

THE EFFECT OF PRICE DISCOUNT, BONUS PACK AND INSTORE DISPLAY ON IMPLUSE BUYING (CASE STUDY AT SUZUYA MALL MARELAN)

Cindy Kumala Dewi¹, Tuti Anggraini², Tri Inda Fadhila Rahma³

State Islamic University of North Sumatra

Cindykumaladewi02@gmail.com,tutianggraini@uinsu.ac.id,triindafadhila@uinsu.ac.id

ABSTRACT

Modern retail stores are currently competing to provide the best service to attract more customers. One example is Suzuya Mall. Promotions are carried out for all products offered with various methods, such as price discounts, bonus packs and instore displays. The purpose of this study was to analyze the effect of price discounts, bonus packs, instore displays on impulse buying. On consumers at Suzuya Mall Marelan. Using a sample of 100 respondents and obtained using the Slovin Technique. With the data collection used in this study is a questionnaire. The results of the study showed that the price discount variable (X1) has a positive and significant effect on the impulse buying variable (Y) with a p-value of 0.014 ($\alpha=0.05$). The bonus pack variable (X2) has a positive and significant effect on the impulse buying variable (Y) with a p-value of 0.000 ($\alpha=0.05$). The in-store display variable (X3) has a positive and significant effect on the impulse buying variable (Y) with a p-value of 0.025 ($\alpha=0.05$). price discount, bonus pack and in-store display have a simultaneous effect on impulse buying decisions at Suzuya Mall with a p-value of 0.000 ($\alpha=0.05$).

Keywords: *price discount, in-store bonus pack and display on impulse buying*

INTRODUCTION

Along with the development of today's business is very rapid in Indonesia. This can be seen from the many retail businesses that have emerged to attract consumer interest in the hope of leading, so that competition in the retail world will increase. Retail business is one of the business activities that sells daily necessities both in the form of products and services aimed at consumers for personal and family use (Desrayudi, 2011 in 2022). Modern retail businesses, such as supermarkets, hypermarkets, minimarkets, malls and so on. Each company has its own strategy in marketing products to attract customer interest. Customer interest in the products offered will make them feel satisfied. Which ultimately encourages loyalty to the product. That way customer trust in the Company new customers. Product marketing can be done in various ways, such as using brochures, pamphlets, television advertisements, and special promotions in product sales.

In marketing activities, purchases can be divided into two types, namely planned purchases and unplanned purchases. Planned purchases are made based on customer needs, while unplanned purchases (impulse buying) are customer behavior that makes purchases without any prior planning. According to Mowen & Minor (200 in Lestari 2018) unplanned purchases (impulse buying) are the act of buying that is done without having a previous problem or intention/intention to buy that

is formed before entering the store. The same thing was also expressed by Schiffman and Kanuk (2000 in Lestari 2018) who stated that impulse buying is an emotional decision or according to the urge of the heart. Unplanned buying decisions can arise because customers are interested and the promotions given are considered suitable, such as cash back, price discounts, bonus packs, sweepstakes, prizes and coupons.

Price discount, Bonus pack and In-store display are promotions that are often used in companies to attract consumers. Safitri (2023) this happens because the price offered by the seller to the buyer is lower than the previous price and has a meaning for consumers buying goods at a discount is considered an advantage for customers. This study is not in line with Faisal (2018) who determined that there was no effect of price discounts on impulse buying. The absence of price discounts on impulse buying includes that consumers buy products that are discounted but they feel they are not making the right purchase on the product besides that some of them only try to buy products that are at a discount so they do not know for sure the quality of the product. Belch & Belch (2009) stated that a bonus pack is a strategy of offering that provides additional products in a certain amount at a normal price. Waani Tumbuan (2005 in Lestari, 2018) revealed that bonus packs are one of the variables that have a significant influence on impulsive buying behavior. Kurniawan and Yohanes's (2013 in Lestari 2018)

research also shows a positive and significant influence of promotions on impulse buying at Matahari Department Store, Supermall Surabaya branch. One of the promotion indicators in question is price discounts. Putri (2014) stated that the higher the level of promotion, the greater the decision to make an impulsive purchase. This statement is reinforced by research by Xu et al. (2014) which states that price discounts can trigger the intention to buy impulsively, according to this study, it is in line with the research of Fatimah (2017) Faisal (2018) and Putri (2019) which proves that instore displays have an effect on impulse buying. The positive influence between the two variables means that the quality or number of in-store displays (product displays in stores) increases, the tendency of consumers to make impulsive purchases also tends to increase. One form of promotional strategy carried out by sellers is to display products as attractively as possible with the intention of attracting customer attention. Customers who see an attractive product layout in the store will encourage the desire to buy the item without planning (impulse buying) (Safitri, 2023)

The Indonesian Retail Entrepreneurs Association (Aprindo) estimates that retail performance growth in the third quarter of 2024 will be at level 4,7-4,8% (year-on-year/yoy). The general chairman of Aprindo, Roy Nicholas Mandey, revealed that the third quarter of 2024 will present various challenges. This is due to high interest rates and the weakening of the rupiah exchange rate against the United States (US) dollar, which is expected to affect people's purchasing power. "As long as there is mitigation and the BI Rate can fall so that interest rates can be corrected again, we hope that growth will be in the range of 4.7-4.8% [yoy]," said Roy. Meanwhile, the Secretary General of Aprindo and Corporate Affairs Director of Alfamart, Solihin, added that the projection of hotel growth of 4.7-4.8% (yoy) in the third quarter of 2024 was the result of aggregate calculations. Previously, Aprindo projected hotel growth in the second quarter of 2024 in the range of 4-5% (yoy), which was lower than the projected growth in the first quarter of 2024 in the range of 5-7% (yoy).

Until now, modern retail stores are competing to provide the best service to attract more customers. One example is Suzuya Mall. One of the largest shopping centers in Marelan is Suzuya Mall. Suzuya Mall Marelan is a business unit owned by the Suzuya group which is located on Jalan Marelan Raya no.207, Tanah Enam Ratus Kec. Medan Marelan, Medan City, North Sumatra 20243.

Promotion is carried out for all products offered with various methods, such as low price offers, discounts, or bonuses in packaging. The goal is to attract consumer interest in shopping and fulfill their needs in a satisfactory way (Nafi 2023 in Meilany 2024). Retail businesses often use Price Discounts to increase the turnover of goods in their stores. Price discounts are a very effective way to attract customers' attention and encourage them to buy products. The phenomenon that occurs is that Suzuya Mall holds price discounts for a long period of time. Such as Saturday to Sunday or discounts on special days, for example Eid al-Fitr, New Year and so on. This can increase consumer interest in shopping at Suzuya Mall because of these attractive offers, which can motivate them to shop by making impulsive purchases. On the other hand, there is a phenomenon where some consumers consider products with bonus packaging that are promoted in-store displays to be close to their expiration date. Suzuya Mall actually has a bonus packaging promotion to introduce various new products that are willing to be sold at that place. This strategy aims to influence consumers to make unplanned purchases or impulse buying. Thus, the Company can increase business activities by attracting consumer interest in products through in-store promotions. This is also implemented by Suzuya Mall, which routinely holds promotional programs in the form of monthly discounts. This promotion covers various products, such as soap, cooking oil, fruits, and other daily necessities. In addition, because the products sold at Suzuya mall are quite complete, Suzuya makes adjustments in product arrangement. At Suzuya mall, products are arranged on special shelves or cashier display areas based on their types and categories, so that the appearance is neat and easy for customers to see. Suzuya also optimizes in-store displays to attract maximum customer attention.

This study aims to analyze the effect of Price Discount Bonus Pack and Instore Display on Impluse Buying of Consumers at Suzuya Mall Marelan.

THEORETICAL BASIS

Impulse buying

Rook in verplanken (2001 in Liantifa 2022) defines impulsive buying as an irrational buying action, done quickly and without planning which is often accompanied by conflicting thoughts and emotional urges. The emotional urge is to immediately buy a product without thinking about the negative consequences, but feels satisfied despite experiencing inner conflict. Kusumandaru

(2017 in sagala 2022) states that impulse buying is a sudden, strong, and unplanned urge to buy something directly without considering the consequences. This impulse buying variable is measured through indicators that have been analyzed in Aprilliani's research (2017 in sagala 2022), namely as follows:

- a. Spontaneity of purchase
A sudden desire to act, or a sudden urge that drives someone to make a spontaneous purchase.
- b. Ignoring considerations
Not thinking about the pros and cons or benefits of a product before deciding to buy it.
- c. Can't resist the urge
When seeing an attractive product, a person finds it difficult to resist buying it.
- d. Feeling happy after making a purchase
The pleasure felt from a shopping experience, especially in the context of shopping at a mall or shopping center.

Price Discount

Belch (2009 in 2022) stated that promotions in the form of price cuts have several advantages, including: being able to encourage consumers to make large purchases, anticipating promotions carried out by competitors, and supporting large-scale trade. In general, companies will adjust their price lists by providing discounts or cuts for faster payments, large purchases, and off-season purchases. There are three indicators that can be used to measure the Price discount variable according to Sutisna (2012), namely:

- a. Feel the benefit of the large discount.
- b. economical
- c. Can trigger consumers to buy in large quantities with a discount period.

Bonus Pack

According to Boyd Harper W (2002:221 in Sagala 2022) a bonus in packaging is an effort to attract purchases by offering free products or services at a reduced price to encourage purchases of other products. Meanwhile, according to Mishra (2011 in Sagala 2022) a bonus pack is a quantity-based sales promotion strategy where customers are given products in greater quantities but still at the same price. From this explanation, it can be concluded that a bonus pack is an additional quantity of products that are deliberately provided by the manufacturer and sold at a normal price to attract consumer interest in making purchases. The bonus pack variable is measured through several indicators that refer to Belch's theory (2009 in Sagala 2022)

- a. Extra offers
- b. Promotion

- c. Bigger sales
- d. Extra product value

In-store Display

According to Saputri (2021), display is a form of sales promotion. Just like promotions that aim to attract attention, direct someone to look, observe, and finally make a purchase, displays also function as a promotional tool in marketing merchandise strategically by utilizing store space to attract consumer attention.

In-store display is an element or display designed to give an attractive impression to the product displayed. In-store display includes the store atmosphere or environment that can affect the psychology of visitors. In-store display variables are measured through indicators that refer to Aprilliani's theory (2017, in Sagala 2022)

- a. lighting and cleanliness
- b. product layout

RESEARCH METHODS

This study uses a quantitative approach, focusing on numerical data analysis to understand and analyze information (Rahma Syafitri, Rahmi Syahriza 2022).

In this study, the population in question is all consumers who shop at Suzuya Mall Marelán with a population estimated to reach 200,000 consumers. The sample is part of the population selected for research. Determination of the sample in this study uses the Slovin formula and Purposive Sampling Technique. Purposive Sampling Technique is carried out by selecting samples intentionally based on certain criteria that are relevant to the research objectives.

The Slovin formula is a statistical formula used to calculate the number of samples needed based on a limited population or finite population. For the sample in this study was selected using the Slovin formula, based on the results of the formula above, the sample in this study was obtained 100 samples. In this study, data was collected through the distribution of questionnaires designed based on indicators from each variable. The data analysis technique in this study will be analyzed with SPSS version 23 used for data analysis in this study, utilizing a linear regression model to determine the contribution of independent variables to the dependent variable. The data will be analyzed using statistical techniques including: validity test, reliability test, classical assumption test (normality test, heteroscedasticity test, multicollinearity test), hypothesis test, (determination coefficient test: F test, multiple linear regression test, T test).

RESULTS AND DISCUSSION

Questionnaire Instrument Test

Validity Test

A questionnaire is considered valid if the statements in it can define what is measured in the questionnaire. Basis for Decision Making:

1. If R count > R table, then the statement

is declared valid.

2. If R count < R table, then the statement is declared invalid.

Given N = 100 and $\alpha = 5\%$ then r table (5%, 100-2) = 0.196.

Table 4. Validity Test Results

Variable	R Count	R Table	Information
Price Discount	0.744	0.196	Valid
	0.735	0.196	Valid
	0.692	0.196	Valid
Bonus Pack	0.728	0.196	Valid
	0.664	0.196	Valid
	0.653	0.196	Valid
	0.667	0.196	Valid
In-store Display	0.897	0.196	Valid
	0.902	0.196	Valid
Impulse Buying	0.673	0.196	Valid
	0.718	0.196	Valid
	0.756	0.196	Valid
	0.713	0.196	Valid

Based on the table above, it can be seen that the r-count value of a question item on the research variables is greater than the r-table value, which is 0.196. Thus, all items in the statement are declared valid.

Reliability Test

A research instrument is considered

reliable or trustworthy if the Cronbach's alpha value is >0.60. Conversely, if the Cronbach's alpha value is <0.60, then the question items in the questionnaire are considered unreliable or less reliable (Dahrma, 2021). The following are the results of the reliability test in this study which are presented in the following table.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	R Table	Information
Price Discount	0.620	0.60	Reliable
Bonus Pack	0.603	0.60	Reliable
In-store Display	0.763	0.60	Reliable
Impulse Buying	0.681	0.60	Reliable

Source: Research Data, 2024

Classical Assumption Test

Normality Test

According to Ghazali, the normality test is conducted to check whether the research data from each variable is normally distributed or

not. The basis for decision making is as follows: if the significance value is >0.05 then the residual is normally distributed, while if the significance value is <0.05 then the residual is not normally distributed.

Table 6. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
	N	100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.53377092
Most Extreme Differences	Absolute	.067
	Positive	.040
	Negative	-.067
Test Statistics		.067
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Research Output, 2024

Based on the table above, it is known that the significance value *Asymp. Sig* of 0.200 is greater than 0.05. So according to the basis for taking the normality test *Kolmogorov-Smirnov*, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

According to Ghazali, the heteroscedasticity test aims to test whether the regression model experiences inequality of variance in its variables. The basis for making decisions is as follows: if the significance value > 0.05 then there is no heteroscedasticity problem, but if the significance

value < 0.05 then it is concluded that the multiple regression model in this study does not experience heteroscedasticity problems. The results of the heteroscedasticity test of the variables studied have a significance value above 0.05

Multicollinearity Test

According to Ghazali, it aims to test whether there is a correlation between independent variables in the regression model. According to Ghazali, the decision taken is that there is no multicollinearity symptom if the tolerance value is > 0.10 and the VIF value is < 10.00

Table 8. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Price discount	0.719	1,390	Nonmulticollinearity
Bonus pack	0.583	1,714	Nonmulticollinearity
In-store display	0.730	1,369	Nonmulticollinearity

The results of the analysis above show that the tolerance values X1 (0.719) X2 (0.583) X3 (0.730) > 0.10 while the VIF values X1 (1.390) X2 (1.714) X3 (1.369) < 10,000. It is concluded that there are no symptoms of multicollinearity in price discounts, bonus packs, and instore displays.

Hypothesis Testing

Coefficient of Determination Test

This coefficient, according to Ghazali, describes the extent to which variations in the dependent variable can be explained by the

independent variations in the model. The model is considered less good if the R value approaches 0. Which indicates that the contribution of the independent variable to the dependent variable is decreasing. Conversely, the model becomes stronger if the R value approaches 1, which indicates that the contribution of the independent variable to the dependent variable is simultaneously getting stronger so that the model is considered strong.

Table 9. Results of the Determination Coefficient Test

Model Summary ^b		
Model 1	R .573 ^a	R Square .328

Source: Research Output, 2024

Based on the table above, the coefficient of determination (R Square) in this study is 0.328, this shows that Price Discount, Bonus Pack and Instore Display overall contribute 32.8% to impulse buying, while the remaining 67.2% is

influenced by other factors that are not analyzed in this study.

Multiple Linear Regression Test

According to Ghazali, multiple linear regression analysis is an investigation which aims to prove whether or not there is an influence

between the independent variable and the dependent variable.

Table 10. Results of Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6,076	1,440		4.220	.000		
DISCOUNT (X1)	.304	.122	.246	2,491	.014	.719	1,390
BONUS PACK (X2)	.499	.112	.488	4.456	.000	.583	1,714
STORE DISPLAY (X3)	.302	.133	.223	2.274	.025	.730	1,369

a. Dependent Variable: IMPLUSE BUYING (Y)

F Test

The F test is used to determine whether the independent variables together have a significant influence on the dependent variable.

Table 9. Multiple Linear Regression Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	310,530	3	103,510	15,635	.000b
	Residual	635,580	96	6,621		
	Total	946.110	99			

Source : OutputResearch,2024

From the table above, it is found that f count (15.635) > f table (2.70) and sig (0.000) < 0.05 and from this result, it is concluded that there is a positive and significant influence between variables X1 X2 and X3 on Y. Therefore, Hypothesis Ha is accepted and H0 is rejected. This means that the variables Price Discout (X1), Bonus Pack (X2), and Instore Display (X3) simultaneously have an effect on Impluse Buying (Y)

T Test (Partial)

T-test or significance test is used to evaluate the contribution of each independent variable to the dependent variable. Research makes decisions by analyzing the significance value of each variable. If the significance value is less than 0.05, it can be concluded that the independent variable contributes to the dependent variable. Based on the table below, the significance value for the Price Discount, bonus pack, and instore display variables is less than 0.05, therefore it can be concluded that these variables significantly contribute to impulse buying (Y).

For the T test criteria carried out at the α

level (Significance Level) = 5%, it is done by calculating $dk = n$ (Sample) - k (Research Variable), at a value of $n = 100$, while $k = 4$, so $dk = 100 - 4 = 96$, while the value of the dk 96 table is 1.66088. It can be concluded:

- a. Based on the results of the analysis of the table above, the calculated t value was obtained (2.491) > (1.66088) and sig (0.014) < 0.050, so it is concluded that price discount has a positive and significant effect on Y, Ha is accepted and H0 is rejected.
- b. Based on the results of the analysis of the table above, the calculated t value was obtained (4.456) > (1.66088) and sig (0.000) < 0.050, so it is concluded that the bonus pack has a positive and significant effect on Y, Ha is accepted and H0 is rejected.
- c. Based on the results of the analysis of the table above, the calculated t value was obtained (2.274) > (1.66088) and sig (0.014) < 0.050, so it is concluded that price discount has a positive and significant effect on Y, Ha is accepted and H0 is rejected.

DISCUSSION

The effect of price discounts on impulse buying

Table 10 proves that price discounts have a positive and significant effect on impulse buying behavior. This study is in line with the research of Putri (2019), Meidasari (2021), and Waani (2015) which prove that price discounts have an effect on impulse buying. The positive influence between the two variables means that the higher the price discount made by Suzuya Mall, the more it can increase consumer impulse buying to buy products. When entering Suzuya Mall, consumers will be greeted with a variety of banners and discount labels in almost every sales area. With the form of discounts applied, consumers are willing to buy in larger quantities and of course some consumers will be willing to decide to continue making transactions at the supermarket (Samma, 2021).

The Influence of Bonus Packs on Impulse Buying

Table 10 proves that bonus packs have a positive and significant effect on impulse buying behavior. This study is in line with the research of Waani (2015), Safitri (2023) and Samma (2021) which prove that bonus packs have an effect on impulse buying. The positive influence between the two variables means that when there is an increase in the bonus pack offer (additional number of products or additional products given for free), the tendency of consumers to make impulsive purchases also tends to increase.

Bonus pack contained in a product will encourage consumers to make impulse purchases. Consumers will generally make unplanned purchases if they see that there are additional bonuses from the product. Moreover, Generation Z consumers tend to be consumptive. When consumers come to a store and see a product with a buy 2 get 1 free offer, they will tend to buy the product even though there was no previous purchase plan (Safitri, 2023).

The Influence of In-store Display on Impulse Buying

Table 10 proves that in-store displays have a positive and significant effect on impulse buying behavior. This study is in line with the research of Fatimah (2017), Faisal (2018) and Putri (2019) which prove that in-store displays have an effect on impulse buying. The positive influence between the two variables means that when the quality or number of in-store displays (product displays in the store) increases, the tendency of consumers to make impulsive purchases also tends to increase.

One form of promotional strategy carried out by sellers is to display products as attractively as

possible with the aim of attracting consumer attention. Consumers who see an attractive product layout in the store will encourage the desire to buy the product without planning (impulse buying) (Safitri, 2023).

A well-arranged display will arouse customer interest when they see it and there is a high possibility of impulse purchases, the displayed display makes consumers know what products are on promotion, thus supporting two other variables in this study, namely price discounts and bonus packs (Samma, 2021). Store display is a form of the main strategy in the operational management of a store, where the output produced has a direct influence on the level of success of product promotion and sales in retail stores, especially in modern retail stores with an open display concept such as that implemented by Suzuya Mall, because with attractive displays, good arrangement, and structured will attract and influence impulsive purchases.

The influence of price discounts, bonus packs, and in-store displays on impulse buying

Table 10 proves that price discount, bonus pack and in-store display have a simultaneous effect on impulse buying decisions. This study is in line with the research of Faisal (2018), Putri (2019), and Waani (2015).

If we conclude, several of the above factors include the price discount, bonus pack, and in-store display variables which are also applied by Suzuya Mall. According to AC Nielsen (in (Samma, 2021), as many as 85% of purchases in modern markets occur without a plan, only the remaining 15% are "disciplined" to shop according to their shopping list. The existence of impulse buying behavior which is certainly owned by everyone is an opportunity for marketers to introduce and sell products. Through effective communication in the store by holding promotional programs will influence the choice of brands purchased by consumers and encourage more purchases and sales.

CONCLUSION

Based on the results of the data analysis that has been carried out on the influence of price discounts, bonus packs, in-store displays on impulse buying at Suzuya Mall Marelán, it can be concluded that Price discounts have a positive and significant effect so that the more price discounts given, the more it increases the impulse buying decisions of Suzuya Mall Marelán consumers, Bonus packs have a positive and significant effect so that the more bonus packs given, the more it increases the impulse buying decisions of Suzuya

Mall Marelan consumers and In-store displays have a positive and significant effect so that the more instore displays given, the more it increases the impulse buying decisions of Suzuya Mall Marelan consumers. Price discounts, bonus packs, and in-store displays have a simultaneous effect on the impulse buying decisions of Suzuya Mall Marelan consumers.

SUGGESTION

It is recommended to expand the research variables by considering other factors that can also influence impulsive buying behavior, such as promotions through social media. In addition, adding demographic analysis such as consumer income levels can provide deeper insights into the market segmentation that is most responsive to the marketing strategy. The study could also use mixed methods (qualitative and quantitative) to gain a more holistic understanding of how consumers respond to various forms of promotions in different retail environments.

BIBLIOGRAPHY

- Ahmadi, Nur. 2016. *Economic Research Methodology*. Medan: Febi UINSU Press.
- Akmal Tarigan, Azhari, Muhammad Yafiz, Isnaini Harahap, Marliyah, Chuzaimah Batubara, M Ridwan, Nurlaila Harahap, et al. (2015). *Guidebook for Writing Thesis*, Faculty of Islamic Economics and Business, State Islamic University of North Sumatra. Medan: FebiPress UINSU
- Amalita, R., & Rahma, TIF (2022). The Influence of Convenience, Product Quality, Price and Promotion on Purchasing Decisions on Facebook Marketplace for Uinsu Students with Structural Equation Modeling. *Scientific Journal of Business Management and Innovation*, Sam Ratulangi University (Jmbi Unsrat), 9(2), 593–604.
- Pasaribu, AF, Fadhila Rahma, TI, & Dharma, B. (2023). The Influence of Content Marketing, Viral Marketing and Influencers on Interest in Buying Skincare Products in College Students. *Ecobisma (Journal of Economics, Business and Management)*, 10(2), 81–93. <https://doi.org/10.36987/ecobi.v10i2.4432>
- Daulay, Aqwa Naser and Tuti Anggraini. (2019). Islamic Banking Intership Model Faculty of Islamic Economics and Business According to Stakeholders. *Journal Of Management and Business Innovations*,
- Darma Budi. (2021). *Research Statistics Using SPSS*. Guepedia.
- Cantika Florentina Br Bangun, AILN (2023) 'Contribution of Economic Conditions, Character, and Collateral to Financing Problems at PT. Bank Syariah Indonesia KC Stabat', ... and Islamic Banking, 8(30), pp. 1–16. surabaya.ac.id/index.php/Mas/article/view/17149.
- Faisal, I. (2018). The Influence of Price Discount, Bonus Pack, and In-store Display on Impulse Buying Decisions at Giant Ekstra Banjar. *Journal of Management Science and Entrepreneurship*, 2(1), 51–60.
- Fatimah, MH (2017). The influence of price discount, Bonus Pack and in-store display on Impulse Buying decision (Case study on Janu Putra Supermarket consumers in Yogyakarta). *Management Study Program UPY*.
- Ghozali. (2018). *Ghozali's book.pdf* (p. 490).
- Ghozali. (2018). *Ghozali's book.pdf* (p.490).
- Liantifa, M., & Haryono, G. (2022). Discount, Promotion and Shopping Lifestyle on Impulse Buying in Online Shops: A Case Study on Students of STIE Sakti Alam Kerinci. *Al Dzahab: Journal of Economics, Management, Business and Accounting*, 3(1), 10–20.
- Marliyah, Budi Dharma, Muhammad Yafiz, & Ahmad Muhaisin B. Syarbaini. "Analysis of the Needs of the Islamic Finance Industry for the Competence of Islamic Higher Education Outputs." *Human Falah: Journal of Economic and Business Studies*. 2022
- Meidasari, E., & Khoirina, S. (2021). The Influence of Price Discount Purchase, Bonus Pack and In-Store Display on Impulsebuying Decision of Milk Products at Hypermart Bandar Lampung. *Journal of Social Administration and Humanities*, 5(1), 63–70.
- Meilany, F.E., & Fietroh, MN (2024). The Effect of Price Discount, Bonus Pack, and In-Store Display on Impulse Buying in Modern Retail Store Customers (Case Study on Indomaret Sumbawa City Customers).: The Effect of Price Discount, Bonus Pack, and In-Store Display on Impulse Buying in Modern Retail Store. *Proceedings Of Student Conference*, 2(5), 144– 153.
- Nurbaiti, Asmuni, Andri Soemitra, Imsar & Siti Aisyah (2023). Behavior analysis of MSME in Indonesia using fintech lending comparative study between sharia fintech

- lending and conventional fintech lending. 9 (4), 92-99.
<https://doi.org/10.29210/0202312273>
- Putri, RA, & Winarno, W. (2019). The Influence of Price Discount, Bonus Pack and In Store Display on Impulse Buying Decisions at Chandra Pringsewu in 2016. *Scientific Journal of Management Economics Scientific Journal of Multi Science*, 10(01), 28
- Amalita & Rahma, (2022)
- Safitri, SN, & Mutmainah, K. (2023). Price discount, bonus pack, in-store display and financial attitude and their influence on consumer impulse buying behavior decisions. *Journal of Economic, Business and Engineering (JEBE)*, 4(2), 294–306.
- Sagala, A. (2022). The Influence of Price Discount, Bonus Pack, and In-Store Display on Impulse Buying Decisions at Mini Markets in Medan.
- Samma. (2021). The Influence of Price Discount, Bonus Pack, and In-Store Display on Consumer Impulse Buying Behavior Decisions at Hypermart Mall Panakkukang Makassar. Diss. Makassar State University.
- Waani, RCT, & Tumbuan, WJFA (2015). The influence of price discount, bonus pack, and in-store display on impulse buying decision in hypermart kairagi manado. *EMBA Journal: Journal of Economic, Management, Business and Accounting Research*, 3(3).
- Yafiz, Muhammad, Muhammad Arif, and Aqwa Naser Daulay.(2016).Introduction to Economics. Medan: Febi Press UINSU.