

BAB V

KESIMPULAN DAN SARAN

Dalam bab ini penulis akan memaparkan beberapa kesimpulan berdasarkan hasil yang telah ditemukan. Bab ini terdiri dari kesimpulan, saran untuk penelitian lebih lanjut, implikasi manajerial dan keterbatasan penelitian.

5.1 Kesimpulan

Dari analisis dan penelitian tentang pengaruh promosi penjualan yang meliputi sampel gratis, kupon, diskon harga dan beli 1 gratis 1 terhadap perilaku pembelian konsumen, penulis akan memaparkan kesimpulan utama sebagai berikut:

5.1.1 Kesimpulan Profil Responden

1. Jumlah responden sebanyak 216 orang, dan yang terpilih menjadi sampel hanya 201 orang. Sebagian besar responden berjenis kelamin perempuan sejumlah 124 orang atau 61,7% dan responden laki-laki sejumlah 77 orang atau 38,3%.
2. Responden dengan rentang usia 21-25 menjadi jumlah paling banyak yang berjumlah 95 orang atau 47,3%.
3. Sebagian besar responden dengan pekerjaan mahasiswa sejumlah 86 orang atau 42,7%.

5.1.2 Kesimpulan Uji Hipotesis

1. H_1 : Sampel Gratis memiliki pengaruh terhadap Perilaku pembelian konsumen. (**H_1 Diterima**). Hal ini dapat diartikan bahwa penawaran sampel gratis mampu

mempengaruhi perilaku konsumen The Body Shop dalam melakukan pembelian.

2. H₂: Kupon tidak memiliki pengaruh terhadap Perilaku pembelian konsumen. **(H₂ Ditolak)**. Dapat dilihat bahwa kupon belum dapat mempengaruhi perilaku konsumen The Body Shop dalam melakukan pembelian.
3. H₃: Diskon Harga memiliki pengaruh terhadap Perilaku pembelian konsumen. **(H₃ Diterima)**. Dengan adanya penawaran diskon harga akan dapat merangsang konsumen untuk membeli produk The Body Shop dan akan mempengaruhi perilaku pembelian konsumen.
4. H₄: Beli 1 Gratis 1 memiliki pengaruh terhadap Perilaku pembelian konsumen. **(H₄ Diterima)**. Penawaran beli 1 gratis 1 terbukti mampu mempengaruhi perilaku pembelian konsumen dan layak digunakan perusahaan.

5.2 Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, diharapkan penelitian ini dapat memberikan hasil yang dapat memberikan manfaat serta ilmu untuk diaplikasikan, baik oleh The Body Shop maupun perusahaan produk kecantikan yang tersebar di seluruh Indonesia. Berikut implikasi manajerial yang dapat diaplikasikan, diantaranya:

1. Hasil penelitian menunjukkan hasil bahwa sampel gratis memiliki pengaruh terhadap perilaku pembelian konsumen The Body Shop di Indonesia. Untuk itu, The Body Shop dapat memaksimalkan promosi penjualan dengan memberikan sampel gratis terutama untuk produk baru agar dapat dikenal dikalangan konsumen dan dapat memperkenalkan fitur dari produk tersebut

tanpa harus membeli terlebih dahulu. Tempatkan sampel produk secara strategis di area kasir atau di dekat area *check-in/check-out*. Dengan begitu, konsumen akan melihat dan tertarik untuk mencoba produk saat mereka sedang menunggu pembayaran. Dalam hal ini, penempatan yang menarik dan menggugah minat konsumen sangat penting. Setelah konsumen mencoba sampel gratis, berikan mereka informasi tentang cara menggunakan produk dengan benar, keuntungan jangka panjang dari produk tersebut, dan tindakan lanjutan untuk perawatan kulit atau perawatan tubuh yang lebih menyeluruh. Ini dapat memberikan dorongan tambahan untuk melakukan pembelian impulsif dan menghasilkan penjualan yang berkelanjutan. Hal ini juga didukung dengan hasil jawaban responden melalui kuesioner bahwa sampel gratis yang tersedia di gerai dapat memungkinkan konsumen untuk membeli produk. Dengan adanya penawaran sampel gratis juga konsumen merasa mendapatkan pembelian yang menguntungkan dan konsumen akan membeli produk lebih awal dari yang direncanakan jika terdapat penawaran sampel gratis. Ketika konsumen menikmati produk yang diberikan secara gratis dan merasa puas dengan kualitasnya, mereka mungkin akan langsung membeli produk tersebut.

2. Berdasarkan hasil penelitian yang telah dilakukan ditemukan bahwa diskon harga memiliki pengaruh terhadap perilaku pembelian konsumen The Body Shop di Indonesia. Untuk itu, The Body Shop dapat menetapkan dan meningkatkan pemberian penawaran diskon harga untuk mendorong konsumen agar melakukan pembelian secara impulsif. Pastikan diskon harga

yang ditawarkan terlihat dengan jelas dan menarik perhatian konsumen. Gunakan kata-kata yang menarik seperti "potongan harga besar" atau "diskon eksklusif". Selain itu, buat promosi penjualan diskon hanya berlangsung dalam waktu tertentu sehingga menciptakan rasa pentingnya kesempatan yang terbatas bagi konsumen. Ini mendorong pembelian impulsif karena konsumen takut kehilangan kesempatan mendapatkan barang dengan harga yang lebih murah. Dan fokuskan pada manfaat dan kebutuhan darurat yang mungkin dirasakan konsumen. Misalnya, tawarkan diskon pada produk-produk perawatan kulit tertentu yang cocok digunakan saat musim tertentu atau untuk merawat kulit saat keadaan yang khusus seperti liburan. Serta ingatlah bahwa promosi penjualan diskon harga harus tetap dilakukan dengan hati-hati dan tetap memperhatikan keuntungan bisnis yang berkelanjutan. Pastikan promosi tersebut masih menghasilkan keuntungan yang memadai untuk perusahaan dan membantu mengembangkan hubungan jangka panjang dengan konsumen. Hal ini juga didukung dari jawaban responden melalui kuesioner bahwa konsumen akan membeli jika ada penawaran diskon harga, konsumen juga merasa mendapatkan pembelian yang menguntungkan jika ada penawaran diskon dan akan membeli produk yang tidak direncanakan sebelumnya.

3. Hasil penelitian menemukan bahwa beli 1 gratis 1 memiliki pengaruh terhadap perilaku pembelian konsumen The Body Shop di Indonesia. Untuk itu, The Body Shop dapat menetapkan dan meningkatkan promosi penjualan dengan menggunakan penawaran beli 1 gratis 1 karena terbukti memiliki pengaruh dan mampu merangsang konsumen untuk melakukan pembelian secara impulsif.

Tempatkan produk yang dijual dengan promosi beli 1 gratis 1 di lokasi yang mudah dilihat dan dijangkau oleh konsumen. Misalnya, letakkan produk tersebut di dekat kasir atau dekat pintu masuk untuk menarik perhatian konsumen dan mendorong pembelian impulsif. Buatlah tampilan menarik untuk produk yang dijual dengan promosi beli 1 gratis 1. Misalnya, gunakan brosur, papan promosi, atau balon warna-warni yang menarik perhatian konsumen. Hal ini akan membantu menonjolkan promosi tersebut dan membuat konsumen tertarik untuk membeli lebih banyak produk. Dan jelaskan dengan jelas aturan promosi ini, seperti produk mana yang termasuk dalam promosi beli 1 gratis 1, apakah produk gratis harus memiliki harga yang sama atau lebih rendah dari produk yang dibeli. Informasi yang jelas akan membantu konsumen memahami dan memanfaatkan promosi dengan benar. Hal ini juga didukung dari jawaban responden melalui kuesioner bahwa penawaran beli 1 gratis 1 dapat menumbuhkan niat konsumen untuk membeli sebuah produk, penawaran beli 1 gratis 1 juga dapat membuat konsumen membeli produk lebih awal dari yang direncanakan dan konsumen akan merasa mendapatkan pembelian yang menguntungkan jika membeli produk dengan penawaran beli 1 gratis 1.

5.3 Keterbatasan Penelitian

Dalam menyelesaikan penelitian ini, peneliti menemukan beberapa hal yang menjadi keterbatasan dalam penelitian dan saran untuk penelitian selanjutnya. Seperti:

1. Kuesioner yang digunakan dalam penelitian ini diadopsi dan di terjemahkan dari kuesioner berbahasa asing dalam jurnal Ismail & Siddiqui (2019) sehingga rentan terjadi kesalahan interpretasi.
2. Penelitian ini hanya meneliti variabel sampel gratis, kupon, diskon harga dan beli 1 gratis 1 yang mempengaruhi perilaku pembelian konsumen. Perlu adanya variabel alat promosi penjualan lain seperti undian, hadiah gratis, *sweaptakes/game* dan lain sebagainya.

5.4 Saran Untuk Penelitian Selanjutnya

1. Penelitian selanjutnya diharapkan untuk mengganti item kuesioner dengan bahasa yang mudah dimengerti tanpa mengurangi arti dari kalimat tersebut, sehingga tidak terjadi kesalahan interpretasi.
2. Penelitian selanjutnya diharapkan untuk mengganti atau menambahkan variabel” alat promosi penjualan yang mempengaruhi perilaku pembelian konsumen seperti, undian, hadiah gratis, *sweaptakes/game* dan lain sebagainya.

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LAMPIRAN I Jurnal Utama

Impact of sales promotion on consumer impulse purchases in Karachi, Pakistan

Aisha Ismail¹

Research Scholar

Karachi University Business School, University of Karachi, Pakistan

aisha.ismail23@yahoo.com

Dr. Danish Ahmed Siddiqui

Associate Professor

Karachi University Business School, University of Karachi, Pakistan

daanish79@hotmail.com

ABSTRACT

The purpose of this research was to examine the impact of sales promotion on consumer's impulse purchases in retail industry in Karachi, Pakistan. The study also aims to identify the impact of the most reliable sales promotional tools i.e., (free-sample, buy1get1, price discount, and coupons). A sample size of 200 respondents was surveyed through questionnaires that were filled through electronically and manually. The data was evaluated using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) for testing hypothesis. The results suggested that the impact of sales promotional tools has positive effect on consumer impulse purchases. They are attracted more to the store by these offerings especially price discount and Buy1get1 as compared to other means. This study would help retailers to make sales promotion a more effective way to gage consumers by attracting them to most worthy offer. Moreover, retailers can plan better for competitiveness and make more profit on short term basis.

Keyword: Retail Market, sales promotion, consumer Impulse purchases, coupons, price discount, buy1get1, and In-store sample

¹ Corresponding Author, University of Karachi, Karachi-75270, Pakistan

1. Introduction

1.1 Background of the study

Promotion is the key to success for any business to grow more effectively and maintain the market share with different tools such as sales promotion. These offers impact the way consumers behave or think while shopping. Sales promotion is the action process of persuading potential consumers to purchase the brand or item and boosts any business while giving consumers a better opportunity. Sales promotions are short term activity based techniques used to achieve short-term objectives, such as to improve product availability or to stimulate purchases. It is hardly suitable for a method to build long-term loyalty of customers. It provides added value and/or incentives to consumer. In this regard efforts are made to stimulate consumer's product interest, trial or purchase. Sales promotion activity is done to attract more customers or to hold current customers. Retailers use this sales promotion activity to brand themselves and make loyal customers while gaining short-term profit. In today's market most of the retailers are fighting to attract customers because of the fierce marketplace and use strategic strategies to draw new customers and set up long-term fulfillment. On this context, the maximum of the retailer or manufacturer use sales promotion as a weapon to attract more new customers, impulse shopping for and in return, receive a high market proportion and long time period earning.

From more than a decade sales promotion have grown its importance and become so necessary for every retailer's marketing programs run into the store. Retailer gains a large number of sales through promotion as it reach consumer at the time and place where purchase decision is taken. Sales promotion implies affection gives an additional motivation to purchase which is extra to the essential benefits given by the item or brand (robinson, 1982). Sales promotion in a store can have many different effects, for instance consumers brand switching, category switching, store switching, stock piling or increased consumption pattern resulting increase in sales. Numerous analysts have proposed that diverse sorts of advancements trigger diverse special reactions (currim, 1991). It is found that consumers' choice for product gets change when they enter into a retail store or outlet when they come across promotions. Sales promotion has found significant impact on impulse purchases; hence it has reliability that retailers are doing their job and promoting brands in an effective manner.

With the passage of time promotion has become the most vital tools for retailers to generate instant sales and encourage consumers' to make their purchases most and buy

unplanned product. To make such impressions retailers use sales promotional tools to attract consumers more and create desires for products or brand. Sales promotion also helps retailers to control market situations, stimulate customer demand and satisfy customers through different activities. It also indicates customers about the availability of stock and variety available in the store. Providing customers' knowledge of the product and informing them about the new product launch helps retailers to gauge customers by satisfying them. Promotion also increased product trial among the customers where stock piling by the retailer keeps motivating customers to purchase more quantity than required and induce them to spend more than their monthly budget.

1.2 Problem Statement

Consumers' perception and attitude is changing with the passage of time, so as their preferences for the products they purchase on sales promotion. The one advantage of sales promotion is that it invigorates buyers to compare the items while improving the chances of purchase. They tend to shop impulse if they go to retail store and spend most of the money there as discounts seem more vulnerable to them and they feel that they are getting a good purchase. Price discount usually gives customers an offer that makes them excited to purchase impulse and get more products in one time shop.

Impulse purchase occurs when consumers failed to weigh their alternatives some time recently buying a product. Impulse purchase is "any buy that a shopper makes without planning (and/is) sudden and immediate. Retailer wants to promote and encourage impulse purchase in customers are more helpless to making drive buys for one brand over another in the event that they are diverted whereas shopping. In some research it is found that feelings and sentiments play a conclusive part in obtaining, activated by seeing the item upon introduction to a well-crafted message. A study published in the issue of (June 2008) proposes that consumers are more susceptible to making impulse purchases for one brand over another if they are distracted while shopping. Consumers are encouraged to purchase unplanned through eye catchy shelf displays and assortments that attracts them and stimulates their unconscious need of the product.

Marketers and retailers in Pakistan are planning to improvise the retail chain in Pakistan, particularly through discerning and expanding middle income segment and building well-designed in-store layout increasing customer foot fall while attracting more foreigner retailer in Pakistan. (Raheem, 2013) suggested that Pakistani buyers are more likely to purchase incautiously when they see free item and cost rebates offers by a store

in case of FMCGs. Retailers are committed to provide shopper a better experience than before and easing consumer to purchase everything on low prices under one-roof. In Pakistan, we have a millennial shopper at hand. According to (Bloomberg, April, 2019) Pakistan's retail stores are anticipated to extend by 50 percent to 1 million outlets within the five long year times through 2021 with three greatest shopping malls, Lucky one in Karachi, Packages and Emporium mall in Lahore. Its youthful populace with more wages and fewer slants towards sparing may be an unmistakable contrast what retailers elsewhere are managing with. Citizens in Pakistan are putting more faith on retail stores like Intiaz or Carrefour, as these stores have good shelf placement and product availability while having bulk stocks. Their behavior for shopping has changed and impulse purchase is rising as an exceedingly discernible behavior. In this regards the part of impulse purchases plays a noteworthy part for cutting edge retailers in Pakistan.

1.3 Research Gap

An empirical study done by (Wittink, 1998) found that discernments of a store's advancements relate empathically with the distinguish utility and store dependability. This research was conducted in United States and explains that consumers perceived sales promotions, a money saving offer to them and a satisfaction element that increase their loyalty towards the store. Another study conducted by (Manoj, 2013) observed that sales advancement play a critical role in shopper's buy choice in Indian retail market where consumers were found more influenced by sales promotion offers followed by premium and contest. This study was limited to specific geography and did not work on other boundaries, and did not get consumer information properly. Another researcher (harmancioglu, 2009) conducted an empirical analysis highlighting the correlation between customer's attributes and impulse purchases in turkey market. He suggests that in new product launch; consumer excitement, esteem and product knowledge drive impulse purchases. In this study the research was limited to new product launch and its promotion and did not focus on over all promotional strategies for both new and old product respectively. In Iran, (Yarahmadi, 2011) done an empirical research and found that consumer impulse purchases and promotion approaches have a positive relationship in apparel division. However, it is limited to apparel promotional strategies only and does not classify other retail areas such as convenient stores and hyper markets.

An empirical study done by (currim I. s., 1991) states that consumer are aware of deal frequency and sales price. The study was limited to American geography only and don't

cater to the dynamics of developing country. (Raheem, 2013) suggest that every product attribute is important in customers decision making process. However, this study was limited to check the impact of package elements on consumer buying. And did not focus on the impact of promotion on consume impulse buying which is an important element as consumers behave differently on sales promotion. In Pakistan, an empirical study was conducted by (M.Arif, 2013) discover that promotion tools have significantly positive relationship of promotion on consumer impulse buying behavior to purchase the product. They also said that situational factors like physical surrounding can also lead to consumer impulse purchases. But this study focused on limited promotional tools.

(Iodhi, 2015) study suggests that hedonic benefits and shopping atmosphere has most effect on consumer's impulse buying behavior and has positive relationship between the variables used in this research. Whereas, visual merchandising, and promotional plans have good impact on impulse buying behavior in Pakistan retail market. This study mainly focuses on consumer buying behavior with respect to hedonic motivation and did not mention sales promotion as an identified tool by the consumers. Another study conducted by (Afsheen, 2012) evidence that promotion and consumer services has significant positive effect on consumer satisfaction level. This study was conducted in Peshawar city of Pakistan and also narrowed down the scope to telecom industry.

(Block, p. 2014) identified the relationship between consumer promotion and purchases/brand preferences in retail store United States. This study focus on sales promotion as a whole impact on consumer impulse purchases and it has covered different geographic boundary whilst working on convenient store and hyper markets. Furthermore, this research also examined the differentiated effect of each promotional tools such as price discount, coupons, buy1get1 and in-store free sample. However, the gap still remained to do such study in the settings of a developing country.

1.4 Research Objective

In this paper, an effort is made to identify which sales promotional tool is more effective and has power to stimulate consumer's impulse purchase behavior. This paper is aimed to identify impact of sales promotion an independent variable on consumer impulse purchases treated as dependent variable, changing consumer's behavior and attitude towards promotion in a store. To analyze consumer buying pattern that is changing with the passage of time and encouraging consumer to save more on discount items.



This research also aimed to highlight the significant relationship between consumer impulse buying and sales promotion in current retail market in Karachi. To capture the real scenario that promotes a brand in a most effective way that allows product or brand to jump into consumer's shopping basket. To gain better insights into customer mind and evaluate their preferences during sales promotion. Understand the scenario and analyze which promotion strategy has been really effective and encourage consumer to buy more impulsive in retail stores.

The research seeks specifically;

- To identify the impact of sales promotion on consumer's impulse purchases.
- To identify how significance is the impact of different sales promotion schemes on impulse purchases.
- To identify which sub variable has more impact on impulse purchase.
- To get out if consumers really go for an impulse buying and the most manipulating factor which attract consumers is?
- To discover if price discount is the most effective tool of consumer promotion and do shopper buy less priced items during their purchase?

1.5 Research Questions

1. Do promotional activities in the store impact purchasers' impulse buying behavior?
2. Is price discount the central point in promotion that motivates the shoppers towards impulse purchasing?
3. What is the impact of sales promotion tools such as price discount, coupons, free-sample and buy1get1 has on consumer purchases?

1.6 Research Significance

The findings of this research have significance impact on each variable that has been taken for the study. This study focuses on sales promotion and its impact on consumer sales purchases. Identifying the relationship among sales promotional tools and consumer impulse purchases, this study also examines the promotions impact on retailer's sales and its benefit to consumers. This research will provide help to the Pakistan retail industry as it focuses on the main area of the retail market from where consumers get benefits and increased footfall and retailers get their stock out and boost sales. It also helps the retail market in Karachi because it has most updated set of data and recent work done on the selected area. It will help retailer and manufacturer both to

understand consumer market better and improve their work by analyzing the tools effectiveness and demand among consumers.

2. Literature Review

According to (Barry bermen, 2016) described that retail sales promotional strategy does not only grow sales or trigger impulse and prompt buying but it also increase customer in-store traffic, get sales personnel leads, show and strengthen the retailer image, improve relations with customer and maintain their loyalty. Promotion helps retailers to have buyers pass along positive details to family, friends and others. (Neslin, 1990) have categorized distinctive sorts of sales promotion strategies actuated by the retailer to boost current sales and react as cost mark down, free in-store sample, coupons and buy1get1 offers. Here (Darden, W. R., Erdem, O. and Darden, D.K., 1983) claimed that consumers' beliefs of a store's physical attractiveness had higher correlation than that merchandise choice in a store, cost level and item choice.

According to (Xu, 2014) Impulse buying is "any purchase that a shopper makes that has not been planned... (and is) sudden and immediate". For example a consumer buys a product without having any intention or forethought to buy it, is impulse buying. Furthermore, researchers have revealed that impulse purchases can be described more depending on the purchaser's reaction over experiencing emotional and /or cognitive feeling. (Ferell, 1998) States that impulse purchases is an immediate behavior that a consumer response without pre-shopping plan to purchase specific product or to fulfill specific needs. They describe that impulse buying occurs when a shopper experience the desire of buying a product without having any pre-planned to buy it. According to (Lee, 2002) declare that impulse purchase is much rising and overwhelming but less deliberating as compare to planned purchase behavior of a shopper.

According to (Nowlis, 2000) sales promotion and choice composition set have compensatory effects on brand switching. Sales promotion includes the paid communication tasks other than media advertising, open relations, and individual offering that fortify shopper buys and retailer effectiveness. Schultz at el (Schultz DE, 1998) found that sales promotion usually works on a direct reaction basis rather than influencing attitude or awareness. Sales promotion may vary depending upon the need, demand and situation, and it would have instant effect on product impulse purchases that directly goes from the shelf into the consumer's basket. Promotion gives shoppers an insight of the product by persuading them to visit the most appealing discount store that could display promotion deals. With this



respect (Bridges et al, 2006) states that prior purchase influence and prior promotional activity both could be the reason for the consumer choice than prior brand usage.

According to (casielles, 2005) studies, suggests that sales promotion in retail stores constitute a significant proportion of the marketing effort done to induce consumers' purchase and can help contribute to a large part revenue of the product/brand. (darke , 2005) research suggests that different promotional activities grows the perception and provides insight of deal value to the shopper. In some cases, (Laran j. and Tsiros, 2013) indefinite sales promotions are supposed to have much more appealing than direct ones, as it can grow the chances of purchase. According to (Labroo and Kim, 2009) , a consumer choice which is made after a difficult search may increase shoppers' satisfaction as a result of a process of an effort justification.

In previous studies, it is found that sales promotion is important technique to increase sales of any product (C. nagadeepa). All these short term promotions motivate the customers to Impulse purchases which ultimately gains sales. Sales promotion represents a variety of strategies used to trigger the purchase of an item or a brand. It is used to encourage store traffic or simply to create excitement for the new product or brand. In this study it is confirmed that promotion has direct effect on the consumers Impulse purchases that is an action promoting instance (fahmilmaleki, 2015). It is shown in this research study that coupons, price discount and buy1get1 has an impact on shoppers decision of purchasing at the time of shopping which gives an insight of shoppers attitude towards promotional tools (nakarmi, 2018). According to (Neslin B. a., 1990), a sales promotion is a "marketing event that is action-focused aiming to have a direct impact on shoppers' behavior and attitude". Sales promotion provides consumers an instant satisfaction to buy fairly and put filling set desires into action.

Tools that are used by retailers for promotion can be in many different forms such as:

2.1 Coupons

A coupon is a ticket to the shopper that can be redeemed for the saving when buying a product. A coupon is issued by manufacturer or by retailer, to be used in retail store as a part of their promotion. Manufacturers employ the original price of the product and give discount to the coupon holder.

In previous studies, researcher has proved that coupons have positive effect on shopper's impulse buying. Coupons are most popular promotion type in supermarkets (Neilson, 2011). Companies spend billions of dollars on promotion, with the aim of pushing consumer to

switch to their brand (Johnson, 2013). Many previous studies have significant results on promotion, where they have found evidence of customers' faith in coupons and their interest in purchasing things on coupon. Every year millions of coupons are distributed by packaged consumer goods manufacturer, and the number of coupons issued has increased (Inmar, 2016). According to (Michael Laroche, 2005) Coupon as a promotion's strategic tool can have an effect on categorization of brand, choice preferences and impact on behavior and intention towards brand. When a consumer is offered the same saving in coupon and/or discount promotion then the coupons would be more acceptable and effective in making a consumer's purchase intention change towards a category or a brand.

2.2 Price Discount

A product is offered at a lower price and convincing a consumer to purchase the product. Discount allows retailers to increase sales, to move out-of-date stock, or to reward valuable customers. Price discount is "reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive purchase" (Coffman, 1999). (Schindler, 1998) Observes that price promotions are able to generate consumer responses that are far greater than the economic value of the money saved. Retail stores consider price discount as an effective and useful tool to attract more customers by giving them benefit to pay less amount. Other studies reveal that price off has the power to attract new customer and stimulate them to get price off product. It helps to boost the customer traffic in the store, Retailers often promote distinct price-off in order to move favorable assortment linked to prices and impulse purchases of the consumer (Sawyer, 1984). According to (Percy, 2001) shoppers are more pleased to price-off promotion. Some researchers claim that price off has linked too many different promotional activities in a way that they influence each other and encourage shoppers to buy the product.

2.3 Free In-Store Sample

A free sample is very useful to create awareness of the product and its testing to the consumer. It helps to market new product and make it popularize among the consumers providing them small amount of product free of cost which helps them to get familiar with the product.

In-store free sample does not only create product awareness but also helpful to make product purchase. Previous studies have shown that free in-store sample is very helpful to create instant brand awareness and sampling, it has a positive relationship towards customers.



Moreover, this strategy would be valuable for encouraging retailer's sales speed correlative to price promotions (li, sun and wang,, 2007). In addition, some researcher agreed that free in-store sample has significant relationship on shopper impulse purchases (Ndubisi, 2006). According to (Heiman et al, 2001) states that in reality, free sampling has two effects, short-term, reflects the alter in probability of a shopper purchasing an item spontaneously after getting samples, and long term, increasing consumers' cumulative goodwill information. A research study done by In-store Marketing Institute observes that in-store sampling lifts up the sales on the same sampling event day. (In-store Marketing Institute , 2009) found that in-store sampling drives the trial for new product and it has a well-established track record of boosting new product sales.

2.4 Buy1Get1

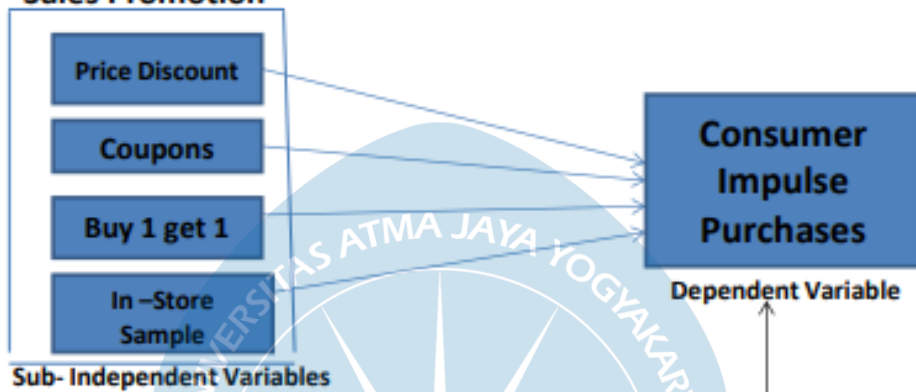
It is an offer that gives an additional product to the consumer as they buy one and gets another one free. This deal is usually from manufactures side to give an extra benefit to the consumer by giving them one product free on purchasing of another.

Buy-one-get-one is the most commonly used tool of the promotion, according to (smith, 2000) as it gives an extra benefit to customer with an added advantage of one product free with another product. In previous studies it is shown that buy-one-get-one has positive effect on customers that can help retailers to attract customers instantly to buy the product as there is no auxiliary cost for the free product. Bonus packages and extra product could be the reason for impulse purchases of certain products, if it attracts customers properly through visibility on the shelves. Such promotion is increasing product trial and brand switching of customers (Ali, 2014). Buy 1Get1 allows product trial of new product launch and helps to generate market. According (TomGordon-Hecker, 2018) , it is found that consumers prefer to get Buy1Get1 Offers, and they tend to buy them over price reductions even both are equal in terms of net value.

2.5 Research Framework

In this research five variables have been used which are:

Independent Variable Sales Promotion



Whereas Consumer Impulse Purchases is dependent variable and sales promotions (Coupon, price discount, buy1get1 and In-store sample) are independent variables. The depending variable here is representing the outcome whose modification is being studied and independent also known in a statistical context as regression, represent inputs, that is, potential reasons for variation. The independent variable is the one that controls the experiment. The dependent variable is the change in response to the independent variable. This frame work explains the impact of sales promotion tools on consumer impulse purchases. Sales promotion here, have sub-independent variables, and each variable is differently affecting consumer purchase variable.

2.6 Hypothesis

H1: Price Discount has positive relation towards Consumer Purchases

H2 Coupon has positive relation towards Consumer Purchases

H3: In-store Sample has positive relation towards Consumer Purchases

H4: Buy1get1 has positive relation towards Consumer Purchases

3. Methodology

a. Population and sampling

The methodology used in this research is descriptive analysis, confirmatory factor Analysis and structure equation model which describes the characteristics of the population that is being studied. Participants were observed in a natural environment without any changes made to influence them to participate in this research. The data collection was done among the people in Karachi retail stores, shopping centers and through online medium (survey form). Since it is not possible to count the exact number of population, it was hard to obtain a random sample by using both mediums. As there was time constraint and cost efficiency, the survey was done manually and electronically to get the maximum number of participant reach for the research. For sample size consideration there were estimating 100,000 people every day in these markets but due to data limitation it was only 200 sample size was selected and the same number participated in the research.

b. Survey Instrument

The instrument selected in this research was a questionnaire survey. The questionnaire was developed primarily on five variable present in this research. Apart from this, other demographic questions such as; age, gender, income and profession was also listed in the questionnaire to get the better results. The questions were close ended based on Likert scales ranging from strongly agree to strongly disagree.

3.1 Data Collection

The data was collected from both primary and secondary means. The initial data was collected through questionnaire manually and online survey (google forms) at randomly selected people. The literature from different papers was used to gain some insight of sales promotion and strategy that researcher has used in their papers. The data was all selected through proper channel to maximize the probability of the sample and analysis to be done correctly on the basis of answers collected.

3.2 Respondents Demographic

In this section, the empirical findings were revealed from the data collected for this research. It provide on respondents profile and descriptive statistical measures for the data employed for this study.

Table 3.2.1 Demographic Measures

Characteristics	Scale Measures	Frequency	Percentage
Gender	Male	104	52
	Female	96	48
	Total	200	100
Age	16-24	74	37
	25-34	93	46.5
	35-above	33	16.6
	Total	200	100
Income	20,000-40,000	103	51.5
	50,000-70,000	48	24.0
	80,000-above	49	24.5
	Total	200	100
Occupation	Student/Freelancer	41	20.5
	Own Business	31	36.0
	Job	90	81.0
	House wife	38	19.0
	Total	200	100

The table is based on 200 sample size, describes the frequency and percentage of the demographic data and gives measures for the characteristics. Where male 104 and female 96 are almost have the same frequency rate. The age frequency rate is highest 93 at 25-34 range box with frequency rate 16-24 at second number and 33 at the last. The income section provides high frequency rate 103 at 20,000-40,000 range box. In occupation section job range box is dominant with highest frequency rate 90 informing that mostly were on-job persons.

3.3 Descriptive Statistic

	Descriptive Statistics		
	Mean		Std. Deviation
	Statistic	Std. Error	
It is amazing to buy something new and exciting.	3.8450	.05935	.83934
You visit stores that run promotional activities frequently.	3.7200	.06503	.91969
You usually purchase brands on promotion.	3.7050	.07360	1.04086
You look carefully to find out the best value for money you are planning to spend	3.6650	.07169	1.01386
At sales promotion, you prefer to purchase more	3.4100	.07060	.99844
You buy product or brand only if it has price-off deal	3.5900	.07542	1.06658
When you purchase a brand that offers discount, you feel you are getting a good purchase	3.5750	.06629	.93743
A price-off deal has made you to purchase another brand which you do not regularly purchase.	3.2300	.06826	.96528
You have favorite brands, but you purchase most of the brands that offer price -off deal.	3.3650	.07339	1.03786
A price-off deal has allowed you to purchase the product unplanned.	3.4450	.06600	.93345
A coupon offer could be a reason for you to purchase a brand.	3.3150	.06894	.97495
You feel you are getting a good purchase, if you buy something on coupon.	3.2700	.06601	.93352



You purchase a brand on coupon which you do not buy regularly	3.1100	.06792	.96048
You have favorite brands, but most of the time you purchase a brand on coupon offer	3.1150	.07339	1.03786
A coupon has allowed you to purchase the product earlier than planned.	3.1050	.06777	.95842
In-store sample has allowed you to purchase a brand.	3.5650	.07621	1.07777
When you purchase a brand that offers product sample, you feel you are getting a good purchase	3.4900	.06340	.89662
In-store sample has allowed you to purchase another brand which you do not shop regularly	3.4100	.06732	.95207
You have favorite brands, but most of the time you purchase a brand that offers in-store sample	3.2200	.07640	1.08048
In-store sample has allowed you to purchase the product earlier than planned.	3.2950	.07529	1.06473
A buy1get1 has made you purchase a brand	3.8250	.07682	1.08641
A brand that offers buy1get1 makes you feel you are getting a good purchase.	3.7400	.07133	1.00871
A buy1get1 offers you to purchase another brand which you do not regularly purchase.	3.5650	.06634	.93818
Most of the time you purchase a brand that offers buy1get1.	3.4050	.07404	1.04712
A buy1get1 offer convinced you to purchase the product earlier than planned.	3.3300	.07336	1.03754

This table illustrates the descriptive statistical analysis which developed to check the impact of descriptive sales promotion on consumer impulse purchases. This table has the highest standard deviation which is 1.086, where mean statistic is 3.8 and sta. error is 0.076. The results in this table show that the standard deviation is minimum achieved, as the mean might be representing the data very well.

3.4 Quantitative Techniques

This area of the research explains the analysis and interpretation through AMOS which was used to conduct these fit models summary. CFA is also commonly used as a first step to estimate the proposed measurement model in a structural equation model. Confirmatory Factor Analysis (CFA) and Structure Equation Model (SEM) that showed significant results of the variables that are used in this research. These fit models were used find out the relationship among the variable and there significant impact on consumer purchases. Where, fit is the ability of a model to represent the data. It is usually used to measure the construct are consistent of the research. .

4. Result

4.1 Confirmatory Factor Analysis

CFA model is most commonly used in social research and gives more validating data to get the better results for each variable, it was considered most reliable tool for this research. This measure is hypothesized to explain variables and give specific matrix to latent variable. It is used to estimate the relationship between the variables which are adequately represented by hypothesized factor structure. CFA is also used assess the validity and reliability of the measurement scale (Zeller, 1979). The confirmatory factor analysis objective is to test whether the data fit a hypothesized measurement model. It is also known as the covariance structure (McDonald, 1978). It possible using CFA to place substantively significant constraints on factor model, like setting the effect of 1 latent variable to equal 0 on a subset of

the observed variables. As CFA has an advantage to test hypothesis about a specific factor structure. The following statistical measure CFA model was used to find out the results.

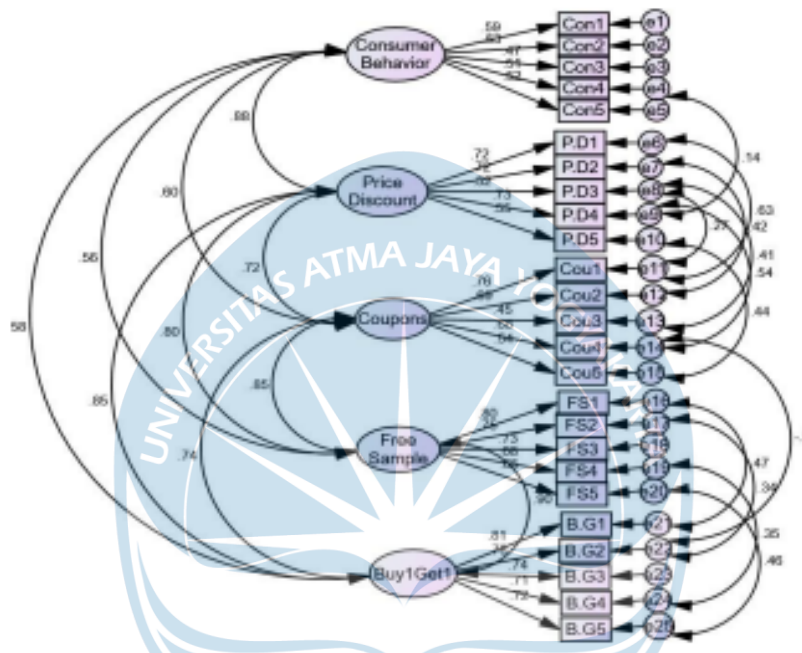


Figure: 4.1.1 CFA Model (Standardized estimates)

In figure, CFA model is explained to identify good factors analysis in standardized format providing a good model fit. Here consumer Impulse purchases (dependent variable) is impacting each other independent variable in the above diagram. Free sample and buy1get1 is relating to each other with 0.90. Buy1get1 also relating to coupons and price discount as all variables are affecting each other because of price and benefit values that each variables have with figures 0.74 and 0.85. Consumer Impulse purchases is affecting buy1get1 offer with 0.58 figure, which states that consumer purchase more when they get this offer. Consumer purchases is affecting prices with figure 0.88 which states that people pay more attention to price discount to any other promotion. Consumer purchases is affecting coupons with figure 0.60 which describes this tools validity to consumers as they tend to purchase more likely on coupons they get through different means like digital or on product itself. Although In-store samples really boosts the products real-time sales with figure 0.56 that is acceptable to

perform such type of promotion. Coupons and free sample are affecting each other with figure 0.85. Whereas coupons and price discount is relatively affecting with 0.72, which states that it has positive relationship with each other. The summarization of this figure is that consumer impulse purchases have positive relationship with buy1get1, price discount, coupons and In-store sample with highest acceptable results of all variables.

4.2 Model Fit Summary

In this summary CFA model is indicating each result has positive impact on other variables. These measures were used to indicate the data validity and reliability.

Table: 4.2.1 CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	72	654.087	253	.000	2.585
Saturated model	325	.000	0		
Independence model	25	3069.361	300	.000	10.231

CMIN is 2.585 which are highly acceptable result to rely on the factor. This analysis states that the factor is impacting other variables and thus hypothesized tested model.

Table: 4.2.2 RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.073	.795	.736	.619
Saturated model	.000	1.000		
Independence model	.366	.228	.163	.210

Goodness of fit index (CFI) is an estimate of fit between hypothesized model and the observed covariance matrix. The GFI range between 0-1 with a value of over 0.9 generally indicating acceptable model fit. GFI 0.795 is somehow acceptable because of not achieving .9 indicators as a validating. Where RMR is standardized root mean square, which is 0.073 indicating that the model fit is acceptable.

Table: 4.2.3 Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.787	.747	.858	.828	.855
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Baseline comparisons are also known as comparing the chi-square for the hypothesized model to one form a “null” or “baseline” model. This null model always contains a model in which all the variables are uncorrelated, and as a result usually has a large chi-square indicating poor fit. CFI in this model is 0.855 which is acceptable for the result and is almost achieving 0.9 scale range that is a good indicator. CFI is used to examine discrepancy between the data and the hypothesized model.

Table: 4.2.4 Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.843	.664	.721
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Here NFI was resulted 0.664 which is good for fit and PRatio is 0.843 which also good to fit and acceptable.

Table: 4.2.5 NCP

Model	NCP	LO 90	HI 90
Default model	401.087	329.324	480.520
Saturated model	.000	.000	.000
Independence model	2769.361	2595.229	2950.850

NCP was achieved 401.087 level. Whereas LO90 is 329.3 and HI90 is 480.5 resulted.

Table: 4.2.6 FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3.287	2.016	1.655	2.415
Saturated model	.000	.000	.000	.000
Independence model	15.424	13.916	13.041	14.828

In this table FMIN is achieved at 3.287 level, F0 is 2.016, LO 90 is 1.655, whereas HI 90 is achieved 2.415 level.

Table: 4.2.7 RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.089	.081	.098	.000
Independence model	.215	.208	.222	.000

The root mean square error of approximation (RMSEA) avoids issues of sample size by analyzing the discrepancy between hypothesized model, with optimally chosen parameter estimates, and the population covariance matrix ranges from 0-1. In this table RMSEA is maxim achieved with 0.089 values as a result of above mention parameter suggesting that the model is good fit. PClose is significantly reliable and acceptable at the level 0.000 meaning that the null hypothesis of a good fit data can be rejected.

Table: 4.2.8 AIC

Model	AIC	BCC	BIC	CAIC
Default model	798.087	819.728	1035.566	1107.566
Saturated model	650.000	747.688	1721.953	2046.953
Independence model	3119.361	3126.875	3201.819	3226.819

Table: 4.2.9 ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	4.010	3.650	4.410	4.119
Saturated model	3.266	3.266	3.266	3.757
Independence model	15.675	14.800	16.587	15.713

Table: 4.2.10 HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	89	94
Independence model	23	24

The HOELTER ranges at 0.05 are 89 defaulted CFA and 23 in independence model were achieved. The HOELTER ranges 0.01 are 94 defaulted CFA and 24 in independence model resulted.

Table: 4.2.11 Correlations: (Group number 1 - Default model)

			Estimate
Consumer_Purchases	<-->	Price_Discount	.871
Consumer_Purchases	<-->	Coupons	.607
Consumer_Purchases	<-->	Free_Sample	.612



Consumer_Purchases	<->	Buy1Get1	.614
--------------------	-----	----------	------

In this table, the correlation between consumer purchases and price discount is estimated 0.871 which is significant and acceptable. The correlation between consumer purchases and coupons shows 0.607 estimate value which is significantly not acceptable. The correlation between consumer purchases and free sample is 0.612 which again not significantly acceptable. And the correlation between consumer purchases and buy1get1 is not acceptable as it has less value than +0.8 which describes the significance of the level.

The chi-squared test is used to indicate the difference between observed and expected covariance matrices. Values closer to zero indicate a better fit. The chi-square achieved here was minimum 654.087 where probability level is significant at 0.000 levels where degrees of freedom of 235 resulted. However the resulted chi-square is average and not acceptable.

4.3 Structure Equation Model (SEM)

SEM is used to find out the casual relations and the latent constructs among the variables. Its objective is to describe the system of correlative dependent relations among one or more obvious variables and latent constructs simultaneously. It helps to identify how the theoretical model that indicates relevant system is supported by data sample. Since there is no criterion for the theoretical model fit estimation obtained as an SEM result, a wide array of fit indices was originated (moosbrugger, 2003). It is important that researchers using the technique are comfortable with the area as the specified data "fits" in the model (Yaun, 2005). It is commonly justified in social sciences as it has the ability to compute relationships between unobserved construct from observable variable.

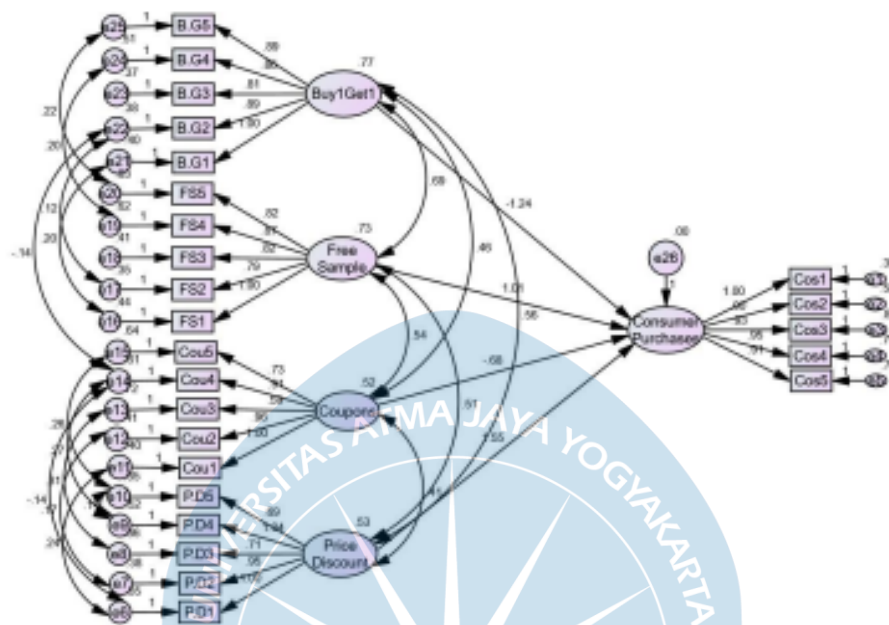


Figure 4.3.1 SEM Model (Standardized Estimates)

In this figure, SEM model is explained with both dependent and independent variable having a unique variable above on consumer purchases circle representing the level of significant at 0.000. Latent variable here are drawn as circles, manifest and measured variables are shown as square. Residuals and variances are drawn as double headed arrows into an object. Each variable here arrowing directly to consumer purchase circle, where price discount 1.55 level, coupons at the level of -0.68 showing significant value, free sample has 0.56 level of significance and buy1get1 is at -1.24 showing unacceptable value. The level of significance measuring price discount and buy1get1 is 0.56 which is acceptable here, indicating that both these tools are having good direct relationship among all. The value reflecting buy1get to free sample is 0.69 which is good and acceptable having positive relationship among them. The value between free sample and coupon is 0.54 and coupons to price discount is 0.41 indicating acceptable but not so good values. Here all variables are having acceptable relationship except buy1get1 offer which have negative value not acceptable and is rejected. The elaboration of this model gives a better understanding of SEM analysis and helps to identify the relationship among these variables and hypothesis testing for each of the variable.



4.4 Model Fit Summary

Table 4.4.1 CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
SEM	72	617.072	253	.000	2.439
Saturated model	325	.000	0		
Independence model	25	3171.389	300	.000	10.571

Table 4.4.2 RMR, GFI

Model	RMR	GFI	AGFI	PGFI
SEM	.069	.806	.751	.628
Saturated model	.0004	1.000		
Independence model	.373	.215	.150	.199

Goodness of fit index (GFI) is a measure of fit between hypothesized model and the observed covariance matrix. The GFI range between 0-1 with a value of over 0.9 generally indicating acceptable model fit. In this table the achieved GFI is 0.806 which is acceptable. Where RMR is standardized root mean square, which is 0.069 indicating that the model fit is good.

Table 4.4.3 Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
SEM	.805	.769	.875	.850	.873
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Baseline comparisons are also known as comparing the chi-square for the hypothesized model to one form a "null" or "baseline" model. This null model almost always contains a model in which all of the variables are uncorrelated, and as a result has a very large chi-square indicating poor fit. CFI in this model is 0.873 which is acceptable and is almost achieving 0.9 scale range that is a good fit. CFI is used to examine discrepancy between the data and the hypothesized model. RFI is 0.769 and NFI 0.805 measuring a good fit and acceptable. The normed fit index (NFI) analyzes the discrepancy between the chi-squared value of the hypothesized model and the chi-squared value of the null model. However, NFI tends to be negatively biased.

Table 4.4.4 Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
SEM	.843	.679	.736
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Table 4.4.5 NCP

Model	NCP	LO 90	HI 90
SEM	364.072	295.018	440.817
Saturated model	.000	.000	.000
Independence model	2871.389	2694.176	3055.956

Table 4.4.6 FMIN

Model	FMIN	F0	LO 90	HI 90
SEM	3.085	1.820	1.475	2.204
Saturated model	.000	.000	.000	.000
Independence model	15.857	14.357	13.471	15.280

Table 4.4.7 RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
SEM	.085	.076	.093	.000
Independence model	.219	.212	.226	.000

The root mean square error of approximation (RMSEA) avoids issues of sample size by examining the discrepancy between hypothesized model, with optimally chosen estimates parameter, and the population covariance matrix ranges from 0-1. In this table RMSEA is maxim achieved with 0.085 values as a result of above mention parameter suggesting that the fit of a model is good and is highly acceptable lying on the measurement scale range. . PClose is significantly reliable and acceptable at the level 0.000 meaning that the null hypothesis of a good fit data can be rejected.

Table 4.4.10 HOELTER

Model	HOELTER	HOELTER
	.05	.01
SEM	95	100
Independence model	22	23

The HOELTER ranges at 0.05 are 89 defaulted CFA and 23 in independence model were achieved. The HOELTER ranges 0.01 are 94 defaulted CFA and 24 in independence model resulted.

Table 4.4.11 Regression Weights: (Group number 1 - SEM)

			Estimate	S.E.	C.R.	P	Label
Consumer_Purchases	<---	Buy1Get1	-1.293	1.006	-1.285	.199	
Consumer_Purchases	<---	Free Sample	1.059	1.104	.960	.337	
Consumer_Purchases	<---	Coupons	-.717	.738	-.971	.331	
Consumer_Purchases	<---	Price Discount	1.586	.653	2.430	.015	

The regression weight box suggests that estimates for buy1get1 are negative with figure -1.293, and C.R -1.285. Where S.E is positive with figure 1.0 and probability is 0.199 which is not at significant level. Estimates for free sample is positive with figure 1.0 and C.R 0.9. And S.E is 1.1 levels and P value is 0.3 which is acceptable but not significant. Coupons are also showing negative result with figure -0.7 and C.R -0.9, S.E is positive with figure 0.7 and P Value 0.3 is again is acceptable. Price discount shows strong results with figure 1.5 and C.R 2.4, as compare to S.E 0.6 at the level and P value is 0.015 which is significant.

Under the Regression Weights the unstandardized loadings appear along with standard error, P-value and a critical ratio. All of the unconstructed estimates are significant. This standardized method can be interpreted as the correlation among the observed variable and the corresponding common factor. This two-factor model the regression weights are significant. The estimates for this table are shown negative with figure -2.0 (Buy1get1) and -0.9 for (Coupons) respectively. Price discount and free sample resulting positive relationship with figure 2.0 and 1.6 respectively.

The chi-squared test is used to indicate the difference between observed and expected covariance matrices. Values closer to zero indicate a better fit. The chi-square achieved here was minimum 617.072 where probability level is significant at 0.000 levels where degrees of freedom of 253 resulted. However the resulted chi-square is average and not acceptable.

4.5 Result Discussion

In this section, research findings were discussed and elaborated through hypothesis measurement. There are four hypothesis proposed in this research showing relationships among the variables. The findings from this study indicate that consumer impulse purchases incurred due to big sales promotion efforts; hence it is proof that each sales promotion tool has impact on consumer's purchases reflecting their attitude and behavior for each of the variable. Structural equation modeling (SEM) and (CFA) using AMOS is employed to test the hypothesis. To test the notable effect in SEM analysis is based on the null hypothesis which shows the coefficient of casual relationship between variables is equal to 0 by using T-test as usual regression analysis (Ferdinand, 2005). Table 4.4.11 presents Regression Weight Estimates which includes estimates, critical ratio, standard error, and P-value. These estimates will provide us results explaining the null hypothesis is supported or rejected. Moreover the interpretation of the hypothesis tested is described below:

H0: Price Discount has negative relation towards Consumer Purchases

H1: Price Discount has positive relation towards Consumer Purchases

In the first hypothesis, price discount have positive relationship with consumer impulse purchases. In this research price discount have found to be effective tool to increase customer traffic, and sales here. At figure 4.1.1 in confirmatory factor analysis model, price discount have high level of significance with respect to buy1get1 offer showing 0.85 figures. Hence hypothesis one is accepted here. Here in figure 4.3.1 structure equation modelling showing 1.55 level results which describe the tendency of the shoppers' agreeableness to this tool. Hence null hypothesis is rejected for H1 because consumers are more agreeable to this tool.

In figure 4.4.1 the standard direct effect model shows 2.069 figures. This indicates that price discount has more influenced on consumer and stimulates them to purchase impulse. The correlation table.4.2.11 for price discounts estimates positive relationships with 0.871 values among price discount and consumer purchases variables. Here table 4.4.11 has shown significant results for price discount having 1.58 levels stating that consumers are more focus to this marketing tool influenced by this tool.

H0: Coupon has negative relation towards Consumer Purchases

H2: Coupon has positive relation towards Consumer Purchases

In the second hypothesis, coupons are discussed having negative result in structure equation model and positive result is confirmatory factor analysis model. In figure 4.1.1, coupon has measured with 0.60, the results here is showing positive relationship of coupon and consumer purchases. In figure 4.3.1, coupons have -.068 values indicating negative relationship among

coupons and consumer purchases, where coupon has also shown positive relationship with price discount (0.41). Hence hypothesis is accepted here for these positive factors and null is rejected. Correlation table 4.2.11 show positive relationship among coupon and consumer purchases with result 0.607. This indicates that coupons influence consumers upon certain situation and sometimes encourage them to buy a certain product for free or on discount. Table 4.4.11 regression weight box shows negative values -0.717 for relationship among coupons and consumer purchases. This hypothesis tells us that buy1get1 is not much popular among consumers but they tend to purchase if they get the coupon.

H0: In-store Sample has negative relation towards Consumer Purchases

H3: In-store Sample has positive relation towards Consumer Purchases

In this third hypothesis, testing results showed positive relationship among variables. In figure 4.1.1, confirmatory factor analysis shows significant results with 0.56 results. Indicating that hypothesis is accepted for this variables having positive relationship with dependent variable. Null hypothesis is rejected because no negative figure have found. In figure 4.3.1 structure equation model shows 1.01 results, indicating that the in-store free sample and consumer purchase has good fit. The hypothesis resulted that in-store sample allows consumer to get familiar with the new product launch and they like to shop new product/brand. Hence they are interested in this promotional tool. Correlation table 4.2.11 showing positive relationship among In-store sample and consumer purchases with resulting values 0.612 indicating that in-store sample has convinced consumers to purchase new product. In table 4.4.11 regression weight box shows positive relationship between free In-store sample and consumer purchases variables with result 1.059 respectively. This indicates that shoppers' are excited when they are motivated to try new product for free.

H0: Buy1get1 has negative relation towards Consumer Purchase

H4: Buy1get1 has positive relation towards Consumer Purchase

In fourth hypothesis, the results were showed positive relationship. Buy1get1 offer is popular variable among shoppers', they want to buy the product which is offering buy1get1 offer as it allows them saving. In this regards figure 4.1.1 shows 0.56 results which is significantly positive. This indicates that the hypothesis is accepted here with positive relationship among buy1get1 and consumer purchase dependent variable. Whereas in figure 4.3.1 shows -1.24 results for buy1get1 offer which is negative for the variable tested. Null hypothesis is rejected for this variable as it did not clearly proof that consumer preference for this tool is more favorable or not because one factor result is highly positive. In correlation table 4.2.11 shows positive 0.614 results among buy1get1 offer and consumer purchases which is positive

again. Table 4.4.11 regression box shows -1.293 results thus indicating the negative values for the variable.

5. Conclusion

In this world of alternatives, a great deals promotion will stop shoppers' for a second, begin them to think over a brand/product and, if it has the right effect make them to take a decision to follow up the deals promotion. For the shopper at the time of sales, there are now too many alternative choices available. Cautious placement can motivate shoppers' to buy the product from shelf while ensuring that your consumer finds the product conveniently. Consumers sight for more from the product brand they tend to buy. In this context, promotion gives novelty, humor and excitement at the time of shopping, to which consumers' respond.

This research explains the result that regardless any factor like age, gender, income, and occupation, customers prefer to avail sales promotion offers and find it very convenient for them as it saves money and time at the same time. People in Karachi are now more aware of these offers and tend to show their interest more on deals like price discount, buy1get1, free in-store sample, and coupons. With the passage of time consumers in Karachi becoming more reliable to these offers and wants to make their shopping experience grateful by visiting these retail stores in Karachi such as Carrefour, Imitiaz, and Chase up. Hypothesis in this research were tested found positive relationship among variables and showed impulse purchase is the changing trend in retail markets in Pakistan.

(Abratt and Goody, 1990) states that creating store attractiveness atmosphere and In-store inspiration is necessary to improve the sales through unplanned buying. (Kacen and Lee, 2002) said that in the emerging economies, we should study impulse buying as there is a changing trend in the market because of current development in retail sector and cultural dissimilarity differentiating other countries. According to (Nancarow, 1998) shoppers researchers have concentrated on identifying distinct factors that induce Impulse buying in numerous countries.

"It is characteristics of the retail market and the action marketing that companies take to decide whether promotion will contribute to build brand equity, as believed earlier, not just the promotion" described by (sivakumaran, 2009). Deals promotions serve as a last minute impact up until the (POP) point of purchase, and results reveal some promotions can impact positively on loyalty of a brand, while other do not. Now stores are full of product variation and a shopper can get easily interested in buying a product that pleased while shopping the proposed list of the products they want to buy and here principle of pleasure influence comes

into a play change the buyers planned purchased into unplanned or impulse buying while associating consumers to the purchase pre-decision stage.

5.1 Recommendation and Limitation

Sales promotion is important for every retail store especially in Pakistan. It helps retailers as well as manufacturers to cater more customers and gain exceptional profit for short-time and in some cases long-term as well. In case of assist future inquire about work, the potential investigate laborers ought to concentrate on more samples tests information conjointly judge on possibility premise since showcasing philosophy research on marketing as well because it pertinent tools are energetic in nature. In any case, it is of imperative significance to know the long term impacts of deals promotions on the shopper's purchase behavior.

Retailers should focus on categorized assortment with fair price tagging accordingly. Promotional offers should be placed on eye catchy shelves that engage customers in an effective way, price discount offers must be mentioned wisely with respect to category and assortment of the product. Moreover the writers are optimistic that the outburst of this study will also assist to maximize the profitability of supply chain by stabilizing the promotion competitiveness strategies for any manufacturing firm specifically.

In this research because of time constraint limited data was observed in Karachi only, it is recommended to conduct research in more cities of Pakistan. Increased data size can be used for future work of research and more participate can be used to analyze big set of data. In this research the area was restricted to retail industry only, so it is recommended to conduct research in other areas like fashion industry, mobile industry etc. More research methods can be used in this research work area. This study is limited to Pakistan consumer products only and focusing on retail market, it has no relation to any other international retail market research. No attempt made to connect media advertising and in-store media effect. This paper is limited to focus short-term impact of promotions on shopper's behavior and attitude.

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LAMPIRAN II Kuesioner

"Pengaruh Promosi Penjualan terhadap Pembelian Impulsif Konsumen The Body shop di Indonesia".

Responden Yth.

Dalam rangka untuk memenuhi persyaratan tugas akhir (skripsi), Saya I **Gusti Ngurah Angga Krisna** NPM 190324856 selaku Mahasiswa Jurusan Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta, sedang melakukan penelitian berjudul "**Pengaruh Promosi Penjualan terhadap Pembelian Impulsif Konsumen The Body shop di Indonesia**".

Agar tercapainya tujuan penelitian ini, saya mohon kesediaan dari Bapak/Ibu/Saudara/i agar dapat meluangkan waktu untuk mengisi kuesioner penelitian ini. Informasi dan jawaban yang Bapak/Ibu/Saudara/i berikan akan dijaga kerahasiaannya dan tentunya informasi tersebut sangat berarti dalam penyelesaian tugas akhir saya. Dengan itu, diharapkan penelitian ini dapat memperoleh hasil yang bermanfaat untuk kedepannya. Akhir kata, saya ucapkan terima kasih atas waktu dan ketersediannya untuk mengisi kuesioner ini dengan sejujur-jujumya.

Hormat Saya,

I **Gusti Ngurah Angga Krisna**

* Indicates required question

Pertanyaan Filter 1

1. Apakah anda pernah membeli Produk The Body Shop ? (Minimal sekali dalam 3 tahun terakhir) (Jika tidak, Anda akan berhenti disini) *

Mark only one oval.

- Ya
 Tidak

Profil Responden

2. Jenis Kelamin *

Mark only one oval.

- Laki-laki
 Perempuan

3. Usia *

Mark only one oval.

- 16 - 20 tahun
 21 - 25 tahun
 26 - 30 tahun
 31 - 35 tahun
 36 - 40 tahun
 <40



4. Pekerjaan *

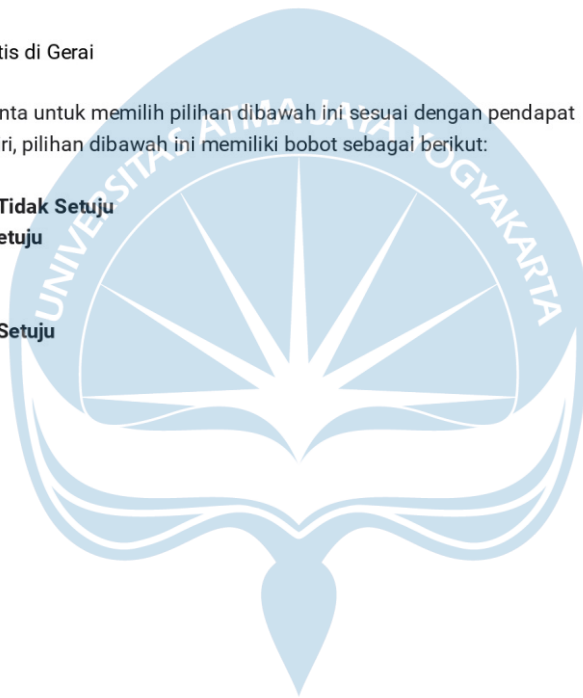
Mark only one oval.

- Pelajar
- Mahasiswa
- Pegawai Negeri
- Pegawai Swasta
- Wiraswasta
- Lainnya

Sampel Gratis di Gerai

Responden diminta untuk memilih pilihan dibawah ini sesuai dengan pendapat responden sendiri, pilihan dibawah ini memiliki bobot sebagai berikut:

- 1 poin : Sangat Tidak Setuju**
- 2 poin : Tidak Setuju**
- 3 poin : Netral**
- 4 poin : Setuju**
- 5 poin : Sangat Setuju**



6. Penawaran sample gratis di gerai memungkinkan saya untuk membeli produk The Body Shop. *

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



7. Ketika saya membeli produk The body Shop yang menawarkan sampel gratis, saya *
merasa mendapatkan pembelian yang menguntungkan.

Mark only one oval.

Sangat Tidak Setuju

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2

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4

5

Sangat Setuju



8. Penawaran sampel gratis di gerai membuat saya membeli produk The Body Shop *
lain yang jarang saya beli.

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju





9. Saya memiliki produk favorit The Body Shop, tetapi sering kali saya membeli produk The Body Shop yang menawarkan sampel gratis. *

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju



10. Penawaran sampel gratis di gerai memungkinkan saya membeli produk the body shop lebih awal dari yang direncanakan. *

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju

Kupon

Responden diminta untuk memilih pilihan dibawah ini sesuai dengan pendapat responden sendiri, pilihan dibawah ini memiliki bobot sebagai berikut:

1 poin : Sangat Tidak Setuju

2 poin : Tidak Setuju

3 poin : Netral

4 poin : Setuju

5 poin : Sangat Setuju

11. Memiliki kupon bisa menjadi alasan bagi saya untuk membeli produk The Body Shop. *

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju



12. Saya merasa mendapatkan pembelian yang menuntungkan jika saya membeli produk The Body Shop dengan kupon. *

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



13. Memiliki kupon membuat saya membeli produk The Body Shop yang jarang saya *
beli.

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju





14. Saya memiliki produk favorit The Body Shop, tetapi sering kali saya membeli produk The Body Shop dengan penawaran kupon. *

Mark only one oval.

Sangat Tidak Setuju

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2

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4

5

Sangat Setuju



15. Memiliki kupon memungkinkan saya untuk membeli produk The Body Shop lebih awal dari yang direncanakan. *

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju

Diskon Harga

Responden diminta untuk memilih pilihan dibawah ini sesuai dengan pendapat responden sendiri, pilihan dibawah ini memiliki bobot sebagai berikut:

1 poin : Sangat Tidak Setuju

2 poin : Tidak Setuju

3 poin : Netral

4 poin : Setuju

5 poin : Sangat Setuju

16. Saya akan membeli produk The Body Shop jika ada penawaran diskon harga. *

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju





17. Ketika saya membeli produk The Body Shop yang menawarkan diskon harga, saya merasa mendapatkan pembelian yang menguntungkan. *

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



18. Penawaran diskon harga membuat saya membeli produk The Body Shop yang jarang saya beli. *

Mark only one oval.

Sangat Tidak Setuju

1

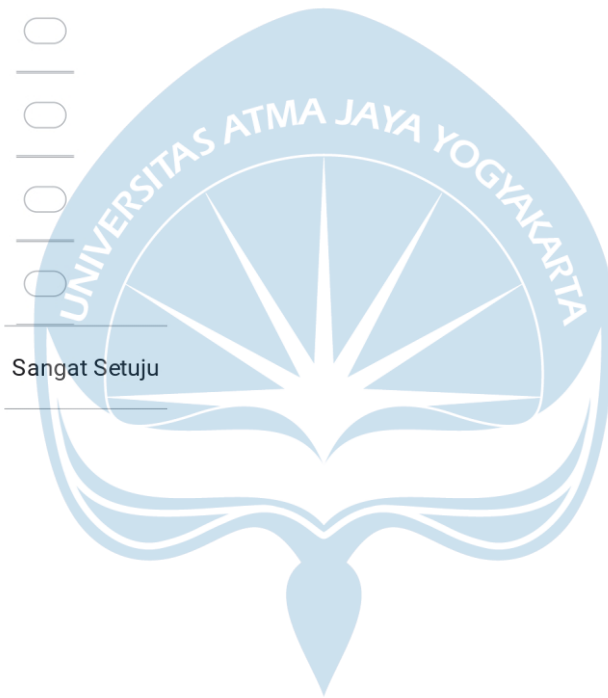
2

3

4

5

Sangat Setuju



19. Saya memiliki produk favorit The Body Shop, tetapi sering kali saya membeli produk The Body Shop yang menawarkan diskon harga. *

Mark only one oval.

Sangat Tidak Setuju

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4

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Sangat Setuju



20. Penawaran diskon harga memungkinkan saya untuk membeli produk The Body Shop yang tidak direncanakan. *

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju

Beli 1 Gratis 1

Responden diminta untuk memilih pilihan dibawah ini sesuai dengan pendapat responden sendiri, pilihan dibawah ini memiliki bobot sebagai berikut:

- 1 poin : Sangat Tidak Setuju
- 2 poin : Tidak Setuju
- 3 poin : Netral
- 4 poin : Setuju
- 5 poin : Sangat Setuju

21. Saya akan membeli produk The Body Shop jika ada penawaran beli 1 gratis 1. *

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju



22. Ketika saya membeli produk The Body Shop yang menawarkan beli 1 gratis 1, saya merasa mendapatkan pembelian yang menguntungkan. *

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju



23. Penawaran beli 1 gratis 1 membuat saya membeli produk The Body Shop yang jarang saya beli. *

Mark only one oval.

Sangat Tidak Setuju

1

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4

5

Sangat Setuju





24. Saya memiliki produk favorit The Body Shop, tetapi sering kali saya membeli produk The Body Shop yang menawarkan beli 1 gratis 1. *

Mark only one oval.

Sangat Tidak Setuju

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5

Sangat Setuju



25. Penawaran beli 1 gratis 1 memungkinkan saya untuk membeli produk The Body Shop lebih awal dari yang direncanakan. *

Mark only one oval.

Sangat Tidak Setuju

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Sangat Setuju

Pembelian Impulsif Konsumen

Responden diminta untuk memilih pilihan dibawah ini sesuai dengan pendapat responden sendiri, pilihan dibawah ini memiliki bobot sebagai berikut:

1 poin : Sangat Tidak Setuju

2 poin : Tidak Setuju

3 poin : Netral

4 poin : Setuju

5 poin : Sangat Setuju

26. Saya merasa antusias ketika melakukan pembelian produk baru The Body Shop yang memiliki berbagai manfaat. *

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju



27. Saya mengunjungi gerai The Body Shop karena sering mengadakan kegiatan promosi penjualan. *

Mark only one oval.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju



28. Saya biasanya membeli produk The Body Shop pada saat ada promosi penjualan. *

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju



29. Saya melakukan pembelian produk The Body Shop sesuai dengan keinginan dan kondisi keuangan saya. *

Mark only one oval.

Sangat Tidak Setuju

1

2

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4

5

Sangat Setuju



30. Saya memilih untuk membeli lebih banyak produk The Body Shop pada saat ada *
promosi penjualan.

Mark only one oval.

Sangat Tidak Setuju

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4

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Sangat Setuju

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The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a stylized open book at the base, with a sunburst or starburst pattern above it. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular arc above the book. The entire logo is centered on the page.

LAMPIRAN III JAWABAN RESPONDEN

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
2	5/22/2023 14:08:53	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
3	5/22/2023 14:49:14	Ya	Perempuan	21 - 25 tahun	Mahasiswa
4	5/22/2023 15:25:15	Tidak			
5	5/22/2023 16:35:40	Ya	Perempuan	21 - 25 tahun	Mahasiswa
6	5/22/2023 19:11:07	Ya	Perempuan	21 - 25 tahun	Mahasiswa
7	5/22/2023 19:57:58	Ya	Perempuan	21 - 25 tahun	Mahasiswa
8	5/22/2023 19:59:37	Ya	Perempuan	21 - 25 tahun	Mahasiswa
9	5/22/2023 20:11:27	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
10	5/22/2023 20:11:38	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
11	5/22/2023 20:15:58	Ya	Perempuan	21 - 25 tahun	Mahasiswa
12	5/22/2023 20:16:52	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
13	5/22/2023 20:41:50	Ya	Perempuan	21 - 25 tahun	Mahasiswa
14	5/22/2023 20:45:06	Ya	Perempuan	21 - 25 tahun	Mahasiswa
15	5/22/2023 20:46:18	Ya	Perempuan	21 - 25 tahun	Mahasiswa
16	5/22/2023 21:00:49	Ya	Perempuan	21 - 25 tahun	Mahasiswa
17	5/22/2023 22:53:35	Ya	Perempuan	21 - 25 tahun	Mahasiswa
18	5/22/2023 23:13:09	Ya	Perempuan	21 - 25 tahun	Mahasiswa
19	5/23/2023 1:01:56	Ya	Perempuan	21 - 25 tahun	Mahasiswa
20	5/23/2023 1:04:00	Ya	Perempuan	21 - 25 tahun	Mahasiswa

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
21	5/23/2023 1:05:08	Ya	Perempuan	21 - 25 tahun	Mahasiswa
22	5/23/2023 1:06:24	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
23	5/23/2023 1:07:26	Ya	Perempuan	21 - 25 tahun	Mahasiswa
24	5/23/2023 8:10:54	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
25	5/23/2023 9:22:45	Ya	Perempuan	21 - 25 tahun	Mahasiswa
26	5/23/2023 10:34:20	Ya	Perempuan	21 - 25 tahun	Mahasiswa
27	5/23/2023 13:55:58	Ya	Perempuan	21 - 25 tahun	Mahasiswa
28	5/23/2023 15:51:11	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
29	5/23/2023 16:33:15	Tidak			
30	5/23/2023 18:42:38	Tidak			
31	5/23/2023 23:19:05	Ya	Perempuan	26 - 30 tahun	Wiraswasta
32	5/24/2023 6:02:08	Ya	Perempuan	26 - 30 tahun	Pegawai Negeri
33	5/24/2023 10:40:48	Ya	Perempuan	21 - 25 tahun	Mahasiswa
34	5/24/2023 16:42:17	Ya	Perempuan	21 - 25 tahun	Mahasiswa
35	5/24/2023 16:52:35	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
36	5/24/2023 17:13:26	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
37	5/24/2023 17:19:29	Ya	Laki-laki	26 - 30 tahun	Pegawai Negeri
38	5/24/2023 17:20:33	Ya	Laki-laki	16 - 20 tahun	Pelajar
39	5/24/2023 17:21:41	Ya	Laki-laki	31 - 35 tahun	Wiraswasta
40	5/24/2023 17:23:43	Ya	Laki-laki	21 - 25 tahun	Mahasiswa

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
41	5/24/2023 17:23:46	Ya	Laki-laki	16 - 20 tahun	Pelajar
42	5/24/2023 17:37:44	Ya	Perempuan	21 - 25 tahun	Mahasiswa
43	5/24/2023 18:25:31	Ya	Laki-laki	21 - 25 tahun	Pegawai Swasta
44	5/24/2023 20:20:23	Ya	Perempuan	21 - 25 tahun	Mahasiswa
45	5/24/2023 20:50:14	Ya	Perempuan	21 - 25 tahun	Mahasiswa
46	5/24/2023 23:15:24	Ya	Perempuan	21 - 25 tahun	Mahasiswa
47	5/25/2023 4:36:01	Ya	Perempuan	16 - 20 tahun	Mahasiswa
48	5/25/2023 5:50:48	Ya	Perempuan	21 - 25 tahun	Mahasiswa
49	5/25/2023 8:35:28	Ya	Perempuan	21 - 25 tahun	Mahasiswa
50	5/25/2023 10:00:53	Ya	Perempuan	21 - 25 tahun	Mahasiswa
51	5/25/2023 13:05:03	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
52	5/25/2023 13:59:40	Ya	Laki-laki	21 - 25 tahun	Pelajar
53	5/25/2023 19:30:24	Ya	Perempuan	21 - 25 tahun	Mahasiswa
54	5/25/2023 21:51:37	Ya	Perempuan	26 - 30 tahun	Wiraswasta
55	5/25/2023 21:52:29	Ya	Laki-laki	31 - 35 tahun	Pegawai Swasta
56	5/25/2023 21:52:46	Ya	Laki-laki	31 - 35 tahun	Pegawai Swasta
57	5/25/2023 21:53:50	Ya	Laki-laki	31 - 35 tahun	Pegawai Swasta
58	5/25/2023 21:53:52	Ya	Laki-laki	26 - 30 tahun	Pegawai Negeri
59	5/25/2023 21:55:07	Ya	Laki-laki	36 - 40 tahun	Wiraswasta
60	5/25/2023 21:55:18	Ya	Laki-laki	16 - 20 tahun	Pelajar

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
61	5/25/2023 21:56:20	Ya	Laki-laki	31 - 35 tahun	Wiraswasta
62	5/25/2023 21:57:04	Ya	Laki-laki	31 - 35 tahun	Wiraswasta
63	5/25/2023 21:58:28	Ya	Perempuan	36 - 40 tahun	Wiraswasta
64	5/25/2023 21:59:34	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
65	5/25/2023 22:03:23	Ya	Laki-laki	<40	Wiraswasta
66	5/25/2023 22:03:46	Ya	Laki-laki	16 - 20 tahun	Pelajar
67	5/25/2023 22:04:35	Ya	Perempuan	21 - 25 tahun	Mahasiswa
68	5/25/2023 22:04:36	Ya	Laki-laki	<40	Wiraswasta
69	5/25/2023 22:05:39	Ya	Laki-laki	36 - 40 tahun	Pegawai Swasta
70	5/25/2023 22:14:40	Ya	Laki-laki	21 - 25 tahun	Lainnya
71	5/25/2023 22:15:43	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
72	5/25/2023 22:16:25	Ya	Laki-laki	21 - 25 tahun	Pegawai Swasta
73	5/25/2023 22:19:50	Ya	Perempuan	21 - 25 tahun	Mahasiswa
74	5/26/2023 3:55:35	Tidak			
75	5/26/2023 7:35:50	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
76	5/26/2023 7:51:02	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
77	5/26/2023 8:04:19	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
78	5/26/2023 9:42:56	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
79	5/26/2023 10:26:35	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
80	5/26/2023 13:15:44	Ya	Laki-laki	16 - 20 tahun	Mahasiswa
81	5/26/2023 13:17:17	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
82	5/26/2023 13:59:42	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
83	5/26/2023 16:43:22	Tidak			
84	5/26/2023 16:59:04	Ya	Laki-laki	21 - 25 tahun	Pegawai Negeri
85	5/26/2023 19:15:08	Ya	Perempuan	21 - 25 tahun	Mahasiswa

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
86	5/26/2023 19:15:33	Ya	Perempuan	21 - 25 tahun	Mahasiswa
87	5/26/2023 19:32:27	Tidak			
88	5/26/2023 19:59:52	Ya	Perempuan	16 - 20 tahun	Pelajar
89	5/26/2023 20:10:36	Ya	Perempuan	21 - 25 tahun	Mahasiswa
90	5/26/2023 20:12:49	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
91	5/26/2023 20:23:53	Ya	Perempuan	26 - 30 tahun	Wiraswasta
92	5/26/2023 20:32:49	Ya	Laki-laki	21 - 25 tahun	Wiraswasta
93	5/26/2023 20:47:42	Ya	Perempuan	21 - 25 tahun	Mahasiswa
94	5/26/2023 20:50:20	Tidak			
95	5/26/2023 20:50:49	Ya	Perempuan	26 - 30 tahun	Lainnya
96	5/26/2023 20:54:33	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
97	5/26/2023 20:55:46	Ya	Laki-laki	16 - 20 tahun	Pelajar
98	5/26/2023 20:56:12	Ya	Laki-laki	26 - 30 tahun	Pegawai Negeri
99	5/26/2023 20:58:46	Ya	Laki-laki	16 - 20 tahun	Pelajar
100	5/26/2023 21:00:01	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
101	5/26/2023 21:01:07	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
102	5/26/2023 21:01:18	Ya	Laki-laki	31 - 35 tahun	Pegawai Swasta
103	5/26/2023 21:02:21	Ya	Laki-laki	<40	Lainnya
104	5/26/2023 21:03:23	Ya	Laki-laki	36 - 40 tahun	Wiraswasta
105	5/26/2023 21:09:54	Ya	Perempuan	16 - 20 tahun	Pelajar
106	5/26/2023 21:11:07	Ya	Perempuan	16 - 20 tahun	Pelajar
107	5/26/2023 21:16:21	Ya	Perempuan	16 - 20 tahun	Pelajar
108	5/26/2023 21:22:33	Ya	Laki-laki	26 - 30 tahun	Wiraswasta
109	5/26/2023 21:35:20	Ya	Perempuan	16 - 20 tahun	Mahasiswa
110	5/26/2023 21:40:35	Ya	Laki-laki	21 - 25 tahun	Mahasiswa

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
111	5/27/2023 0:13:13	Ya	Laki-laki	26 - 30 tahun	Wiraswasta
112	5/27/2023 0:14:31	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
113	5/27/2023 5:24:12	Tidak			
114	5/27/2023 6:35:22	Tidak			
115	5/27/2023 7:22:43	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
116	5/27/2023 10:57:54	Tidak			
117	5/27/2023 16:10:48	Tidak			
118	5/27/2023 17:44:29	Ya	Perempuan	<40	Lainnya
119	5/27/2023 18:29:58	Ya	Perempuan	31 - 35 tahun	Lainnya
120	5/27/2023 18:34:22	Tidak			
121	5/27/2023 22:03:41	Ya	Laki-laki	36 - 40 tahun	Wiraswasta
122	5/27/2023 23:42:58	Ya	Perempuan	21 - 25 tahun	Mahasiswa
123	5/27/2023 23:44:00	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
124	5/27/2023 23:45:09	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
125	5/27/2023 23:46:33	Ya	Perempuan	<40	Wiraswasta
126	5/27/2023 23:48:29	Ya	Laki-laki	21 - 25 tahun	Wiraswasta
127	5/28/2023 20:26:23	Ya	Perempuan	21 - 25 tahun	Mahasiswa
128	5/28/2023 20:33:44	Ya	Perempuan	21 - 25 tahun	Mahasiswa
129	5/28/2023 20:37:02	Ya	Perempuan	21 - 25 tahun	Mahasiswa
130	5/28/2023 20:48:55	Ya	Perempuan	21 - 25 tahun	Mahasiswa
131	5/28/2023 21:25:44	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
132	5/28/2023 21:26:41	Ya	Perempuan	21 - 25 tahun	Mahasiswa
133	5/28/2023 21:27:41	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
134	5/28/2023 21:28:39	Ya	Perempuan	21 - 25 tahun	Mahasiswa
135	5/28/2023 21:29:36	Ya	Perempuan	26 - 30 tahun	Pegawai Negeri

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
136	5/28/2023 21:30:33	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
137	5/28/2023 21:31:31	Ya	Perempuan	26 - 30 tahun	Pegawai Negeri
138	5/28/2023 21:32:28	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
139	5/28/2023 21:33:25	Ya	Perempuan	31 - 35 tahun	Lainnya
140	5/28/2023 21:34:24	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
141	5/28/2023 21:35:27	Ya	Perempuan	31 - 35 tahun	Lainnya
142	5/28/2023 21:36:26	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
143	5/28/2023 21:37:35	Ya	Perempuan	36 - 40 tahun	Pegawai Swasta
144	5/28/2023 21:38:44	Ya	Perempuan	36 - 40 tahun	Lainnya
145	5/28/2023 21:40:11	Ya	Perempuan	36 - 40 tahun	Lainnya
146	5/28/2023 21:41:09	Ya	Perempuan	<40	Lainnya
147	5/28/2023 21:42:08	Ya	Perempuan	<40	Pegawai Swasta
148	5/28/2023 21:43:15	Ya	Perempuan	16 - 20 tahun	Mahasiswa
149	5/28/2023 21:44:10	Ya	Perempuan	16 - 20 tahun	Mahasiswa
150	5/28/2023 21:45:27	Ya	Perempuan	21 - 25 tahun	Pegawai Swasta
151	5/28/2023 21:46:50	Ya	Perempuan	21 - 25 tahun	Mahasiswa
152	5/28/2023 21:48:07	Ya	Perempuan	21 - 25 tahun	Mahasiswa
153	5/28/2023 21:49:24	Ya	Perempuan	26 - 30 tahun	Pegawai Negeri
154	5/28/2023 21:50:47	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
155	5/28/2023 21:51:45	Ya	Perempuan	21 - 25 tahun	Mahasiswa
156	5/28/2023 21:53:04	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
157	5/28/2023 21:54:21	Ya	Perempuan	21 - 25 tahun	Mahasiswa
158	5/28/2023 21:55:47	Ya	Perempuan	36 - 40 tahun	Lainnya
159	5/28/2023 21:56:45	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
160	5/28/2023 21:58:44	Ya	Perempuan	<40	Lainnya

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
161	5/28/2023 22:00:34	Ya	Perempuan	31 - 35 tahun	Lainnya
162	5/28/2023 22:04:22	Ya	Laki-laki	<40	Wiraswasta
163	5/28/2023 22:05:54	Ya	Laki-laki	16 - 20 tahun	Pelajar
164	5/28/2023 22:10:19	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
165	5/28/2023 22:12:51	Ya	Laki-laki	31 - 35 tahun	Pegawai Swasta
166	5/28/2023 22:21:21	Ya	Laki-laki	26 - 30 tahun	Pegawai Swasta
167	5/28/2023 22:21:25	Ya	Laki-laki	31 - 35 tahun	Pegawai Swasta
168	5/28/2023 22:23:18	Ya	Perempuan	<40	Wiraswasta
169	5/28/2023 22:23:29	Ya	Laki-laki	26 - 30 tahun	Pegawai Swasta
170	5/28/2023 22:24:34	Ya	Laki-laki	16 - 20 tahun	Mahasiswa
171	5/28/2023 22:25:36	Ya	Laki-laki	16 - 20 tahun	Mahasiswa
172	5/28/2023 22:26:43	Ya	Laki-laki	16 - 20 tahun	Mahasiswa
173	5/28/2023 22:26:43	Ya	Perempuan	36 - 40 tahun	Pegawai Swasta
174	5/28/2023 22:27:57	Ya	Laki-laki	21 - 25 tahun	Wiraswasta
175	5/28/2023 22:27:57	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
176	5/28/2023 22:29:15	Ya	Perempuan	36 - 40 tahun	Pegawai Swasta
177	5/28/2023 22:30:49	Ya	Laki-laki	21 - 25 tahun	Wiraswasta
178	5/28/2023 22:31:26	Ya	Perempuan	36 - 40 tahun	Wiraswasta
179	5/28/2023 22:31:52	Ya	Laki-laki	21 - 25 tahun	Pegawai Swasta
180	5/28/2023 22:32:56	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
181	5/28/2023 22:33:23	Ya	Laki-laki	21 - 25 tahun	Pegawai Swasta
182	5/28/2023 22:33:44	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
183	5/28/2023 22:34:11	Ya	Perempuan	31 - 35 tahun	Wiraswasta
184	5/28/2023 22:34:28	Ya	Perempuan	16 - 20 tahun	Pelajar
185	5/28/2023 22:35:31	Ya	Perempuan	<40	Wiraswasta

1	Timestamp	Filter	Jenis Kelamin	Usia	Pekerjaan
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188	5/28/2023 22:36:30	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
189	5/28/2023 22:36:48	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
190	5/28/2023 22:37:54	Ya	Perempuan	<40	Pegawai Negeri
191	5/28/2023 22:38:33	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
192	5/28/2023 22:38:54	Tidak			
193	5/28/2023 22:39:05	Tidak			
194	5/28/2023 22:39:14	Ya	Perempuan	16 - 20 tahun	Lainnya
195	5/28/2023 22:39:16	Tidak			
196	5/28/2023 22:39:34	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
197	5/28/2023 22:40:39	Ya	Perempuan	16 - 20 tahun	Pelajar
198	5/28/2023 22:41:43	Ya	Laki-laki	26 - 30 tahun	Pegawai Negeri
199	5/28/2023 22:42:03	Ya	Perempuan	26 - 30 tahun	Pegawai Negeri
200	5/28/2023 22:43:41	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
201	5/28/2023 22:44:06	Ya	Perempuan	31 - 35 tahun	Pegawai Swasta
202	5/28/2023 22:44:56	Ya	Laki-laki	21 - 25 tahun	Pegawai Swasta
203	5/28/2023 22:45:39	Ya	Perempuan	31 - 35 tahun	Pegawai Swasta
204	5/28/2023 22:55:48	Ya	Perempuan	31 - 35 tahun	Pegawai Negeri
205	5/28/2023 23:02:03	Ya	Perempuan	36 - 40 tahun	Pegawai Swasta
206	5/28/2023 23:51:39	Ya	Perempuan	26 - 30 tahun	Mahasiswa
207	5/28/2023 23:53:43	Ya	Perempuan	36 - 40 tahun	Pegawai Negeri
208	5/28/2023 23:56:15	Ya	Perempuan	36 - 40 tahun	Pegawai Swasta
209	5/28/2023 23:57:53	Ya	Perempuan	31 - 35 tahun	Lainnya
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211	5/29/2023 0:05:27	Ya	Laki-laki	16 - 20 tahun	Mahasiswa
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213	5/30/2023 15:31	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
214	5/30/2023 21:04	Ya	Perempuan	26 - 30 tahun	Pegawai Swasta
215	5/30/2023 21:05	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
216	5/30/2023 21:06	Ya	Laki-laki	21 - 25 tahun	Mahasiswa
217	5/30/2023 21:09	Ya	Laki-laki	21 - 25 tahun	Mahasiswa

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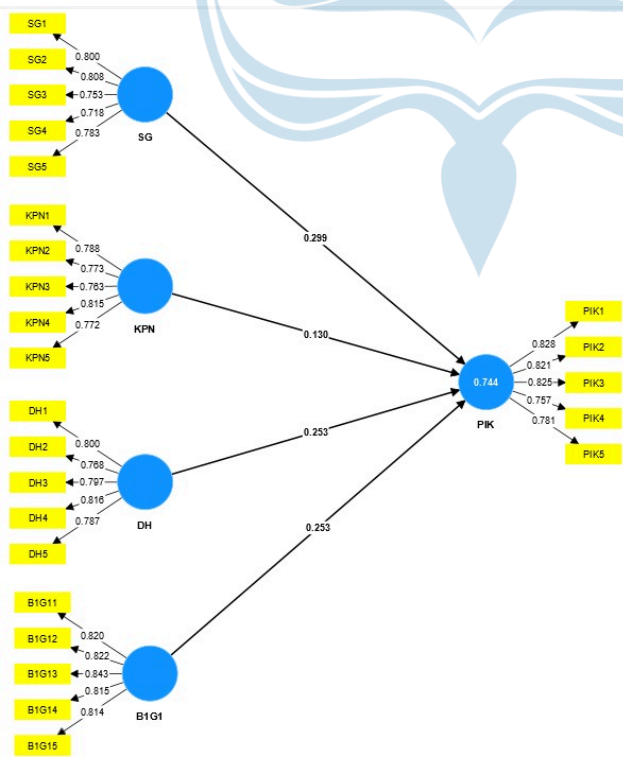
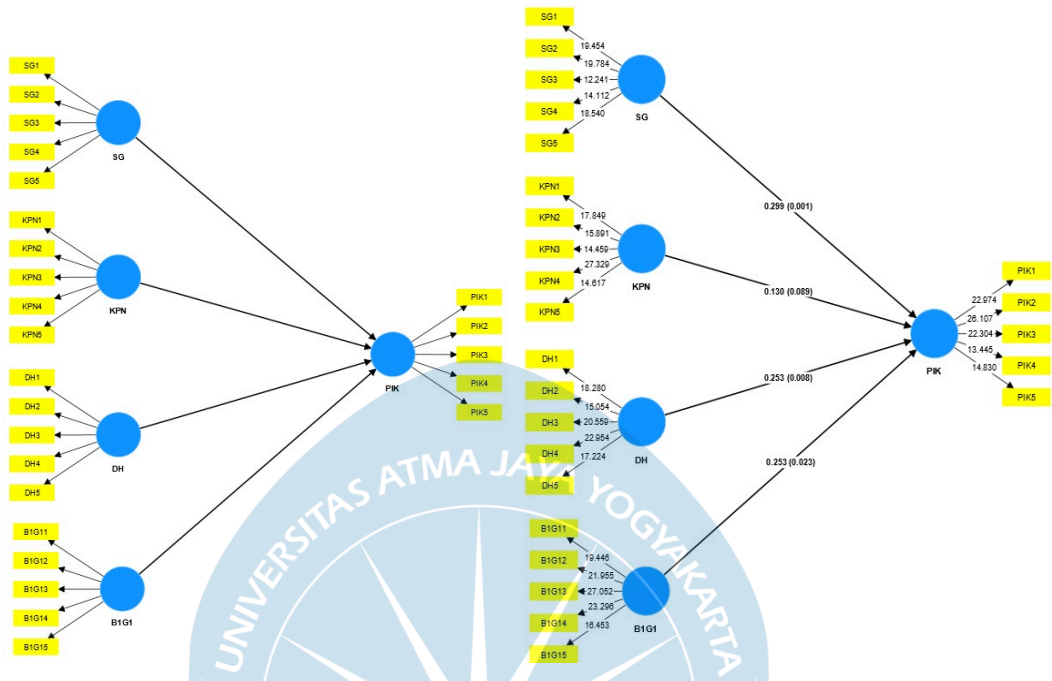
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30																									
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1	SG1	SG2	SG3	SG4	SG5	KPN1	KPN2	KPN3	KPN4	KPN5	DH1	DH2	DH3	DH4	DH5	B1G11	B1G12	B1G13	B1G14	B1G15	PIK1	PIK2	PIK3	PIK4	PIK5
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1	SG1	SG2	SG3	SG4	SG5	KPN1	KPN2	KPN3	KPN4	KPN5	DH1	DH2	DH3	DH4	DH5	B1G11	B1G12	B1G13	B1G14	B1G15	PIK1	PIK2	PIK3	PIK4	PIK5	
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LAMPIRAN IV HASIL ANALISIS DATA



Discriminant validity - Cross loadings

Outer loadings - Matrix

	B1G1	DH	KPN	PIK	SG
B1G11	0.820	0.617	0.579	0.621	0.612
B1G12	0.822	0.659	0.661	0.679	0.669
B1G13	0.843	0.642	0.683	0.666	0.708
B1G14	0.815	0.642	0.633	0.608	0.659
B1G15	0.814	0.607	0.600	0.643	0.585
DH1	0.587	0.800	0.597	0.644	0.611
DH2	0.584	0.768	0.603	0.607	0.565
DH3	0.598	0.797	0.658	0.615	0.660
DH4	0.635	0.816	0.715	0.648	0.695
DH5	0.649	0.787	0.667	0.640	0.671
KPN1	0.622	0.645	0.788	0.606	0.635
KPN2	0.644	0.665	0.773	0.672	0.697
KPN3	0.574	0.604	0.763	0.597	0.657
KPN4	0.554	0.657	0.815	0.623	0.708
KPN5	0.607	0.619	0.772	0.567	0.634
PIK1	0.669	0.640	0.679	0.828	0.704
PIK2	0.663	0.626	0.647	0.821	0.668
PIK3	0.618	0.663	0.616	0.825	0.644
PIK4	0.629	0.645	0.611	0.757	0.642
PIK5	0.556	0.617	0.597	0.781	0.599
SG1	0.593	0.673	0.664	0.670	0.800
SG2	0.666	0.702	0.721	0.660	0.808
SG3	0.572	0.557	0.587	0.604	0.753
SG4	0.578	0.527	0.652	0.543	0.718
SG5	0.631	0.645	0.674	0.654	0.783

	B1G1	DH	KPN	PIK	SG
B1G11	0.820				
B1G12	0.822				
B1G13	0.843				
B1G14	0.815				
B1G15	0.814				
DH1		0.800			
DH2		0.768			
DH3		0.797			
DH4		0.816			
DH5		0.787			
KPN1			0.788		
KPN2			0.773		
KPN3			0.763		
KPN4			0.815		
KPN5			0.772		
PIK1				0.828	
PIK2				0.821	
PIK3				0.825	
PIK4				0.757	
PIK5				0.781	
SG1					0.800
SG2					0.808
SG3					0.753
SG4					0.718
SG5					0.783

R-square - Overview

	R-square	R-square adjusted
PIK	0.744	0.739

f-square - Matrix

	B1G1	DH	KPN	PIK	SG
B1G1				0.080	
DH				0.066	
KPN				0.014	
PIK					
SG				0.075	

Path coefficients - Mean, STDEV, T values, p values

Zoom (92%)

Copy to Excel

Copy to R

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
B1G1 → PIK	0.253	0.241	0.112	2.272	0.023
DH → PIK	0.253	0.263	0.096	2.649	0.008
KPN → PIK	0.130	0.133	0.076	1.699	0.089
SG → PIK	0.299	0.297	0.089	3.367	0.001