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# The Effect Of Discount, Advertising And Product Quality On Impulsive Purchase Decisions At Burger King Roxy Square Branch Jember

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## ABSTRACT

This research was conducted on Roxy Square Jember's Burger King consumer. This study aims to determine and analyze the effect of Discounts, Advertising, Product quality on purchasing decisions impulsively. As a tool for collecting data in this study by conducting observations, Interviews, And questionnaires to 80 respondents as consumers of Burger King Roxy Square Jember branch. With purposive sampling technique using multiple linear regression analysis tools, test data instruments (validity test, Reliability test). Classic assumption test (normality test, Multicollinearity test, Heteroscedasticity test), And hypothesis test (t test, coefficient of determination). Based on the results of the analysis that has been carried out using multiple linear regression analysis method of discount variables, Advertising, Product quality has a positive effect on impulsive buying decisions. In the t test that has been done also has a significant effect on the variable discount, Advertising, Product quality on impulsive buying decisions. The F test also shows a positive influence together on the three variables.

**Keywords :** Discount, Advertising, Product quality, Impulse buying

## 1. INTRODUCTION

In the current era of globalization, many large companies are established in Indonesia, this situation is supported by the lifestyle of the Indonesian people who tend to be consumptive. One of the many established companies is a company engaged in the culinary field. This gave rise to business opportunities such as meeting food needs, so many restaurants, fast food restaurants, etc. were established. For example, A fast food company in Jember is Burger King. The existence of a restaurant like this also has competitors that are no less attractive among consumers, including KFC, MC Donalds and others. The efforts to maintain existence in the eyes of consumers in the competition are carried out by creating innovative and attractive marketing strategies for consumers that can then be accepted by consumers to believe in products from Burger King. Marketing is indeed very important in an effort to attract marketing consumers at Burger King itself, taking marketing such as discounts, advertising and then also as a consideration of product quality is also necessary for making impulse buying decisions.

According to Tjiptono (2008: 166) a discount is rebate that given by the seller to the buyer as a reward for certain activities from the buyer that are pleasant for the seller. No less important is promotion through advertising. According to Subhash (2001: 131) advertising is the delivery of messages sponsored by companies that are transmitted through the mass media. Product quality is the product's ability to perform its functions including durability, reliability, ease of use and repair and other properties (Machfoedz, 2005:125). Meanwhile, according to ROOK (in Verplanken, 2001) Impulsive buying defines impulsive buying as irrational purchases and purchases that are fast and unplanned, followed by conflicting thoughts and emotional impulses. Of the several promotional strategies that have been carried out by the fast food restaurant Burger King branch of Roxy Square Jember, we certainly hope to be able to suppress the very tight competition as it is now and remain the choice of consumers. However, in observations and observations, researchers see that the flow of consumer purchases to the Burger King restaurant, Roxy Square Jember branch, is still small.

## 2. METHOD

### Population and Sample

The population taken by the researchers was the consumers of Burger King branch of Roxy Square Jember. using purposive sampling, Hair et al (1998) said that the minimum sample size for using the regression analysis technique is 15 to 20 times the number of variables used. The number of respondents is 4 variables x 20 = 80 respondents, the researcher feels is sufficient to present the population. With the following criteria: Have made a purchase at least 1 time using the discount or promo method on Burger King products at the Roxy Square Jember Branch, the study was limited to consumers aged 17 years.

### Data Types and Sources

The type of data used in this study includes primary data and secondary data. Primary data were obtained from interviews and distributing questionnaires online. Secondary data in this study were obtained through reading books related to the variables studied, data obtained from the internet, and related journals.

**Data analysis method**

Using multiple linear regression analysis with the t test and F test.

## 3. RESULT AND DISCUSSION
## 3.1 RESULT
Data Instrument Test

a. validity

According to Ghozali (2013: 52) that the validity test is used to test whether or not a questionnaire is valid.

Table 1. Testing the Validity of Research Data Instruments

| Variable category | | R count | R table | Information |
|---|---|---|---|---|
| **_Discount_** | X1.1 | 0,805 | 0,1852 | Valid |
| | X1.2 | 0,820 | 0,1852 | Valid |
| | X1.3 | 0,811 | 0,1852 | Valid |
| | X1.4 | 0,835 | 0,1852 | Valid |
| | X2.1 | 0,817 | 0,1852 | Valid |
| **Advertisement** | X2.2 | 0,746 | 0,1852 | Valid |
| | X2.3 | 0,804 | 0,1852 | Valid |
| | X2.4 | 0,898 | 0,1852 | Valid |
| | X3.1 | 0,825 | 0,1852 | Valid |
| | X3.2 | 0,806 | 0,1852 | Valid |
| | X3.3 | 0,810 | 0,1852 | Valid |
| **Product Quality** | X3.4 | 0,780 | 0,1852 | Valid |
| | Y.1 | 0,873 | 0,1852 | Valid |
| | Y.2 | 0,791 | 0,1852 | Valid |
| | Y.3 | 0,846 | 0,1852 | Valid |
| | Y.4 | 0,842 | 0,1852 | Valid |

Ghozali (2013: 52) the basis for making a decision on the validity of testing the validity of the questionnaire items is if r count > r table then the question or variable is valid, but if r count <r table then the item or variable is invalid. R table uses df = (n – 2) where n is the number of samples studied, in this case the researcher took a sample of 80 samples. Then found 78 with a significant level of 5%, then it is known that rtable 0.1852. From the results above, the researcher used 16 questions from 4 variables which were said to be valid because r count > r table.

b. Reliability Test

Reliability test according to Sunyoto (2013: 81) is used to measure the questionnaire which is an indicator of the variable. As for the results of testing researchers using SPSS version 21 as follows:

Table 2.Cronbach Alpha Value

| Variabel | Cronbach Alpha | Keterangan |
|---|---|---|
| _Dicount_ (X1) | 0,832 | Reliabel |
| Iklan(X2) | 0,834 | Reliabel |
| Kualitas produk(X3) | 0,816 | Reliabel |
| Pembelianimpulsif(Y) | 0,858 | Reliabel |

From the table above it can be seen that the Cronbach Alpha value of each variable is more than 0.60, so in this case it can be said to be reliable.

2. Classical Assumption Test

a. Normality test

According to Ghozali (2013: 160) the normality test is a test of the normality of data. The results of these tests are as follows: Figure P-Plot Normality Test Results :

**Normal P-P Plot of Regression Standardized Residual**

Dependent Variable: pembelian impulsif
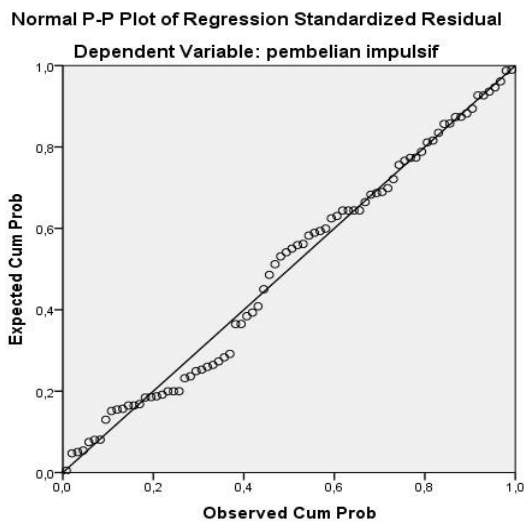


Based on the picture above, it can be seen that the points spread following the diagonal line, so the regression model meets the assumption of normality. It was concluded that the data obtained from 80 respondents were normally distributed. As reinforcement material that the data obtained were normally distributed, the researchers conducted a test using the Kolmogorov Smirnov. The basis for decision making taken from Malhotra (2009) can be done based on probability (asymptotic significance), that is, if the probability or significance is > 0.05, the distribution is said to be normal. As a result of testing that has been done by researchers on 80 respondents stated as follows

Table 3. Kolmogorov Smirnov Normality Test Results

**One-SampleKolmogorov-Smirnov Test**

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 80 |
| Normal Parameters[a,b] | Mean | ,0000000 |
|  | Std. Deviation | 1,55687946 |
| MostExtreme Differences | Absolute | ,087 |
|  | Positive | ,087 |
|  | Negative | -,057 |
| Kolmogorov-SmirnovZ |  | ,779 |
| Asymp. Sig.(2-tailed) |  | ,579 |

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, it can be seen that the asymp sig value. > 0.05, namely (0.579 > 0.05) with the residual value is normal and it means that the data can represent a population of data that is normally distributed

b.  Multicollinearity test

According to Ghozali (2013: 105) the multicollinearity test aims to test whether the regression model finds a perfect correlation between the independent variables. If the independent variable has perfect multicollinearity, the regression coefficient cannot be determined and the standard error becomes infinity and the regression coefficient cannot be estimated precisely. Whether there are symptoms of multicollinearity can be seen if the tolerance value is > 0.1 and the VIF value is <10, then it is stated that there are no symptoms of multicollinearity. The results of the multicollinearity test using SPSS version 21 on 80 respondents are as follows:

Table 4. Multicollinearity test

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | ,610 | 1,075 | | ,567 | ,572 | | |
| | *Discount* | ,222 | ,072 | ,254 | 3,104 | ,003 | ,647 | 1,5 |
| | Iklan | ,386 | ,083 | ,410 | 4,672 | ,000 | ,564 | 1,773 |
| | Kualitas produk | ,357 | ,094 | ,313 | 3,795 | ,000 | ,639 | 1,565 |

c.   Dependent Variable: impulse buying

If the tolerance value is > 0.1 and the VIF value is < 10, then there are no symptoms of multicollinearity. Based on this information, it can be seen in the table above that the tolerance value of discount, advertising, product quality is > 0.1 and the VIF value is <10. From the above results it can be said that discount, advertising, product quality do not have symptoms of multicollinearity. Therefore, the three independent variables used by researchers can be used to determine the effect of impulsive buying decisions because they are not assumed to experience symptoms of multiconirity.

d.   Heteroscedasticity

According to Ghozali (2013: 139) the heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The results of tests that have been carried out by researchers on 80 respondents who have become consumers at Burger King Roxy Square Jember branch are as follows:



Scatterplot
Dependent Variable: pembelian impulsif
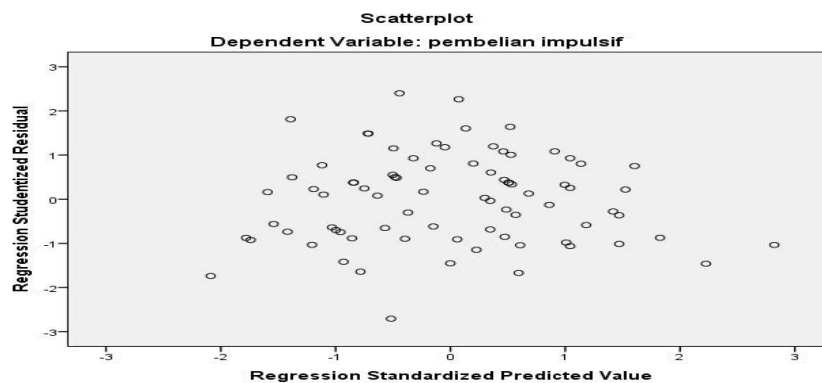
Knowing whether there are symptoms of the assumption of heteroscedasticity can be seen by looking at whether there is a certain pattern on the scatterplot graph between SREID and ZPRED, where the Y axis is Y that has been predicted and the X axis is the residual (Y prediction – Y actually) that has been standardized. Based on the picture above it is known that the dots spread on the scatterplot and do not form a certain pattern so it can be said that the data obtained does not show symptoms of the assumption of heteroscedasticity

3. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine how much influence the independent variables that the researcher used, namely discounts (X1), advertising (X2), product quality (X3) on the dependent variable, namely impulsive buying decisions. The test results from the data that the researchers obtained are as follows:

Table 5. Multiple Linear Regression Analysis Test

**Coefficients[a]**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | ,610 | 1,075 | | ,567 | ,572 | | |
| 1 *discount (potongan harga)* | ,222 | ,072 | ,254 | 3,104 | ,003 | ,647 | 1,546 |
| Iklan | ,386 | ,083 | ,410 | 4,672 | ,000 | ,564 | 1,773 |
| kualitas produk | ,357 | ,094 | ,313 | 3,795 | ,000 | ,639 | 1,565 |

a. Dependent Variable: impulse buying

Based on the table above, the results of the regression equation are as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 +$

Y = Impulse buying decision

$\alpha$ = Constant

X1 = discount

X2 = Ads

X3 = Product Quality

$\beta$ = Regression Coefficient

Y = 0.610 + 0.222 X1 + 0.386 X2 + 0.357 X3

From these equations it can be concluded as follows:

a) If the discount variable (X1), advertising (X2), product quality (X3) is considered zero or does not exist, the impulse buying decision variable (Y) will still experience a positive increase

b) The discount variable regression coefficient (X1) experiences a positive increase in impulsive buying decisions (Y)

c) The regression coefficient of the advertising variable (X2) experiences a positive increase in impulsive buying decisions (Y)

d) The regression coefficient of the product quality variable (X3) experiences a positive increase in impulsive buying decisions (Y)

4. Coefficient of Determination (R²)

According to Ghozali (2013) states the coefficient of determination (R²) is used to measure how far the model's ability to explain the variation of the independent variables. The results of the coefficient of determination test using SPSS are as follows:

Table 6. Coefficient of Determination (R²)

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Errorof the Estimate |
|---|---|---|---|---|
| 1 | ,819[a] | ,67 | ,657 | 1,587 |

a. Predictors: (Constant), Product quality, Discount, Advertising

b. Dependent Variable: impulse buying

Based on the table data above, it can be seen that the value of Adjusted R square is 0.657, which is 65% of the variation in changes in impulse buying decisions explained by the variables discount, advertising, product quality. Meanwhile, the other 35% is explained by variations in other variables such as location, service quality, store atmosphere, which were not observed.

5. Test t

According to Imam Ghozali (2013: 98) the t statistical test basically shows how far one explanatory or independent variable influences individually in explaining the variation of the dependent variable. The test was carried out with a significant level of 0.05 (a = 5%) with the following criteria:

1.   If the sig value <0.05 then the independent variable (X) has a partial effect on the dependent variable (Y).

According to V. Wiratna Sujarweni (2014: 155) as follows:

2.   If the t count > t table, the independent variable (X) has a partial effect on the dependent variable or the dependent variable. The formula used to determine the t table value is as follows:

t table = (α/2;n-k-1)

Information :

α = 0.05

n = Number of samples = 80

k = Number of independent variables = 3

Table 7 Tt Test value

**Coefficients[a]**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | ,610 | 1,075 | | ,567 | ,572 | | |
| 1 discount | ,222 | ,072 | ,254 | 3,104 | ,003 | ,647 | 1,546 |
| Iklan | ,386 | ,083 | ,410 | 4,672 | ,000 | ,564 | 1,773 |
| kualitas produk | ,357 | ,094 | ,313 | 3,795 | ,000 | ,639 | 1,565 |

In the table above, the results of testing using SPSS version 21 can be seen as follows:

1.   In the discount table, the sig value can be seen. <0.05 which is equal to 0.003 where the value is 0.003 <0.05. Then the value of t count> 1.99167 (t table), namely 3.104> 1.99167. So it can be concluded that H1 is accepted which means that there is a significant discount influence on impulsive buying decisions at Burger King Roxy Square Jember branch.

2.   It can also be seen in the table above that advertisements have a sig value. < 0.05, which is 0.000 < 0.05. Then t count > t table, which is 4.672 > 1.99167. So it can be concluded that H2 is accepted and it can be interpreted that there is a significant influence from advertising on impulsive buying decisions.

3.   From the table above it can also be seen that product quality has a sig. < 0.05, which is 0.000 < 0.05. Then the value of t count > from t table is 3.795 > 1.99. From this statement it can be interpreted that H3 is accepted where that the advertising variable influences impulsive buying decisions at the Burger King branch of Roxy Square Jember.

6. F test

According to Imam Ghozali (2013: 98) the F statistical test basically shows whether all the independent variables referred to in the model have a simultaneous effect on the dependent variable. Testing is carried out using a significant level of 0.05 (α = 5%) the conditions for accepting and rejecting the hypothesis are as follows:

1.   If the sig value <0.05 means the independent variable (X) simultaneously affects the dependent variable (Y). And vice versa.

Meanwhile, according to V. Wiratna Sujarweni (2014: 154)

2. If the value of F count > F table means the independent variable (X) simultaneously affects the dependent variable Y. To find out the value of F table, you can use the following formula:

F table = (k;n-k)

Information :

   k : Number of independent variables

   n : Number of samples

Table 7.  F Test Value

**ANOVA<sup>a</sup>**

| Model | | Sum ofSquares | Df | MeanSquare | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 388,901 | 3 | 129,634 | 51,451 | ,000[b] |
| | Residual | 191,486 | 76 | 2,520 | | |
| | Tot al | 580,388 | 79 | | | |

a.DependentVariable:Y

b.Predictors:(Constant),X3,X1,X2

Based on the results of the SPSS test version 21 above, it can be seen that the significant values for the influence of X1, X2, X3, simultaneously (simultaneously) affect the dependent variable (Y) with a description of the sig value 0.000 <0.05 also reinforced by the calculated F value of 51.451 > 1.66488 as F table so that it can be concluded that H4 is accepted, which means that there is influence from Discount (X1), Advertising (X2), Product Quality (X3) on Impulsive Purchase Decisions (Y) at Burger King Roxy Square Jember branch.

## 3.2  DISCUSSION

1. The Effect of Discount on Impulsive Purchase Decisions

In the results of the t test it is explained that the discount (X1) can be known by the sig value. <0.05 which is equal to 0.003 where the value is 0.003 <0.05. Then the value of t count > 1.99167 (t table), namely 3.104 > 1.99167. So it can be concluded that H1 is accepted which means that there is a significant discount influence on impulsive buying decisions at Burger King Roxy Square Jember branch. then the hypothesis is strengthened by the results of the average respondent as a consumer from Burger King who purchases impulsively with the average percentage answering neutral and agreeing, it can be concluded that the hypothesis is accepted that discounts have a direct effect on impulsive purchases and this is in line with research previously from Sri Isfrantin Puji Lestari, (2018). Where states that price discounts have a significant effect on hedonic values and impulse buying or impulsive purchases, Septian Wahyudi, (2017), which states that price discounts have a significant effect on impulse buying.

2. The Effect of Advertising on Impulsive Purchase Decisions

Based on the results of the t test, it can be seen that advertisements have a sig value. < 0.05, which is 0.000 < 0.05. Then t count > t table, which is 4.672 > 1.99167. So it can be concluded that H2 is accepted and it can be interpreted that there is a significant influence from advertising on impulsive buying decisions. In the frequency distribution table it is explained that the largest average percentage is in the neutral column and agrees that it shows consumers as respondents accepting and agreeing that advertising is a driving factor for consumer behavior to make impulsive purchases. This hypothesis is corroborated by previous research by Hatane Samuel, (2007), where states that advertising has a significant effect on impulsive purchases, Miftahul Jannah (2018) states that the attractiveness of advertising has a significant effect on impulsive purchases.

3. Effect of Product Quality on Impulsive Purchase Decisions

Based on the results of the t test conducted by the researcher, it is known that product quality has a sig. < 0.05, which is 0.000 < 0.05. Then the calculated t value is greater than t table, namely 3.795 > 1.99167. From this statement it can be interpreted that H3 is accepted where that the advertising variable influences impulsive buying decisions at the Burger King branch of Roxy Square Jember. Based on the frequency distribution data, it can be seen that the highest average percentage is in the neutral column and agree that it can be concluded that the hypothesis is accepted that product quality directly influences impulse buying decisions, this is confirmed by previous research by Eko Wahyu Hidayat (2016). Where it states that product quality directly influences impulsive buying decisions.

4. The Effect of Discounts (Discounts), Advertising, Product Quality on Impulsive Purchase Decisions

Based on the results of the SPSS test version 21 above, it can be seen that the significant values for the influence of X1, X2, X3, simultaneously (simultaneously) affect the dependent variable (Y) with a description of the sig value 0.000 <0.05 also reinforced by the calculated F value of 51.451 > 1 .66488 as F table so that it can be concluded that H4 is accepted, which means that there is influence from Discount (X1), Advertising (X2), Product Quality (X3) on Impulsive Purchase Decisions (Y) at Burger King Roxy Square Jember branch. Based on the Coefficient of Determination table data above, it can be seen that the value of R square is 0.670, namely 67% of variations in changes in impulse buying decisions explained by the variables discount, advertising, product quality. Meanwhile, the other 33% is explained by variations in other variables that are not included in the observation. Based on the results of the tests that have been carried out, this is in line with previous research conducted by Marchelyno Sundalangi, Silvia L. Mandey, Rotinsulu Jopie Jorie, (2014).

## 4. CONCLUSION

In the regression analysis test, it was found that the independent variable (free) which consisted of discounts, advertising, product quality experienced a positive increase in the dependent variable (tied), namely impulsive buying decisions, then from the dependent variable itself even though there was no influence from the independent variable it still increased positive term consumers continue to make impulse purchases. Then in the t test it is known that the three independent variables discount, Advertising, product quality have a significant influence where the most significant influence on the dependent variable is Advertising and product quality with a significant value of 0.000 meaning less than 0.05 according to hypo theory

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