

***THE INFLUENCE OF ENVIRONMENTAL FACTORS AND SHOPPING STIMULI ON
IMPULSE BUYING AT INDOMARET KAUDITAN***

PENGARUH FAKTOR LINGKUNGAN DAN RANGSANGAN BELANJA TERHADAP IMPULSE
BUYING DI INDOMARET KAUDITAN

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Abstract: *Increasing consumption of goods and services creates the rapid growth of retail business in Indonesia. As the proof, according to APRINDO, in 2015, Indonesian retail industry experiences 15% growth. Therefore, the objective of this research is to identify the influence of Environmental Factors and Shopping Stimuli on Impulse Buying. This research is a quantitative research, uses questionnaires to collect primary data and uses multiple regressions to analyze the data. The population in this research refers to the consumers of Indomaret Kauditan while sample size in this research is 100 respondents. The results show that Environmental Factors and Shopping Stimuli have significant effect on Impulse Buying simultaneously. Moreover, Environmental Factors and Shopping Stimuli also have significant effect on impulse buying partially. As the recommendation of this research, Indomaret Kauditan is expected to pay attention to the environmental factors such as the parking area, the layout of products, and shopping atmosphere to increase buying intention of shoppers in order to improve Impulse Buying.*

Keywords: *environmental factors, shopping stimuli, impulse buying*

Abstract: Bertambahnya konsumsi barang dan jasa menyebabkan pertumbuhan yang cepat dari bisnis ritel di Indonesia. Sebagai buktinya, menurut APRINDO, di tahun 2015, Industri retail di Indonesia mengalami pertumbuhan sebesar 15%. Karenanya, tujuan penelitian ini adalah untuk mengetahui pengaruh Faktor Lingkungan dan Rangsangan Belanja terhadap *Impulse Buying*. Penelitian ini adalah penelitian kuantitatif dengan menggunakan kuisisioner untuk mengumpulkan data primer dan Regresi Berganda untuk menganalisis data. Populasi dalam penelitian ini adalah konsumen Indomaret Kauditan dan sampel yang digunakan dalam penelitian ini berjumlah 100 responden. Hasil penelitian menunjukkan Faktor Lingkungan dan Rangsangan Belanja secara bersama berpengaruh signifikan terhadap *Impulse Buying*. Selain itu, Faktor Lingkungan dan Rangsangan Belanja juga secara parsial berpengaruh terhadap *Impulse Buying*. Sebagai rekomendasi dari penelitian ini, manajemen Indomaret Kauditan diharapkan untuk memperhatikan faktor-faktor lingkungan seperti area parkir, tata letak produk, suasana berbelanja, sehingga akan meningkatkan minat beli termasuk *Impulse Buying* dari para pengunjung yang datang berbelanja.

Kata kunci: *faktor lingkungan, rangsangan belanja, impulse buying*

INTRODUCTION

Research Background

Nowadays, retail business in Indonesia grows every year and it creates the tight competition in it. The growth is caused by the increasing of purchasing power and it is what encourages business people to be more proactive and innovative in providing excellent products and services to gain competitive advantage in order to win the market share. In Indonesia, there are several retail business types and they are: hypermarkets, supermarkets, minimarkets or convenience stores, department stores, and specialty stores.

Currently, retail business (especially supermarket and minimarket) starts to spread to the cities of the district. In the last six-year period, from 2007-2012, the number of modern retail outlets in Indonesia experienced average growth of 17.57% per year. In 2007, there are 10,365 retail businesses in Indonesia, and then in 2011, it reached 18,152 outlets spread across almost the entire cities in Indonesia. Growth of the outlet numbers is followed by sales growth and as the proof, according to APRINDO (Association Retailers Indonesian) the growth of retail business in Indonesia is between 10% -15% per year while retail sales in 2006 was Rp49 trillion, and reached Rp120 trillion in 2011. Meanwhile, in 2012, retail growth was remain the same at 10% -15%, or reached Rp138 trillion. (Putra, 2014)

Minimarket which is also known as convenience stores is a kind of a grocery store that offers comfort and services such as supermarket but in a smaller scale. It sells all kinds of goods, but not as complete as supermarket. Compared to the grocery store, minimarket implements self-service system, in which the buyers take the stuffs they need from the minimarket shelves and pay at the cashier counter.

One of the minimarkets in Indonesia is Indomaret which is a minimarket engaged in retail trade of goods spread in nearly all the cities in Indonesia. Indomaret has strategic location in order to attract the attention of customers and by being close to their location. With this strategy, customers who used to shop in a supermarket that is located far from them will switch to Indomaret because it offers the efficiency and strategic location in order to save customers time and cost.

Indomaret develops rapidly and grow from year to year. Starting by having only two outlets in 1997, Indomaret had been developed to have 2,910 stores on August 2013. Currently, Indomaret has more than 10,700 stores in Java, Madura, Bali, Sumatra and Sulawesi (Indomaret, 2015). The existence of Indomaret is increasingly known by Indonesian people and it leads to the increasing number of customers. Moreover, shopping behavior of society which shifts to modern outlets then boosts Indomaret development rate. The most important strategy that should be known by marketers, especially in modern retail stores, is to have knowledge about the shopping behavior of the customers, who become the target market in modern retail stores (self-service). One of interesting behaviors in retail market is impulse buying or unplanned purchase.

Research Objective

This research aims are to analyze the influence of:

1. Environmental factors and shopping stimuli on impulse buying of Indomaret customers simultaneously.
2. Environmental factors on impulse buying of Indomaret customers partially.
3. Shopping stimuli on impulse buying of Indomaret customers partially.

THEORITICAL REVIEW

Marketing

Marketing defined by Kotler and Keller (2012:27) is about identifying and meeting human and social needs, one of the shortest good definitions of marketing is meeting needs profitably. In the other theories Beckman and Davidson (1962:42) says marketing is essentially a process like farming, manufacturing, mining or construction. Marketing like as production and logistics professionals are responsible for the management of inventories, the marketers are responsible for the management of demand and it makes marketing managers need to be able to influence the level, timing, and composition of demand in order to meet organizational goals.

Consumer Behaviour

Peter and Olison (2004:7) defines consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose on products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and the society. According to Assael (2001:3), there are two broad approaches to the study of consumer behavior. A managerial approach to review the behavior of consumers is applied as social science and learned as a basis for developing additional and marketing strategies. A holistic approach to review the behavior of consumers is a legitimate focus of the investigation without the need to apply for marketing. Consumer behavior can also be defined as the process of decision making and the physical activity of individuals involved in evaluating, acquiring, using, or disposing of goods and services. It can be conclude that consumer behavior is the study of how individuals make the decision to spend the available resources in the form of money, time and effort, and related items of consumption.

Impulse Buying

Amel, Maachou and Mohamed (2014) defined impulse buying as buying that presumably was not planned by the customer before entering a store, but which resulted from a stimulus created by a sales promotional device in the store. According to Rook cited in Amel, Maachou and Mohamed (2014) discusses situations wherein consumers have occasionally described how they plan to go on impulse buying excursions. He suggested impulse buying occurs when a consumer experiences a sudden, often persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences. It can be conclude Impulse buying is a process that occurs when the consumer experiences a sudden urge to purchase an item that he or she cannot resist. (Solomon, 2011:389).

Environmental Factors

Atmospheric

Amel, Maachou and Mohamed (2014) indicated that the sudden emergency to buy seems to be motivated by the visual confrontation with the product or by stimuli of the environment. Indeed, the interaction of the purchaser with the retail outlet is a main component of the impulsive purchase decisions. In the same way, the design of the retail outlet is able of to give the pleasure and to stimulate the visitor of the store. Also showed the existence of a meaningful relation between the impulsive purchase and marketing's techniques. These techniques create one favorable environment for the impulsive purchase. Some more recent works showed that the variable of the sale atmosphere (sounds, views and odors) are important stimulants that can produce the desire to buy impulsively.

Amel, Maachou and Mohamed (2014) defined experimented study has found that the presence of others can increase the probability of an impulse purchase, but, the presence of peers increases the urge to purchase, and the presence of family members decreases it.

Shopping Stimuli

Retail Store Image

Huang and Hsieh (2011) depicted a commonly accepted definition of retail store image as an individual's cognitions that are inferred from perceptions or memory inputs that are attached to a particular store and which represent what the store signifies to an individual. Subsequent researchers make attempts to measure its dimensions and elaborate their characteristics. However, this study characterizes the retail store image by four frequently endorsed components, namely, merchandise, service, environment, and price.

Individual and Situational Factors

Huang and Hsieh (2011) divided to three types of individual and situational factors, namely, available time, available money, and shopping enjoyment. First, Time available for shopping refers to the amount of time the shopper feels he/she has available that day during the shopping trip. Second, money available for shopping refers to the amount of budget or extra money an individual comprehends he/she can spend that day during the shopping trip. Finally, shopping enjoyment is the pleasure an individual acquires in the process of shopping.

Previous Research

Huang and Hsieh (2011) the results show that Shopping Stimuli in the form of retail store image has the positive relationship with the emotion of shoppers and makes influence impulse buying. Amel, Maachou and Mohamed (2014), described that atmospheric and presences of other are positively related to impulse buying behavior. Muruganatham and Bhakat (2013), explained a detailed account of the impulse buying behavior by compiling the various researches works literature in the field of Retailing and Consumer Behavior.

Conceptual Framework

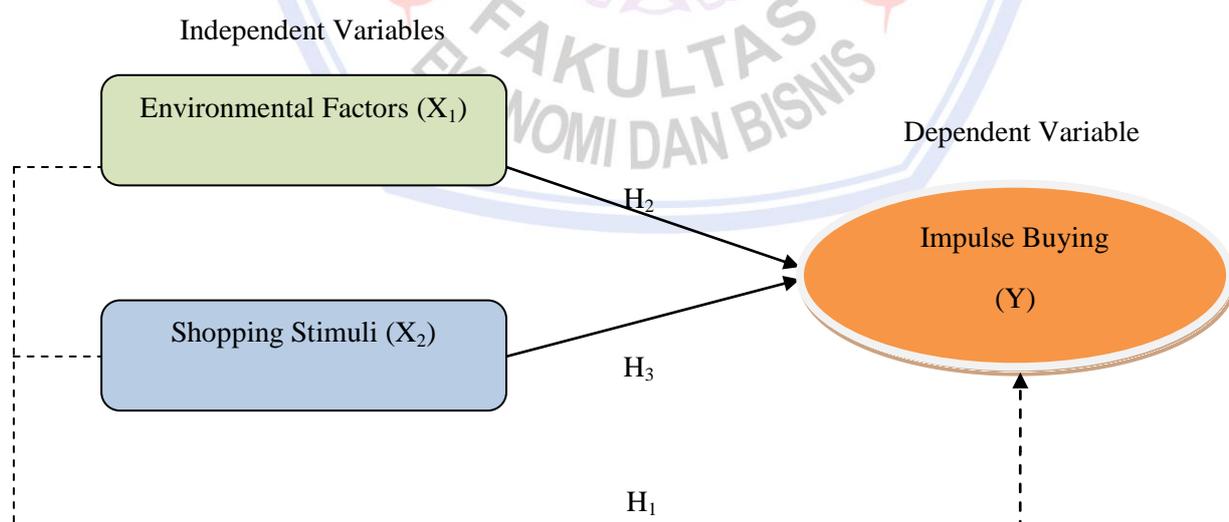


Figure 3.1 Conceptual Framework
(Source: Data Processed, 2015)

Research Hypothesis

The Research Hypotheses are:

H1: Environmental factors and shopping stimuli influence impulse buying simultaneously.

H2: Environmental factors influence impulse buying partially.

H3: Shopping stimuli influences Impulse buying partially.

RESEARCH METHOD

Type of Research

This research is causal type of research where it will investigate the influence of environmental factors and shopping stimuli on impulse buying at Indomaret Kauditan. This study is a quantitative research, which uses multiple regression method.

Place and Time Research

This study is conducted during June 2015 at Indomaret Kauditan which is located at Jl.Manado-Kema, Kauditan, Kec.Kauditan.

Research Procedure

The research model describes the relationship between two variables which are independent variables and dependent variable. Based on theoretical framework, figure 3.1 is the conceptual framework that shows the relationship between variables.

Population and Sample

Sekaran and Bougie (2005:262) Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion. The population in this research is Indomaret's customers in Kauditan. Sample is part of the number and characteristics of the population (Sugiyono, 2013:118). With the formula $n = Z^2 / 4Moe^2 = n = 1,96^2 / 4(0,10)^2 = 96.04$ rounded to 96. The number of samples which is required to be used is 96 people but the researcher decides to use 100 samples in anticipation of the error questionnaire that cannot be used in the research and data processing.

Data Collection Method

Sekaran and Bougie (2009:35) primary data is data that obtained directly from the research object. There are two types of data that are used to make an appropriate result, which is primary and secondary data. Primary data refer to information obtained first hand by the researcher through questionnaires. Secondary data is obtained from the indirect object of research in the form of documents or reports. In this case, the secondary data will be like an overview of the study and other data relevant to this research.

Measurement Research Variable

Questions in the questionnaire made By using Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze the data.

Data Analysis Method

Validity and Reliability Test

Validity test is to analyse the validity of questionnaire. An instrument measure is valid if the instrument measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer of questions.

Multiple Regressions Analysis Method

Sekaran and Bougie (2009:350) defined Multiple Regression as a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable. The formula of multiple linear regressions is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Y: Impulse Buying X₁: Environmental Factors X₂: Shopping Stimuli
 a: The Regression Constant β: Coefficient regression e: Error(Residual)

RESULT AND DISCUSSION

Validity and Reliability

The value of Measures of Sampling Adequacy (MSA) of the indicators is all above the acceptance limit 0.5, therefore the research instrument is valid. The Reliability test is done by looking at the Alfa Cronbach value, in this research the value of Alfa Cronbach is 0.856, which is above the acceptance limit of 0.6, therefore the research instrument is reliable.

Multiple Linear Regression Analysis

The interpretation of Multiple Linear Regression Analysis by using SPSS, it is visible from the table below:

Table 1. Multiple Regressions

Model		Unstandardized Coefficients			t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.248	.236		5.301	.000
	Environmental Factors (X ₁)	.200	.060	.245	3.313	.001
	Shopping Stimuli (X ₂)	.477	.057	.614	8.297	.000

a. Dependent Variable: Impulse Buying (Y)
 Source: SPSS Data Processed (2015)

The equation is as follows:

$$Y = 1.248 + 0.200 X_1 + 0.477 X_2 + e$$

Where:

Y : Impulse Buying
 X₁ : Environmental Factors
 X₂ : Shopping Stimuli
 e : Error
 a : Constant

1. Constant (a) 1.248 shows the value of dependent variable when independent variables are zero. The number means that, if all independent variables are equal to zero, Impulse Buying (Y) is predicted to be 1.248.
2. Coefficient value of Environmental Factors (X₁) is 0.200. It means that if Environmental Factors (X₁) is increased by one scale or one unit, Impulse Buying (Y) will be increased by 0.200 with assumption that the other independent variables from the regression model are constant.
3. Coefficient value of Shopping Stimuli (X₂) is 0.477. It means that if Shopping Stimuli (X₂) is increased by one scale or one unit, Impulse Buying (Y) will be increased by 0.477 with assumption that the other independent variables from the regression model are constant.

Coefficient Determination R and Multiple Coefficient Correlation R²**Table 2. Result R and R²**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.566	.557	.289

Source: SPSS Data Processed (2015)

The coefficient of correlation (R) is 0.753 meaning the level of relationship between independent and dependent variable is considered as a substantial positive relationship. In other words, Environmental Factors (X₁) and Shopping Stimuli (X₂) as independent variable and Impulse Buying (Y) as dependent variable have substantial positive relationship.

Hypothesis Testing

This result is intended to determine the influence of independent variable which Environmental Factors and Shopping Stimuli to Impulse Buying as a dependent variable partially and simultaneously.

F- test (simultaneous)**Table 3. F-test Result**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.553	2	5.276	63.348	.000 ^b
	Residual	8.079	97	.083		
	Total	18.632	99			

a. Dependent Variable: Impulse Buying (Y)

b. Predictors: (Constant), Shopping Stimuli (X₂), Environmental Factors (X₁)

Source: SPSS Data Processed (2015)

The ANOVA F-test results on Table 3, Fcount value is 63.348 with a significance level of 0.000. Since Fcount > Ftable (63.348 > 3.09) Ha is accepted and Ho is rejected. It means that Environmental Factors (X₁) and Shopping Stimuli (X₂) have simultaneous effect on Impulse Buying (Y).

T-test (partial)**Table 4. T-test Result**

Model		Unstandardized Coefficients				
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.248	.236		5.301	.000
	Environmental Factors (X ₁)	.200	.060	.245	3.313	.001
	Shopping Stimuli (X ₂)	.477	.057	.614	8.297	.000

a. Dependent Variable: Impulse Buying (Y)

Source: SPSS Data Processed (2015)

1. Tcount value of Environmental Factors (X₁) is equal to 3.313 with a significance level of 0.001 Sig value is less than probability value of 0.05 or 0.001 < 0.05, so Ha is accepted and Ho is rejected. Environmental

Factors (X_1) has Tcount of 3.313 and Ttable of 1.98. The results show that Tcount > Ttable ($3.313 > 1.98$), so H_0 is rejected. It means that Environmental Factors (X_1) has the partial effect on Impulse Buying (Y).

2. Tcount value of Shopping Stimuli (X_2) is equal to 8.297 with a significance level of 0.000. Sig value is less than probability value of 0.05 or $0.000 < 0.05$, so H_a is accepted and H_0 is rejected. Shopping Stimuli (X_2) have Tcount 8.297 and Ttable is 1.98. The result show that Tcount > Ttable ($8.297 > 1.98$). It means that, Shopping Stimuli (X_2) has the partial effect on Impulse Buying (Y).

Discussion

The results in this research show that Environmental Factors has a significant influence on Impulse Buying. The results in this research show that Environmental Factors has a significant influence on Impulse Buying, and since atmospheric factors appears to be a significant factor, in order to increase impulse buying, retailers should create a store environment with less negative perceptions of impulse buying and stores should also environment that promotes shopping efficiency. This study shows that Presence of Others such as family and colleagues has significant influence on Impulse Buying because coming to store with other people will indicate more items to shop. This finding is supported by Amel, et. al (2014) through The impact of Environmental Factors on Impulse Buying Behavior Using the Mehrabian and Russell's Framework Journal. This journal shows that atmospheric or store environment is positively related to impulse buying. In contrary, regarding presence of other, this journal shows that going to buy with others is negatively related to impulse Buying. On the other hand, another result has shown that numerous factors influence impulsive purchasing behavior, including the presence of others (Luo, 2005).

This research also finds that Shopping Stimuli in the form of retail store image and individual and situational factors has significant influence on Impulse Buying. Available money and time are the basic factors that influence the buying. Giving a limited time for promo or discount may provide attraction for the consumer to use their time to shop. This result is supported by Huang and Hsieh (2011) in the journal titled What Drives Consumer Impulse Buying? Evidence from a Retail Setting in Taiwan. This study finds that Retail Store Image, Individual and Situational factors are positively related to impulse buying. Overall, this research finds that at Indomaret Kauditan, Environmental Factors and Shopping Stimuli have influence on Impulse buying and it can be said that Environmental Factors and Shopping Stimuli are very important factors to stimulate Impulse Buying.

CONCLUSION AND RECOMMENDATION

The result of this research that can be drawn are as follows:

1. Environmental Factors and Shopping Stimuli are proved to have significant influence on Impulse Buying at Indomaret Kauditan. Environmental Factors and Shopping Stimuli as independent variables have a positively strong influence on Impulse Buying.
2. Based on F-test, Environmental Factors and Shopping Stimuli are proved to have a significant influence on Impulse Buying simultaneously.
3. Based on T Test, Environmental Factors is proved to have a significant influence on Impulse Buying partially.
4. Based on T Test, Shopping Stimuli is proved to have a significant influence on Impulse Buying partially.
5. Shopping Stimuli has stronger positive influence on Impulse Buying than Environmental Factors.

Recommendation

In this competitive era, there are so many retail businesses especially minimarkets that offer the strategic place to shopping. In order to survive and compete with other, retailers must pay attention to the environmental factors and Shopping Stimuli because they would help retailers to survive the business. Indomaret Kauditan is located in a strategic place that also serves as a terminal. Parking space in Indomaret sometimes occupied by taxis and public transportation. This thing interfere the convenience of shoppers who have private vehicles. Therefore, retailers should pay more attention to the comfort of shoppers by providing a security in order to serve shoppers who have vehicles. It aims to keep the convenience of shoppers in Indomaret.

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