assumptions of parametric analysis. Third, partial correlation analysis was applied to examine the relationship between variables while controlling for other factors. Fourth, the coefficient of determination (R^2) was calculated to determine the proportion of

variance in impulse buying explained by the independent variables. Fifth, multiple linear regression analysis was employed to analyze the effect of price discount and in-store display on impulse buying decisions. Finally, hypothesis testing was conducted using t-tests to examine the partial effects of each independent variable and an F-test to assess their simultaneous effect on the dependent variable.

4. RESULTS AND DISCUSSIONS

Results

The demographic characteristics of the respondents were analyzed to provide contextual understanding of the sample and to assess the representativeness of the data in relation to consumer behavior in modern retail settings. Descriptive demographic analysis is essential in quantitative marketing research because consumer responses to promotional stimuli are often influenced by gender, age, and occupational background (Kotler et al., 2021; Bianchi et al., 2022). In terms of gender distribution, the sample consisted of 75 female respondents (75%) and 25 male respondents (25%). This gender imbalance suggests that female consumers were more dominant among visitors to Ciputra Mall and more responsive to participating in the survey. This finding aligns with prior retail studies indicating that women tend to exhibit higher engagement in shopping activities, particularly in department store environments, and are generally more sensitive to promotional cues such as price discounts and visual merchandising (Bianchi et al., 2022). The predominance of female respondents is therefore considered appropriate for examining impulse buying behavior in a fashion-oriented retail context such as Matahari Department Store.

Regarding age distribution, the majority of respondents (88%) were between 17 and 26 years old, followed by 11 respondents (11%) aged 27–36 years, while only a small proportion (1%) were above 36 years old. This indicates that the sample was largely composed of Generation Z and young Millennials, who are known to be highly responsive to promotional stimuli, visual displays, and experiential retail environments (Xiao et al., 2023). Younger consumers are also more likely to engage in impulse buying due to higher emotional arousal, social influence, and hedonic shopping motivations (Pizzi et al., 2021). Consequently, the age profile of the respondents is relevant and consistent with the objective of investigating impulse buying behavior in a modern retail setting. With respect to occupational background, the majority of respondents were students (66%), followed by private employees (25%), while housewives accounted for 6% of the sample. The dominance of students suggests that a substantial portion of shoppers at Ciputra Mall consists of young consumers with relatively flexible shopping habits and high exposure to retail promotions. Previous studies indicate that students and young professionals are more likely to engage in spontaneous purchasing due to lifestyle factors, social trends, and frequent mall visitation (Setiawan & Putra, 2023). Meanwhile, the presence of employees and housewives in the sample reflects a more diverse consumer base, although their representation is comparatively lower.

Validity Test

Table 1. Validity Test Result

Variable	Corrected Item-Total Correlation	Variable	Corrected Item-Total Correlation	Variable	Corrected Item-Total Correlation
Price_Discount.1	0.652	In_Store_Display.1	0.815	Impulse_Buying.1	0.651
Price_Discount.2	0.622	In_Store_Display.2	0.700	Impulse_Buying.2	0.725
Price_Discount.3	0.442	In_Store_Display.3	0.831	Impulse_Buying.3	0.814
Price_Discount.4	0.451	In_Store_Display.4	0.836	Impulse_Buying.4	0.666
Price_Discount.5	0.624	In_Store_Display.5	0.790	Impulse_Buying.5	0.586
Price_Discount.6	0.378	In_Store_Display.6	0.691	Impulse_Buying.6	0.577

Source: Output SPSS, 2025

To ensure the appropriateness of the measurement instrument, a validity test was conducted using the Corrected Item–Total Correlation. According to Hair et al. (2019), an item is considered valid when its corrected item–total correlation value exceeds 0.30, indicating that the item contributes adequately to the measurement of its respective construct. This threshold is widely applied in behavioral and marketing research to assess construct validity. As presented in Table 1, all six items measuring Price Discount demonstrated corrected item–total correlation values ranging from 0.378 to 0.652, all of which exceed the minimum acceptable criterion of 0.30. These findings indicate that each item validly represents the price discount construct and is suitable for further statistical analysis (Hair et al., 2019).

Similarly, the six items measuring In-Store Display exhibited corrected item–total correlation values between 0.691 and 0.836. These results confirm that all indicators demonstrate strong internal consistency with the overall construct, supporting their validity in capturing consumers' perceptions of visual merchandising in the retail environment (Field, 2018). For the Impulse Buying variable, the corrected item–total correlation values ranged from 0.577 to 0.814, all exceeding the recommended threshold of 0.30. This suggests that the measurement items adequately represent consumers' impulsive purchasing tendencies and are appropriate for hypothesis testing (Hair et al., 2019).

Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	N of Items
Price_Discount	.717	6
In_Store_Display	.921	6
Impulse_Buying	.869	6

Source: Output SPSS, 2025

A reliability test was conducted using Cronbach's Alpha to evaluate the internal consistency of the measurement scales. According to Nunnally and Bernstein (1994), a Cronbach's Alpha value of 0.70 or higher is considered acceptable for social science research, while values above 0.80 indicate good reliability and values above 0.90 suggest excellent reliability. This criterion is widely adopted in marketing and consumer behavior studies (Taber, 2018). As shown in Table 2, the Price Discount variable obtained a Cronbach's Alpha value of 0.717, which exceeds the minimum threshold of 0.70. This indicates that the six items measuring price discount demonstrate acceptable internal consistency and are reliable for further analysis (Nunnally & Bernstein, 1994).

The In-Store Display variable yielded a Cronbach's Alpha value of 0.921, indicating excellent reliability. This result suggests that the six items consistently capture respondents' perceptions of visual merchandising and in-store display practices (Taber, 2018). For the Impulse Buying variable, the Cronbach's Alpha value was 0.869, which falls within the range of good reliability. This confirms that the six items used to measure impulse buying behavior are internally consistent and suitable for hypothesis testing (Hair et al., 2019).

Normality Test

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.87424598
	Absolute	.071
Most Extreme Differences	Positive	.071
	Negative	-.054
Test Statistic		.714
Asymp. Sig. (2-tailed)		.688 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Output SPSS, 2025

A normality test was conducted to determine whether the residual data followed a normal distribution, which is a key assumption in multiple linear regression analysis. According to Field (2018), parametric statistical tests such as regression require that the residuals be normally distributed to ensure the validity of hypothesis testing and model estimation. One of the most commonly used tests for assessing normality in social science research is the One-Sample Kolmogorov–Smirnov (K–S) test, particularly when the sample size exceeds 50 respondents (Ghasemi & Zahediasl, 2012). As presented in Table 3, the Kolmogorov–Smirnov test was performed on the unstandardized residuals with a sample size of N = 100. The test yielded a Kolmogorov–Smirnov statistic of 0.071 and an Asymp. Sig. (2-tailed) value of 0.688. Since

the significance value is greater than the commonly accepted threshold of 0.05, the null hypothesis of normal distribution cannot be rejected. This indicates that the residuals are normally distributed (Field, 2018). Furthermore, the absolute difference value of 0.071, along with relatively balanced positive (0.071) and negative (-0.054) differences, supports the conclusion that there is no substantial deviation from normality. These results confirm that the assumption of normality has been met, making the data suitable for further parametric statistical analyses, including correlation and multiple regression (Ghasemi & Zahediasl, 2012).

Correlation Analysis Test

Table 4. Correlation Analysis Result

		Correlations		
		Impulse Buying	Price Discount	In-Store Display
Pearson Correlation	Impulse Buying	1.000	1.000	1.000
	Price Discount	.300	.300	.300
	In-Store Display	.247	.247	.247
Sig. (1-tailed)	Impulse Buying	.	.	.
	Price Discount	.000	.000	.000
	In-Store Display	.000	.000	.000
N	Impulse Buying	100	100	100
	Price Discount	100	100	100
	In-Store Display	100	100	100

Source: Output SPSS, 2025

A Pearson correlation analysis was conducted to examine the strength and direction of the bivariate relationships among the research variables prior to regression analysis. According to Hair et al. (2019), correlation analysis is an essential preliminary step in multiple regression to ensure that the independent variables are related to the dependent variable while avoiding multicollinearity. In behavioral research, a correlation coefficient (r) between 0.10 and 0.29 is considered weak, 0.30 to 0.49 moderate, and 0.50 or above strong (Cohen, 1988; Field, 2018). As presented in Table 4, the correlation coefficient between Price Discount and Impulse Buying was $r = 0.300$ ($p < 0.01$). This indicates a positive and moderate relationship between price discount and impulse buying behavior. The result suggests that higher perceived price discounts are associated with higher tendencies toward impulse buying among consumers at Ciputra Mall. This finding aligns with prior studies emphasizing the role of price incentives in stimulating spontaneous purchasing behavior (Xiao et al., 2023).

The correlation between In-Store Display and Impulse Buying was $r = 0.247$ ($p < 0.01$), indicating a positive but weak-to-moderate relationship. Although the association is weaker than that of price discount, it remains statistically significant, suggesting that visually appealing in-store displays are still relevant in influencing consumers' impulsive purchasing tendencies. This supports previous research highlighting the importance of visual merchandising in shaping consumer attention and decision-making in retail environments (Pizzi et al., 2021). Furthermore, the correlation between Price Discount and In-Store Display was also $r = 0.300$ ($p < 0.01$), indicating a moderate positive relationship between the two independent variables. While this suggests that stores applying strong price discount strategies may also employ effective in-store displays, the correlation value remains below the commonly accepted multicollinearity threshold of 0.80, indicating that both variables can be included simultaneously in the regression model (Hair et al., 2019).

Coefficient of Determination (R^2)

Table 5. Coefficient of Determination (R^2) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933 ^a	0.870	0.867	2.89909

a. Predictors: (Constant), Price Discount, In-Store Display

Source: Output SPSS, 2025

The coefficient of determination (R^2) was examined to assess the explanatory power of the regression model and to determine how much variance in Impulse Buying can be explained by Price Discount and In-Store Display. According to Hair et al. (2019), R^2 indicates the proportion of variance in the dependent variable that is jointly explained by the independent variables, while Adjusted R^2 provides a more accurate estimate when multiple predictors are included in the model. As shown in Table 5, the multiple correlation coefficient was $R = 0.933$, indicating a very strong relationship between the predictors (Price Discount and In-Store Display) and the dependent variable (Impulse Buying). The model produced an R^2 value of 0.870, which means that 87.0% of the variance in Impulse Buying can be explained by the two independent variables in this study. The Adjusted R^2 value of 0.867 confirms that the model remains highly explanatory even after adjusting for the number of predictors, suggesting good model fit and predictive validity (Field, 2018). These results imply that price discount and in-store display play a substantial role in shaping consumers' impulse buying behavior at Ciputra Mall. However, approximately 13.0% of the variance in impulse buying is explained by other factors not included in this model, such as store atmosphere, emotional state, hedonic motivation, or personal characteristics of consumers (Bianchi et al., 2022).

Multiple Regression Analysis

Table 6. Multiple Regression Analysis Result

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	-18.55	1.603		-11.575	0.000
Price Discount	0.553	0.09	0.311	6.143	0.000
In-Store Display	0.943	0.069	0.69	13.64	0.000

a. Dependent Variable: Impulse Buying

Source: Output SPSS, 2025

Multiple linear regression analysis was conducted to examine the effects of Price Discount and In-Store Display on Impulse Buying. Regression analysis is appropriate in this study because the data met the assumptions of normality, validity, and reliability, and because the objective was to assess the predictive influence of two independent variables on a single dependent variable (Hair et al., 2019; Field, 2018). As presented in Table 6, the estimated regression equation is as follows:

$$\text{Impulse Buying} = -18.550 + 0.553(\text{Price Discount}) + 0.943(\text{In-Store Display})$$

The constant value ($B = -18.550$, $p = 0.000$) indicates that in the absence of price discount and in-store display stimuli, the baseline level of impulse buying tends to be low, which is consistent with prior research suggesting that impulse purchases are largely stimulus-driven rather than internally initiated (Bianchi et al., 2022). For H1, the regression coefficient for Price Discount was $B = 0.553$ ($\beta = 0.311$, $t = 6.143$, $p = 0.000$). Since the significance value is less than 0.05, this result indicates that price discount has a positive and statistically significant effect on impulse buying. This finding supports H1 and aligns with previous studies showing that price reductions create perceived economic gains, emotional arousal, and purchase urgency that increase impulsive buying tendencies (Xiao et al., 2023).

For H2, the regression coefficient for In-Store Display was $B = 0.943$ ($\beta = 0.690$, $t = 13.640$, $p = 0.000$). This indicates that in-store display also has a positive and significant effect on impulse buying behavior. The relatively larger standardized coefficient ($\beta = 0.690$) suggests that in-store display exerts a stronger influence on impulse buying compared to price discount. This result is consistent with prior research emphasizing the role of visual merchandising in capturing attention, reducing decision-making time, and stimulating spontaneous purchases in retail environments (Pizzi et al., 2021). Comparatively, while both variables significantly influence impulse buying, in-store display appears to be the more dominant predictor in this model. This suggests that visual and experiential aspects of the retail environment may play a more critical role than pricing strategies alone in triggering unplanned purchases among department store consumers).

*Hypothesis testing (t-Test)***Table 7. t Test Result
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-18.55	1.603		-11.575	0.000
Price Discount	0.553	0.09	0.311	6.143	0.000
In-StoreDisplay	0.943	0.069	0.69	13.64	0.000

a. Dependent Variable: Impulse Buying

Source: Output SPSS, 2025

To test the partial effects of the independent variables on impulse buying, a t-test was performed as part of the multiple regression analysis. According to Hair et al. (2019), the t-test is used to determine whether each predictor variable significantly influences the dependent variable while controlling for the effect of other variables in the model. A variable is considered statistically significant when its p-value is less than the conventional threshold of 0.05 (Field, 2018). As presented in Table 7, the regression analysis yielded statistically significant results for both independent variables.

For H1, which posited that price discount has a positive effect on impulse buying decisions, the regression coefficient was $B = 0.553$ ($\beta = 0.311$, $t = 6.143$, $p = 0.000$). Because the significance value is well below 0.05, H1 is supported. This indicates that higher perceived price discounts are associated with greater impulsive purchasing tendencies among consumers at Ciputra Mall. This finding is consistent with prior studies suggesting that price reductions create perceived economic benefits, emotional arousal, and purchase urgency that encourage spontaneous buying behavior (Xiao et al., 2023).

For H2, which proposed that in-store display has a positive effect on impulse buying decisions, the regression coefficient was $B = 0.943$ ($\beta = 0.690$, $t = 13.640$, $p = 0.000$). Since the p-value is also below 0.05, H2 is supported. This result demonstrates that visually appealing and strategically arranged in-store displays significantly increase consumers' likelihood of making unplanned purchases. The larger standardized beta value ($\beta = 0.690$) indicates that in-store display exerts a stronger influence on impulse buying compared to price discount, reinforcing the importance of visual merchandising in modern retail environments (Pizzi et al., 2021). Comparatively, although both variables significantly influence impulse buying, the effect of in-store display is more dominant than that of price discount. This suggests that experiential and visual aspects of the retail environment play a more critical role in triggering impulsive purchases than pricing strategies alone. This interpretation aligns with consumer behavior literature emphasizing the central role of store atmosphere and visual stimuli in shaping spontaneous purchasing decisions (Bianchi et al., 2022.).

*Hypothesis testing (F-Test)***Table 8. F Test Result
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5448.7171	2	2724.358	321.145	0.000
Residual	815.261	97	8.405		
Total	6263.978	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), In-Store Display, Price Discount

Source: Output SPSS, 2025

To examine the simultaneous effect of the independent variables on impulse buying, an F-test was conducted as part of the multiple regression analysis. According to Hair et al. (2019), the F-test assesses whether the regression model as a whole significantly explains the variance in the dependent variable. A model is considered statistically significant when the F-statistic yields a p-value lower than the conventional threshold of 0.05 (Field, 2018). As presented in Table 8, the regression model produced an F value of 321.145 with a significance level of $p = 0.000$, which is well below 0.05. This indicates that the regression model is statistically significant. In other words, Price Discount and In-Store Display simultaneously have a significant effect on Impulse Buying among consumers at Ciputra Mall. Therefore, H3 is supported.

The high F-statistic suggests that the combined influence of the two predictors explains a substantial portion of the variance in impulse buying behavior, rather than occurring by chance. This result is consistent with previous research indicating that consumer impulsive purchasing is shaped by multiple retail stimuli acting together rather than independently (Bianchi et al., 2022). Furthermore, the regression sum of squares (5448.7171) is considerably larger than the residual sum of squares (815.261), reinforcing the conclusion that the model provides a strong explanation of impulse buying behavior. This finding supports the view that integrated retail strategies—combining pricing tactics with visual merchandising—are more effective in influencing consumer decision-making than relying on a single promotional element (Pizzi et al., 2021).

Discussion

This study examined the influence of price discounts and in-store displays on consumers' impulse buying decisions at Matahari Department Store, Ciputra Mall, Tangerang Regency. Overall, the findings provide strong empirical support for the proposed conceptual framework and align with contemporary theories of consumer behavior in modern retail environments. The discussion below integrates the statistical results with prior research and theoretical perspectives to provide a comprehensive interpretation of the findings.

The results of the multiple regression analysis indicate that price discount has a positive and statistically significant effect on impulse buying decisions ($B = 0.553$, $\beta = 0.311$, $p < 0.001$). This finding supports H1 and is consistent with prior studies emphasizing the role of price-based promotions in stimulating spontaneous purchasing behavior (Xiao et al., 2023). The positive effect suggests that consumers perceive price discounts as immediate economic benefits, which reduce perceived risk and increase emotional arousal, thereby encouraging impulsive purchases. From a theoretical perspective, this result aligns with prospect theory, which posits that individuals are more sensitive to perceived gains than losses. A discounted price is interpreted as a gain relative to the original price, making consumers more inclined to purchase spontaneously (Kumar et al., 2022). Furthermore, the presence of time-limited or promotional framing may enhance urgency, prompting consumers to act quickly rather than engage in rational deliberation. In the context of Matahari Department Store, frequent promotional campaigns and seasonal discounts appear to normalize impulsive purchasing behavior among shoppers. This suggests that price discount strategies are not merely short-term sales tactics but play a strategic role in shaping consumer behavior in modern retail environments. However, reliance on discounts alone may not be sufficient to sustain long-term competitiveness, as excessive discounting could potentially erode brand perception if not balanced with other marketing elements (Setiawan & Putra, 2023).

The results show that in-store display has a positive and significant effect on impulse buying ($B = 0.943$, $\beta = 0.690$, $p < 0.001$), supporting H2. Notably, the standardized beta coefficient indicates that in-store display exerts a stronger influence on impulse buying than price discount. This finding is consistent with previous research highlighting the central role of visual merchandising in capturing consumer attention and shaping spontaneous purchasing behavior (Pizzi et al., 2021). The strong effect of in-store display suggests that visual and experiential aspects of the retail environment are critical drivers of impulse buying. Attractive product arrangements, thematic displays, strategic placement, and aesthetic store design can trigger emotional engagement, shorten decision-making time, and create a compelling shopping experience that encourages unplanned purchases (Bianchi et al., 2022). In the case of Matahari Department Store, well-designed displays, mannequins, coordinated fashion sets, and organized product layouts likely enhance product attractiveness and stimulate consumers' desire to purchase beyond their initial intentions. This supports the notion that modern retail spaces function not only as points of sale but also as experiential environments that influence consumer psychology and behavior (Kotler et al., 2021).

The F-test results ($F = 321.145$, $p < 0.001$) indicate that price discount and in-store display jointly have a significant effect on impulse buying, supporting H3. Moreover, the high R^2 value (0.870) suggests that 87% of the variance in impulse buying can be explained by these two variables. This highlights the critical importance of integrated retail strategies that combine pricing tactics with visual merchandising. This finding aligns with prior research suggesting that consumer behavior is shaped by multiple retail stimuli acting simultaneously rather than in isolation (Hair et al., 2019). In real shopping environments, consumers are exposed to a combination of promotional cues, including discounts, signage, visual displays, and store atmosphere. The interaction between these elements creates a more persuasive influence on purchasing decisions than any single factor alone. The results suggest that when price discounts are effectively communicated through visually appealing in-store displays, their impact on impulse buying is amplified. This supports the idea that retailers should adopt a holistic approach to marketing strategy, integrating price promotions with experiential and aesthetic elements to maximize consumer engagement and sales performance (Pizzi et al., 2021).

5. CONCLUSION

This study investigated the influence of price discount and in-store display on impulse buying decisions at Matahari Department Store, Ciputra Mall, Tangerang Regency. The findings confirm that both variables have a positive and significant effect on impulse buying, with in-store display showing a stronger influence than price discount. The high R^2 value (0.870) indicates that these two factors jointly explain a substantial proportion of impulse buying behavior, supporting prior arguments that consumer impulsive purchases are primarily driven by external retail stimuli rather than purely internal motivations (Bianchi et al., 2022; Pizzi et al., 2021). These results suggest that impulse buying in modern retail environments is shaped by an integrated combination of pricing strategies and visual merchandising.

From a managerial perspective, the findings imply that retailers should not rely solely on price discounts but should strategically integrate them with attractive in-store displays to enhance consumer engagement and stimulate spontaneous purchases. Effective visual merchandising, creative product arrangements, and well-designed promotional displays can significantly strengthen the impact of discounts on consumer behavior (Kotler et al., 2021). At the same time, discount strategies should be carefully managed to create perceived value without undermining brand positioning (Xiao et al., 2023).

However, this study has limitations that should be considered. The sample was limited to 100 respondents and was dominated by young female students, which restricts the generalizability of the findings to other demographic groups (Hair et al., 2019). Additionally, only two predictors were examined, while other factors such as store atmosphere, emotional arousal, and social influence were not included in the model (Bianchi et al., 2022). Future research should involve larger and more diverse samples, incorporate additional variables, and consider longitudinal or comparative studies across different retail formats to provide a more comprehensive understanding of impulse buying behavior.

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