

**Stimulating Factors Influence on Impulse Buying Decision Making
(case study on Hypermarket in Makassar)**

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ABSTRACT

The aim of this research is to identify factors that influence impulse buying decisions among buyers who visit supermarkets. This research uses three independent variables, namely promotion, personal selling, hedonic value of shopping, and impulse buying as dependent variables. Data was collected using a questionnaire. Using accidental sampling techniques, questionnaires were given to respondents who visited the hypermarket. A total of 100 respondents successfully filled in the questionnaire completely. Data from the questionnaire was processed using SPSS version 25 starting with descriptive analysis, validity and reliability tests, and regression analysis. Based on the results of the analysis, it was concluded that the three variables, namely sales promotion, personal selling, and the hedonic value of shopping had a significant effect on the impulsive buying variable. Of the three independent variables identified, the hedonic shopping variable is the variable that has the strongest and most significant influence on impulse buying decisions. The consequence of these findings is the emergence of a tendency among consumers that shopping is a source of satisfaction and enjoyment and triggers impulsive purchasing decisions. concisely and factually, includes the background of research, the purpose of research, the method of research, the result of research, conclusion and recommendation.

Keywords: decision making, hypermarket, impulse buying, promotion mix

1. INTRODUCTION

Today impulse buying accounts for a large proportion of sales within the modern retail industry (Abdelkhair et al., 2023; Almahdi et al., 2023; Li et al., 2024; Pacheco et al., 2023). Impulse buying plays a significant role in consumer behavior and can have a major impact on businesses (Edirisinghe & Munson, 2023). It often occurs when a consumer is enticed by a product or promotion and makes a spontaneous decision to make a purchase (D. Kong et al., 2023). This behavior is driven by emotions rather than rational decision-making, and it can lead to increased sales and revenue for businesses.

One of the key factors that contribute to impulse buying is the element of surprise and excitement (Z. Chen et al., 2023). When consumers encounter an unexpected offer or a product that captures their attention, they are more likely to make a purchase on the spot (Cao et al., 2023). This highlights the importance of effective marketing strategies and product placement in retail environments.

Furthermore, impulse buying can lead to an increase in sales of complementary products (Feng et al., 2023). For example, a consumer who impulsively purchases a new smartphone may also buy a protective case and other accessories (Ivano et al., 2023). Businesses can leverage this

behavior by strategically grouping products and creating enticing displays to encourage additional purchases.

Understanding and harnessing the power of impulse buying can significantly impact a business's success (D. Kong et al., 2023). By incorporating effective marketing techniques and optimizing product placement, businesses can capitalize on consumers' spontaneous purchasing decisions and drive increased sales and profitability (Gong & Jiang, 2023). Impulse buying has a positive impact on consumers' positive feelings and urges, and can significantly boost sales for businesses.

It has been established that the in-store environment impacts the emotional state of customers, thereby leading to impulse purchases (Z. Chen et al., 2023). Visually appealing cues such as promotional incentives trigger impulse purchases (D. Kong et al., 2023). Consumers consider impulsivity to be a lifestyle trait and may associate it with sensation seeking, materialism, and indulging in recreational shopping.

In order to encourage impulse buys, retailers can utilize a variety of strategies (Abdelkhair et al., 2023). One effective method is to strategically place items near the checkout counter, where customers are more likely to make spontaneous purchases (Hong, Nawi, et al., 2023). Creating a sense of urgency through limited-time offers or flash sales can also prompt customers to buy on impulse.

Additionally, retailers can leverage the power of product placement and attractive displays to draw attention to specific items (Ivano et al., 2023). By using eye-catching signage and prominent positioning within the store, retailers can capitalize on customers' impulsiveness and drive additional sales.

In-store promotions and demonstrations can also play a significant role in encouraging impulse buys (Nagar et al., 2023). An engaging demonstration or a compelling promotion can sway customers to make spontaneous purchases, especially if they feel they are getting a good deal.

Understanding the psychology behind impulse buying and implementing these strategies can significantly impact a retailer's bottom line and enhance the overall shopping experience for customers (Pacheco et al., 2023). By understanding the factors that trigger impulse purchases and utilizing strategies such as strategic product placement, creating a sense of urgency, in-store promotions, and demonstrations, retailers can effectively capitalize on consumers' impulsive tendencies and increase sales (Ding et al., 2023). The findings of various research studies suggest that factors like trust, testing product quality or features before purchase, exposure, easy reference/assistance in making a purchase, product variety hard to find elsewhere, immediate gratification of needs, ease of navigation, and overall shopping experience are important influencers of impulse buying behavior (Feng et al., 2023). In-store browsing can also play a significant role in influencing impulse buying.

Plenty of research in relation to impulse buying has been conducted in other regions (Cengiz & Şenel, 2023, 2023; Coelho et al., 2023; Nagar et al., 2023), however, such research has not been conducted in Makassar context, so the study is intended to fill the gap by providing evidence of impulse buying in Makassar context.

2. THEORETICAL REVIEW

There are plenty of approaches and theories in impulse buying behavior, for example big five model/five-factor personality model, Hofstede's cultural dimension theory and regulatory focus theory (J. V. Chen et al., 2023; Feng et al., 2023). For this study, however, only two main approaches for impulse buying behavior, namely Hawkins and Stern's impulse buying theory and Stimulus-Organism-Response framework will be used. The two theories can explain impulse buying behavior in Indonesian context especially in Makassar Metropolitan city.

2.1. Theory and approach

2.1.1. Hawkins and Stern's impulse buying

Hawkins and Stern's impulse buying theory focuses on the phenomenon of unplanned and spontaneous purchasing behavior (Pereira et al., 2023). According to the theory, impulse buying is driven by sudden urges and emotions rather than rational decision making (Bashar et al., 2023a). Consumers may be influenced by factors such as visual stimuli, promotional offers, or mood, leading them to make impulse purchases.

The theory also suggests that impulse buying is more likely to occur in certain situations, such as when a consumer is in a hurry or feeling stressed, as these conditions can weaken their ability to resist temptation (Bashar et al., 2023a). Understanding this theory can be beneficial for marketers and retailers as they can utilize various strategies to trigger impulse buying behavior, such as product placement, limited-time offers, and creating an enticing shopping environment.

In addition, studies have shown that impulse buying can lead to feelings of regret or guilt after the purchase, especially if the item was unnecessary or expensive (Hong, Dzulkefly, et al., 2023). As a result, consumers may benefit from being aware of impulse buying triggers and developing strategies to resist these impulses, such as creating a shopping list and sticking to a budget.

The psychological triggers behind impulse purchases are multifaceted and can be influenced by a variety of factors (Pacheco et al., 2023). One key aspect is the role of emotions in driving impulse buying behavior. Emotions such as excitement, desire, or even stress can significantly impact a consumer's decision to make an unplanned purchase (Chandra et al., 2022). Marketers often capitalize on these emotions by creating promotional tactics that elicit strong emotional responses from consumers.

Moreover, social factors also play a crucial role in triggering impulse purchases (Papalangi et al., 2021). Observing others making impulsive buys or receiving positive feedback about a spontaneous purchase can influence an individual to engage in similar purchasing behavior. This underscores the impact of social validation and the need to belong in driving impulse buying decisions.

Furthermore, environmental cues and stimuli serve as significant triggers for impulse buying (Coelho et al., 2023). Strategic product placement, eye-catching displays, and limited-time offers are designed to capture consumers' attention and prompt immediate purchasing decisions.

The Hawkins Stern impulse buying model comprises several key components that help elucidate the phenomenon of unplanned purchasing behavior (Abdelkhair et al., 2023). These components include external stimuli (such as advertising and in-store promotions), internal stimuli (emotions and individual characteristics), and the consumer decision-making process (Li et al., 2024). By understanding and leveraging these components, businesses can effectively tailor their marketing strategies to capitalize on impulse buying tendencies and shape consumer behavior.

In order to effectively utilize the components of the Hawkins Stern impulse buying model, businesses can employ specific strategies to capitalize on impulse buying tendencies and shape consumer behavior (Bashar et al., 2023b). One such strategy involves creating a captivating in-store environment that maximizes the impact of external stimuli (S. Kong & Rahman, 2023). This can be achieved through strategic product placement, eye-catching displays, and limited-time offers that capture the attention of the consumer and prompt immediate purchasing decisions (Coelho et al., 2023). Additionally, integrating persuasive advertising techniques that evoke strong emotional responses can further stimulate impulse buying behavior.

Understanding the role of internal stimuli, particularly emotions and individual characteristics, is also vital for businesses looking to leverage the impulse buying model (Hong, Dzulkefly, et al., 2023). Tailoring marketing efforts to appeal to consumers' emotions, desires, and aspirations can effectively influence their impulsive purchasing decisions (Cao et al., 2023).

Recognizing the individual traits and preferences of consumers can aid in customizing promotions and product placements to resonate with their specific impulsivity triggers.

Businesses can implement targeted promotional tactics such as flash sales, exclusive offers, and personalized recommendations to create a sense of urgency and trigger impulse purchases (Fu & Hsu, 2023). By leveraging the principles of the Hawkins Stern impulse buying model, businesses can effectively drive unplanned purchasing behavior and capitalize on consumer impulses.

In conclusion, understanding and harnessing the components of the Hawkins Stern impulse buying model can enable businesses to design effective marketing strategies that cater to impulsive consumer behavior. By implementing these strategies, businesses can optimize their sales and enhance the overall shopping experience for consumers.

2.1.2. Stimulus-Organism-Response (S-O-R)

Stimulus-Organism-Response (S-O-R) framework posits that an environmental cue (stimulus) can influence the internal state of an individual (organism) and result in a behaviour (response) (Ivano et al., 2023). Researchers employed the S-O-R framework for impulse buying research in both offline and online contexts (Gupta et al., 2023). Drawing on the S-O-R framework, (Gupta et al., 2023) found that store elements, as external stimuli, trigger hedonic emotions of pleasure and arousal in a consumer, which act as an organism, and trigger impulse buying behaviour- a response.

The Stimulus-Organism-Response model is a framework used to understand the relationship between external stimuli, internal processes of the organism, and the resulting response (Almahdi et al., 2023). It suggests that an individual's response to a stimulus is not only influenced by the external factors but also by their internal state, such as emotions, attitudes, and past experiences.

The S-O-R model is widely used in psychology and marketing to predict and understand human behaviors (Isa & Muafi, 2022). By considering the organism as an active participant in the process of responding to stimuli, the model highlights the complexity of human behavior and the limitations of purely stimulus-response approaches.

In marketing, the S-O-R model is valuable for understanding how consumers react to different stimuli, such as advertising, product features, or pricing (Hong, Nawi, et al., 2023). By considering the internal processes of individuals, marketers can tailor their strategies to better appeal to their target audience.

The S-O-R framework consists of three key components: stimulus, organism, and response (Cengiz & Şenel, 2023). Stimulus refers to the external factors or events that trigger a response from the organism (Gong & Jiang, 2023). In marketing, stimuli can include advertisements, product packaging, or even the atmosphere of a store (Coelho et al., 2023). Organism represents the individual who is being exposed to the stimulus (Febriandika et al., 2023). This component includes the person's internal state, such as emotions, attitudes, and cognitive processes (Edirisinghe & Munson, 2023). Understanding the organism is crucial for predicting and influencing their responses (Pacheco et al., 2023). Response signifies the reaction or behavior that the organism displays as a result of being exposed to the stimulus (Han, 2021). This can range from making a purchase to changing one's opinion about a particular product.

By understanding and analyzing these three components, businesses and organizations can gain insights into consumer behavior and tailor their strategies to effectively influence consumer response (S. Kong & Rahman, 2023). The role of the organism in behavior prediction is crucial in the S-O-R model. The internal state of the organism, including emotions, attitudes, and cognitive processes, plays a significant role in shaping the response to external stimuli (Edirisinghe & Munson, 2023). For example, an individual's past experiences with a particular brand may heavily influence their response to a new marketing campaign by that brand (Ding et

al., 2023). Understanding the nuances of the organism can aid marketers in crafting more targeted and effective strategies.

In exploring the stimulus factor in consumer behavior, it becomes evident that different stimuli can elicit varied responses based on the individual organisms' internal states (Abdelkhair et al., 2023). The way response is generated in the S-O-R paradigm is intricately linked to the internal processes of the organism (Cao et al., 2023). By considering the cognitive and emotional aspects of the organism, businesses can design strategies to influence consumer responses in a more meaningful and sustainable manner.

2.2. Decision making

Consumer decision-making processes are complex and influenced by various factors (Sampe, 2013). Understanding these processes is essential for businesses to effectively market their products or services (Papalangi et al., 2021). One key factor is the consumer's perception of the product (Al Mohamed et al., 2023). The way a product is presented and the emotions it evokes can heavily impact a consumer's decision-making process (Chandra et al., 2022). Additionally, social and cultural factors play a significant role. Consumers are often influenced by their social circles, family, and cultural background when making purchasing decisions.

Decision-making process can be affected by psychological factors such as motivation, perception, and attitudes (Dadykin et al., 2022). For businesses, understanding these psychological triggers can aid in the development of marketing strategies that appeal to the consumer's psychological needs (Kuo & Chou, 2023). Finally, the decision-making process can also be influenced by external factors such as economic conditions, marketing efforts, and the availability of alternative products or services in the market.

By gaining a comprehensive understanding of consumer decision-making processes, businesses can tailor their marketing efforts to align with consumer behavior, preferences, and needs (Blennow et al., 2020). This, in turn, can lead to more effective strategies for reaching and engaging with their target audience, ultimately driving sales and cultivating customer loyalty.

There are various factors that influence consumer choices (Ahmmadi et al., 2021). Some of the key factors include personal preferences, individual needs, and past experiences (S. Kong & Rahman, 2023). These factors can shape a consumer's decision-making process and impact their choices when selecting products or services (Asadi et al., 2015). Additionally, economic factors such as income levels, employment status, and economic stability can significantly influence consumer choices.

Technological advancements and the digital landscape have also become influential factors in consumer decision-making (Puiu et al., 2022). The rise of e-commerce, social media, and online reviews has transformed the way consumers research and evaluate products before making a purchase (Bettis-Outland, 2012). Businesses need to adapt to these changes and integrate digital marketing strategies to effectively reach and engage with consumers in the digital space.

Understanding the various factors that influence consumer choices is vital for businesses seeking to position their products or services in the market effectively (Widyastutir & Said, 2017). By recognizing these factors, businesses can tailor their marketing approaches and product offerings to better align with consumer needs and preferences, ultimately driving consumer satisfaction and loyalty.

The consumer decision-making journey typically consists of several stages namely information gathering, evaluation of alternatives, purchase decision and post-purchase evaluation (Edirisinghe & Munson, 2023). The first stage of the consumer decision-making journey is information gathering (S. Kong & Rahman, 2023). During this stage, consumers actively seek information about different products or services. They may do this through various channels such as online research, seeking recommendations from friends or family, or visiting physical stores to gather information firsthand.

Once consumers have gathered information, they move on to evaluate the alternatives available to them (Asadi et al., 2015). This involves comparing different products or services based on their features, prices, and other relevant factors. Consumers may also consider the reputation of the brands and their past experiences with similar products.

After evaluating the alternatives, consumers make their purchase decision (Fakkhong et al., 2024). This is the stage where consumers decide which product or service to buy and from which brand or retailer. The purchase decision can be influenced by factors such as pricing, promotions, and the overall value proposition offered by the product or service.

The final stage of the consumer decision-making journey is the post-purchase evaluation (W. Chen et al., 2024). After making a purchase, consumers assess their satisfaction with the product or service. This evaluation can influence their future buying behavior and their likelihood to recommend the product or service to others.

2.3. Impulse buying and purchase decision

There are two main types of impulse purchases: pure impulse purchases and reminder impulse purchases (J. V. Chen et al., 2023). Pure impulse purchases occur without any prior intentions, and they are often driven by the immediate desire for a product that the consumer did not plan to buy (Bashar et al., 2023a; S. Kong & Rahman, 2023). On the other hand, reminder impulse purchases happen when a consumer is reminded of a product that they needed but had forgotten to purchase (Abdelkhair et al., 2023). This could occur when a consumer sees a product on display or advertised, prompting them to make a spontaneous purchase (Bashar et al., 2023a). Understanding the distinction between these two types of impulse purchases can help businesses tailor their marketing and sales strategies to effectively capture both types of impulse buyers.

The impact of impulsive purchases on consumer behavior cannot be underestimated. Impulsive purchases often lead to feelings of guilt or regret, especially if the consumer later realizes that the item was unnecessary or not within their budget (Coelho et al., 2023). However, for businesses, understanding and leveraging consumer impulse buying behaviors can significantly impact sales and revenue.

To capitalize on impulse buying behavior, businesses often employ strategic placement of products in stores, create limited-time offers, and use persuasive advertising techniques (Pereira et al., 2023). By understanding the psychological triggers that lead to impulse buying, businesses can effectively influence and capitalize on consumer behavior.

In addition, the rise of e-commerce has provided new opportunities for impulse purchases with features like "Buy Now" buttons and personalized product recommendations (Ivano et al., 2023). Understanding the online consumer journey and optimizing the digital shopping experience has become increasingly crucial for businesses looking to capitalize on impulse buying trends (Ding et al., 2023). It's essential for businesses to strike a balance between maximizing impulse purchases and ethical business practices, ensuring that consumers are making informed decisions while still feeling a sense of excitement and satisfaction with their purchases.

3. RESEARCH METHODS

This research is quantitative research (Ahmad et al., 2019). The use of a quantitative approach in this research is based on two considerations. Firstly, in conducting research, relevant data is needed to achieve the desired goals according to certain uses. This research aims to collect historical data related to the problem to be researched and observe it carefully so that data will be obtained that supports the author's report.

This research was conducted to examine the influence of sales promotions, personal selling, and hedonic shopping value on impulse buying in hypermarkets in Makassar City. To apply this objective, the population in this study is consumers who have shopped at hypermarkets, namely Carrefour, Hypermart, and Lotte Mart. These three retailers dominate hypermarkets in the city of Makassar by providing consumer needs ranging from daily necessities to electronic goods. The many promotional programs offered are one of the retailer's strategies to attract consumers to come shopping, apart from that, professional sales staff are ready to help consumers fulfill their desires. Based on the results of interviews with 23 consumers who have shopped at hypermarket outlets (Carrefour, Hypermart, and Lotte Mart) stated that when shopping they also often buy additional goods, because they are influenced by promotions and sales personnel who change their perception of a product so that in they end up making unplanned purchases.

Data collection was carried out by distributing questionnaires to respondents, namely consumers who had shopped at hypermarkets (Carrefour, Hypermart and Lotte Mart). Distribution and filling out of questionnaires was carried out from Tuesday, June 13 2023 to Friday, Wednesday, July 12 2023. Using accidental sampling techniques, 100 respondents were successfully selected and were willing to fill out the questionnaire completely.

The responses from the questionnaire were input into SPSS and then analyzed descriptively, tested for validity and reliability and then carried out regression analysis.

4. RESULT AND DISCUSSION

4.1. Respondent Description

Respondent information is divided based on gender, age, education and occupation. A general description of the respondents is shown in table 1 below.

Table 1. Description of respondents

No.	Uraian		Freq	Percent
1	Gender	Male	49	49
		Female	51	51
2	Age	<24	38	38
		24 – 33	34	34
		34 – 43	20	20
		> 43	8	8
3	Education	Senior High School	35	35
		Diploma	22	22
		Bachelor	37	37
		Other	6	6
4	Pekerjaan	Student	34	34
		Employee	27	27
		Entrepreneur	27	27
		Other	12	12

Source: collected data for the study

From table 4.1 it is known that of the 100 respondents sampled in this study, 49 people were male (49%), and 51 people were female (51%). This figure indicates that the ratio between men and women who shop at hypermarkets in Makassar City is almost the same.

In marketing, it is very important to know the age level of target consumers with the assumption that age will result in differences in tastes for a product. Table 1 shows that of the 100 respondents sampled in this study, the highest age frequency level was less than 24 years, 38

people. This can be interpreted that hypermarket consumers are dominated by teenagers, whether they are students or students.

Education plays an important role in relation to consumer buying behavior, where the buying behavior of one consumer tends to be different or not the same due to differences in their level of education. The table shows that in general respondents have a high school and bachelor's degree level of education, of which 37 people (37%) have a bachelor's level of education, and 35 people (35%) of respondents have a high school level of education. This shows that consumers who shop at hypermarkets on average have a bachelor's or high school education.

The type of job a person has is closely related to the level of income earned, which will influence consumer purchasing power. Table 1 shows that 34 (34%) of the respondents were students, while employees and entrepreneurs each accounted for 27 (27%) of the respondents. This means that the majority of consumers who shop at hypermarkets are students.

4.2. Description of Respondent Responses

The analytical method used in this research is descriptive analysis. Data collected through questionnaires was tabulated and then analyzed using SPSS software. Analysis was carried out on respondents' answers from 4 variables, namely sales promotion, personal selling, hedonic shopping value, and impulse buying with 16 statement items that met the requirements for further processing. The results of data processing regarding descriptive statistics are described as follows:

4.2.1. Sales promotion

Sales promotion is one element of the promotional mix which consists of various incentive strategies designed to encourage faster or greater purchase of a product or service by consumer. The following are presented the results of respondents' responses regarding sales promotions:

Table 2: Response on sales promotion

Code	Statements	f	Mean	Std. Dev.
X _{1.1}	I am interested in buying goods when there are discounts (coupons, vouchers, discounts)	100	4,21	0,856
X _{1.2}	I am interested in buying goods when there are direct prizes (other products/accessories)	100	3,93	0,844
X _{1.3}	I am interested in buying items that have Cash Back	100	3,84	0,873
X _{1.4}	I am interested in purchasing items that have promotional prize draws	100	3.71	0,891

Source: data collected for the study

Based on respondents' responses to the sales promotion variable in table 2, for the first statement, I am interested in buying goods when there are price cuts (coupons, vouchers, discounts) from 100 respondents, the average respondent gave an answer of 4.21 with a standard deviation of 0.856. So it can be concluded that respondents are interested in buying goods when there are price cuts (coupons, vouchers, discounts).

The second statement, I am interested in buying goods when there is a direct gift (another product/accessory) from 100 respondents, the average respondent gave an answer of 3.93 with a standard deviation of 0.844. So it can be concluded that respondents are quite interested in buying goods when there are direct gifts (other products/accessories).

The third statement, I am interested in buying goods that have Cash Back, out of 100 respondents, the average respondent gave an answer of 3.84 with a standard deviation of 0.873. So it can be concluded that respondents are quite interested in buying goods that have Cash Back.

The fourth statement, I am interested in buying goods that have promotional prize draws, out of 100 respondents, the average respondent gave an answer of 3.71 with a standard deviation of

0.891. So it can be concluded that respondents are quite interested in buying goods that have promotional prize draws.

4.2.2. Personal Selling

Personal selling is direct (face to face) communication between the seller and potential customers to introduce a product to potential customers and to form an understanding of the product so that they will then try to buy it Tjiptono (2008; 224). The following are presented the results of respondents' responses regarding personal selling:

Table 3: response on personal selling

Code	Statements	f	Mean	Std. Dev.
X ₃₁	when the sales person demonstrated the product I was interested in buying	100	3,99	0,937
X ₃₂	The explanation given by the sales person made me interested in making a purchase	100	3,72	0,986
X ₃₃	The explanation given by the sales person made me interested in making a purchase	100	3,61	0,909
X ₃₄	The politeness and friendliness of the sales person in providing service made me interested in buying	100	3,52	1,096

Source: data collected for the study

Based on respondents' responses to the personal selling variable in table 3, for the first statement, when the sales person demonstrated the product I was interested in buying, out of 100 respondents, the average respondent gave an answer of 3.85 with a standard deviation of 0.869. So it can be concluded that respondents are quite interested in buying goods when the sales person demonstrates the product.

The second statement, the explanation given by the sales person made me interested in making a purchase. Of the 100 respondents, the average respondent gave an answer of 3.86 with a standard deviation of 0.985. So it can be concluded that respondents are quite interested in buying a product when the sales person provides an explanation about the product.

The third statement, communication that is easy to understand from the sales person makes me interested in buying, out of 100 respondents, the average respondent gave an answer of 3.81 with a standard deviation of 0.929. So it can be concluded that respondents are quite interested in buying when the communication used by the sales person is easy to understand.

The fourth statement, the politeness and friendliness of the sales person in providing service made me interested in buying. Of the 100 respondents, the average respondent gave an answer of 3.83 with a standard deviation of 0.954. So it can be concluded that the politeness and friendliness of the sales person in providing service makes respondents interested in buying.

4.2.3. Respondents' Perceptions Regarding Hedonic Shopping

Hedonic shopping value is satisfaction and enjoyment after shopping, creating a pleasant shopping experience that consumers tend to repeat again. The following are presented the results of respondents' responses regarding hedonic shopping value:

Table 4: Respondents' Perceptions Regarding Hedonic Shopping

Code	Statements	f	Mean	Std. Dev.
X ₃₁	I spend time shopping which is a very enjoyable activity	100	3,99	0,937

X ₃₂	I can forget about problems when shopping as if I "escape" from reality, compared to other activities	100	3,72	0,986
X ₃₃	I shop not because I need something but because I want to follow new trends,	100	3,61	0,909
X ₃₄	When shopping I feel an exciting and enjoyable adventure	100	3,52	1,096

Source: data collected for the study

Based on respondents' responses to the hedonic shopping value variable in table 4, for the first statement, I spend time shopping is a very enjoyable activity. Of the 100 respondents, the average respondent gave an answer of 3.99 with a standard deviation of 0.937. So it can be concluded that respondents agree that spending time shopping is a very enjoyable activity.

Second statement, I can forget about problems when shopping as if I "escape" from reality, compared to other activities, out of 100 respondents, the average respondent gave an answer of 3.72 with a standard deviation of 0.986. So it can be concluded that respondents can forget about problems when shopping, compared to other activities.

The third statement, I shop not because I need something but because I want to follow new trends. Of the 100 respondents, the average respondent gave an answer of 3.61 with a standard deviation of 0.909. So it can be concluded that respondents disagree about shopping not because they need it but because they want to follow new trends.

The fourth statement, when shopping I feel an exciting and enjoyable adventure, out of 100 respondents, the average respondent gave an answer of 3.52 with a standard deviation of 1.096. So it can be concluded that when shopping respondents do not experience exciting and enjoyable adventures.

4.2.4. Impulse Buying

Impulse buying is an irrational purchase where the purchase occurs quickly and unplanned, followed by a conflict of thoughts and emotional impulses. The following are presented the results of respondents' responses regarding impulse buying:

Table 5. Respondents' Perceptions Regarding Impulse Buying

Code	Statements	f	Mean	Std. Dev.
Y ₁₁	When shopping I always buy things I didn't plan beforehand	100	4,06	0,827
Y ₁₂	I often shop spontaneously	100	3,82	0,936
Y ₁₃	Attractive offers make me often buy more items than I really need	100	3,70	0,990
Y ₁₄	I always buy things without thinking twice	100	3,52	1,030

Source: data collected for the study

Based on respondents' responses to the impulse buying variable in table 5, for the first statement, when shopping I always buy things that were not planned beforehand. Of the 100 respondents, the average respondent gave an answer of 4.06 with a standard deviation of 0.827. So it can be concluded that respondents agree that when shopping I always buy things that are not planned beforehand.

The second statement, I often shop spontaneously, out of 100 respondents, the average respondent gave an answer of 3.82 with a standard deviation of 0.936. So it can be concluded that respondents often shop spontaneously.

The third statement, attractive offers make me often buy more goods than I need. Of the 100 respondents, the average respondent gave an answer of 3.70 with a standard deviation of 0.990.

So it can be concluded that attractive offers make respondents often buy more goods than they should.

The fourth statement, I always buy things without thinking twice, out of 100 respondents, the average respondent gave an answer of 3.52 with a standard deviation of 1.030. So it can be concluded that respondents do not agree about buying goods without thinking twice.

4.3. Regression Analysis

Upon the completion of validity and reliability analysis, classical assumption tests were applied. The results show that no violation for parametric regression statistic analysis. So, the regression analysis was performed. and the result is presented in table 6 below.

Table 6: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.667	.231		2.888	.004
	X1	.214	.063	.232	3.407	.001
	X2	.375	.070	.370	5.388	.000
	X3	.320	.063	.317	5.117	.000

a. Dependent Variable: Y

Source: *Data Analysis*

Based on data from table 6, influence of sales promotion, personal selling and hedonic shopping on impulse buying can be determined. Tendency of the relationship are presented in the following paragraph.

Influence of sales promotion and impulse buying was significant at level 0.001. The result indicates that the more sales promotions activities applied, the faster the consumer's decision to impulse buy will be accepted. This can be seen from the t-value for the sales promotion variable which is 3.407 with a significance level of 0.001. Because $0.003 < 0.05$, the independent variable sales promotion partially has a positive and significant effect on the dependent variable impulse buying. So it can be said that if hypermarkets provide various forms of sales promotions, the quicker consumers will decide to do impulse buying. Based on the results of this research, it can be said that this research supports the results of research conducted by Arifiani (2009) showing that sales promotions with sampling indicators, coupons, rebates, have a positive effect on impulse purchases and research conducted by Damayanti (2010), states that discount strategies have an effect significantly to impulse buying.

Personal selling had strong influence on impulse buying. The better the personal selling ability, the faster the consumer's decision to impulse buy will be accepted. This can be seen from the t-value on the personal selling variable which is 5.388 with a significance level of 0.000. Because $0.000 < 0.05$, the independent variable personal selling partially has a positive and significant effect on the dependent variable impulse buying. So it can be said that if an intelligent shop assistant explains his product to consumers and is even able to influence consumers to buy, the quicker the consumer's decision to impulse buy will be. Based on the results of this research, it can be said that this research supports the results of research conducted by Tendai and Crispin (2009)

showing that the personal sales variable has a positive and significant effect on impulse buying. And research conducted by Hadjali, Hamid et al., (2012) also states that the personal sales variable has a positive and significant effect on impulse buying.

Similar to personal selling and sales promotion, hedonic shopping also had a strong influence on impulse buying. The result showed that the higher the hedonic shopping value, the higher stimulan on consumer's decision for impulse buying decision. This can be seen from the t-value on the hedonic shopping value variable which is 5.117 with a significance level of 0.000. Because $0.000 < 0.05$, the independent variable hedonic shopping value partially has a positive and significant effect on the dependent variable impulse buying. So it can be said that the higher the hedonic shopping value in a person can influence them to carry out impulse buying more quickly. Based on the results of this research, it can be said that this research supports the results of research conducted by Rachmawati (2009) showing that internal factors such as hedonic shopping value positively and significantly influence impulse buying.

5. CONCLUSION

Based on the results of the analysis and discussion carried out in this research, it can be concluded that sales promotion has a positive and significant effect on impulse buying, so the more sales promotion activities done, the faster the consumer's decision for impulse buying. The results similar to personal selling. Personal selling has a positive and significant influence on impulse buying, so the better the personal selling service, the higher the consumer's decision for impulse buying. Finally, hedonic shopping also has a positive and significant influence on impulse buying, so the higher the hedonic shopping tendency, the faster the consumer's decision for impulse buying.

Based on the results of the research results it is suggested that hypermarkets should try to create a comfortable shop atmosphere. So that consumers feel that spending time looking at catalogs or listening to salespeople explanation to make consumers feel a sense of adventure and enjoy fun when shopping.

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