

THE INFLUENCE OF SALES PROMOTION, BRAND IMAGE, AND STORE ATMOSPHERE ON IMPULSIVE BUYING OF MIXUE ICE CREAM AND TEA

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Abstract

This study aims to determine and analyze the effect of sales promotion, brand image, and store atmosphere on impulsive buying of Mixue ice cream and tea consumers in Bengkulu City. This research uses a quantitative approach with the help of Eviews 10 software for data analysis. The results of the statistical testing show that sales promotion has a positive and significant effect on impulsive buying of Mixue ice cream and Tea Bengkulu City. Brand image positively and significantly affects impulsive Mixue ice cream and Tea Bengkulu City buying. Store Atmosphere also positively and significantly influences impulsive buying of Mixue ice cream and Tea Bengkulu City. Then, simultaneously, sales promotion, brand image, and store atmosphere positively and significantly affect the impulsive buying of Mixue ice cream and Tea Bengkulu City. The results of this study are expected to be beneficial for related parties, especially Mixue ice cream and Tea companies, to continue to improve and maintain the factors that influence impulsive buying of Mixue ice cream and Tea consumers in Bengkulu City.

Keywords: Brand Image, Impulsive buying, Sales promotion, Store Atmosphere

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Introduction

Business development is rapid, and business flows from various industries have sprung up. Indonesia is one of the developing countries that cannot be separated from the development of its business industry (Rahardjo, Hasbullah, and Taqi 2019). One of the fastest-growing businesses in Indonesia is the retail business. The retail business is influenced by market conditions in Indonesia, which continue to increase, so the demand for retail goods and services is also growing. The development of the retail business in Indonesia cannot be separated from the stimulus of the consumer behavior (Setyowati, Widayanti, and Supriyanti 2021).

The behavioral influence perspective in understanding consumer behavior assumes that environmental forces force consumers to purchase without first developing feelings for the product (Oliver 1996). This causes shifts and changes in consumer shopping behavior. The behavior of someone who initially shopped with planned intentions becomes unplanned or impulsive buying (Kumar et al. 2020).

Impulsive buying is a sudden purchase in which one makes decisions without paying attention or considering the usefulness, processing information, and comparing it with other products (Muruganantham and Bhakat 2013). Impulsive buying is consumers' tendency to buy products spontaneously, reflexively, suddenly, and automatically, and can occur anytime and anywhere (Coley 1999).

Research conducted by new media and marketing in 2017 states that 9 out of 10 consumers make purchases outside of the shopping list they have made (Palalic et al. 2020). 66% of consumers said they made a purchase that didn't match their shopping list because of a sale or promotion, 30% said they got a coupon, and 23% wanted to treat themselves (Utami & Utama, 2016).

Impulsive buying behavior can allow producers to increase their sales volume, especially in retail businesses, which can be an option for doing a franchise business (Utama et al. 2021). The franchise industry is one of the growing industries in Indonesia, and the food and beverage sector still dominates compared to other sectors (Husin, Kamarudin, and Rizal 2021). Indonesia's central statistics agency (BPS) explained that real income from the F&B sector increased from 2017 to 2021 (BPS 2022). In addition, the Ministry of Trade explained that F&B is the most dominant sector in the total recorded local franchises, around 58.37%.

Mixue Ice Cream is a growing dessert and beverage brand in Indonesia. Mixue Ice Cream & tea entered Indonesia in 2020 under PT Zhiseng Pacific Trading, which is in the franchise retail business (Shakuntala and Ramantoko 2023). Since its arrival in Indonesia two years ago, consumers

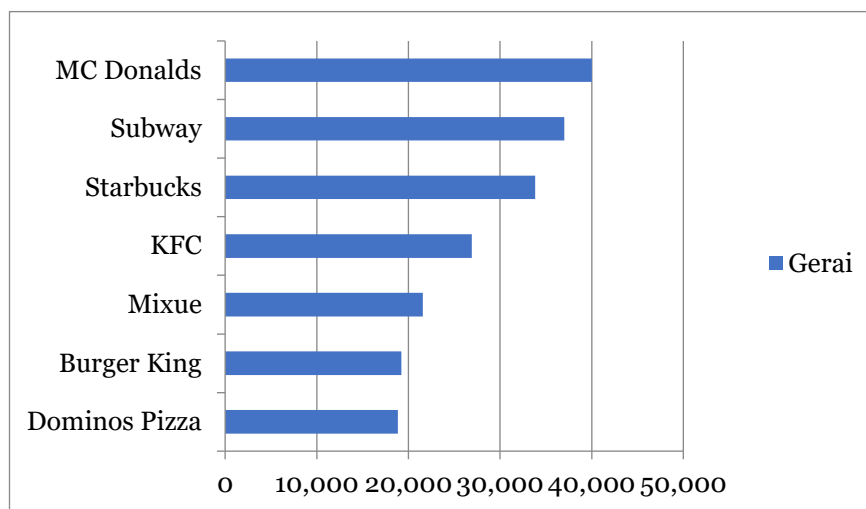
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and investors have loved the Mixue Ice Cream franchise. Although relatively new, Mixue has 300 branches in Indonesia and 21,000 outlets worldwide.

Mixue has a taste that is very suitable for the tongue of Indonesians who love sweet and economical food. The taste quality at a relatively low price makes Mixue more visited by consumers than its competitors (Rosmayanti 2023). Based on data obtained from Momentum Works, Mixue has the fifth most significant number of outlets in fast food restaurants in 2021, which is 21,582 outlets.

Based on Figure 1, showing the development of outlets from the franchise retail business, MC Donald occupies the first position with 42,300 outlets. Mixue is in the fifth position, beating Burgers by having 21,582 outlets. In addition to having many outlets, Mixue also has many flavor variants ranging from red bean ice cream, boba ice cream, matcha ice cream, etc., at a relatively cheap price starting from Rp. 8,000 so that middle to lower-class people can taste the product from Mixue.



Source: dataindonesia.id

Figure 1. List of Fast-Food Restaurants with the Most Outlets in the World in 2021

Bengkulu is one of the cities that Mixue Ice Cream and Tea has entered. According to the Bengkulu News website, Bengkulu City already has several Mixue ice cream and tea branches, including Kampung Bali, KM 6.5, and the Bengkulu University area. One of the students from Bengkulu High School stated that he was happy for the presence of Mixue ice cream and tea in Bengkulu. I am thrilled to be able to taste the ice cream that is currently viral on Tiktok, said Reren (Today 2023) Mixue ice cream and tea have significantly developed in Indonesia, not only in big cities but even in cities/districts that have also begun to be entered by Mixue. So, from this phenomenon, it is not surprising that Mixue can surpass the development of Burger King and Dominoz Pizza.

Companies have their strategies to increase their sales volume. Consumer desires for products and services will continue to develop, and the company's efforts to take these opportunities by creating an effective marketing strategy (Haslindah et al. 2021). One effective marketing is Sales promotion. Sales promotion is a collection of communications that have a short period to encourage potential buyers to carry out purchasing activities and can also encourage cooperation between distribution channels (Markkinointi, Tutkielma, and Lindholm 2008).

Sales promotion conveys information by communicating (to inform), captivating (to persuade), and remembering (to remind) all products produced by individuals or groups (Mahamoud 2022). Promotion is the most crucial variable in the marketing field. Without promotion, products or services will not attract customer attention, and customers will not even know the state of a company's products or services. Promotion is a company's strategy for marketing products or services to customers (Brata, Husani, and Ali 2017).

The relationship between Sales promotion and impulsive buying has been proven by previous research. Research Kwan (2016) has stated that sales promotion positively and significantly affects impulsive buying. This research is strengthened by research that Sales promotion has a positive and significant effect on impulsive buying. Different research has been found that states that sales promotion does not affect impulsive buying.

Brand image is an impression or belief that each consumer has on a particular product, as depicted in the minds of consumers towards a brand (Ramadani and Sarmigi 2024). With lifestyle development, consumer preferences for a product are also growing and changing (Wijaya, 2013). Consumers will choose products with a good enough impression over other products that do not have a good enough impression on consumer judgment, so brand image is one of the most essential things in building a business (Aulia and Briliana 2017). Empirically, research has shown that brand image positively and significantly affects impulsive buying at Matahari Department Store Mall Bali Galeria. These results align with research Sari, (2020) that explains that brand image affects impulsive buying. In contrast, it Salam et al., (2022) explains that brand image does not influence impulsive buying.

The store atmosphere is another factor influencing consumer interest when shopping and making impulsive purchases. The store atmosphere Levy & Weitz, (2007) is a combination of physical store attributes, such as architecture, arrangement of goods, lighting, layout, color, temperature, music, and aroma, which can create an overall picture in the minds of consumers. According to Utami, (2017), One of the causes of impulsive buying is the stimulus impact of shopping locations, which includes stimuli from the atmosphere of the store environment that retailers deliberately create to increase the attractiveness of the store. Store atmosphere can influence consumer purchasing

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behavior by creating a comfortable atmosphere that will create a feeling of pleasure for consumers (Hussain et al. 2015). The relationship between store atmosphere and impulsive buying has been proven by previous research. Research conducted on Kwan, (2016) store atmosphere has a positive effect on impulsive purchases. The same results were also found in research Akram et al., (2016), and Wijaya & Irawan, (2018) store atmosphere has a positive effect on impulsive buying. This research is not in line with the research results that store atmosphere does not affect impulsive buying.

The main contribution of this research is that it is a development of previous studies conducted by Kwan (2016) Atmaja *et al.* (2023). These studies discuss the effect of sales promotion and store atmosphere on impulsive buying in various shopping places, such as Planet Sports Tunjungan Plaza Surabaya, Chandra Super Store in Bandar Lampung, Store Mall Bali Galeria, and others. However, based on searches through various reference search platforms, such as Google Scholar, Publish or Perish, Science Direct, and so on, it is still rare to find research that specifically discusses impulsive buying at Mixue and Tea, especially in Bengkulu City. Therefore, this research is focused on examining impulsive buying at Mixue and Tea outlets in Bengkulu City, where the object of research is an element of novelty in this research.

Based on the discussion and research contributions, the researcher is interested in researching how much influence sales promotion, brand image, and store atmosphere have on impulsive buying at Mixue and Tea outlets in Bengkulu City.

Methods

This research uses a quantitative approach. Quantitative research is a scientific method using mathematical calculations or statistics (Sekaran & Bougie, 2017). Based on the research objectives, the type of research used is explanatory research. This study uses a survey method of Mixue Ice Cream & Tea customers in Bengkulu City. The variables studied are Sales promotion, brand image, and store atmosphere, and the dependent variable is impulsive buying. The data used in this study are primary. Primary data is obtained directly from respondents through distributing questionnaires to collect data, which will then be processed and analyzed using Eviews 10 software.

The population contained in this study is the people of Bengkulu City, as many as 391045 people, and the significance level set is 10% or 0.1, so the sample size in the study was determined using the Slovin formula:

$$n = \frac{N}{1 + (X \times e^2)}$$

$$n = \frac{391045}{1 + (391045 \times 0,1^2)}$$

$n = 99,997$ (rounded to 100)

Based on these results, a representative sample of 100 respondents will be taken in this study, and it is hoped that this research will obtain accurate results.

Table 1. Operational Definition of Variables

Variables	Operational Definition	Indicator
<i>Sales promotion (X1)</i>	Activities that carry out a form of persuasion by using incentives as an encouragement to buy a product or service to increase purchases. (Hermawan A.2012).	<ol style="list-style-type: none"> 1. Discounted Price 2. Coupon (Kotler & Keller , 2016) 3. Price packs/ centoff-deals (Kotler & Keller , 2016)
<i>Brand Image (X2)</i>	Brand image is a description of consumer associations and beliefs about a particular brand. Brand image is the observations and beliefs that consumers hold, as reflected in associations or in consumers' memories (Tjiptono (2015)	<ol style="list-style-type: none"> 1. <i>Corporate Image</i> 2. <i>product Image</i> 3. <i>User Image</i> (Supriyadi et.al., 2017)
<i>Store Atmosphere (X3)</i>	Store Atmosphere is the design and design of a purchasing environment in a store that is able to make consumers comfortable shopping in it (Nur Maya Sari, 2016).	<ol style="list-style-type: none"> 1. Lighting 2. Colour 3. Fragrance/Scent (Nur Maya Sari, 2016)
<i>Impulsive buying (Y)</i>	Impulsive buying or unplanned buying is defined as sudden, forced, and happy behavior in purchasing activities carried out (Nur Maya Sari 2016)	<ol style="list-style-type: none"> 1. Urge to Purchase. 2. Positive Affect 3. In-Store Browsing. 4. Shopping Enjoyment. 5. Time Available. 6. Money Available. 7. Impulsive buying tendency.

Based on the Operational Definition of Variables, the framework in this study is as follows:

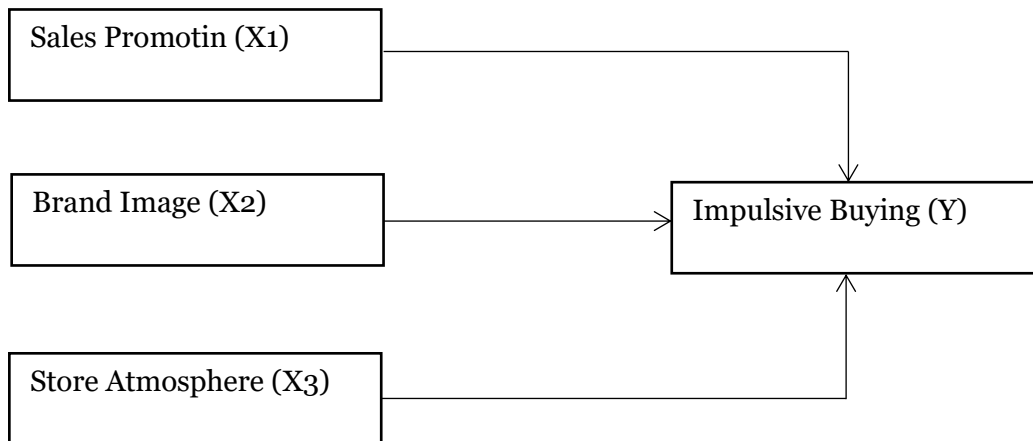


Figure 2. Research Framework

It can be seen from the research framework in Figure 2 that the formulation of the research hypothesis used is as follows:

- H1 : There is a positive and significant influence between *Sales promotion* toward impulsive buying at Mixue Ice Cream and Tea in Bengkulu City.
- H2 : There is a positive and significant influence between Brand Image toward Impulsive buying at Mixue ice cream and tea in Bengkulu City.
- H3 : Store Atmosphere positively and significantly influences Impulsive buying at Mixue Ice Cream and Tea in Bengkulu City.
- H4 : There is a positive and significant influence between the *sales promotion* store, brand image, and atmosphere simultaneously toward Impulsive buying at Mixue ice Cream and Tea Bengkulu City.

Result And Discussion

Validity Test

Based on Table 2 above, it can be seen that the value of $\text{count} > \text{table}$ and the probability value of $\text{count} < \text{table}$.

So, it can be concluded that all variable question items are valid.

Table 2. Validity Test

Statement Item		Correlation		
		Value	Probability	Description
<i>Impuls Buying (Y)</i>	Y.1	0.778	0.0000	Valid
	Y.2	0.729	0.0000	Valid
	Y.3	0.792	0.0000	Valid
	Y.4	0.860	0.0000	Valid
	Y.5	0.865	0.0000	Valid
	Y.6	0.844	0.0000	Valid
	Y.7	0.709	0.0000	Valid
<i>Sales Promotin(X1)</i>	X1.1	0.842	0.0000	Valid
	X1.2	0.760	0.0000	Valid
	X1.3	0.470	0.0000	Valid
	X1.4	0.606	0.0000	Valid
	X1.5	0.663	0.0000	Valid
	X1.6	0.719	0.0000	Valid
<i>Brand Image (X2)</i>	X2.1	0.562	0.0000	Valid
	X2.2	0.685	0.0000	Valid
	X2.3	0.680	0.0000	Valid
	X2.4	0.863	0.0000	Valid
<i>Store Atmosphere (X3)</i>	X3.1	0.769	0.0000	Valid
	X3.2	0.824	0.0000	Valid
	X3.3	0.770	0.0000	Valid
	X3.4	0.641	0.0000	Valid
	X3.5	0.910	0.0000	Valid
	X3.6	0.827	0.0000	Valid
	X3.7	0.803	0.0000	Valid
	X3.8	0.806	0.0000	Valid
	X3.9	0.931	0.0000	Valid

Source: Data processed 2024, Eviews 10.

Reliability Test

From Table 3, it can be seen that the reliability value of the instrument is adequate because all variables are close to $1 > 0.60$. It can be concluded that the statement items of each variable have explained or provided an overview of the variables studied. In other words, the instrument is reliable or reliable.

Table 3. Reliability Test

Variables	Cronbach Alpha	R Table	Description
<i>Impulsive Buying (Y)</i>	0.655	0,60	Reliabel
<i>Sales Promotion (X1)</i>	0.777		Reliabel

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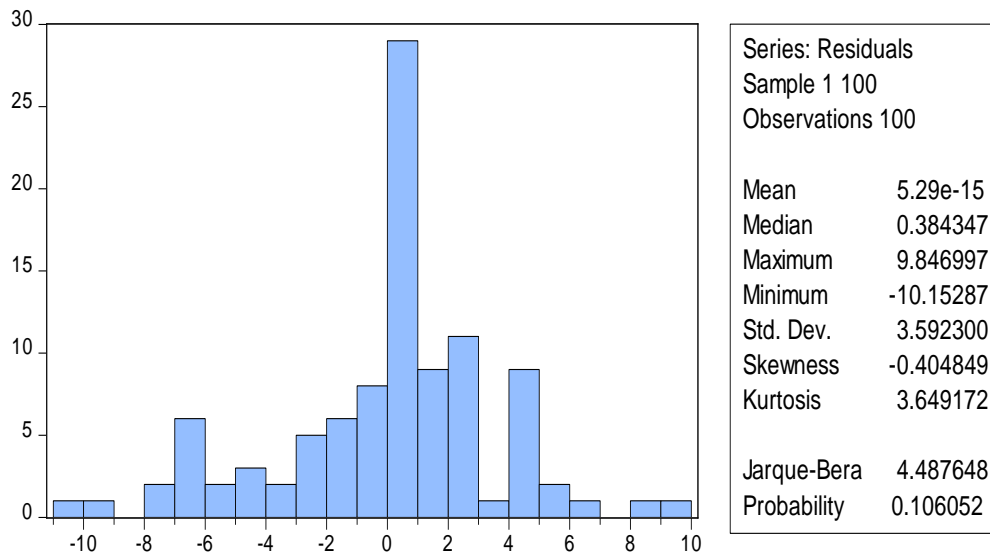
<i>Brand Image (X2)</i>	0.687	Reliabel
<i>Store Atmosphere (X3)</i>	0.698	

Source: Data processed 2024, Eviews 10.

Gauss Markov Assumption Test

Normality Test

Based on the test results of Table 3, the Jarque Bera probability value is $0.10605 > 0.05$. So, it can be concluded that the data is normally distributed.



Source: Data processed 2024, Eviews 10.

Figure 3. Normality Test

Multicollinearity Test

Based on the test results in Table 4, the VIF value is smaller than 10, which means that all variable data are free from multicollinearity.

Table 4. Multicollinearity Test

Variabel	Coefficient Variance	Uncentered VIF	Centered VIF
<i>Sales promotion</i>	0.006912	32.69027	1.311080
Brand Image	0.026147	58.75495	1.436966
Store Atmosphere	0.004710	53.49706	1.551439

Source: Data processed 2024, Eviews 10.

Autocorrelation Test

Based on the test results in Table 5, the probability value of Obs * R-Square is $0.8428 > 0.05$. So it can be concluded that the autocorrelation test assumption has been met or the data escapes autocorrelation.

Table 5. Autocorrelation Test

F-Statistic	0.161284	Prob. F (2,94)	0.8513
Obs*R-Square	0.341984	Prob. Chi-Square (2)	0.8428

Source: Data processed 2024, Eviews 10.

Heteroscedasticity Test

Based on the test results in table 6, the probability value of Obs * R-Square is $0.4212 > 0.05$. So it can be concluded that the heteroscedasticity test assumption has been met or the data escapes heteroscedasticity.

Table 6. Heteroscedasticity Test

F-statistic	2.291807	Prob. F(9,90)	0.4200
Obs*R-squared	20.02984	Prob. Chi-Square(9)	0.4212

Source: Data processed 2024, Eviews 10.

Multiple Linear Regression

Test t (Partial)

Based on the results of the t-test, the t-statistic value of the Sales promotion variable is $6.323343 > 1.66071$ and a significant value of $0.0000 < 0.1$. So, it can be concluded that the Sales promotion variable positively and significantly affects the Impulsive Buying of Mixue ice cream and tea consumers. Furthermore, the t-statistic value of the Brand Image variable is $4.395004 > 1.66071$ and a significant value of $0.0000 < 0.1$. So, it can be concluded that the Brand Image variable positively and significantly affects the Impulsive Buying of Mixue ice cream and tea consumers. The t-statistic value of the Store Atmosphere variable is $3.530904 > 1.66071$ and a significant value of $0.0006 < 0.1$. So it can be concluded that the Store Atmosphere variable positively and significantly affects Impulsive Buying of Mixue ice cream and tea consumers.

Table 7. t-test (Partial)

Variabel	Coefficient	Std. Error	t-Statistic	Prob.
<i>Sales promotion</i>	0.525703	0.083137	6.323343	0.0000
Brand Image	0.710676	0.161701	4.395004	0.0000

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Store	0.242328	0.068630	3.530904	0.0006
Atmosphere				

Source: Data processed 2024, Eviews 10.

F Test (Simultaneous)

Based on Table 8, the results of the F test, the F-statistic value of the Sales promotion, Brand image, and Store Atmosphere variables is $60.78983 > 2.70$ and a significant value of $0.0000 < 0.1$. So, it can be concluded that the variables of sales promotion, brand image, and store atmosphere simultaneously (together) have a positive and significant effect on impulsive buying consumers of Mixue ice cream and tea.

Table 8. F Test (Simultaneous)

F-Statistic	60.78983
Prob (F-Statistic)	0.000000

Source: Data processed 2024, Eviews 10.

Test Coefficient of Determination (R²)

Based on Table 9, the coefficient of determination test results, the R-squared value of the Sales promotion, Brand image, and Store Atmosphere variables is 0.655135 or 66%. So it can be concluded that the variables of Sales promotion, Brand image, and Store Atmosphere affect impulsive buying by 66%, and other variables outside the research variables influence the remaining 34%.

Table 9. Test Coefficient of Determination (R²)

R-Squared	0.655135
Adjusted R-Squared	0.644358

Source: Data processed 2024, Eviews 10.

Discussion

The Effect of *Sales Promotion* on Impulsive Buying Consumers Mixue ice cream and tea.

Based on multiple linear regression analysis, the t-statistic value of the Sales promotion variable is $6.323343 > 1.66071$ and a significant value of $0.0000 < 0.1$. Thus, sales promotions positively and significantly affect impulsive buying at Mixue Ice Cream and Tea in Bengkulu City. If Mixue Ice Cream and Tea's Sales promotion improves, impulsive buying will also increase. Sales promotion techniques can encourage consumers to give in more quickly to their desires; in this case, Sales

promotion will stimulate impulsive buying because consumer interest increases in connection with attractive offers (Kchaou and Amara 2014).

According to James et al. (2014), promotions positively affect consumer emotions and encourage them to visit the store area, thus triggering impulsive buying. This is by the opinion Kwan, (2016) that Sales promotion creates a favorable perception for consumers. This shows that sales promotion influences positive emotions, exciting consumers to buy the product immediately. In addition, the results of this study support the research Trifyanto, (2019) which states that Sales promotion on impulsive buying on Shopee application users in Kebumen. The promotional techniques carried out by the Mixue ice cream and tea company are indeed excellent, as they make the price of its products friendly to the pockets of the middle to lower class people and also young people or students. These results are evident in the rapid development of Mixue, which has even entered cities or regencies such as Bengkulu.

The Effect of Brand Image on Impulsive Buying Consumers Mixue ice cream and tea

Based on multiple linear regression analysis, the t-statistic value of the Brand Image variable is $4.395004 > 1.66071$ and a significant value of $0.0000 < 0.1$. Thus, the brand positively and significantly affects impulsive buying at Mixue Ice Cream and Tea in Bengkulu City. Impulsive buying will also increase if the Mixue ice cream and Tea brand image improves. A good brand image on a product will make consumers have confidence in the product. The formed brand image must be clear and have advantages when compared to its competitors. A positive attitude of consumers towards a brand more easily leads them to buy products from that brand.

The brand image of Mixue Ice Cream and Tea company plays a vital role in attracting consumer interest in the products offered by the company. Consumer familiarity with the company's products and brand image is the company's strategy. Brand image directs perceptions that are expected to arise and are consistently communicated to customers. Thus, in this study, the Brand image variable really influences Impulsive Buying. The brand image of the Mixue company is indeed excellent. Where in its consumers' minds is embedded is the name of a delicious ice cream and tea company with many variants, and of course, at an affordable price. This result is evidenced by the development of Mixue outlets and branches, which are increasing as is happening in Bengkulu City, where the community, especially young people, welcome the presence of Mixue in Bengkulu.

The Influence of Store Atmosphere on Impulsive Buying Consumers Mixue ice cream and tea.

Based on multiple linear regression analysis, the t-statistic value of the Store Atmosphere variable is $3.530904 > 1.66071$ and a significant value of $0.0006 < 0.1$. Thus, the Store atmosphere positively and significantly affects impulsive buying at Mixue Ice Cream and Tea in Bengkulu City. Stores

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with a good and attractive environment influence customers to make impulsive purchases. Different things in the store environment that increase impulsive buying behavior include product displays, store lighting, technology crew behavior, store location, availability of goods, and several other variables.

Store Atmosphere has a positive impact on impulsive buying behavior. These results are similar to previous research conducted by (Daulay et al., 2021). It is further explained that respondents with a younger age are more involved in impulsive buying behavior, while this behavior is less found in respondents of mature age. This is because younger consumers are less conscious of spending their money, and their decision-making process is spontaneous. They see the product, get inspired, and buy. In addition, it is easier to inspire young consumers than mature consumers. This result can be seen in the consumers of Mixue ice cream and Tea in Bengkulu City, most of whom are young. In addition, a good, clean, and strategic store atmosphere will be favored by consumers, so it will make them make spontaneous purchases, especially young people.

Conclusion

In this final section, conclusions are presented from the results of the analysis and discussion related to the research, and also to answer the formulation of problems and hypotheses that have been made before. The conclusions of this study are Sales promotion has a positive and significant effect on Impulsive Buying consumers of Mixue ice cream and Tea Bengkulu City; Brand Image positively and significantly affects the Impulsive Buying of Mixue ice cream and Tea consumers in Bengkulu City; Store Atmosphere positively and significantly affects Impulsive Buying consumers of Mixue ice cream and Tea Bengkulu City; Sales promotion, Brand image, and Store atmosphere simultaneously positively and significantly affect Impulsive Buying consumers of Mixue ice cream and Tea Bengkulu City. Suggestions for further research can be made by selecting other variables that can explain this research from a more focused perspective on consumer behavior.

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