

## THE EFFECT OF PRIVATE LABEL, SERVICE QUALITY, PRODUCT DISPLAY AND PRICE DISCOUNT ON IMPULSE BUYING AT PT. X MABAR HILIR BRANCH, MEDAN CITY

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### Abstract

Supermarket or minimarket sales are carried out impulsively (*Impulse Buying*). In this study, impulse purchases are thought to be influenced by four factors, namely private labeling, service quality, product displays, and price discounts. For this reason, the researcher explains how the challenges of this research are formulated: 1) Does private label affect impulse purchases at PT. X Mabar Hilir Branch? 2) Does the quality of service affect impulse purchases at PT. X Mabar Hilir Branch? 3) Does the product display have an impact on impulse buying at the PT. X Mabar Hilir Branch? 4) Does the price cut have an impact on impulse purchases at PT. X Mabar Hilir Branch?; How to do Private Label, Service Quality, Product Display, & Price Discount All Affect Impulse Buying at the PT. X Mabar Hilir Branch? In this study, 150 PT. X Mabar Hilir clients served as the quantitative research samples. The study's findings are as follows: (1) Private Label has a positive and significant impact on customers' impulsive purchases during PT. X Mabar Hilir with  $t$  counts > the  $t$ table ( $2.501 > 1.97646$ ), and the significance of  $t$  is below 0.05 (0.013 0.05); (2) Service Quality has a positive as well as a significant impact on customers' impulsive purchases that PT. X Mabar Hilir with  $t$  counts > the  $t$ table ( $2.375 > 1.97646$ ); (3) Price has a positive and significant; (3) Through  $t$ count >  $t$ table ( $2.501 > 1.97646$ ) and the significance of  $t$  is below 0.05 (0.013 0.05), product display has an important and beneficial effect on consumer impulse buying at the PT. X Mabar Hilir Branch; Price discounts have a positive and significant impact on consumer impulse purchases at PT. X when  $t$ count >  $t$ table ( $2.011 > 1.97646$ ) as well as the significance of  $t$  is less than 0.05 (0.046 0.05); ((5) For  $f$  counts >  $f$ table ( $59.565 > 2.43$ ) or an importance of 0.05, private label, service quality, product display, and price discount have a positive and significant impact on consumer impulse buying at PT. X. Branch Mabar Hilir .

**Keywords:** *Private Label, Service Quality, Product Display, Price Discount, Impulse Buying*

### 1. INTRODUCTION

One sector that is currently experiencing a very significant business expansion in the era of globalization is the retail sector. The retail sector is growing rapidly in Indonesia, and this growth has been accompanied by an increase in consumer power. The rapid rise of the retail industry led to intense competition. This is what motivates business owners to take a more proactive and inventive approach to provide the best products and services to gain competitive advantage and capture market share. Every business must consider the requirements and wishes of customers and meet those expectations in this highly competitive business environment. Activities that involve selling products or services to customers directly to meet their needs fall under the retail business category. The growth of the retail industry is driven by the desire of corporations to satisfy consumer desires, which are brought about by a shopping culture that provides customer satisfaction (Nurhayati & Yuanita, 2018). PT. X and PT. X are the two big businesses driving the increase in retail consumption in Indonesia. With sales space of less than 200m<sup>2</sup>, PT. X is a form of retail in the minimarket industry. The first and the biggest minimarket franchise business in Indonesia named PT. X. Over time and shifts in consumer demand, PT. X continues to add locations in various residential, office, business, tourist and apartment areas. In this situation,

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Sales report data of PT. X Mabar Hilir Medan City Branch is presented in Table 1.2 above. Sales information is still uncertain. Total branch sales of PT. The highest X for the last six months is Rp. 435,091,545 in October 2022. However, after that month, the total sales of PT. X Mabar Hilir branch decreased every month until it finally reached Rp. 363,925,860 in January 2023. Sales decreased by Rp. 71,165,685 or almost 16%. Facing increasingly fierce competition in the retail sector, PT. X Mabar Hilir Branch, Medan City can use a marketing strategy that seeks to increase consumer buying interest through irrational purchasing decisions. One's lifestyle is said to have an impact on the strange phenomenon of impulse buying. Shopping changes from planned to unplanned because it becomes a way of life that can satisfy people emotionally (Suriasha et al, 2022). In one's lifestyle, impulse buying has long been recognized as a unique and prevalent phenomenon that is on the rise. Impulse buying is said to be a phenomenon that occurs when a person does not shop for a particular product or has no intention of making a purchase. This phenomenon can have a positive impact on the retail industry by increasing business revenue turnover.

PT. X Mabar Hilir Medan City branch has a short term and long term Discount advertising plan. PT. X Mabar Hilir branch of Medan City in implementing the marketing strategy. In addition to price promotion bulletins, super-saving fun, and this month's promotions, PT. X also runs programs that involve customer loyalty, such as membership programs, for a long term strategy. However, the problem of the price marketing strategy often appears in the PT. X Mabar Hilir, especially the lack of awareness of current prices due to the absence of a promo catalog. There is miscommunication between customers and employees, for example, when personnel neglect to provide a price discount at the end of the discount, leaving many customers unhappy with the price difference when paying.

## **2. THEORETICAL REVIEW**

### **2.1 Private Labels**

To be able to compete nationally with well-known brands, a trader must make or package an item or product variety with its own brand or label. Private labels are more profitable for traders and less expensive for consumers than nationally recognized top brands (Vedamani, 2017). According to Kotler & Keller (2018) Retailers or distributors have private labels and private trademarks, which are only available in their own retail locations. The main goals of the private label approach are to differentiate the retailer's goods from those of competitors, foster consumer loyalty, and increase profitability through cost management and higher profit margins. A store that uses the private label method can increase revenue by branding the goods they sell under their name.

### **2.2 Service Quality**

Sundari & Syaikhudin (2021) state that consumers need to get service, and that service is related to the sale of goods that consumers will buy. Customers assess customer service by comparing their perceptions of the products and services they provide with their expectations, per Levy & Weitz (2012). If the perceived service satisfies or even exceeds customer expectations, the customer is satisfied. When people believe the service doesn't live up to their expectations, they become unhappy. The actual service provided influences how customers perceive the retailer's customer service. However, because goods are intangible, it can be difficult for customers to

accurately assess the services provided by a business. Not only the results, but also how the staff delivers the service often impacts the customer.

### 2.3 Display Products

Efforts are made to arrange items in a display so that consumers are interested in seeing and buying them. Each item in the store is positioned according to the brand identity and business plan you want to build. Remembering that how items are arranged in a store can reduce the likelihood and frequency of customers connecting with the advertised merchandise. One of the most important ideas to drive consumers is this. Efforts are made to arrange the product in such a way as to encourage customers to be interested in seeing and buying it (Widodo, 2017). In making attractive spaces and arranging goods so that buyers or customers feel comfortable making purchases at a store, a company must provide or carry out displays (product arrangement) in its store (Tawas et al., 2019). A strong, persuasive display can increase business sales and encourage clients to purchase services or products marketed directly to them.

### 2.4 Price Discounts

Consumer purchasing decisions are generally influenced by price. Price reductions, also known as price reductions, are a type of advertisement for sales that are often used by marketers in both physical and online companies that primarily cater to end users. A price cut, as defined by Kotler & Keller (2018), is a reduction in the regular price of a product provided to a customer. Discount pricing (also known as discount pricing) is a price reduction strategy that marketers use to offer consumers at a certain time in an effort to attract them to buy certain products that are given a discount as quickly as possible (Rahmadi, 2020). Price Discount is a price reduction technique that convenience retailers use to attract customers for a limited time to catch their attention and persuade them to buy goods at a lower price than usual. (Sagala, 2022). Cost Discount is a reduced price that is less than the usual price that a supplier offers to consumers a set estimate to persuade them to complete their purchase with the aim of increasing business sales. Using discount promos is one of the advantages of company competition. Discounts play an important role in increasing sales and getting customers interested in buying a product (Puspita, 2021).

### 2.5 Impulse Buying

Arifianti & Gunawan (2021) claim that spontaneous purchases are a type of shopping motivated by the feelings that each customer has for himself, putting aside social and interpersonal elements in their decision making. The most important element in doing this exercise is the emotional component. Unplanned buying and impulse buying go hand in hand. When the environment is safe and profitable, consumers or buyers tend to carry out impulse buying behavior. It refers to the circumstances in which people buy, whether they are in a convenient retail environment such as a supermarket or a hypermarket or when they are using convenient transit to go somewhere. According to Nurudin (2020),

## 3. RESEARCH METHOD

This study uses an associative methodology and a quantitative research design. The location for this study was carried out on Jalan Suasa Tengah Pasar IV Mabar Hilir, Medan Deli, Medan City, North Sumatra, Indonesia 20241. According to Sugiyono (2019) the population as a whole is a category for generalization consisting of items and people with certain characteristics and

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qualities that researchers choose to study in order to draw conclusions. Customers who shop at PT. X Medan Downstream Branch is a research population that is included in the infinite category. Thus, there are a total of 19 indicators in this study, so that the number of samples is not less than 95 samples and a total of 190 samples. Multivariate linear regression analysis method is used in this work to analyze the data. The multiple linear regression approach is a regression model that has several independent components and is used to assess the level of influence of the variable itself on the dependent component (Ghozali, 2020). Data collection techniques were carried out in 2 ways, namely using primary data and secondary data using 3 tests, namely instrument testing, classical assumption testing and hypothesis testing.

**4. RESULTS AND DISCUSSION**

**Table 1** Validity Test Results

| Variabel                    | Rhitung | Rtabel | Keterangan |
|-----------------------------|---------|--------|------------|
| <i>Impulse Buying (Y)</i>   | 0.778   | 0.361  | Valid      |
|                             | 0.621   |        | Valid      |
|                             | 0.669   |        | Valid      |
|                             | 0.621   |        | Valid      |
|                             | 0.851   |        | Valid      |
| <i>Private Label (X1)</i>   | 0.665   | 0.361  | Valid      |
|                             | 0.632   |        | Valid      |
|                             | 0.696   |        | Valid      |
| <i>Service Quality (X2)</i> | 0.669   | 0.361  | Valid      |
|                             | 0.457   |        | Valid      |
|                             | 0.621   |        | Valid      |
|                             | 0.735   |        | Valid      |
| <i>Display Product (X3)</i> | 0.638   | 0.361  | Valid      |
|                             | 0.778   |        | Valid      |
|                             | 0.846   |        | Valid      |
| <i>Price Discount (X4)</i>  | 0.423   | 0.361  | Valid      |
|                             | 0.768   |        | Valid      |
|                             | 0.778   |        | Valid      |
|                             | 0.691   |        | Valid      |

The presentation describes that each statement based on parameters Y, X1, X2, X3, and X4 has a score of Rcount > Rtable, so it is understood that each statement item is considered valid in this study with an Rtable value of 0.361.

**Table 2** Reliability Test Results

| <i>Cronbach's Alpha</i> | <i>N of Item</i> |
|-------------------------|------------------|
| 0.945                   | 19               |

The results obtained for the parameters tested have a Cronbach Alpha score > 0.60. So, it can be said that the indicators used to measure each dependent and independent component are reliable. In other words, this research can progress because the test results are accurate and valid. Indications should not be used as indicators or measuring tools if the research does not appear to be credible.

**Table 3** Normality Test Results

| One-Sample Kolmogorov-Smirnov Test     |                |                         |
|--|----------------|-------------------------|
|  |                | Unstandardized Residual |
| N                                      |                | 150                     |
| Normal Parameters <sup>a,b</sup>       | Mean           | ,0000000                |
|  | Std. Deviation | 1,20787975              |
| Most Extreme Differences               | Absolute       | ,070                    |
|  | Positive       | ,070                    |
|  | Negative       | -,050                   |
| Test Statistic                         |                | ,070                    |
| Asymp. Sig. (2-tailed)                 |                | ,066 <sup>c</sup>       |
| a. Test distribution is Normal.        |                |                         |
| b. Calculated from data.               |                |                         |
| c. Lilliefors Significance Correction. |                |                         |

Table 3 shows that  $0.066 > 0.05$  is a significant figure for the asymp sign. Based on the assessment basis in the Kolmogorov normality test, it can be determined if the information has a normal distribution and the normal assumptions or requirements in the regression model are met effectively.

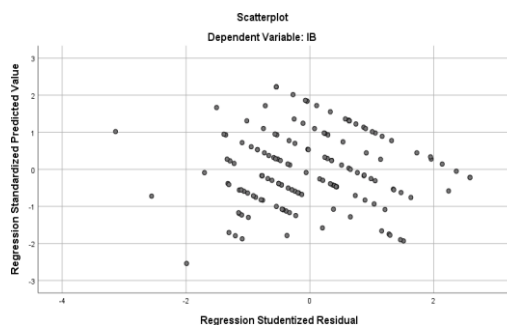
**Table 4** Multicollinearity Test Results

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |                         |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                         | (Constant) | -,569                       | 1,311      |                           | -,434 | ,665 |                         |       |
|                           | PL         | ,191                        | ,077       | ,166                      | 2,501 | ,013 | ,590                    | 1,695 |
|                           | SQ         | ,131                        | ,055       | ,138                      | 2,375 | ,019 | ,772                    | 1,296 |
|                           | DP         | ,134                        | ,067       | ,106                      | 2,011 | ,046 | ,938                    | 1,066 |
|                           | PD         | ,824                        | ,095       | ,570                      | 8,644 | ,000 | ,600                    | 1,668 |

a. Dependent Variable: IB

In the data above, it is known that the variation in the inflation factor is less than 10, but the allowed value is greater than 0.10. As a result, the regression model can be said to be free from multicollinearity problems.

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**Figure 1** Heteroscedasticity Test Results

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The picture above shows that the scatter plot points are spread between and above the zero point and do not follow a certain pattern, which shows the validity of the heteroscedasticity of the regression model.

Table 5 Multiple Regression Test Results

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | -.569                       | 1,311      |                           | -.434 | ,665 |
|                           | PL         | ,191                        | ,077       | ,166                      | 2,501 | ,013 |
|                           | SQ         | ,131                        | ,055       | ,138                      | 2,375 | ,019 |
|                           | DP         | ,134                        | ,067       | ,106                      | 2,011 | ,046 |
|                           | PD         | ,824                        | ,095       | ,570                      | 8,644 | ,000 |

a. Dependent Variable: IB

Based on the table above, it shows that the regression equation obtained from the test results is as follows:

$$Y = -0.569 + 0.191 X1 + 0.131 X2 + 0.134 X3 + 0.824 X4 + e$$

1) Constant

Based on the regression above it can be said that: The constant value -0.569 indicates that the Impulse Buying variable (Y) will have a negative significance of 0.569 if the Private Label variable (X1), Service Quality (X2), Product Display (X3), and Price Discount (X4) is considered to have a value of 0.

2) Regression Coefficient

a. Element Private Label (β1)

Based on the results of the table regression, the regression coefficient for the Private Label factor (X1) is positive at 0.191 which indicates that assuming other factors remain constant, the better the Private Label, the greater the increase in Impulsive purchases will occur.

b. Service Quality Element (B2)

Based on the regression findings shown in the table, the regression coefficient for the Service Quality variable (X2) has a positive value of 0.131 which indicates that assuming other variables remain constant, the better the Service Quality, the greater the increase in Impulse Buying will occur.

c. Product Display Elements (B3)

Based on the results of the table regression, the regression coefficient value of the Display Product variable (X3) is positive at 0.134, this indicates that assuming other factors remain constant, the better the Display Product, the greater the increase in Impulse Buying.

d. Price Discount Element (B4)

From the results of the table regression, the discount component (X4) has a positive regression coefficient of 0.824 which indicates that assuming all other variables remain constant, the higher the discount, the greater the increase in impulse buying.

**Table 61** Partial Test Results (T Test)

| Variabel | Beta  | T hitung | T tabel | Sig t | Alpa | Keterangan    |
|----------|-------|----------|---------|-------|------|---------------|
| X1       | 0.191 | 2.501    | 1.97646 | 0.013 | 0.05 | Ha : Diterima |
| X2       | 0.131 | 2.375    | 1.97646 | 0.019 | 0.05 | Ha : Diterima |
| X3       | 0.134 | 2.011    | 1.97646 | 0.046 | 0.05 | Ha : Diterima |
| X4       | 0.824 | 8.644    | 1.97646 | 0.000 | 0.05 | Ha : Diterima |

The results of the individual test output results in the table above can be described as follows:

**a. The t test on Private Label (X1)**

With a significance level of  $t = 0.013$ , the t test for Private Label indications (X1) yields a tcount of 2.501. Because  $tcount > ttabel$  ( $2.501 > 1.97646$ ) or the significance of t is below 0.05 ( $0.013 < 0.05$ ), the Private Label indicator (X1) only partially influences Impulse Buying PT. X Mabarak Hilir profitably and significantly.

**b. The t test on Service Quality (X2)**

With a t significance level of 0.019, the t test for the Service Quality indicator (X2) yields a tcount of 2.375. If  $tcount > ttabel$  ( $2.375 > 1.97646$ ) if the significance level t is below 0.05 ( $0.019 < 0.05$ ), then the service quality indicator (X2) partially affects impulse purchases at PT. X Mabarak Hilir profitably and significantly.

**c. Test t on Display Product (X3)**

It is known that  $tcount > ttabel$  ( $2.011 > 1.97646$ ) and the significance of t is below 0.05 ( $0.046 < 0.05$ ), the results show that the Product Display indicator (X3) partially has a significant and positive effect on Impulse Buying at PT. X Mabarak Hilir Branch, according to the results of the t test on this indicator.

**d. T test on Price Discount (X4)**

With a significance level of 0.000, the t test using the Price Discount indicator (X4) produces a tcount of 8.644. The Price Discount indicator (X4) partially influences Impulse Buying at PT. X Mabarak Hilir Branch because  $tcount > ttabel$  ( $8.644 > 1.97646$ ) if the importance value of t is below 0.05 ( $0.000 < 0.05$ ).

**Table 7** Simultaneous Test Results (Test F)

| ANOVA <sup>a</sup>                        |            |                |     |             |        |                   |
|---|------------|----------------|-----|-------------|--------|-------------------|
| Model                                     |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1   | Regression | 357,206        | 4   | 89,302      | 59,565 | ,000 <sup>b</sup> |
|   | Residual   | 217,387        | 145 | 1,499       |        |                   |
|   | Total      | 574,593        | 149 |             |        |                   |
| a. Dependent Variable: IB                 |            |                |     |             |        |                   |
| b. Predictors: (Constant), PD, DP, SQ, PL |            |                |     |             |        |                   |

The results of the data are Fcount as a is 59.565 & sig is 0.000. F-table at level = 0.05,  $df1 = (k - 1 = 5 - 1 = 4)$  and  $df2$ , where n is the number of respondents used as many as 150 employees, and k is the number of research variables used, including Private Label ( X1), Service Quality (X2), Product Display (X3), Discounted Prices (X4), and Impulse Buying (Y), resulting in a Ftable value of 2.43. This shows that the hypothesis of Private Label, Service Quality, Product Display, & Price

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Discount has an effect on Impulse Buying at PT. X Mabar Downstream Branch can be accepted because  $F_{count} > F_{table}$  ( $59.565 > 2.43$ ) and  $sig < 0.05$  ( $0.000 < 0.05$ ).

**Table 8** Test Results for the Coefficient of Determination (R2)

| Model Summary <sup>b</sup>                |                   |          |                   |                            |
|---|-------------------|----------|-------------------|----------------------------|
| Model                                     | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1   | .788 <sup>a</sup> | .622     | .611              | 1,22443                    |
| a. Predictors: (Constant), PD, DP, SQ, PL |                   |          |                   |                            |
| b. Dependent Variable: IB                 |                   |          |                   |                            |

Table 8 summarizes the findings of the regression calculation showing that the predicted coefficient of the calculated variable (adjusted R square) is 0.611. This reveals that Private Label, Service Quality, Product Display, or Price Discounts affect 61.1% of Impulse Buying customers of PT. X in the Mabar Hilir Branch, while other factors not examined in this study have an effect on 38.9% of these customers.

**5. CONCLUSION**

The conclusions in this study are:

1. At PT. X Mabar Hilir Branch, Private Label has a positive and statistically significant effect on consumer impulse buying, with  $t_{count} > t_{table}$  ( $2.501 > 1.97646$ ) with a significance of  $t < 0.05$  ( $0.013 < 0.05$ ).
2. For customers of PT. X Mabar Hilir Branch, service quality has a good and significant effect on impulsive purchases with  $t_{count} > t_{table}$  ( $2.375 > 1.97646$ ) with a significance of  $t < 0.05$  ( $0.019 < 0.05$ ).
3. With a count  $> t_{table}$  ( $2.011 > 1.97646$ ) when the significance of  $t$  is below 0.05 ( $0.046 < 0.05$ ), display products have a positive and significant effect on impulse buying for customers of PT. X Mabar Hilir Branch.
4. The results of  $t_{count} > t_{table}$  ( $8.644 > 1.97646$ ) when the significance of  $t$  is less than 0.05 ( $0.000 < 0.05$ ), price discounts have an important and beneficial effect on consumer impulse purchases at PT. X Mabar Hilir Branch.
5. The results of  $f_{count} > f_{table}$  ( $59.565 > 2.43$ ) and  $sig < 0.05$  ( $0.000 < 0.05$ ), Private Label, Service Quality, Product Display, & Price Discount have a positive and substantial effect on Impulse Buying customers at PT. X Mabar Hilir Branch.



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*THE EFFECT OF PRIVATE LABEL, SERVICE QUALITY, PRODUCT DISPLAY AND PRICE DISCOUNT ON IMPULSE BUYING AT PT. X MABAR HILIR BRANCH, MEDAN CITY*

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