



Analysis of Factors Influencing Impulse Buying at Golden Market Jember

Nely Supeni^{1*}, Muhdar²

^{1,2} Faculty of Economics and Business, Institute of Technology and Science Mandala, Indonesia

Corresponding Author: nely@itsm.ac.id

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Abstract

This study investigates the influence of sales promotion, store atmosphere, product variety, and money availability on impulse buying behavior at Golden Market Jember, a modern retail center in East Java, Indonesia. As modern retail formats continue to shape consumer shopping habits, understanding the factors that drive unplanned purchases becomes essential for maintaining competitiveness. Using a quantitative approach with a sample of 50 consumers selected through purposive sampling, data were collected via questionnaires and analyzed through multiple linear regression. The findings reveal that sales promotion and product variety have a significant positive effect on impulse buying, whereas store atmosphere and money availability do not exhibit a significant influence. These results suggest that strategic promotional activities and a diverse product assortment can effectively stimulate unplanned consumer purchases. However, the store's current atmosphere and consumers' financial constraints appear to limit spontaneous buying behavior. The study contributes to retail management by highlighting key drivers of impulse buying and offering insights for enhancing retail marketing strategies.

Keywords: impulse buying, sales promotion, store atmosphere, product variety, money availability, Golden Market Jember

1. Introduction

Indonesia's retail sector has witnessed rapid development in recent years, driven by changing consumer lifestyles and the expansion of modern shopping facilities. As noted by Levy and Weitz (2012), retailing involves all the activities related to selling goods or services directly to final consumers for personal consumption. The growing popularity of modern retail formats such as supermarkets, minimarkets, and department stores reflects a shift in consumer behavior, where convenience, product variety, and store atmosphere play a larger role in purchase decisions compared to traditional retail settings.

One example of a modern retail establishment is Golden Market Jember, founded in 2008 in Jember Regency, East Java. Golden Market serves a wide range of consumer needs, including clothing and food products. In facing intense competition within the retail industry, Golden Market must continuously strive to increase its sales to sustain business growth and market relevance.

One key factor that can significantly influence sales is impulse buying behavior. Impulse buying refers to unplanned purchases triggered by emotional responses or environmental stimuli rather than prior intentions.

An interesting phenomenon observed at Golden Market Jember is the tendency of consumers to make impulse purchases—that is, buying items without prior planning. This is evident from the high enthusiasm of consumers toward discounted products, the pleasant shopping atmosphere, the wide variety of available products, and the ease with which consumers can access funds while shopping. This condition has encouraged the researcher to further examine the factors that may influence impulse buying behavior at Golden Market Jember. Based on preliminary observations and prior studies, there are four variables suspected to have an influence on impulse buying behavior: sales promotion, store atmosphere, product variety, and money availability.

Sales promotions serve as a major attraction for consumers, especially when there are significant discounts or other appealing offers. A comfortable store atmosphere is also believed to create a positive emotional environment that encourages spontaneous purchases. In addition, a complete variety of products provides more options for consumers, potentially triggering unplanned purchases. On the other hand, the availability of money is a factor that enables

consumers to act on their impulse to buy. This phenomenon provides a strong rationale for the researcher to focus on these four variables in order to determine the extent to which each one influences impulse buying at Golden Market Jember. Utami (2017:106) further emphasizes that sales promotions play a crucial role as a form of communication between businesses and consumers, serving to convey product information, influence purchasing decisions, and create lasting impressions of the products offered.

In understanding consumer behavior and the dynamics of retail strategy, several key concepts must be considered:

Marketing Management (Kotler & Keller, 2012:5) is defined as the art and science of selecting target markets and building profitable relationships with them. This process involves understanding customer needs, creating value through products or services, delivering that value effectively, and maintaining relationships that benefit both the company and its stakeholders.

Retail Management (Utami, 2017) encompasses the management of core retail operations, including merchandising, marketing, customer service, inventory, and human resources. Effective retail management ensures a smooth and satisfying shopping experience, helping retailers maintain competitiveness.

Consumer Behavior (Kotler & Keller, 2008) studies how individuals, groups, and organizations choose, purchase, use, and dispose of goods, services, ideas, or experiences. It explores various influences on decision-making, including psychological, social, and cultural factors.

Impulse Buying (Utami, 2017) is characterized by spontaneous, unplanned purchasing behavior driven by emotional impulses. These purchases are commonly influenced by environmental cues such as product displays, in-store promotions, or atmospheric elements.

Sales Promotion (Tjiptono, 2011) refers to short-term marketing activities designed to encourage the purchase or sale of a product or service. Common strategies include discounts, coupons, free samples, sweepstakes, and product demonstrations, all aimed at increasing sales volume within a limited time frame.

Store Atmosphere (Nofiauwaty, 2014) includes the design and ambiance of a retail environment—elements such as lighting, layout, music, scent, and cleanliness—which together create an emotional experience that can extend shopping time and positively influence impulse purchases.

Product Variety (Kotler, 2007) refers to the range and diversity of products made available to consumers. Offering a wide variety of products increases the likelihood that consumers will find what they need or discover new items, thereby encouraging unplanned purchases.

Money Availability (Adiputera, 2015) is the perceived financial readiness of consumers to spend. When consumers feel they have sufficient disposable income, they are more likely to make spontaneous purchases, particularly in response to persuasive retail strategies or in-store experiences. The objectives of this study are:

- a. To determine the partial influence of store atmosphere on impulse buying at Golden Market Jember.
- b. To determine the partial influence of promotion on impulse buying at Golden Market Jember
- c. To determine the partial influence of product variety on impulse buying at Golden Market Jember.
- d. To determine the partial influence of money availability on impulse buying at Golden Market Jember.

Understanding the interplay of these factors is crucial for retailers such as Golden Market Jember to successfully encourage impulse buying behavior and boost sales performance. Retailers must strategically manage their promotional activities, product variety, store atmosphere, and consumer engagement to attract spontaneous purchases and strengthen customer loyalty

2. Methods

Overview of the Research Object

Golden Market (GM) Jember is a modern shopping center established on August 8, 2008, located at Jalan Trunojoyo No. 42, Jember. GM offers a variety of products such as fashion, food and beverages, and beauty products within a family mall concept spanning 4 floors that include a supermarket, department store, food court, and entertainment areas. GM's vision is to contribute to the development of Jember Regency, and its mission is to create employment opportunities for local residents.

Population, Sample, and Sampling

The population of this study consists of consumers who perform impulse buying at the Golden Market Jember supermarket. A sample of 50 respondents was selected using purposive sampling, based on criteria relevant to the research.

Type of Research

This research uses a quantitative approach with an associative type, aimed at examining the relationships between several variables.

Identification of Variables

The independent variables are sales promotion, store atmosphere, product variety, and money availability. The dependent variable is impulse buying.

Operational Definition of Variables

- a. *Impulse Buying*: unplanned purchases triggered by stimuli inside the store.
- b. *Store Atmosphere*: the physical and psychological environment of the store that influences consumer behavior.
- c. *Promotion*: short-term incentives aimed at encouraging purchases
- d. *Product Variety*: the assortment of products offered to meet consumer needs.
- e. *Money Availability*: consumer perception of having sufficient funds to shop.

Data Collection Methods

Data were collected through direct observation, interviews with management and respondents, questionnaires using a Likert scale, and literature review.

Data Analysis Methods

- a. *Validity and Reliability Tests*: to measure the accuracy and consistency of the instruments using Pearson Product Moment and Cronbach's Alpha.
- b. *Classical Assumption Tests*: including normality test (Kolmogorov-Smirnov), multicollinearity test (tolerance and VIF), and heteroscedasticity test.
- c. *Multiple Linear Regression*: to examine the influence of independent variables on the dependent variable.
- d. *Coefficient of Determination (R^2)*: to measure how much the independent variables explain the dependent variable.
- e. *Hypothesis Testing*: t-test for partial influence and F-test for simultaneous influence of variables.

3. Results and Discussion

Multiple linear regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.069	4.137		.017	.987
Store Atmosphere	.186	.068	.222	1.724	.094
1 Promotion	.363	.146	.301	2.2326	.022
product variety	.368	.134	.354	2.691	.011
Money Availability	.117	.237	.060	.482	.635

The findings from the t-test of the second hypothesis (H1) demonstrate that store layout and environmental cues at Golden Market Jember do not significantly influence consumers' impulse buying behavior. This finding diverges from Turley and Milliman (2000), who argue that atmospheric variables such as lighting, layout, music, and scent can strongly influence consumers' emotional states and unplanned purchasing tendencies. Based on the questionnaire responses, it was observed that while certain consumers appreciated the store's basic arrangement and lighting, many remained indifferent toward sensory stimuli like background music, scent, and thematic decor. This neutrality may stem from the store's minimalist atmosphere and lack of strategic sensory marketing. Moreover, several respondents indicated that time constraints limited their in-

store engagement, which reduced the likelihood of impulse purchases. Therefore, despite the theoretical potential of environmental design in driving spontaneous buying, the store atmosphere at Golden Market Jember appears to have a negligible effect on consumer impulse buying.

The results of the multiple regression analysis for the first hypothesis (H2) indicate that promotional strategies implemented at Golden Market Jember have a significant partial effect on unplanned or impulse buying. This is consistent with the study conducted by Pratiwi and Hartono (2020), who found that limited-time offers and discount strategies play a critical role in encouraging spontaneous purchasing behavior, especially among price-sensitive consumers. Analysis of the questionnaire responses shows that a large portion of shoppers mainly female customers respond positively to attractive price cuts, “buy one get one” deals, and seasonal promotions. These offers tend to disrupt planned shopping behavior by triggering a fear of missing out (FOMO), which compels customers to make unplanned purchases. As such, it can be inferred that well-designed promotional efforts at Golden Market Jember are effective in increasing impulse buying among consumers. The Influence of Product Variety on Impulse Buying at Golden Market Jember.

The findings from the multiple regression analysis on the third hypothesis (H3) indicate that assortment diversity at Golden Market Jember has a significant partial influence on impulse buying behavior. This result is in line with the research of Sondakh (2019), which emphasizes that the breadth and depth of product assortment can attract consumers to make spontaneous purchases, especially when consumers encounter unexpected or novel products. From the questionnaire responses, it is evident that many shoppers appreciate the availability of numerous choices in terms of product types, brands, and packaging variations. These extensive options often lead to unplanned purchases, as consumers are enticed by items that appear interesting or useful, even if those items were not originally sought. In this case, product variety acts as a visual and psychological trigger, contributing significantly to the occurrence of impulse buying at Golden Market Jember.

Based on the t-test results from the multiple regression analysis for the fourth hypothesis (H4), it was found that perceived financial resources interpreted as money availability do not have a significant partial influence on impulse buying at Golden Market Jember. This finding is inconsistent with the study by Muruganantham and Bhakat (2013), which suggested that higher disposable income increases the probability of impulse purchases due to reduced perceived financial risk. However, in this case, the majority of respondents, particularly those in the 21–25 age group, tend to allocate their funds strictly according to their planned shopping needs. The limited availability of excess funds acts as a self-regulating factor, deterring spontaneous purchases. Moreover, some consumers appear to rely more on promotional cues and product appeal rather than available funds when making purchasing decisions. Hence, money availability alone does not significantly drive impulse buying behavior in this context.

Determination Test (R^2)

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.520 ^a	.288	.223	1.891

Based on the table, the coefficient of determination (R^2) is 0.223. This indicates that the independent variables Promotion (X1), store atmosphere (X2), product variety (X3), and money availability (X4) collectively contribute 22,30% to the variation in the dependent variable, impulse buying (Y). The remaining 77.7% is influenced by other factors not included in this study.

4. Conclusion

Based on the results of the study on the influence of sales promotion, store atmosphere, product variety, and money availability on impulse buying at Golden Market Jember, the following conclusions can be drawn: 1) Store atmosphere does not have a significant effect on impulse buying. 2) Promotion partially has a significant effect on impulse buying. 3) Product variety partially has a significant effect on impulse buying. 4) Money availability does not have a significant effect on impulse buying. 5) Simultaneously, all four variables have a significant effect on impulse buying.

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