

## The Effect Of Sales Promotion And Visualmerchandising On Shopping Emotion And Impulse Buyingat Outlet Partners Of PT Smartfren Telecom TbkSamarinda

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**ABSTRACT :** The development of shopping trends tends to be wait and see and is influenced by shopping emotions from customers who tend to be happy and interested in stopping by and coming to an outlet. This is implemented by one of the telecommunications companies that massively conducts shop visibility, namely Smartfren. This research aims to understand customer behavior that usually occurs, namely impulsive buying behavior because most smartphone customers have never planned a purchase beforehand. This is none other than due to the emotions of an individual when shopping (Shopping Emotion) which mostly causes unplanned purchases. In this research, the researchers used two variables, including Impulse Buying and Shopping Emotion, as the dependent variable, then Sales Promotion and Visual Merchandising as independent variables. The approach in this study uses quantitative data obtained through a survey conducted by the author using the questionnaire distribution method while the secondary data that the author uses is in the form of previous studies that are related to the research topic. The research population includes all customers who visit Smartfren partner outlets and make unplanned purchases in the Samarinda area, the authors use a non-probability sampling technique with a purposive sampling method. Data analysis in this research, researchers used PLS which was used to test measurements (validity test and reliability test) and structural models or it can also be said as a causality hypothesis test with predictive models.

**KEYWORDS:** *Impulse Buying, Sales Promotion, Shopping Emotions, Visual Merchandising*

### I. INTRODUCTION

The retail business in Indonesia is currently developing quite rapidly, considering that currently the growth of the retail business in Indonesia is quite significant along with developments in shopping trends that tend to be wait and see and are influenced by shopping emotions from customers who tend to be happy and interested in stopping by and coming to partners. to an outlet. Customers are usually interested in stopping by a store because of the influence of the store's visuals and the arrangement of products in the store, besides that, retailers usually use sales strategies through promotions to attract customers. The promotions they carry out range from making discounts, through distributing free samples for every customer purchase to offers that are considered to be profitable for customers.

PT Smartfren Telecom Tbk is a proven and leading telecommunication service provider company in Indonesia. Smartfren made an innovation by launching the first 4G LTE Advance service in Indonesia in 2015. Then in 2016, Smartfren also made history where the company succeeded in becoming the first telecommunications company to provide Voice over LTE (VoLTE) services commercially in Indonesia. In 2019, Smartfren has collaborated with 400 Outlet Partners in Samarinda. Smartfren utilizes shop visuals as a strategy in promoting its brand, The form of this strategy can be seen from the arrangement of products in the storefront and the products are then arranged in such a way and attractively so that buyers are interested in coming and shopping at Smartfren partner outlet partners so that Smartfren has a very big influence seen from the large number of shop visitors to buy or just look around because they are interested in the design and arrangement of attractive showcases. Even smartfren also makes competition between stores including store signboard branding, Backwall, Extreme display, price board, acrylic insertion. What is meant by branding is a store nameplate, designing a distinctive color material and a smartphone logo combined with the store name. Backwall is a Wallpaper wall with all smartfren materials, price boards and acrylic inserts are promotional media that are above the window while the extreme display is the shop making creativity using dummy cards and smartfren vouchers. This creates a feeling of interest for the customer to then enter the store.

Based on the strategy implemented by Smartfren through outlet partners, it is intended to understand customer behavior that usually occurs, namely impulse buying behavior or customer impulse buying behavior. Most smartphone customers have never planned a purchase beforehand. This is none other than due to the emotions of an individual when they shop (Shopping Emotion) which mostly causes them to make unplanned purchases which are based on feelings of pleasure, comfort or because of their penchant for shopping.

## II. METHOD

In this research, the researcher uses two variables, namely the dependent variable and independent variable, where Impulse Buying and Shopping Emotion act as the dependent variable and then Sales Promotion and Visual Merchandising as independent variables. The approach in this study uses quantitative data with the selected object, namely Outlet Partners of PT Smartfren Telecom Tbk in Samarinda with the subject of Smartfren customers located in Samarinda. In conducting this research the authors used qualitative data types which were divided into two, namely primary data and secondary data. The primary data itself was obtained through a survey conducted by the author using the method of distributing questionnaires while the secondary data that the author used was in the form of previous studies that had links with the topics that the authors took in the study. The research instrument that the author used in this research were questions that the author compiled in the form of a questionnaire. The initial test of this questionnaire was conducted on 30 respondents. The purpose is to determine the validity and reliability of the questionnaire using the SPSS 22 application with the data collection method using a Likert scale.

The population of this study includes all customers who visit Smartfren partner outlets and make unplanned purchases in the Samarinda area. For sampling, researchers will take the opposite Samarinda area. non-probability sampling with purposive sampling method. Data analysis in this research, researchers used PLS which was used to test measurements (validity test and reliability test) and structural models or it can also be said as a causality hypothesis test with predictive models.

## III. RESULTS AND DISCUSSION

### Results

#### Characteristics of Respondents

Retrieval of data in this research using questionnaires. In this study, researchers obtained 175 respondents. Respondent data are Samarinda residents who have purchased on impulse (purchased unplanned) at Partner Outlets of PT Smartfren Telecom Tbk Samarinda. Characteristics of respondents based on gender after grouping the 175 existing respondents, male respondents obtained a total of 44.5% or as many as 78 people, then for female respondents obtained a total of 55.5% or as many as 97 people. Then the characteristics of the respondents based on the age of the 175 existing respondents, respondents aged 17-25 years occupied the largest position, namely 84% or as many as 147 people, while respondents aged 26-35 years are known to get a percentage of 16% or as many as 28 people. And finally, respondents who are > 36 years old get a percentage of 0% or nothing at all. It can be seen from these data that the characteristics of respondents based on age are dominated by young people. Then the characteristics of the respondents based on the work of the 175 existing respondents, respondents whose last education level was elementary, junior high, and others got a percentage of 0% equal to none. Respondents whose last level of education was SMA/equivalent got a percentage of 53%, the same as 93 people. Then respondents whose last education was D3 got a percentage of 2%, namely only 4 people. Finally, respondents whose last education level was Bachelor's degree had a percentage of 45%, which is equal to 78 people. From the results of this grouping it is known that the dominance of the last level of education of the respondents was in SMA/equivalent and S1 graduates. Then then the respondent's data based on their work status from 175 respondents. For respondents who are students, the percentage is 45%, equal to 78 people. Then for the respondents whose status is private employees, the percentage is 23%, equal to 39 people. Then, for respondents with PNS status, the percentage is 2%, equal to 4 people. For respondents with entrepreneurial status, the percentage is 24%, equal to 42 people. And finally, for those whose job status is different, the percentage is around 6%, which is equal to 12 people. From this data it can be seen that the dominance of the work of smartfren users is on Students/Students, Private Employees, and Entrepreneurs.

#### Recapitulation of Respondents' Answers

From the results of the recapitulation of respondents' answers to each of the existing variables, the result obtained is the answer with the highest and most dominating value is "Agree"

## Frequency Distribution

Table 1. Sales Promotion Variable Frequency Distribution

Indicator		Frequency of Respondents' Answers					Means
		1	2	3	4	5	
X1	X1.1	0	16	77	39	43	3,62
	X1.2	0	19	63	46	47	3.69
	X1.3	0	11	70	50	44	3.73
	X1.4	0	14	73	48	40	3.65
Average respondent's answer							3.67

Table 2. Distribution of Visual Merchandising Variable Frequency

Indicator		Frequency of Respondents' Answers					Means
		1	2	3	4	5	
X2	X2.1	0	10	55	66	44	3.82
	X2.2	0	10	67	58	40	3.73
	X2.3	0	11	58	78	28	3.70
Average respondent's answer							3.75

Table 3. Frequency Distribution of Shopping Emotions Variables

Indicator		Frequency of Respondents' Answers					Means
		1	2	3	4	5	
Y1	Y1.1	0	19	55	66	35	3.67
	Y1.2	0	15	65	67	28	3,62
	Y1.3	0	12	63	58	42	3.74
	Y1.4	0	16	55	72	3	3.69
	Y1.5	0	16	56	71	32	3.68
	Y1.6	0	10	45	77	43	3.87
Average respondent's answer							3.82

Table 4. Impulse Buying Variable Frequency Distribution

Indicator		Frequency of Respondents' Answers					Means
		1	2	3	4	5	
Y2	Y2.1	0	13	51	65	46	3.82
	Y2.2	0	12	56	79	28	3.70
	Y2.3	0	12	56	76	31	3.72
	Y2.4	0	12	49	75	39	3.81
Average respondent's answer							3.76

From the results of the frequency distribution in Tables 1, 2, 3 and 4 it shows that the overall assessment of variables starting from Sales Promotion, Visual Merchandising, Shopping Emotions, and Impulse Buying in PT Smartfren Telecom Tbk Samarinda Outlet Partners is quite good.

## Data Instrument Test

Table 5. SPSS Validity Test Results

No.	Variable	Indicator	R count	Limit value	Information
1.	<i>Sales Promotions</i>	X1.1	0.821	0.3	Valid
		X1.2	0.813	0.3	Valid
		X1.3	0.779	0.3	Valid
		X1.4	0.757	0.3	Valid
2.	<i>Visual Merchandising</i>	X2.1	0.762	0.3	Valid
		X2.2	0.742	0.3	Valid
		X2.3	0.829	0.3	Valid
3.	<i>Shopping Emotions</i>	Y1.1	0.756	0.3	Valid
		Y1.2	0.717	0.3	Valid
		Y1.3	0.746	0.3	Valid
		Y1.4	0.800	0.3	Valid
		Y1.5	0.750	0.3	Valid
4.	<i>Impulse Buying</i>	Y2.1	0.793	0.3	Valid

No.	Variable	Indicator	R count	Limit value	Information
		Y2.2	0.749	0.3	Valid
		Y2.3	0.769	0.3	Valid
		Y2.4	0.754	0.3	Valid

The results from Table 5 show that the validity test conducted on the 30 respondents showed that the Pearson Correlation value for each indicator was greater than the limit value in the r table alpha of 5%. So it can be concluded that all indicators in this study are declared valid to measure research variables, so that then it can be continued for the next research process.

**Table 6.SPSS Reliability Test Results**

No	Variable	Cronbach' Alpha	Limit Value	Information
1.	<i>Sales Promotions</i>	0.766	0.6	Reliable
2.	<i>Visual Merchandising</i>	0.803	0.6	Reliable
3.	<i>Shopping Emotions</i>	0.843	0.6	Reliable
4.	<i>Impulse Buying</i>	0.674	0.6	Reliable

The reliability test results from table 6 show that if the 30 respondents used as samples for this reliability test were assessed using the Cornbach's Alpha method, the resulting variables were > 0.60 so that the indicators used by these variables were reliable.

#### Schematic of the Patial Least Square Model

**Table 7.Outer Loading Results**

No	Variable	Indicator	Outer Loading	Information
1.	<i>Sales Promotions</i>	X1.1	0.821	Valid
		X1.2	0.813	Valid
		X1.3	0.779	Valid
		X1.4	0.757	Valid
2.	<i>Visual Merchandising</i>	X2.1	0.762	Valid
		X2.2	0.742	Valid
		X2.3	0.829	Valid
3.	<i>Shopping Emotions</i>	Y1.1	0.756	Valid
		Y1.2	0.717	Valid
		Y1.3	0.746	Valid
		Y1.4	0.800	Valid
		Y1.5	0.750	Valid
4.	<i>Impulse Buying</i>	Y1.6	0.723	Valid
		Y2.1	0.793	Valid
		Y2.2	0.749	Valid
		Y2.3	0.769	Valid
		Y2.4	0.754	Valid

**Table 8.Results of Average Variance Extracted**

No	Variable	Average Variance Extracted (AVE)
1.	<i>Sales Promotions</i>	0.588
2.	<i>Visual Merchandising</i>	0.629
3.	<i>Shopping Emotions</i>	0.561
4.	<i>Impulse Buying</i>	0.606

**Table 9.Cross Loading Results**

No	Indicator	Variable			
		<i>Sales Promotions</i>	<i>Visual Merchandising</i>	<i>Shopping Emotions</i>	<i>Impulse Buying</i>
1.	X1.1	0.618	0.821	0.526	0.556
2.	X1.2	0.627	0.813	0.591	0.511
3.	X1.3	0.597	0.779	0.558	0.560
4.	X1.4	0.600	0.757	0.560	0.545
5.	X2.1	0.601	0.560	0.599	0.762
6.	X2.2	0.611	0.493	0.634	0.742

No	Indicator	Variable			
		<i>Sales Promotions</i>	<i>Visual Merchandising</i>	<i>Shopping Emotions</i>	<i>Impulse Buying</i>
7.	X2.3	0.613	0.546	0.643	0.829
8.	Y1.1	0.644	0.438	0.756	0.587
9.	Y1.2	0.636	0.541	0.717	0.579
10.	Y1.3	0.691	0.573	0.746	0.590
11.	Y1.4	0.707	0.572	0.800	0.648
12.	Y1.5	0.625	0.498	0.750	0.640
13.	Y1.6	0.630	0.543	0.723	0.568
14.	Y2.1	0.793	0.614	0.702	0.603
15.	Y2.2	0.749	0.591	0.679	0.606
16.	Y2.3	0.769	0.595	0.683	0.626
17.	Y2.4	0.754	0.559	0.617	0.559

Table 10. Composite Reliability and Cornbach's Alpha results

No	Variable	Composite Reliability	Cronbach's Alpha	Information
1.	<i>Sales Promotions</i>	0.766	0.851	Reliable
2.	<i>Visual Merchandising</i>	0.803	0.871	Reliable
3.	<i>Shopping Emotions</i>	0.843	0.885	Reliable
4.	<i>Impulse Buying</i>	0.674	0.822	Reliable

Table 11. R-Square results

No	Variable	R-Square
1.	<i>Shopping Emotions</i>	0.819
2.	<i>Impulse Buying</i>	0.692

### Hypothesis testing

Table 12. Hypothesis Test Results

No	Variable	Original Sample	Sample Means	Standard Deviations	T-Statistics	P Values
1.	<i>Sales Promotions(X1) → Shopping Emotions(Y1)</i>	0.291	0.290	0.071	4,084	0.000
2.	<i>Visual Merchandising(X2) → Shopping Emotions(Y1)</i>	0.605	0.607	0.065	9,241	0.000
3.	<i>Sales Promotions(X1) → Impulse Buying(Y2)</i>	0.273	0.276	0.055	4,966	0.000
4.	<i>Visual Merchandising(X2) → Impulse Buying(Y2)</i>	0.128	0.130	0.056	2,292	0.022
5.	<i>Shopping Emotions(Y1) → Impulse Buying(Y2)</i>	0.580	0.575	0.062	9,376	0.000

### Discussion

Based on the results of the convergent and discriminant validity tests carried out using the results of Outerloading, Crossloading, then Average Variance Extracted, it can be stated that the indicators contained in each variable in this study obtain valid results and can be used to build a model that exist in the research that the authors reviewed. Then based on the results of reliability testing using Cronbach's Alpha and Composite Reliability it was also stated that the variables in this study were reliable and could be used as a measure for the research model that the authors studied. Likewise with all the instruments contained in each variable the results of the test are considered to have consistency as a construct measuring tool.

In the Outer Loading Evaluation for each indicator measuring the Sales Promotion variable, the greatest value is found in indicator X1.1, namely Free Sampling Promotion, this is because consumers are interested in promotions in the form of free product trials (Free Sampling). Based on the evaluation of Outer loading on indicators that measure Visual Merchandising variables, indicator X2.3 is promotional signage. this is because respondents are interested in the form of delivery and the design of the promotional sign posters carried out by Outlet Partners of PT Smartfren Telecom Tbk. In addition, for the indicator measuring the Shopping Emotions variable based on the Outer Loading evaluation, the largest value is found in indicator Y1.3, namely the feeling of pleasure when shopping. This is because respondents feel a happy feeling shopping at PT Smartfren Telecom Tbk Samarinda Outlet Partners and the results of the Outer Loading evaluation from the Impulse Buying variable measuring indicator, the largest value is found in the Y2.2 indicator, namely buying without thinking about the consequences. This shows that respondents made purchases at PT Smartfren Telecom Tbk Outlet Partners without thinking about the consequences that would be received afterwards.

In the analysis of the structural model through the t-test, the results show that there is a significant relationship between Sales Promotion and Shopping Emotions, but Sales Promotion and Impulse Buying also have a significant relationship. Then, the relationship between Visual Merchandising and Shopping Emotions and Impulse Buying has a significant relationship.

### **The Effect of Sales Promotion on Shopping Emotions**

From the results of the path coefficient test based on the value of the T-Statistics, it shows that Sales Promotion has a significant influence on Shopping Emotion. The results of the hypothesis test also show that the recorded P-Values are 0.000 or  $<0.05$  and the resulting T-Statistics values are 4.084 or  $> 1.96$ . Sales Promotion itself has a positive and significant influence on Shopping Emotions. This shows that the use of sales promotion strategies by applying attractive pricing or discounts can increase the emotions of a consumer in shopping which makes them have no other choice but to buy products offered by Outlet Partners of PT Smartfren Telecom Tbk Samarinda.

### **Influence Visual Merchandising to Shopping Emotions**

The results of the path coefficient test based on the T-Statistics value show that the effect of Visual Merchandising on Shopping Emotion has a significant effect. The results of the hypothesis test showed that the P-Values were recorded at 0.000 which means  $<0.05$  and the T-Statistics value was 9.241 ( $> 1.96$ ). Visual Merchandising has a positive and significant effect on Shopping Emotions. positive and significant means the higher the Visual Merchandising. Positive and significant means that the higher the Shopping Emotions or the positive emotions of consumer shopping. this is due to the arrangement and visual appearance of merchandising Partner Outlet PT Smartfren Telecom Tbk which is an interesting example of neat product arrangement,

### **Influence Sales Promotion to Impulse Buying**

The results of the path coefficient test based on the T-Statistics value show that the influence of Sales Promotion on Impulse Buying has no significant effect. The results of the hypothesis test showed that the P-Values were recorded at 0.000 which means  $> 0.05$  and the T-Statistics value was 4.966 ( $<1.96$ ). Sales Promotion has a positive and significant effect on Impulse Buying. Positive means that the better the Sales Promotion, the more consumers' Impulse Buying will increase. This can be due to other factors that make consumers do Impulse Buying, namely Visual Merchandising arrangements made by Outlet Partners of PT Smartfren Telecom Tbk which are considered very attractive which have more significant influence on consumer Impulse Buying at Partner Outlets of PT Smartfren Telecom Tbk.

### **Influence Visual Merchandising to Impulse Buying**

The results of the path coefficient test based on the T-Statistics value show that the influence of Visual Merchandising on Impulse Buying has a positive and significant effect. The results of the hypothesis test showed that the P-Values was recorded at 0.002 which means  $<0.05$  and the T-Statistics value was 2.292 ( $> 1.96$ ). . This shows that the unique and attractive arrangement of Visual Merchandising at PT Smartfren Telecom Tbk Samarinda Outlet Partners makes consumers tend to do Impulse Buying at PT Smartfren Telecom Tbk Samarinda Outlet Partners. Marked by neat product placement and a storefront layout that makes consumers feel happy and comfortable coming to PT Smartfren Telecom Tbk Samarinda Outlet Partners, this makes consumers ultimately make unexpected purchases.

### **Influence Shopping Emotions to Impulse Buying**

The results of the path coefficient test based on the T-Statistics value show that the influence of Shopping Emotions on Impulse Buying has a positive and significant effect. The results of the hypothesis test showed that the P-Values was recorded at 0.000 which means  $<0.05$  and the T-Statistics value was 9.376 ( $> 1.96$ ). Shopping Emotions have a positive and significant effect on Impulse Buying, meaning that the better the feelings and

emotions of consumers when shopping, the tendency of consumers to do Impulse Buying at PT Smartfren Telecom Tbk Samarinda Outlet Partners is increasing. This shows that consumers spontaneous purchases at PT Smartfren Telecom Tbk Samarinda Outlet Partners are created when consumers feel happy, excited because they see discounts and attractive products offered by PT Smartfren Telecom Tbk Samarinda Outlet Partners.

#### IV. CONCLUSION

Based on the results of the analysis and research conducted, it is found that Sales Promotion has a positive and significant effect on Shopping Emotions. in line with previous research which showed that sales promotions carried out by PT Smartfren Telecom Tbk Outlet Partners such as Discounts and Free Sampling created the perception that consumers feel benefited, which in the end consumers will feel happy and satisfied. Visual Merchandising has a positive and significant effect on Shopping Emotions. This is in line with previous research which showed a positive perception that more attractive Visual Merchandising arrangements would increase consumers' positive emotions when shopping because when consumers see Visual Merchandising displays at PT Smartfren Telecom Tbk Samarinda Outlet Partners that are neat, attractive, consumers tend to be happy. Sales Promotion has a positive and significant effect on Impulse Buying. This is also with previous research. In this study it shows that sales promotions are carried out quite well, consumers will make impulse buying because of these promotions. Visual Merchandising has a positive and significant effect on Impulse Buying. The results of this study are in line with previous studies. Where this shows that Visual Merchandising Arrangements at PT Smartfren Telecom Tbk Samarinda Outlet Partners not only attract the attention of consumers to come but also encourage them to make unplanned purchases. Shopping Emotions have a positive and significant effect on Impulse Buying. The results of this study are in line with previous studies.

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