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THE EFFECT OF DISCOUNT PRICING AND BONUS PACK ON POSITIVE EMOTION AND IMPULSE BUYING OF INDOMARET CUSTOMERS IN PEKANBARU

Abstract: This study aims to investigate the effect of Discount Pricing (X1) and Bonus Pack (X2) on Positive Emotion (Y1) and Impulse Buying (Y2) Indomaret Customers in Pekanbaru. The population of this study was Indomaret Customers in Pekanbaru that is unknown in numbers, and the samples were 120 people based on Hair formula. Structural Equation Model (SEM) with SmartPLS version 3.2.8 was used to analyze the data. The results shown that: 1) discount pricing had a positive and significant effect on positive emotion; 2) bonus pack had a positive and significant effect on positive emotion; 3) discount pricing had a positive and significant effect on impulse buying; 4) bonus pack had a positive and significant effect on impulse buying; 5) positive emotion had a positive and significant effect on impulse buying; 6) discount pricing had a positive and significant effect on impulse buying through positive emotion; 7) bonus pack had a positive and significant effect on impulse buying through positive emotion.

Key words: Discount Pricing, Bonus Pack, Positive Emotion, Impulse Buying.

Language: English

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Introduction

Red The business world in Indonesia is developing rapidly, which fuels an intensifying level of competitiveness. The retail industry is one of the developments. The retail business possibility is growing extremely quickly due to the ever-increasing necessities of people's life and the increasingly contemporary and advanced times that follow.

According to the 2018 Global Retail Development Index (GRDI) issued by the A.T. Kearney survey agency, Indonesia is in the top 10 most attractive countries in the retail industry sector.

Indonesia is on the 8th rank out of 30 developing countries in the world. This is supported by information submitted by the Indonesian Retail Company Association (Aprindo) that the growth of the retail business in Indonesia in 2018 reached 15%, much different from the last three years which grew only 7%. However, during 2020, retail growth continued to decline. This happened due to the decline in people's purchasing power due to the Covid-19 pandemic that hit in December 2019. Based on the Real Sales Index (RSI), December 2020 was the worst period because retail sales decreased by -

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20.7% compared to the same period the previous year (year-on-year).

This phenomenon is driving a growing number of businesses to build marketing plans that can draw customers in by offering the finest service possible to fulfill their demands.

One of the retail companies in Indonesia is Indomaret Group or also known as PT Indomaret PrismaTama. Indomaret is a minimarket network that provides basic needs and daily needs with a sales area of less than 200 m². Indomaret as one of the franchise businesses in Indonesia continues to strive to develop its business, one of which is by examining the distinctive characters possessed by Indonesian customers. The distinctive character in this case is consumer behavior which has its own characteristics compared to most other customers. According to Irawan in Sabilla (2018), Indonesian customers have ten unique characters, namely short-term thinking, unplanned, technological stutter, context orientation, likes foreign brands, religious, prestige, strong in subculture, less concerned about the environment, and likes to socialize. As a result, the majority of Indonesian customers have a spontaneous character and like to act at the last minute, which frequently leads to impulsive buying.

One indicator of the success of a retail can be seen from sales that continue to increase. Unplanned purchases (impulse buying) made by customers are the biggest factor in influencing sales volume in retail businesses. This is supported by the results of the Point-of-Purchase Advertising Institute (POPAI) research which shows that 75% of purchasing decisions are made while in the store, which is done unplanned.

However, impulse buying as a purchase that overrides rationality and is associated with quick and unplanned buying often causes conflicts of mind and strong emotional impulses. These emotional impulses are related to intense feelings, indicated by making purchases because of the urge to buy the product immediately or in a hurry, ignoring negative consequences, feeling dissatisfied, and experiencing conflicts in thinking that cause regret after making an unplanned purchase.

Other factors that also affect impulse buying according to Kotler and Keller (2012) are discount pricings and bonus packages. Discount pricing is a form of promotion by giving a discount on a product for a certain period. According to Kotler (2012), discounts are seen as beneficial in promotional methods since, logically, customers believe that with discounts, they would be able to make more purchases with less money. This is what encourages customers to make impulse purchases.

Indomaret usually gives discounts on certain products every month in order to attract customers to visit their stores. However, giving a discount pricing is often considered a problem because customers feel

disadvantaged by this system.

Another factor that also affects impulse buying is bonus pack. According to Shimp (2012), bonus pack is a strategy that is applied by giving a small note to the product in the form of "buy 1 get 1" or "buy 2 get 1" so that customers will indirectly be interested in making purchases, especially impulse purchases. However, the provision of bonus packs is also often complained of by Indomaret customers because it is not considered to provide benefits and some can even harm customers.

An initial survey on 30 Indomaret customers in Pekanbaru done by the authors reported that there are still some respondents who answered disagree with the statement submitted. On the positive emotion variable, the majority of the respondents are not satisfied with the service of Indomaret employees. Furthermore, in the discount pricing variable, many customers think that Indomaret rarely gives discounts on the products. Also, discounts are only given to certain or limited products. Meanwhile, in the bonus pack variable, customers also complained about the infrequent giving of bonuses by Indomaret to its customers.

Based on the problems that have been described previously, the authors are interested in conducting a research study entitled "The Effect of discount pricing and bonus pack on positive emotion and impulse buying of Indomaret Customers in Pekanbaru."

Based on the description on the background, the authors determine the limitations of the problem to be discussed as follows: 1) Is there an effect of discount pricing on the positive emotion Indomaret Customers in Pekanbaru? 2) How is the effect of the bonus pack on the positive emotion Indomaret Customers in Pekanbaru? 3) How is the effect of discount pricing on impulse buying Indomaret Customers in Pekanbaru? 4) How is the effect of bonus pack on impulse buying Indomaret customers in Pekanbaru? 5) How is the effect of positive emotion to impulse buying Indomaret Customers in Pekanbaru? 6) How is the effect of discount pricing on impulse buying through positive emotion of Indomaret customers in Pekanbaru? 7) How is the effect of bonus pack on impulse buying through positive emotion Indomaret Customers in Pekanbaru?

Meanwhile, the purpose of this study is to investigate the effect of: 1) discount pricing on the positive emotion Indomaret Customers in Pekanbaru. 2) bonus pack on positive emotion Indomaret Customers in Pekanbaru. 3) discount pricing on impulse buying Indomaret Customers in Pekanbaru. 4) bonus pack on impulse buying Indomaret Customers in Pekanbaru. 5) positive emotion to impulse buying Indomaret Customers in Pekanbaru. 6) discount pricing on impulse buying through positive emotion Indomaret Customers in Pekanbaru. 7) bonus pack on impulse buying through positive emotion Indomaret Customers in Pekanbaru.

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Literature Review

Impulse Buying

Impulse buying or unplanned purchase is an act of buying that is not planned in advance and occurs as a result of the stimuli received, and this action is immediately decided on the spot. Mowen and Minor (2012) define impulse buying as an act of buying that is done without having the intention to buy before entering the store.

Meanwhile, according to Schiffman and Kanuk (2012), impulse buying is an emotional decision or according to impulse. Emotions can be very strong and sometimes serve as the basis for the dominant motive for making a purchase. Meanwhile, Utami (2012) defines impulse buying as a purchase that occurs when customers see certain products or brands due to attractive stimuli so as to increase interest in making purchases.

Another definition was given by Sutisna (2012) that impulse buying is a purchase that occurs when customers make sudden purchasing decisions. The urge to make a purchase is so strong that customers no longer think rationally in their purchases.

Based on some of the opinions above, it can be concluded that impulse buying is a buying decision taken by customers because of emotional impulses and attractive stimuli so that customers no longer think rationally in making purchases.

According to Aprilliani (2017), the impulse buying variable is measured by using the following indicators: 1) Spontaneity of purchases; 2) Purchasing products recommended by employees or cashiers; 3) Ignoring consequences; 4) Purchasing any new products; 5) Buying something that looks good; 6) Buying because of an attractive offer.

Positive Emotion

Positive emotions are emotions that are able to bring positive feelings to people who experience them. Positive emotions can arise from factors such as anticipation of one's mood, the propensity of one's emotive nature, and responses to a supportive environment such interest in products, services offered to customers, or as a result of sales promotions.

According to Seligman (2011), positive emotions are feelings of pleasure, joy, happiness, hope, love, and peace which are part of positive emotions. Customers with positive emotions show a greater urge to make impulse purchases because they have feelings that are not limited by the surrounding environment.

The definition of positive emotion according to Kim and Young (2012) is feelings of enthusiasm and happiness felt by a person, so that it can influence his decision to shop. Meanwhile, according to Saputro (2019), positive emotion is a positive evaluation reaction from the nervous system to external or internal stimuli and is often conceptualized as a

general dimension. customers who are experiencing or have positive emotions tend to make impulse purchases. However, if a consumer is experiencing or has negative emotions, it is more likely to encourage customers not to be able to make unplanned purchases.

Based on some of the expert opinions above, it can be concluded that positive emotion is an emotion that presents positive feelings towards people who experience it, so that it will cause feelings of happiness and can affect the actions to be taken.

According to Seligman (2011), positive emotion indicators are as follows: 1) Feeling comfortable when shopping; 2) Feeling comfortable with the store environment; 3) Feeling happy when shopping; 4) Feelings of pleasure because of the friendliness of employees; 5) Feeling satisfied with employee service; 6) Feeling satisfied after shopping.

Discount Pricing

Discount or discount pricing is one form of sales promotion that is often applied by marketers which is aimed at the final customers. Customers like discounts because customers get reduced losses from direct discount pricings on a product. According to Kotler (2012), discount pricing is the savings offered to customers from the normal price of a product, which is listed on the label or packaging of the product.

Meanwhile, according to Sutisna (2012), discount pricing is a reduction in the price of a product from the normal price within a certain period. Meanwhile, according to Sigit (2012), discount pricing is a reduction to the set price because the buyer meets the specified conditions. Tjiptono (2014) defines discount pricing as a discount given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller.

Thus, it can be concluded that the discount pricing is a cut in the normal price so that the price offered is lower than usual.

Discount pricing variable is measured using the following indicators: 1) The amount of the discount; 2) Discounts due to the number of purchases; 3) The period of the discount; 4) Choice of discounted time; 5) Types of products that get discounted prices; 6) Discounts for special products.

Bonus Pack

Bonus pack is a form of offering of extra loads of a product at normal prices to customers. Kotler (2012) defines bonus packs as bonuses in packs that are sold at a reduced price. The bonus pack is included in one of the components in the sales promotion which is used to increase impulse buying purchases made by customers. The definition of bonus packs according to Harper (2012) is bonuses in packaging as an effort to attract purchases by offering free products or services at reduced prices to

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encourage the purchase of other products.

According to Shimp (2012), bonus packs are additional products from the company to be given to customers at the same price. Meanwhile, Mishra (2014) stated the bonus pack is a quantity-based sales promotion strategy in which customers are offered more quantity of products at the same price.

Therefore, bonus pack is a sales promotion carried out by the company in offering additional products for free at normal prices and even prices that

have been previously lowered to encourage customers to make purchases.

According to Mishra (2014), the indicators used to measure bonus packs are as follows: 1) Attractive prizes are given; 2) The quality of the prizes given; 3) Types of prizes given; 4) The gifts given are liked by customers; 5) Benefits of gifts given 6) Gifts given are needed by customers.

Research Framework

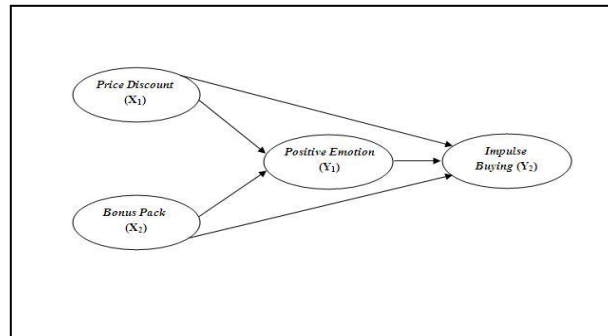


Figure 1 - Research Framework

Source: Savira (2020); Larasati (2021); Suryana and Sari (2021).

Research Hypothesis

Based The proposed hypothesis is as follows:

1. Discount pricing has an effect on positive emotion.
2. Bonus pack effect has an on positive emotion.
3. Discount pricing has an effect on impulse buying.
4. Bonus pack has an effect on impulse buying.
5. Positive emotion has an effect on impulse buying.
6. Discount pricing has an effect on impulse buying through Positive Emotion.
7. Bonus pack has an effect on impulse buying through positive emotion.

Research Method

Research sites

This research was conducted at Indomaret stores in Pekanbaru. This is because the number of Indomaret in Pekanbaru is more than other regencies/cities in Riau Province.

Population and Sample

The population of this research study was Indomaret customers in Pekanbaru whose number is not known with certainty.

Meanwhile, the sample of this study was calculated using the Hair formula, then the total number of 120 respondents was obtained. Because the respondents of this research study are Indomaret

customers throughout Pekanbaru, the cluster sampling technique was used for sampling.

Data Analysis Method

The data analysis method used is Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS software version 3.2.8.

According to Abdillah and Jogiyanto (2015), SmartPLS is a reliable tool for testing predictive models because it is not based on various assumptions, can be used to predict models with a weak theoretical basis, and can be used on data that has problems with classical assumptions (such as data that is not normally distributed, multicollinearity problems, and heteroscedasticity phenomena), can be used for small sample sizes, and can be used for formative and reflective constructs.

Ghozali and Latan (2014) also explain that Smart PLS is a variant-based structural equation analysis that can simultaneously test the measurement model (outermodel) as well as testing the structural model (innermodels). The measurement model shows how the manifest variable or observed variable represents the latent variable to be measured. Meanwhile, the structural model shows the power of estimation between latent variables or constructs.

Research Findings

Evaluation of the Measurement Model (Outer Model)

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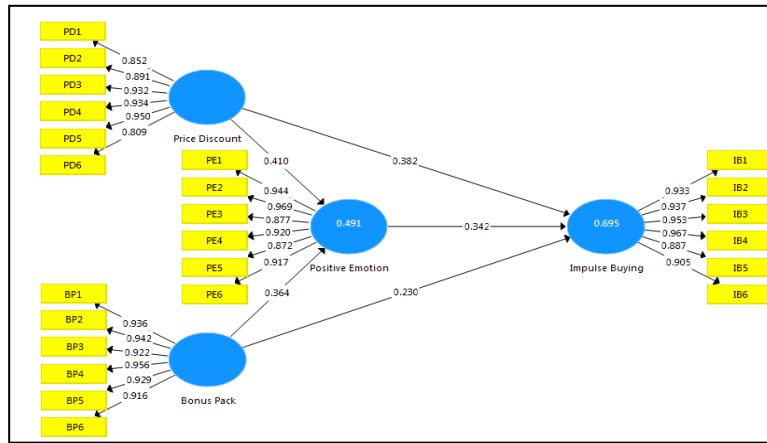


Figure 2 - Measurement Model (Outer Model)

Source: SmartPLS Processed Data, 2022

- Based on Figure 2, it can be seen that:
 - The most dominant indicator in forming the discount pricing variable is PD5 with a value of 0.950. This shows that the type of product that gets a discount is a factor that really determines the effectiveness of the discount pricing program carried out by Indomaret because the more diverse the product that gets a discount, the more it will be able to influence customers to make a purchase.
 - BP4 is the most dominant indicator in forming the bonus pack variable, which is 0.956. This means that the bonuses (gifts) that are preferred by customers greatly affect the effectiveness of the bonus pack program to customers. If the bonus given is in accordance with the preferences of customers, it will be able to influence them to make a purchase.
 - PE2 is the most dominant indicator in forming the positive emotion variable with a value of 0.969. This shows that the convenience of the store environment greatly affects the feelings of customers when making purchases at Indomaret.
 - The most dominant indicator in forming the impulse buying variable is IB4 with a value of

0.967. This means that the new products sold by Indomaret are very influential in increasing the impulse buying decisions made by customers because of their curiosity and interest in trying new products that have never been tried before.

Validity Test Results

Based on the results of the validity test, the loading factor value > 0.7, AVE value > 0.5, AVE root > Latent variable correlation, and cross loading value > 0.7. Thus, it can be concluded that all indicators on each variable have met the validity test criteria, both convergent and discriminant.

Reliability Test Results

Cronbach's alpha value on all variables is greater than 0.60 and the entire composite reliability value on all variables is greater than 0.70. Thus, in this research model, all the variables used have met the reliability test requirements and further testing could be carried out.

Evaluation of the Structural Model (Inner Model)

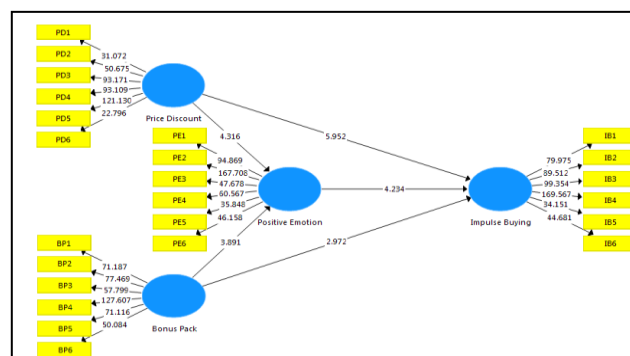


Figure 3 - Structural Model (Inner Model)

Source: SmartPLS Processed Data, 2022

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- Based on Figure 3, it can be seen that:
- Discount pricing variable is the PD5 value of 121.130. This means that the variety of types of products that receive discounts is a very important factor in increasing customers' positive emotions. This is because the better the consumer's emotions when shopping, the more motivated the consumer will be to immediately make a purchase without thinking.
 - Bonus pack variable namely BP4 of 127,607 showed that the bonuses (gifts) that are liked by customers are very influential in influencing the positive emotions that customers have so that they will cause feelings of pleasure when shopping and will ultimately increase spontaneous (unplanned) purchases by the customers.
 - Positive emotion variable is PE2 as much as 167.708. This reflects that the convenience of the store environment will affect the impulse purchases made by customers. A comfortable store environment will increase the pleasant feelings of customers so that they will make purchases spontaneously.
 - The greatest influence value on the impulse buying variable is IB4 of 169.567. This shows that the purchase of new products at Indomaret is influenced by the convenience of the store environment because it can increase customers' pleasant feelings when shopping. Furthermore, purchases of new products sold by Indomaret are also determined by the discounts and bonuses or gifts offered to customers.

Hypothesis Testing Results

Table 1. Hypothesis Testing Results

Influence	Path Coefficients	T-Statistics	P-Values
discount pricing->Positive Emotion	0.410	4,316	0.000
Bonus Pack ->Positive Emotion	0.364	3,891	0.000
discount pricing->Impulse Buying	0.382	5,952	0.000
Bonus Pack ->Impulse Buying	0.230	2,972	0.003
Positive Emotion ->Impulse Buying	0.342	4,234	0.000
discount pricing->Positive Emotion ->Impulse Buying	0.140	3,466	0.001
Bonus Pack ->Positive Emotion ->Impulse Buying	0.124	2,493	0.013

Source: Processed data of SPSS Statistics 21.0, 2022

Based on the results of hypothesis testing in Table 1, it can be seen that:

- The path coefficients value is 0.410 and the t-count value is 4.316 with a p-value of 0.000. These results indicate that the value of t-count (4.316) > t-table (1.96) or p-value (0.000) < 0.05. A positive path coefficient value means that discount pricing has a positive and significant effect on positive emotion Indomaret Customers in Pekanbaru. Thus, the first hypothesis of this study is accepted.
- The path coefficients value obtained is 0.364 and the t-count value is 3.891 with a p-value of 0.000. These results indicate that t-count (3.891) > t-table (1.96) and p-value (0.000) < 0.05. This shows that bonus pack has a positive and significant effect on Positive Emotion Indomaret Customers in Pekanbaru. Thus, the second hypothesis of this study is accepted.
- The path coefficients value is 0.382 with a t-count value of 5.952 with a p-value of 0.000. These results indicate that t-count (5.952) > t-table (1.96) or p-value (0.000) < 0.05. The path coefficient value is positive (0.382) which means that it is 0.05. A positive path coefficient value means that discount pricing has a positive and significant effect on impulse buying Indomaret Customers in Pekanbaru. Thus, it can be concluded that the third hypothesis of this study is accepted.
- The path coefficients value is 0.230 with a t-count value of 2.972 with a p-value of 0.003. These results indicate that t-count (2.972) > t-table (1.96) or p-value (0.003) < 0.05. That is, the bonus pack has a positive and significant effect on impulse buying Indomaret Customers in Pekanbaru. Thus, it can be concluded that the fourth hypothesis of this study is accepted.
- The path coefficients value obtained is 0.140 and the t-count value is 2.972 with a p-value of 0.000. These results indicate that t-count (2.972) > t-table (1.96) and p-value (0.000) < 0.05. This result means that positive emotion has a positive and significant effect on impulse buying Indomaret Customers in Pekanbaru. Thus, it can be concluded that the fifth hypothesis of this study is accepted.

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6. path coefficients value is 0.402 with a t-count of 3.466 with a p-value of 0.001. This shows that t-count (3.466) > t-table (1.96) or p-value (0.001) < 0.05. It shows that discount pricing has a positive and significant effect on impulse buying through positive emotion Indomaret Customers in Pekanbaru. Thus, the sixth hypothesis of this study is accepted.
7. The path coefficients value obtained is 0.124 and the t-count value is 2.493 with a p-value of 0.013. These results indicate that t-count (2.493) > t-table (1.96) and p-value (0.013) < 0.05. This means that the bonus pack has a positive and significant effect on impulse buying through positive emotion Indomaret Customers in Pekanbaru. Thus, the seventh hypothesis of this study is accepted.

Discussion

The Effect of Discount Pricing on Positive Emotion

Based on the tests that have been carried out, it shows that discount pricing has a positive and significant effect on positive emotion Indomaret Customers in Pekanbaru. That is, the better the implementation of the discount policy, the more positive customers' emotions when shopping.

These findings corroborate Saputro's (2019) study, which found that discount pricing significantly and favorably affects Yogyakarta minimarket customers' positive feelings. Suryana and Sari's research study in 2021 further demonstrates that discount pricing affects customers of Ace Hardware Sidoarjo's positive emotions.

The Effect of Bonus Pack on Positive Emotion

The results of this study indicate that bonus pack has a positive and significant effect on positive emotion Indomaret Customers in Pekanbaru. This shows that the more optimal the giving of bonuses or gifts to customers will increase positive emotions during shopping.

This result is in line with the opinion of Mowen and Minor (2012), one of the factors that can evoke positive consumer emotions is by giving bonuses or gifts as a strategy to promote the products being sold. This is usually done by companies to add new customers or to increase the number of purchases made by customers.

Furthermore, Savira's research (2020) shows that bonus pack has a positive and significant effect on emotional response to customers of Alfamart Kotalama Malang Branch.

Effect of Discount Pricing on impulse buying

Based on the research that has been done, the results obtained that the discount pricing has a positive and significant effect on impulse buying Indomaret Customers in Pekanbaru. That is, the more attractive

the discount given, the more customers will make purchases spontaneously (unplanned).

These results are in accordance with research conducted by Aprilliani (2017) that discount pricing has a positive and significant effect on Impulse Buying on Matahari Department Store customers. Furthermore, Sabilla's research (2018) also shows that discount pricing has a positive and significant effect on Impulse Buying on Alfamart Dharmawangsa customers.

The Effect of Bonus Pack on Impulse Buying

According to the findings of the investigation, bonus packs have a favorable and considerable effect on Indomaret customers' impulsive purchases in Pekanbaru. In other words, the more effectively incentives or gifts are given to clients, the more likely it is that they would make impulsive purchases (unplanned).

These findings are in agreement with Sabilla's (2018) study, which found that bonus packs significantly and favorably affect Alfamart Dharmawangsa customers' propensity for impulse purchases. Additionally, Alfamart Kotalama Malang Branch customers' impulse purchases are positively and significantly impacted by the bonus pack, according to Savira's research (2020).

The Effect of Positive Emotion on Impulse Buying

The results of this study indicate that Positive Emotion has a positive and significant effect on impulse buying on Indomaret customers in Pekanbaru. That is, the better the emotions or feelings of customers when shopping will increase the urge to make impulse purchases.

The results of this study support the research of Saputro (2019), Positive Emotion has a positive and significant influence on Impulse Buying on minimarket retail customers in Yogyakarta. Similar results were also shown by Suryana and Sari (2021) in their research study that positive emotion has a positive and significant effect on impulse buying on Ace Hardware Sidoarjo customers.

The Effect of Discount Pricing on Impulse Buying Through Positive Emotion

The results of this study indicate that the discount pricing positive and significant effect on Impulse Buying through Positive Emotion on Indomaret customers in Pekanbaru. This shows that positive emotion mediates the effect of discount pricing on impulse buying for Indomaret customers in Pekanbaru.

This result is in line with Suryana and Sari (2021), discount pricing has an effect on Impulse Buying through Positive Emotion on Ace Hardware Sidoarjo customers. Furthermore, the research findings of Larasati (2021) study also show that

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positive emotion mediates the effect of discount pricing on impulse buying on Indomaret customers in Denpasar.

The Effect of Bonus Packs on Impulse Buying Through Positive Emotion

According to the study that was done, bonus packs have a good and significant effect on impulsive buying among Indomaret customers in Pekanbaru. In other words, for Indomaret customers in Pekanbaru, happy emotion modulates the effect of bonus packs on impulsive purchase.

These results support Savira's research (2020) that bonus pack has a positive and significant effect on Impulse Buying through emotional response to customers Alfamart Kotalama Malang Branch.

Conclusions And Suggestions

Conclusions

Based on the results of the discussion and analysis that have been carried out in the previous chapters, the conclusions drawn are as follows:

1. Discount pricing has a positive and significant effect on positive emotion of Indomaret customers in Pekanbaru.
2. Bonus pack has a positive and significant effect on positive emotion of Indomaret customers in Pekanbaru.
3. Discount pricing has a positive and significant effect on impulse buying on Indomaret customers in Pekanbaru.
4. Bonus pack has a positive and significant effect on impulse buying on Indomaret customers in Pekanbaru.
5. Positive emotion has a positive and significant effect on impulse buying on Indomaret customers in Pekanbaru.
6. Discount pricing has a positive and significant influence on impulse buying through positive emotion on Indomaret customers in Pekanbaru.

7. Bonus pack has a positive and significant effect on impulse buying through positive emotion on Indomaret customers in Pekanbaru.

Suggestions

From the conclusions above, the authors can provide input and suggestions as follows:

1. In an effort to optimize the provision of discount pricings, Indomaret management is expected to provide discounts on various products. This is because customers who come from different backgrounds needs will differ from one another. In addition, discounts should also be given to products that are needed by the community in order to encourage customers to make purchases so that the company's sales targets can be achieved optimally.
2. It is hoped that the Indomaret management will ensure that the types of bonuses or gifts given have different variants and types, because if the prizes given are only certain variants or types, it will reduce the desire to make repeat purchases for customers who have made purchases.
3. In an effort to increase positive emotion, it is hoped that Indomaret employees will improve the quality of services provided. Based on the findings in the field, quite a lot of complaints from customers related to the services provided by employees. Therefore, to overcome this problem, it is hoped that the management will carry out regular monitoring and evaluation regarding the services provided by employees.
4. In an effort to optimize the impulsive buying strategy carried out by customers, it is expected that employees will increase their ability to persuade in offering products to customers. This is done so that customers feel confident with what is conveyed by employees so that they are interested in making spontaneous purchases.

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