

THE INFLUENCE OF SALES PROMOTION AND STORE ATMOSPHERE TOWARDS IMPULSE BUYING ON INTERNATIONAL RETAIL FASHION STORE (A Study On ZARA Indonesia)

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ABSTRACT

This research aims to discover the influence of sales promotion, and store atmosphere on impulse buying consumer at ZARA retail fashion store in Indonesia. This research type is explanatory research, which explains the relationship and the influence between one variable and another variable through hypothesis testing. This research used a sample of 100 respondents, where the questionnaire was conducted online. The sample consisted of respondents who had made unplanned purchases at ZARA store in Indonesia. The data analysis used in this research was the Multiple Linear Regression Analysis and hypothesis testing used a t-test, which was processed with SPSS software ver. 20. From the results of testing the four hypotheses, it can be concluded that the variables of sales promotion, store interiors, store layout, and store appearance have a significant positive effect on impulsive purchases of consumers at ZARA retail fashion store in Indonesia. The implication of this research is the need to increase sales promotions and innovations in-store appearance and design for the impulsive buying behavior of consumers at ZARA Indonesia's stores. This can be done by offering promos using other promotional tools, namely coupons or cooperating with credit card services, to be able to increase consumers' impulsive purchases at ZARA Indonesia stores.

Keywords: Sales Promotion, Store Atmosphere, Store Interior, Store Layout, Store Display, Impulsive Purchasing

ABSTRAK

Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh dari promosi penjualan dan atmosfer toko terhadap perilaku pembelian impulse pada toko fashion ritel ZARA Indonesia. Jenis penelitian ini adalah explanatory research yang menjelaskan hubungan dan pengaruh antara satu variable dengan variable lainnya melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 100 responden dimana penyebaran kuesioner dilaksanakan secara online. Sampel terdiri dari responden yang sudah pernah melakukan pembelian secara tidak terencana pada ZARA. Analisis data dalam penelitian ini menggunakan Analisis Regresi Linier Berganda dan uji hipotesis menggunakan uji t yang diolah dengan software SPSS ver. 20. Dari hasil pengujian terhadap keempat hipotesis dapat disimpulkan bahwa variable promosi penjualan, interior toko, tata letak toko, dan tampilan toko memiliki pengaruh positif signifikan terhadap pembelian secara impulsif konsumen pada toko fashion ritel ZARA Indonesia. Impilkasi penelitian ini adalah perlunya meningkatkan promosi penjualan dan inovasi terhadap tampilan toko dan desain terhadap perilaku pembelian impulsif konsumen pada toko ZARA Indonesia. Hal ini dapat dilakukan antara lain dengan cara memberikan penawaran promo dengan menggunakan alat promosi lainnya yaitu kupon atau bekerja sama dengan layanan kartu kredit untuk dapat meningkatkan pembelian impulsif konsumen pada toko ZARA Indonesia.

Kata Kunci: Promosi Penjualan, Suasana Toko, Interior Toko, Tata Letak Toko, Tampilan Toko, Pembelian Impulsif

INTRODUCTION

In the current era of globalization, developments for retail businesses in Indonesia have increased. With continuous development, there is competition among retail entrepreneurs. According to Amiri et al. (2012), the level of consumer needs is incredibly diverse and it creates opportunities for business actors, especially in the increasing fashion sector.

Economic globalization arises due to intense competition in various economic sectors, especially in the retail business sector. The retail market in Indonesia is currently in demand by foreigners, both with the cooperation and direct investment. Business people are enormously interested in retail business in Indonesia (Putra, 2014). According to NagaDeepa et al., (2015), impulse buying perpetrators are more likely to occur in fashion store which relatively decent prices. Previous research found that 39 percent of all purchases in department stores and 67 percent of all buyers in general stores were impulse buying (Liang, 2008). This also happened to Indonesian consumers. Based on a survey, 85 percent of consumers in Indonesia tend to make impulse purchases (Trimzi, 2009).

Impulse buying refers to unplanned, sudden buying behavior, which is often accompanied by the feeling of excitement and pleasure and/or a powerful urge to buy (Beatty & Ferrell, 1998).

Several factors cause impulse buying that occurs in retail fashion. Two factors can affect the occurrence of impulse buying, namely internal factors and external factors. Internal factors are influenced by personal character; from the way, they see a product (Herukalpiko et al., 2013).

Furthermore, impulse buying is influenced by external factors in the form of external stimuli that refer to marketing stimuli that can be controlled and carried out by marketing (Maymand & Mostafa, 2011). According to Dawson & Kim (2009), external factors play an important role because these external factors can be managed by marketing to maximize impulse buying to consumers.

Therefore, marketing can maximize this phenomenon of impulse buying. Creating emotional attraction can be described as attracting consumers to buy and consume a particular product or brand. Consumers who are already externally interested have the opportunity to buy things without thinking about the rationality in the decision-making process. Consumers as buyers'

decision-makers in the decision-making process, therefore, marketing must understand and employ the right strategy to respond to consumer behavior, which often makes impulse buying.

Based on previous research, several external factors can affect impulse buying. Sales promotion is information sharing between seller and buyer that aims to change the attitudes and behavior of buyers, who previously did not understand, so that consumers buy and remember the product (Kurniawan, 2013).

Sales promotion techniques can be classified as price and non-price based on the nature of publicity. Few of the price-based promotion are coupons, repayment, rebate, and discount that temporarily reduce the cost of goods. Some of the non-price-based promotions are freebies or reward point by which value is temporarily added to the product. These techniques may instigate the consumers to make unplanned purchases (Nagadeepa et al., 2015). In the current research, the following sales promotion techniques are intended to find out its impact on consumers impulse buying behavior.

Discount offer, a price reduction, which is received by customer after the purchase has been mad. It is referred as a rebate. Discount is an offer when the product is sold at a price lower than the original price.

Price packs, retailers provide consumers with a reduction scheme marked directly by the marketer on the package of two or more products. The examples of bundling products such as "Buy one get one free", "Buy two at Rp499.000" or "Get the third at Rp200.000".

Furthermore, one of the factors that can influence impulse buying are store atmosphere. Store atmosphere has received increasing attention, especially the question of what atmospherics most affect consumer-shopping behavior in a store (Turley and Milliman, 2000). A general concept in research is that in a retail environment, shoppers feel the atmosphere primarily using visual or other sensory stimuli. In this context, it is suggested that non-verbal and verbal stimuli contribute to the creation of an attractive atmosphere.

Based on previous research, store atmosphere can influence impulse buying behavior if it can unite several dimensions in it (Ukpabi et al., 2015). Therefore, the current research will examine several dimensions that are incorporated into the store atmosphere that might affect the occurrence of impulse buying.

Dimensions that were used in this research are store interior, store layout, and store displays. By examining these dimensions, it was expected to determine whether the three dimensions of store atmosphere can affect impulse buying in a retail fashion store.

The development of retail fashion in Indonesia has experienced very significant progress. This development is seen from the number of investors who set up shopping centers in almost all cities in Indonesia. Also, many local and foreign fashion brands that compete to be accepted by consumers. International fashion retailers are currently developing in Indonesia such as Uniqlo, H&M, Mango, Bershka and also fashion retail originating from Spain, namely ZARA. ZARA does not only provide fashion items for women but they provide fashion for men and children as well.

ZARA is one of the leading fashion brands in Indonesia today. ZARA is a global brand in the fashion world incorporated in the Inditex Group, which was officially present in Indonesia in 2005 through PT. Mitra Adiperkasa Tbk (Map, 2018).

Zara is one of the international fashion brands founded in 1975. ZARA is the main flag of the Inditex Company, a holding company located in Galicia, Spain. It also produces the brands Massimo Dutti, Pull and Bear, Stradivarius, and Bershka (ZARA, 2018). Zara is currently operating in 94 countries and has 2,127 store outlets worldwide (Brandz, 2018). In this research, ZARA is chosen as the research object since it has been established in several cities in Indonesia.

Zara is a high-street brand that is very responsive to trends, ZARA always provides fashion trends that are up to date and produced in limited quantities, thus creating a scarcity condition that shapes consumer perceptions that ZARA products only have a very limited edition.

In the modern retail business, the Store atmosphere is one of high concern to attract consumers and make consumers feels comfortable shopping there. It was also implemented by ZARA by creating an exclusive store atmosphere with store designs that were intentionally made light and airy, it is intended to make consumers comfortable while in the store.

By maintaining the store atmosphere is like a salesperson that does not speak but can deliver the sales message through visual stimuli (Jain, 2013). Providing good store atmosphere is a technique in presenting attractive or eye-catching

merchandise displays and show it to potential customers (Jain et al., 2012). Placing the right product can enhance curiosity about a product. Not only that, the promotion strategy used by ZARA can add influence to consumers' desires.

Therefore, this research discussed whether some sales promotion techniques and dimensions in the store atmosphere affect ZARA's consumer's impulse buying. Based on this explanation, the authors were interested in conducting research entitled: "The Influence of Sales Promotion, and Store Atmosphere Toward Impulse Buying in International Retail Fashion Store: Case Study on ZARA Indonesia."

LITERATURE REVIEW

Impulse Buying

Impulse buying is one of consumer behavior that can help marketers to be able to maximize sales. According to Engel and Blackwell (2006), unplanned buying or unplanned buying is an act of purchase that was made without pre-planned or purchase decisions made while in the store.

Utami (2010), explained that impulsive buying occurs when consumers suddenly experience a strong and persistent desire to buy as soon as possible. Ukpabi et al., (2015) argued that impulse buying can be triggered either internally or externally. Internal stimulants are the consumer's mood, emotion, sensation, and feeling, while external stimulants are from the product or store environment.

The urge to buy is the nature of spree and can stimulate emotional conflict, so that impulse buying is easy because there is a changing consumer desire. According to Sjern in Utami (2010), there are four types of impulsive purchases, namely: pure impulse, impulse reminder, suggestion impulse, and planned impulse.

The unplanned purchases mean activities to spend money that is not controlled, most items that are purchased unplanned are more on the goods desired rather than needed, unplanned purchased are usually goods at affordable prices such as clothing or food. According to Engel. et.al. (1995), impulse buying may have one or more of the following characteristics:

- a. Spontaneity
- b. Strength, compulsion and intensity
- c. Excitement and stimulation
- d. Ignorance of consequences

Samuel (2005) defined impulse buying is influenced by promotional activities that can make consumers interested in the price offered. Not only unplanned buying behavior can also be influenced by several factors such as store atmosphere. The store atmosphere is all things related to the store, such as design, layout, color, music, lighting, and aroma in creating an impression and image that can attract consumer interest (Utami, 2010: 52).

Sales Promotion

Sales promotion is short-term offers forms aimed at buyers, retailers, or wholesalers and is designed to obtain specific and immediate responses. According to Foster (2008), sales promotions provide more value and incentives to consumers to visit a store or make a purchase within a certain period. The purpose of surplus value is that every consumer who responds to the promotion will get more than just a product and its image.

According to Ma'ruf (2006), there are types of sales promotions that can be done, which are free samples, bonus packs, in-store displays, purchase with purchase which are forms of premiums, price-off promotions or price discounts, contests, frequent shopper program, demonstration, referral gifts, direct gifts, souvenirs, and special events.

In the current research, there are two types of sales promotion techniques that have been used by ZARA retail fashion to be examined whether they have a positive influence on impulse buying.

a. Price Discount

According to Sutisna (2002), discounted price is a reduction in product prices from normal prices within a certain period. Meanwhile, according to Peter and Olson (2014), price discounting is a strategy of determining prices involving a long-term plan to reduce prices after introducing high-priced products systematically.

b. Price pack

According to Belch and Belch in Amanda (2014), price packs offer consumers an extra charge of a product at normal prices. Clow and Baack in Waani (2015) stated that when an additional amount is placed in a special product package, it is a price pack.

Gardener and Trivedi (1998) stated that the price pack offered by producers adds value to the product by offering additional quantities of the

product or unit at the usual price. From these definitions, it can be concluded that the price pack is an extra charge of a product that is deliberately made by marketers with the aim that consumers are interested to buy it.

Store Atmosphere

The need to create a favorable shopping atmosphere cannot be underestimated in the light of retailers increased consumer awareness rivalry. According to Ukpabi et al, (2015), a store atmosphere as designed effects in the store that have the capability of influence consumers buying behavior. The store atmosphere is simply the appearance of a product that is sold well and appealing in terms of the color of the supporting accessories with the proper display procedures. According Ma'ruf (2006), store atmosphere is formed from 4 factors, namely store design, store planning, visual communication and merchandise presentation.

Furthermore, store atmosphere has several dimensions that can be used for retail fashion in general, based on previous research on dimensions that can have a positive influence on impulse buying consumers; there are three dimensions, namely:

a. Store interior

Consumers impression of a store is formed by the appearance of the store, Various motives of consumers entering the store, should get a pleasant impression. This impression can be created for example by the colour of the stone walls and attractive designs in the store. According to Ukpabi et al. (2015), the type and volume of the music should match the right audience, and also an aroma is a great tool in influencing consumer buying behavior.

b. Store layout

It is a plan to determine a specific location and arrangement of streets/aisles within a store that is wide enough and make it easy for people to walk around, as well as storage facilities such as a complete and comfortable dressing room. Ukpabi et al. (2015) explained a good store layout provides unhindered access to shoppers and also to staff in case of items replenishment. The nature and frequency of requests for goods must determine where the goods are located. The examples such as products that are often sought after are placed close to the entrance that is easily seen by consumers.

c. Store displays

The store layout is the arrangement of the store in displaying products accompanied by information relevant to the product. According to Lewison and Delozier in Yusriyanti (2008), store interiors are the result of overall display designs

used by retailers to sell their products. Also, Foster (2008), mentioned the display is an effort to encourage the attention and interest of consumers in stores or goods and encourage the desire to buy through the appeal of direct vision.

Hypothesis

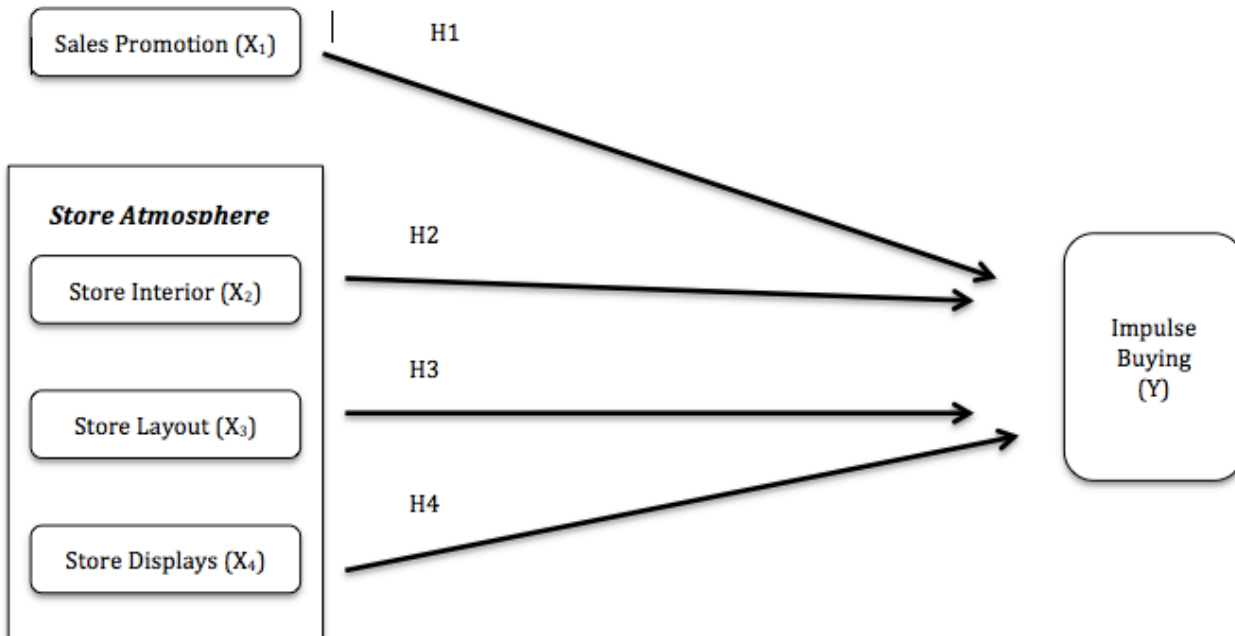


Figure 1 Hypothesis Model

- H₁ : Sales Promotion (X₁) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.
- H₂ : Store Interior (X₂) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.
- H₃ : Store Layout (X₃) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.
- H₄ : Store Displays (X₄) has a positive influence on the impulse buying on ZARA store consumers in Indonesia.

RESEARCH METHOD

This research used survey method. According to Sugiyono (2014: 11), survey research is research conducted on large and small populations but the data studied are data from samples taken from these populations, so that relative events, distribution, and relationships between sociological and psychological variables are found. Therefore, in this research, the population examined was ZARA Indonesia shop consumers. This research location is the place where conduct the research. The location chosen in this study is in the city of Malang and Surabaya, because of the limited number

respondents of consumers who have made impulsive purchases at ZARA stores. Research population are all ZARA Indonesia consumers. this research obtained the number of respondents as many as 100 people, adjusted for the number of indicators of the three variables used in this study.

RESEARCH RESULTS AND DISCUSSION

Table 1. Regression Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.966	1.371		0.704	0.483
X1	0.606	0.165	0.301	3.666	0.000

X2	0.179	0.088	0.173	2.033	0.045
X3	0.354	0.142	0.256	2.489	0.015
X4	0.357	0.165	0.207	2.167	0.033

Source: Primary Data, Processed in 2019

The regression model used is standardized regression, because the data used in this research are interval data which measurements are using a Likert scale. Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group. In standardized regression, the size of the variable or the size of the answer has been equalized. The regression equations obtained based on Table 1 are as follows:

$$Y = 0.301 X_1 + 0.173 X_2 + 0.256 X_3 + 0.207 X_4$$

From the above equation can be interpreted as follows:

- Regression coefficient b1 is 0.301, meaning Impulse Buying will increase for each additional X_1 (Sales Promotion). So, if Sales Promotion has increased, then Impulse Buying will increase by 0.301 units assuming the other variables are considered constant.
- Regression coefficient b2 of 0.173, meaning Impulse Buying will increase for each additional X_2 (Store Interior). So, if the Store Interior has grown, then Impulse Buying will increase by 0.173 units assuming the other variables are considered constant.
- Regression coefficient b3 is 0.256, meaning Impulse Buying will increase for each additional X_3 (Store Layout). So, if Store Layout has increased, Impulse Buying will increase by 0.256 units assuming the other variables are considered constant.
- Regression coefficient b4 of 0.207, meaning Impulse Buying will increase for each additional X_4 (Store Displays). So, if Store Displays have increased, then Impulse Buying will increase by 0.207 units assuming the other variables are considered constant.

Based on the above interpretation, it can be seen that Sales Promotion, Store Interior, Store Layout, and Store Displays are favourable for Impulse Buying. In other words, if the Sales Promotion, Store Interior, Store Layout, and Store Displays increase, it will be followed by the rise in Impulse Buying.

Table 2. Coefficient of Determination

R	R Square	Adjusted R Square
0.765	0.586	0.568

Source: Primary Data, Processed in 2019

From the analysis in Table 2, the adjusted R (coefficient of determination) results is obtained at 0.568. It means that 56.8% of Impulse Buying variables will be influenced by the independent variables, namely Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), and Store Displays (X_4), while the remaining 43.2% Impulse Buying variables will be influenced by other variables not discussed in this research.

In addition, the coefficient of determination also obtained correlation coefficient which shows the magnitude of the relationship between the independent variables, namely Sales Promotion, Store Interior, Store Layout, and Store Displays to the Impulse Buying variable, the value of R (correlation coefficient) of 0.765, the value of this correlation indicates that the relationship between the independent variables namely Sales Promotion (X_1), Store Interior (X_2), Store Layout (X_3), and Store Displays (X_4) with Impulse Buying included in the strong category because it is in the interval 0.6 to 0.8.

The Influence of Sales Promotion (X_1) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, t value obtained was 3.666 with sig. t of 0.000 with t table of 1.985 so that the Sales Promotion variable has an influence on Impulse Buying. If seen from the significance value of t at 0.002 smaller than alpha used is 0.000 < 0.05. So, it can be concluded that Sales Promotion has a significant influence on Impulse Buying.

Based on the results of testing hypotheses about sales promotion that affect impulse buying, which consists of two items, it can be concluded that H_1 , which predicts sales promotion perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that sales promotion can influence the impulse buying of consumers at ZARA will be higher or better if the sales promotion offered by ZARA is appropriate and attractive to consumers.

In this research, it is proven that sales promotion that is suitable for consumers will increase positivity in the impulse buying behavior of consumers at ZARA. When consumers feel that

a discount on a product offered by ZARA is appropriate and will lead to a sense of interest that makes consumers do impulse buying. For example, if a consumer feels that the discount offered is beneficial for him, it will increase the desire to buy the product.

Furthermore, the promo package offerings provided by ZARA are already good and appropriate for consumers. Thus, consumers will be easily triggered to buy the package because they feel they get more profit. For example, ZARA offers perfume at normal prices. Consumers will think of making a purchase if they are not in need, however, if ZARA offers perfume with a bonus, it will more influence consumers to make impulse buying because consumers feel they will get more profit if they buy a product with a package, promo, or bonus package.

The results of this research are also supported by previous research conducted by Amanda and Edwar (2014), which shows that discount prices and bonus packages have a positive effect on impulse buying.

The Influence of Store Interior (X₂) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, the calculated t value is 2.033 with t table of 1.985 so that the Store Interior variable has a significant effect on Impulse Buying. If seen from the significance value of t of 0.045 smaller than alpha used is 0.045 < 0.05. So, it can be concluded that Store Interior has a significant influence on Impulse Buying.

Based on the results of hypothesis testing regarding interior stores that affect impulse buying consisting of four items, it can be concluded that H₂ that predicts store interior perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that store interiors can influence the impulse buying of consumers at ZARA will be higher if ZAR gives an attractive impression for the outside and even in-store designs that can make consumers interested in entering and being inside the store. Not only an attractive design, but the selection of music that is played in the store can be influential because, if the music is played with a good mood will further increase the effect of impulse buying consumers. For example, if consumers have a bad mood or mood it will be

more difficult to choose or shop compared to consumers who have a good mood or mood.

In this research, it is evident that the appropriate lighting for stores and interior colours will increase the positivity in impulse buying behavior of consumers at ZARA. When consumers enter the ZARA store with good lighting and in harmony with the interior colors, it can cause a sense of comfort around and see the products in the store with these conditions will be easier to make consumers make impulse buying.

The results of this research are also supported by previous research conducted by Rahmasari (2010), which shows the Store Interior in a store can also have a positive influence on impulse buying.

The Influence of Store Layout (X₃) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, t value of 2.489 was obtained with t table of 1.985 so that the Store Layout variable has a significant effect on Impulse Buying. If seen from the significance value of t of 0.015 smaller than alpha used is 0.015 < 0.05. So, it can be concluded Store Layout has a significant influence on Impulse Buying.

Based on the results of testing hypotheses about store layouts that affect impulse buying consisting of three items, it can be concluded that H₃, which predicts store layout perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that store layout can influence the impulse buying of consumers at ZARA will be higher or better if the existing store layout at the ZARA store can make it easier for consumers to make purchases.

In this research, it is proven that store layout which can help facilitate consumers in getting the products they want will increase positivity in impulse buying behavior of consumers at ZARA. For example, the ZARA store sells several product categories such as products for men, women, and children. The products are separated and grouped according to their categories, making it easier for consumers to get the product they want. Not only that, the signage of the location of the placement of the product is also very influential to make it easier for consumers to get the product they want so that impulse buying can occur.

Furthermore, the thing that also influences this variable that can help these two items is the

road space in the store which is the most important thing so that the two items above can be influential. Because, if the road space in the store is not large enough, it will cause traffic that makes consumers uncomfortable and not easy to get the product they want. Of course, this item, if it is appropriate and good, will have a positive influence on impulse buying.

The results of this research are also supported by previous research conducted by Banat & Wandebori (2012), which shows that store layouts, as well as music and personal traits owned by consumers, can influence impulsive buyers. Moreover, the research conducted by Ukpabi et al. (2015) also states that store layout has a positive relationship with impulse buying.

The Influence of Store Displays (X₄) Towards The Impulse Buying (Y) of ZARA in Indonesia.

In the results of the analysis using the multiple regression method, t value obtained was 2.167 with t table of 1.985 so that the Store Displays variable has a significant effect on Impulse Buying. If seen from the significance value of t at 0.033 smaller than alpha used is 0.033 < 0.05. So, it can be concluded that Store Displays has a significant influence on Impulse Buying.

Based on the results of hypothesis testing regarding store displays that affect impulse buying consisting of two items, it can be concluded that H₄, which predicts store display perception influences impulse buying. The influence between the independent variable and the dependent variable in this research explains that store displays can influence the impulse buying of consumers at ZARA will be higher or better if the store displays at ZARA stores can attract consumers' attention.

In this research, it is evident that attractive store displays that are appropriate and attract consumers' attention to the products used will increase positivity in the impulse buying behavior of consumers at ZARA. For example, displaying a photo of an artist or model in a store that is using ZARA products will make consumers get the imagination of how to use it if they use the product so that if they see the photo using the right product with the right style will make them want to copy, and it will be compelled to do impulse buying.

Furthermore, not only with photos but also by using a statue of mannequin on display in the front of the store or in a shop that uses some

products with the right alloys will provide a good reference for consumers of the product being displayed. Because consumers can see the mannequin from the front of the store and are interested in entering and looking into the store. It can also have a positive influence on impulse buying consumers.

The results of this research are also supported by previous research conducted by Sharma (2014), which shows that store displays have a positive influence on impulse buying. It is because the window display is able to act as a stimulus for customers to enter the store. Where the window display itself has a variety of benefits, including being able to display the best merchandise and provide information about new output products.

Limitation

After conducting research, the results show that it is a significant influence between sales promotion, store interior, store layout, and store displays on impulse buying consumers. Based on research, discount prices and promo packages offered should be more appropriate and attractive, while store interiors, layouts, and store displays need to be improved so that they can have a positive influence on impulse buying consumers on ZARA products.

In sales promotion, ZARA's late discounted prices are good enough and appropriate to attract the attention of consumers doing impulse buying. However, for the bonus pack or promo package that is currently late given by ZARA still needs to be made more attractive for the consumers so that it can influence consumers when they see the offer. Because at this time, the suggestion that ZARA provides is still relatively not suitable and not attractive to some consumers.

In the interior store, as a whole is already attractive to consumers, with interior design that uses monochrome colours and good lighting, so it is comfortable to be in a ZARA store. Besides that, excellent and suitable music that played inside the store adds to the light effect so that it makes the consumers comfortable shopping there. These things need to be maintained so that ZARA consumers are more comfortable when shopping at the store so that impulse buying can occur. Furthermore, for store layouts, ZARA currently has a right, and appropriate layout for consumers to do direct shopping, and the layouts at ZARA stores are enough to make it easier for consumers

to find the product they want because they have functional space. Likewise, ZARA's store displays are made attractive, so consumers are influenced to do impulse buying.

In this case, ZARA must be able to offer different sales promotion offers such as member cards for consumers to collect points so that they get a prize or a discounted price. Alternatively, they can work with a credit crew from a bank to give consumers gifts or discount. The rewards can be in the form of coupons for subsequent purchases or at discounted prices that can be used for all types of products, because currently ZARA only gives discounts to certain products.

CONCLUSION & SUGGESTION

Conclusions

1. Based on the four independent variables and one dependent variable, it can be seen that the four independent variables influence the dependent variable, namely impulse buying consumers. However, it gives a different amount of influence value. The variable that gives the biggest influence is the sales promotion variable followed by store layouts, store displays and store interiors.
2. the promo package offered by ZARA still does not suit consumers' wishes. If the promo package given is more in line with the wishes of the consumer, it will influence the decision to make impulse buying. Store layout also contributes a large influence on impulse buying. However, product grouping at ZARA must be more suitable and clearer in order to make it easier for consumers to get the desired product so that it can influence consumers to do impulse buying.
3. the display of photos (artist or model) must be more attractive and placed in the right position so that it will give more influence to consumers to do impulse buying. As for the interior store that should be a concern is the color factor at the ZARA interior store at this time is still lacking influence. Because it makes consumers less interested and comfortable walking around in the store so that it is compiled to do impulse buying.
4. Within the variable impulse buying, there are several items that describe the consumer's treatment that indicates an impulse purchase. From the results of this research, it can be seen that there are some impulse buying consumers who keep thinking first before buying

something and feel spontaneous purchases are not pleasant or ordinary.

Suggestions

1. It is expected that the company can maintain and improve the quality of Sales Promotion, Sales Promotion for variables have a dominant influence in affecting Impulse Buying, but the results of this research show that there is still no value is below the average for sales promotion variables that can affect impulse buying consumer. Therefore, to make a less value on ZARA's sales promotion, there are several things that can be noticed, namely: first, the suitability of discounts or promo packages offered to the desires of consumers. It can be done by conducting research on consumer desires for the promotion of ZARA if these are fulfilled it will have a greater influence on impulse buying. Second, the time or duration of giving sales promotion on a product. When and duration of a promo has a great effect on consumers, if sales promotion is done at the right time, and the right duration will further increase the influence on impulse buying consumers.
2. Next, improve the quality of comfort in the store atmosphere, by providing the latest creative innovations for store interiors, layouts, and displays. Because an update to the store atmosphere makes consumers do not feel bored so that it remains comfortable and interested in shopping at ZARA stores. That way, impulse buying will occur even more.
3. Considering that the independent variables in this research are significant in influencing Impulse Buying, it is expected that the results of this research can be used as a reference for future researchers to develop this research by considering other variables, which are other variables beyond the variables included in this research.

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