

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
SKRIPSI.....	iii
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xix
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	12
1.4 Objective of the Research.....	14
1.5 Benefit of the Research	14
1.5.1 Theoretical Benefit	14
1.5.2 Practical Benefit.....	15

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT	16
2.1 Theoretical Background	16
2.1.1 Marketing.....	16
2.1.2 Elements of Marketing Mix	17
2.1.3 Visual Merchandising	20
2.1.3.1 Definition of Visual Merchandising.....	20
2.1.3.2 The Importance toward Visual Merchandising	22
2.1.3.3 Indicators of Visual Merchandising	23
2.1.4 Sales Promotion	24
2.1.4.1 Definition of Sales Promotion	24
2.1.4.2 Purpose of Sales Promotion.....	26
2.1.4.3 Indicators of Sales Promotion	27
2.1.5 Store Atmosphere	28
2.1.5.1 Definition Store Atmosphere.....	28
2.1.5.2 The Elements of Store Atmosphere.....	29
2.1.5.3 Indicators of Store Atmosphere.....	31
2.1.6 Impulse Buying Behavior	32
2.1.6.1 Definition of Impulse Buying Behavior	32
2.1.6.2 Types of Impulse Buying Behavior.....	34
2.1.6.3 Indicators of Impulse Buying Behavior.....	35
2.2 Previous Research	37
2.3 Hypothesis Development.....	45
2.3.1. The Effect of Visual Merchandising on Impulse Buying Behavior at PT Mega Department Store Pekanbaru	46

2.3.2.	The Effect of Sales Promotion on Impulse Buying Behavior.....	47
2.3.3.	The Effect of Store Atmosphere on Impulse Buying Behavior	48
2.3.4.	The Effect of Visual Merchandising, Sales Promotion, and Store Atmosphere on Impulse Buying Behavior.....	48
2.4	Research Model	50
2.5	Framework of Thinking.....	50
CHAPTER III RESEARCH METHODOLOGY		52
3.1	Research Design	52
3.2	Population and Sample	53
3.2.1	Population	53
3.2.2	Sample	54
3.3	Data Collection Method	57
3.4	Operational Definition and Variable Measurement	59
3.4.1.	Operational Definition	59
3.4.2.	Variable Measurement	65
3.5	Data Analysis Method	66
3.5.1	Test of Research Instrument	66
3.5.2	Descriptive Statistic	69
3.5.3	Classical Assumption Test.....	74
3.5.4	Multiple Linear Regression Analysis.....	78
3.5.5	Coefficient of Determination	79
3.5.6	Hypothesis Test.....	80
CHAPTER IV RESEARCH RESULT AND DISCUSSION		84
4.1	General View of “Research Object”.....	84
4.1.1.	Brief History of PT Mega Department Store, Pekanbaru	84

4.1.2.	Vision and Mission	85
4.1.3.	Organizational Structure	85
4.1.4.	Job Description of Each Position	86
4.2	Research Result	91
4.2.1.	Test of Research Instrument	91
4.2.1.1.	Result of Validity Test.....	91
4.2.1.2.	Result of Reliability Test.....	96
4.2.2.	Respondent Characteristics	98
4.2.3.	The Explanation of Respondents on Each Variables	104
4.2.3.1.	Visual Merchandising (X1)	104
4.2.3.2.	Sales Promotion (X2)	109
4.2.3.3.	Store Atmosphere (X3).....	114
4.2.3.4.	Impulse Buying Behavior (Y)	121
4.2.4.	Descriptive Statistic	126
4.2.5.	Result of Data Quality Testing.....	132
4.2.5.1.	Classical Assumption Test	132
4.2.5.2.	Multiple Linear Regression Analysis	140
4.2.5.3.	Coefficient of Determination.....	142
4.2.6.	Result of Hypothesis Test	142
4.2.6.1.	F-Test.....	142
4.2.6.2.	T-Test	143
4.3	Discussion	146
4.3.1.	The Effect of Visual Merchandising, Sales Promotion, and Store Atmosphere on Impulse Buying Behavior.....	149
4.3.2.	The Effect of Visual Merchandising on Impulse Buying Behavior	

4.3.3. The Effect of Sales Promotion on Impulse Buying Behavior 155

4.3.4. The Effect of Store Atmosphere on Impulse Buying Behavior 158

CHAPTER V CONCLUSION 160

5.1. Conclusion..... 160

5.2. Managerial Implication 162

5.3. Recommendation..... 166

REFERENCES..... 171



LIST OF FIGURES

Figure 1. 1 Customers' Total Transaction at PT Mega Department Store (2017-2021)	9
Figure 1. 2 Percentage of Total Sales at PT Mega Department Store (2017-2021)	11
Figure 2. 1 Research Model	50
Figure 2. 2 Framework of Thinking	51
Figure 4. 1 The Organizational Structure of PT Mega Department Store Pekanbaru	85
Figure 4. 2 Chart of Respondents Gender	99
Figure 4. 3 Chart of Respondents Age	100
Figure 4. 4 Chart of Respondents Occupational Background	101
Figure 4. 5 Chart of Respondents Occupation	102
Figure 4. 6 Chart of Respondents Monthly Income	103
Figure 4. 7 Histogram Result of Normality Test	133
Figure 4. 8 P-P Plot Normality Test	134
Figure 4. 9 Scatterplot of Heteroscedasticity Test	137

LIST OF TABLES

Table 1. 1The Comparison of the Percentage of Net Income between PT Matahari Department Store, PT Ramayana Lestari Sentosa, and PT Mega Department Store Pekanbaru as in 2020 & 2021	7
Table 2. 1 Summary of Previous Research	37
Table 3. 1 Operational Variable X1	60
Table 3. 2 Operational Variable X2	62
Table 3. 3 Operational Variable X3	62
Table 3. 4 Operational Variable Y	64
Table 3. 5 The 5 Level Likert Scale Answer and Score.....	66
Table 4. 1 Validity Test of Variable X1 (Visual Merchandising).....	92
Table 4. 2 Validity Test of Variable X2 (Sales Promotion).....	93
Table 4. 3 Validity Test of Variable X3 (Store Atmosphere)	94
Table 4. 4 Validity Test of Variable Y (Impulse Buying Behavior).....	95
Table 4. 5 Reliability Test of Variable X1 (Visual Merchandising).....	96
Table 4. 6 Reliability Test of Variable X2 (Sales Promotion).....	97
Table 4. 7 Reliability Test of Variable X3 (Store Atmosphere)	97
Table 4. 8 Reliability Test of Variable Y (Impulse Buying Behavior)	98
Table 4. 9 Respondent's Characteristics Based on Gender.....	98
Table 4. 10 Respondent's Characteristics Based on Age.....	99
Table 4. 11 Respondent's Characteristics Based on Educational Background... ..	100
Table 4. 12 Respondent's Characteristics Based on Occupation	101
Table 4. 13 Respondent's Characteristics Based on Monthly Income.....	102
Table 4. 14 VM1. PT Mega Department Store Pekanbaru completely displays their items in the front windows of the store and is appealing to be visited	104
Table 4. 15 VM1.1. I am encouraged to enter PT Mega Department Store Pekanbaru as there is an attractive item displays in front of the store	105
Table 4. 16 VM2. PT Mega Department Store Pekanbaru exhibits merchandise mannequin which have been updated with the latest fashion trends.....	105

Table 4. 17 VM2.2. I prefer to buy products those are based on the mannequin display at PT Mega Department Store Pekanbaru	106
Table 4. 18 VM3. PT Mega Department Store Pekanbaru has properly organized interior products which results in creating a pleasant area for movement	107
Table 4. 19 VM3.3. I tend to try or look at the products which are close to me while walking through the alley between the displays in PT Mega Department Store Pekanbaru.	107
Table 4. 20 VM4. PT Mega Department Store Pekanbaru shows clear information boards as well as associated item promotion	108
Table 4. 21 VM4.4 I tend to look for products which are on the particular promotional signs at PT Mega Department Store Pekanbaru.	109
Table 4. 22 SP1. PT Mega Department Store Pekanbaru ever gives shopping voucher with a specified value of money that can be applied to all products in the store.....	109
Table 4. 23 SP1.1 I am interested to buy more products at PT Mega Department Store Pekanbaru because the offered promotional coupons which can reduce the amount for the following purchases.	110
Table 4. 24 SP2. PT Mega Department Store Pekanbaru has an appealing offer in the shape of bundles or a single package that is provided at a discounted price. For example, buy 1 get 1 free item.	111
Table 4. 25 SP2.2 I buy products at PT Mega Department Store Pekanbaru because there are big discounts or cutting prices.	112
Table 4. 26 SP3. PT Mega Department Store Pekanbaru presents subscription incentives for customers that have membership cards (MP Card).....	112
Table 4. 27 SP3.3 I am interested to buy products at PT Mega Department Store Pekanbaru if there are any gift of shopping vouchers provided.....	113
Table 4. 28 SA1. PT Mega Department Store Pekanbaru has a bright lighting settlement toward the store so that customers can have a pleasant shopping experience	114
Table 4. 29 SA1.1. The lighting quality in PT Mega Department Store Pekanbaru that has bright lighting can draw my attention to various products in the store.	114

Table 4. 30 SA2. PT Mega Department Store Pekanbaru features colors of the store that are appealing for customers to feel comfortable when shopping	115
Table 4. 31 SA2.2. PT Mega Department Store has good room color which can increase customers' mood and the overall impression of the store.....	116
Table 4. 32 SA3. PT Mega Department Store Pekanbaru plays music which corresponds to the shopping environment in the store	117
Table 4. 33 SA3.3 The music that is played in PT Mega Department Store Pekanbaru makes me want to stay longer to shop in the store	117
Table 4. 34 SA4. PT Mega Department Store Pekanbaru has a delightful scent which can make customers feel more comfortable to shop in the store.....	118
Table 4. 35 SA4.4 I like to shop at PT Mega Department Store Pekanbaru as the scent of the store makes me want to visit the store and buy items again.	119
Table 4. 36 SA5. PT Mega Department Store Pekanbaru features good design for the store's layout and exterior which makes customers feel comfortable while shopping	119
Table 4. 37 SA5.5 PT Mega Department Store Pekanbaru shows a presentable layout design for the product displays, in which the products are well-organized based on the product categories.	120
Table 4. 38 IBB1. When I am shopping at PT Mega Department Store Pekanbaru, I made impulsive purchases without giving them any long thought.	121
Table 4. 39 IBB1.1. I unexpectedly make a purchase while browsing the store at PT Mega Department Store Pekanbaru.....	121
Table 4. 40 IBB2. I buy products at PT Mega Department Store Pekanbaru because an uncontrollable desire to buy it	122
Table 4. 41 IBB2.2 I buy products at PT Mega Department Store Pekanbaru because of the products visual which make me cannot resist my desire.....	123
Table 4. 42 IBB3. I buy products at PT Mega Department Store Pekanbaru as there are sale or offer that caught my eye	123
Table 4. 43 IBB3.3. I suddenly buy product at PT Mega Department Store Pekanbaru which is followed by my emotion to purchase it.....	124

Table 4. 44 IBB4. I make a quick purchase without giving it any thought regarding the consequences after buying product at PT Mega Department Store Pekanbaru.....	125
Table 4. 45 IBB4.4 I rarely feel regret after I conduct an impulse purchase at PT Mega Department Store Pekanbaru.	125
Table 4. 46 Five Likert Scale	127
Table 4. 47 Interval Class.....	127
Table 4. 48 Descriptive Statistic of Visual Merchandising (X1)	127
Table 4. 49 Descriptive Statistic of Sales Promotion (X2)	129
Table 4. 50 Descriptive Statistic of Store Atmosphere (X3).....	130
Table 4. 51 Descriptive Statistic of Impulse Buying Behavior (Y)	131
Table 4. 52 The Result of Normality Test.....	135
Table 4. 53 Result of Multicollinearity Test	136
Table 4. 54 Result of Heteroscedasticity Test.....	137
Table 4. 55 Result of Linearity Test between X1 and Y Variables	138
Table 4. 56 Result of Linearity Test between X2 and Y Variables	139
Table 4. 57 Result of Linearity Test between X3 and Y Variables	139
Table 4. 58 Multiple Linear Regression Analysis.....	140
Table 4. 59 Result of Coefficient of Determination.....	142
Table 4. 60 Result of F-Test.....	143
Table 4. 61 T-Test Result.....	144

LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Questionnaire Data Tabulation.....	B-1
Appendix C: Respondents Demographic Result.....	C-1
Appendix D: Result of Descriptive Statistics	D-1
Appendix E: Result of Research Instrument Test.....	E-1
Appendix F: Result of Data Quality Testing	F-1
Appendix G: Result of Hypothesis Test	G-1
Appendix H: Letter of Statement	H-1
Appendix I: Turnitin Result	I-1

