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The Influence of Price Discounts, Product Displays, and Product Quality on Impulsive Buying Behavior at Starbucks Coffee, Transmart Kawanua Manado Branch

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Article Info	ABSTRACT
<p>Article history:</p> <p>Received May 1, 2024 Revised May 5, 2024 Accepted May 10, 2024</p> <hr/> <p>Keywords:</p> <p>Coffee shop, Impulse buying behavior, Effect of Price Discounts.</p>	<p><i>One business place that not only serves coffee, but also various drinks and food is a coffee shop. In this modern era, coffee shops have become part of the lifestyle in big cities around the world, where they have become a comfortable place to relax and gather. This research aims to understand the influence of price cuts, product displays and product quality on impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado branch. The research method used is quantitative with a sampling technique using random purposive sampling. Data was collected through questionnaires distributed to 100 Starbucks Coffee Transmart Kawanua Manado consumer respondents, and analyzed using multiple linear regression with the help of SPSS version 25.0 software. The research results show that price discounts, product displays and product quality simultaneously influence impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch. Partially, Price Discounts and Product Quality have a positive and significant effect on impulse buying behavior, while Product Display does not have a significant effect. These findings provide a deeper understanding of the factors that influence impulse buying behavior in coffee shops, thereby providing valuable insights for marketing practitioners in managing promotional and sales strategies.</i></p>

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1. INTRODUCTION

Technological advances have had a major impact on changes in various aspects, including the economy, social and culture of society, including lifestyle. Lifestyle is the way a person lives their life and spends their time, which has undergone significant transformation in this modern era. Modernization has influenced various aspects of life, with advances in science and technology continuously triggering changes in human needs. These changes have significantly influenced the social, economic and cultural structure of society. Business competition is increasingly fierce with the number

of companies and products being offered, encouraging competition to achieve excellence in meeting consumer needs. The success of a company can be measured by the extent to which they are able to meet consumer needs and create satisfaction for them.

A coffee shop, or often referred to as a coffee shop, is a business place that not only sells coffee, but also a variety of hot and cold drinks, as well as snacks and food. As time goes by, many companies and entrepreneurs are building businesses, including coffee shops. Drinking coffee in a restaurant or cafe is not just about overcoming sleepiness, but has become part of a lifestyle. This lifestyle is widespread in big cities around the world. Apart from Starbucks Coffee, there are also competitors such as Excelso, Maxx Coffee Shop, Coffee Bean and Tea Leaf, and others, where coffee shops are a place to relax and gather. This happens because urban communities need a comfortable and strategic place to meet or just relax after work hours or on holidays, where the place can provide comfortable and pleasant service, while enjoying music and coffee according to taste.

The business world is experiencing rapid growth along with the advancement of the digital era, which is characterized by increasingly fierce competition in marketing products to customers. Business people compete hard to market their products to meet customer needs and desires. Consumers expect the products they buy to have good quality in accordance with their expectations to satisfy their needs. Consumer satisfaction is the main factor in determining purchasing decisions, with several influencing factors, such as spontaneous or impulsive purchases, which are influenced by price cuts, product appearance, and product quality.

Impulsive buying behavior Refers to quick actions to buy, often without deep consideration, and tends to be triggered by emotions or stimuli of the moment. This situation occurs when someone buys goods or services without planning or considering the need or value of the purchase in depth. Purchasing decisions are part of consumer behavior where individuals choose to act, including making purchases or using certain products or services. One of the factors that influences purchasing decisions is price discounts, where this is an important attribute in consumer decision making. Price plays an important role in the decision-making process by helping buyers determine how to obtain the highest benefit or utility in accordance with their purchasing power [1].

Price also influences consumer perceptions of the products offered by Starbucks Coffee. Most consumers consider Starbucks Coffee products to be expensive, even though product prices at Starbucks Coffee vary depending on location, facilities and other factors. When the price offered is in line with consumers' expectations, they will feel satisfied and tend to make a purchase. The match between price and product quality also influences consumer impulse buying behavior.

The price discount strategy is one approach that can be used to influence consumer purchasing decisions and is expected to have a positive impact on the company. Special offers are often implemented weekly to encourage consumers to make purchases. For example, a 50% discount for every drink and food purchase, a 15% discount for payments using a debit card, and a 30-50% discount for every tumbler purchase on Tumbler Day. Apart from offers in the form of nominal or percentage discounts, Starbucks Coffee also often offers Buy 1 Get 1 promos to stimulate consumers to make purchases.

Changes in the price of a product are a crucial factor that influences the demand and supply of products in a company. Price fluctuations can result in changes in product demand, allowing companies to assess the sensitivity of supply and demand to those price changes. Product display, also known as visual merchandising, refers to the ability to visually display products in a way that creates an image and appeal to consumers. This product arrangement has a key role in attracting buyers who are just looking at the product, with the hope of increasing the purchase value and company profits or increasing the number of transactions on a regular basis.

Another factor that is thought to influence consumer purchasing decisions is product quality, which is an overall evaluation of the performance of a good or service according to Damiaty [2]. The

quality of the products offered by Starbucks Coffee has won consumer trust because the company always maintains consistency in product supervision, ensuring that the quality is maintained when sold to consumers. Starting from using the best Arabica coffee beans to quality raw materials in the process of making drinks and food, Starbucks Coffee strives to maintain high quality standards. This results in satisfaction for consumers who rarely experience production defects. The consistent taste image and reliability of Starbucks Coffee products are also reasons for customers to continue making purchases.

Impulse buying has become a phenomenon in modern life, with more than half of the money spent on shopping activities resulting from unplanned purchases. Impulse buying, or often referred to as impulse buying, is a process where consumers accidentally purchase a product after being attracted to a particular product or brand they see. This often happens spontaneously, without prior planning, and is triggered by emotional psychological factors or persuasion from marketers. According to Utami [3], impulse buying occurs when consumers are attracted to a particular product or brand after seeing it, often due to attractive stimuli from the store. Characteristics of unplanned purchases according to Mowen and Minor [4] include purchases made suddenly, without prior planning, and without a long thought process.

2. METHOD

This research is intended to understand the impact between variables X and Y, so the type of research applied is quantitative research. According to Sugiyono [5], quantitative research methods are chosen to investigate certain population groups or samples, collect data, use research instruments, and carry out quantitative/statistical data analysis to test the hypotheses that have been identified. Arikunto [6] explained that quantitative research, as the name suggests, tends to use numbers in various stages, starting from the data collection process, data interpretation, to presenting the results. Quantitative research follows a series of standard steps or procedures that serve as a reference for researchers [7]. The approach applied in this research is the associative method, as explained by Sugiyono. The associative research method is an attempt to reveal the relationship between two or more variables, by looking for roles, influences and causal relationships, namely between the independent variable and the dependent variable. In the context of this research, related variables include Price Volume (X1), Product Appearance (X2), and Product Quality (X3) variables on Impulsive Buying Behavior (Y).

2.1 Data Collection Technique

The data collection method applied in this research was using a questionnaire given to respondents. A questionnaire is a list of statements that includes all questions that will be used to collect data directly. In this research, the data collection technique was carried out through the questionnaire method, which is an approach to obtaining data by distributing questionnaires that have been prepared by researchers in accordance with the research objectives. Questionnaires are considered an efficient data collection technique when the researcher knows who the target variable will be measured and what is expected from the respondent [9]. Questionnaires can be in the form of open questions and can be delivered directly to respondents. In implementing this method, researchers collected data by distributing questionnaires online using the Google Form platform, which was then distributed to consumers/customers at the Starbucks Coffee Transmart Kawanua Manado branch.

2.2 Operational Definition of Variables

In principle, research variables are everything in whatever form that the researcher determines to market so that information related to the subject can be obtained and analyzed to produce conclusions [9]. Operational definitions provide understanding of concepts or variables by clarifying the actions or

procedures that researchers carry out to measure them. In the context of this research, the "influence" variable refers to factors that influence other variables that are not independent.

2.3 Testing Research Instruments

2.3.1 Validity test

The validity test is used to assess the legitimacy or validity of a questionnaire. A questionnaire is considered valid if the questions in it are able to reflect what the questionnaire wants to measure. Validity was tested by conducting a bivariate correlation between the score of each indicator and the total construct score. The results of this bivariate correlation analysis will be seen through the Pearson correlation output and reliability tests.

2.3.2 Reliability Test

Reliability testing is an instrument for assessing the consistency of questionnaires or questionnaires that represent certain variables or constructs. A questionnaire or questionnaire is considered reliable or trustworthy if an individual's answers to the questions are consistent or stable over time. Items in a questionnaire or questionnaire are considered reliable (feasible) if the Cronbach's Alpha value is ≥ 0.6 , and are considered unreliable if the Cronbach's Alpha value is < 0.6 . To determine reliability, a formula using the product-moment r formula is often used. If the calculated r value is greater than the table r value, then all the items in the questionnaire are considered reliable.

3. RESULTS AND DISCUSSION

In this research, data was obtained directly from respondents using a Google Form questionnaire that had been previously prepared by the researcher. The questionnaire was distributed via social media in the form of a link. Successfully collected 100 questionnaires which were filled in and met the predetermined criteria. Therefore, the total number of respondents used in this research was 100 consumers of Starbucks Coffee Transmart Kawanua Manado.

3.1 Validity Test

The validity test is used to assess whether a questionnaire can be considered legitimate or valid. A questionnaire is considered valid if the questions in the questionnaire can display the things measured by the questionnaire. Validity testing is carried out by conducting bivariate correlations between each score indicator and the total construct score.

Based on the results of the calculated R table for all items in the validity test which show a value $> R$ table, it can be concluded that all instruments in this research are considered valid. Therefore, all questions related to the four variables, namely Price Discounts, Product Appearance, Product Quality, and Impulsive Buying Behavior, are considered valid. All research instruments are considered valid because each question item in the research questionnaire has a calculated R value that is greater than the R table. Therefore, all questions in the research questionnaire can be made part of this research.

Table 1. Validity Test Results

Statement	r count	r table	Information
PPI1.1	0,655	0,196	Valid
PPI1.2	0,870		Valid
PPI1.3	0,428		Valid
PPI1.4	0,844		Valid

3.2 Reliability Test

Questionnaire items or questionnaires are said to be reliable (feasible) if Cronbach's Alpha is ≥ 0.60 and are said to be unreliable if Cronbach's Alpha is < 0.60 . The results of reliability testing for each variable can be seen in the following table.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Information
Discounts	0,755	<i>Reliable</i>
Product Display	0,844	<i>Reliable</i>
Product quality	0,856	<i>Reliable</i>
Impulsive Buying Behavior	0,764	<i>Reliable</i>

3.3 Classic Assumption Test

3.3.1 Normality Test

This test is carried out to assess whether the data distribution is normal or not, through the application of linear regression analysis.

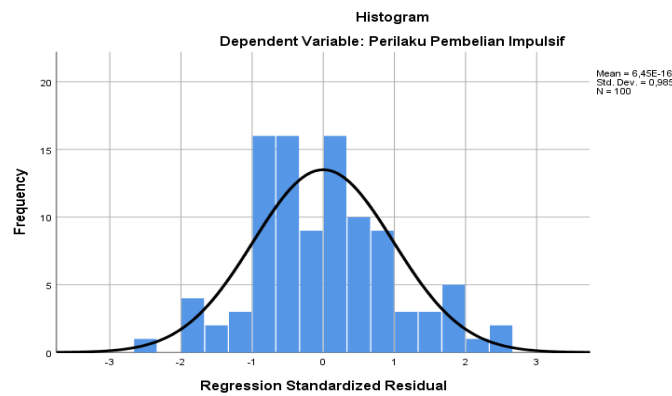


Figure 1. Normality Test Histogram
 Source: SPSS Data Processing 25, 2023

Based on the analysis results seen in Figure 1, it can be seen that the variables show a normal distribution. This can be observed from the data distribution pattern which is symmetrical and resembles a bell pattern, indicating that the data distribution follows a normal distribution pattern. Apart from that, the data normality test can also be seen through a normal p-plot graph. If the points on the graph follow a diagonal line, it can be concluded that the data is normal in distribution.

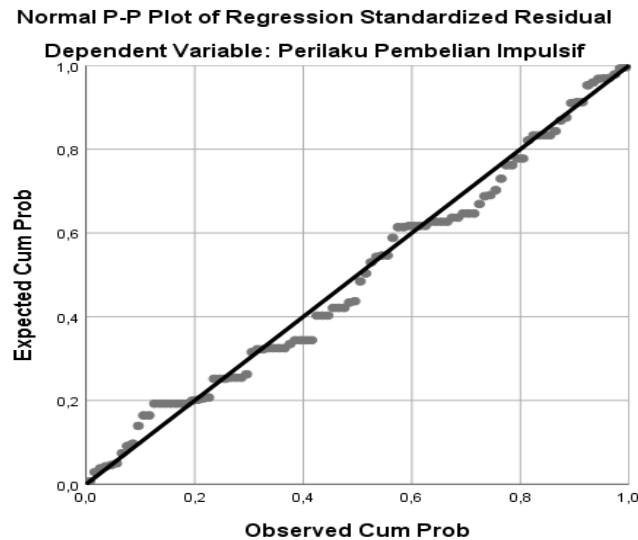


Figure 2. Normal P-Plot Graph of Normality Test
Source: SPSS Data Processing 25, 2023

The test results from Figure 2 show that no problems arise in the normality test. This can be seen from the data distribution pattern which consistently follows the diagonal line on the graph. So, it can be suggested that this data has a normal distribution.

3.3.2 Multicollinearity Test

Multicollinearity testing is carried out by checking the VIF (Variance Inflation Factor) and tolerance values. Tolerance indicates the extent to which the selected independent variable is not explained by other independent variables. In other words, a low tolerance value corresponds to a high VIF value (because $VIF = 1 / \text{tolerance}$). The cutoff value that is commonly used to indicate the presence of multicollinearity is when the tolerance value is ≥ 0.01 or the VIF value is ≤ 10 .

3.3.3 Heteroscedasticity Test

The purpose of the heteroscedasticity test is to ask whether there is inequality in the residual variance between observations in the regression model. If the points are evenly distributed around the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity. The following are the results obtained from the heteroscedasticity test.

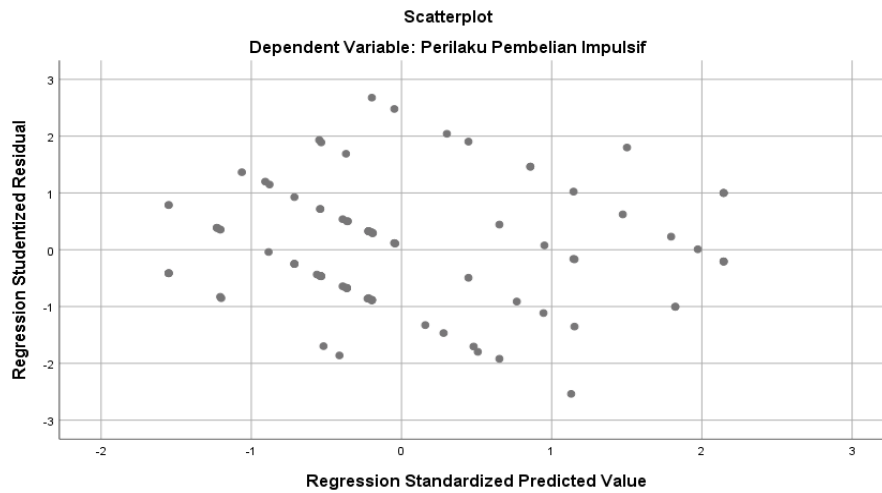


Figure 3. Scatterplot Heteroscedasticity Test Results
 Source: SPSS Data Processing 25, 2023

From the illustration presented, it can be seen that the data points are distributed randomly and do not form a consistent pattern. The side distribution of the data points occurs at both numbers 0 on the Y axis. Thus, it can be concluded that there is no indication of heteroscedasticity.

3.4 Multiple Linear Regression Analysis

To assess how big the impact of the independent variable (X) is on the dependent variable (Y), calculations are carried out using the linear multiple regression analysis method. This research uses this method to spread the influence of price cuts, product appearance, and product quality on impulse buying behavior, both individually and simultaneously. Detailed results of multiple linear regression analysis can be found in the following table.

Table 3. Multiple Linear Regression Test Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	1,513	1,382		1,095	,276		
	Potongan Harga	-,205	,064	-,194	-3,189	,002	,935	1,069
	Display Produk	,177	,098	,155	1,810	,073	,469	2,131
	Kualitas Produk	,569	,067	,720	8,467	,000	,479	2,088

a. Dependent Variable: Keputusan Pembelian Impulsif

Source: SPSS Data Processing 25, 2023

Based on table 3 above, it can be seen in the second column (Unstandardized Coefficients) part B that the price discount variable value is -0.205, the product display variable is 0.177, and the product quality variable is 0.569. From these results, the following linear regression equation is obtained:

$$Y = 7.043 + 0.333 X_1 + 0.006 X_2 + 0.178 X_3 + 1.295$$

Based on these equations, the picture that can be given is as follows:

1. A constant value (β_0) of 7.043 indicates a positive influence, which implies that if the value of price discounts, product displays, and product quality is 0, then impulsive buying behavior is 7.043.
2. The coefficient (β_1) of 0.333 indicates a positive influence, which means that if the Price Study Value (X_1) increases by 1 unit, then Impulsive Buying Behavior (Y) will increase by 0.333 units.
3. The coefficient (β_2) of 0.006 indicates a positive influence, which means that if the Product Display value (X_2) increases by 1 unit, then Impulsive Buying Behavior (Y) will increase by 0.006 units.
4. The coefficient (β_3) of 0.178 indicates a positive influence, which means that if the Product Quality value (X_3) increases by 1 unit, then Impulsive Buying Behavior (Y) will increase by 0.178 units.

3.5 Hypothesis Testing

3.5.1 F Test

Table 4. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106,173	3	35,391	48,139	,000 ^b
	Residual	70,577	96	,735		
	Result	176,750	99			
a. Dependent Variable: Impulsive Buying Decisions						
b. Predictors: (Constant), Product Quality, Price Discounts, Product Display						

Source: SPSS Data Processing 25, 2023

Based on the information from table 4, the F table value at error rate (α) = 5%, with degrees of freedom (df) = (n-k), with a sample size (n) of 100 people and a number of independent variables (k) of 3, then obtained $F_{table} = F(k ; n-k) = F(3 ; 97) = 2.70$.

By looking at the results of the table, the calculated F value obtained is 48.139, which exceeds the F table value of 2.70, and the significance level obtained is 0.00, which is smaller than 0.05. These results indicate that price discounts, product appearance, and product quality together have a significant influence on impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch. Therefore, H_0 is rejected and H_a is accepted.

This means that Hypothesis 1 (H_1) which states that Price Volume, Product Appearance and Product Quality simultaneously influence impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch can be accepted or proven.

3.5.2 t Test

Table 5. t Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,043	1,295		5,440	,000		
	Discounts	,333	,088	,359	3,780	,000	,935	1,069
	Product Display	,006	,116	,007	0,55	,953	,469	2,131
	Product quality	,178	,050	,471	3,593	,001	,479	2,088

a. Dependent Variable: Impulsive Buying Decisions

Source: SPSS Data Processing 25, 2023

The t table value has an error rate (α) = 5%, with degree of freedom (df) = (n-k). The number of samples (n) is 100 people and the number of independent variables (k) is 3 so that t table = t ($\alpha/2$; n-k-1) = t (0.025 ; 96) = 1.984. Based on Table 5 above, it can be concluded that:

1. Discounts

The price discount variable partially has a positive and significant influence on impulsive buying behavior, because the t value is 3.780 > t table 1.984 with a significance level of 0.00 < 0.05. This indicates that price discounts are a factor that influences impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch. Therefore, H0 is rejected and Ha is accepted. This confirms that Hypothesis 2 (H2) which states that price discounts influence impulse buying behavior can be accepted.

2. Product Display

The product display variable partially has a negative and insignificant influence on impulsive buying behavior, because the t value is 0.55 < t table 1.984 with a significance level of 0.956 > 0.05. This shows that product appearance is not a factor that influences impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch. Thus, H0 is accepted and Ha is rejected. This shows that Hypothesis 3 (H3) which states that product appearance influences impulse buying behavior is rejected.

3. Product Quality

The product quality variable partially has a positive and significant influence on impulsive buying behavior, because the t value is 3.593 > t table 1.984 with a significance level of 0.01 < 0.05. This shows that product quality is a factor that influences impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch. Therefore, H0 is rejected and Ha is accepted. This confirms that Hypothesis 4 (H4) which states that product quality influences impulse buying behavior can be accepted.

3.5.3 Multiple Correlation Coefficient (R) and Determination Coefficient (R2) Test

Table 6. R and R Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775 ^a	,601	,588	,85743

a. Predictors: (Constant), Kualitas Produk, Potongan Harga, Display Produk

b. Dependent Variable: Impulsive Buying Decisions

Source: SPSS Data Processing 25, 2023

Based on the attached table 6, the conclusion that can be drawn is that the multiple correlation coefficient (R) value reaches 0.775, indicating that there is a very strong relationship between price discounts, product displays, and product quality and impulsive buying behavior. The coefficient of determination (R²) value which reached 0.601 indicates that 60.1% of the variation in impulsive buying behavior (Y) can be explained by price discounts (X1), product display (X2), and product quality (X3). Meanwhile, the remaining 39.9% was influenced by other variables not examined in this research.

4. CONCLUSION

Price Discounts, Product Display and Product Quality simultaneously influence Impulsive Buying Behavior at Starbucks Coffee, Transmart Kawanua Manado Branch. Price discounts partially have a positive effect on impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch. Partial Product Displays do not have a positive effect on Impulsive Buying Behavior at Starbucks Coffee, Transmart Kawanua Manado Branch. Product quality partially has a positive effect on impulse buying behavior at Starbucks Coffee Transmart Kawanua Manado Branch.

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