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# The effects of discounts and bonus packs on impulse buying for consumers of Ramayana Flobamora Mall Kupang

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**ABSTRACT**

This research aims to determine the effect of discounts and bonus packs on unplanned purchasing behavior (impulse buying) among consumers of Ramayana Flobamora Mall Kupang. The type of research used in this research is a quantitative research method with an associative approach. The population in this research are consumers who have made purchases at Ramayana Flobamora Mall Kupang. The sampling technique was carried out using purposive sampling, obtaining a sample of 117 people. Data was collected using a questionnaire, then analyzed using multiple linear regression analysis with the help of Statistical Product and Service Solution (SPSS) 22.0 for Windows. Based on analysis tests on research results, the following results can be obtained: (1) discounts (X1) partially have a significant effect on impulse buying as evidenced by the t-count value of 7.409 > t-table 1.980 and the significance value of 0.000 < 0.05, (2) The bonus pack (X2) partially has no significant effect on impulse buying as evidenced by the t-count value of 1.302 < t-table 1.980 and the significance value of 0.195 > 0.05, (3) discount (X1) and bonus pack (X2) simultaneously (altogether) influence consumer impulse buying at Ramayana Flobamora Mall Kupang with an F-count value of 53.990 > F-table 3.08 and a significance value of 0.000 < 0.05.

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# INTRODUCTION

Nowadays, developments are becoming more advanced day by day, marked by technological developments and the increasing number of industries being established to meet human needs. The development of the business world in Indonesia is currently experiencing a rapid increase which is creating increasingly fierce competition, including the development of retail businesses in Indonesia. This can be seen from the shift in retail business from traditional to modern. According to the provisions of Presidential Regulation Number 112 of 2007, retail businesses can generally be categorized into two, namely traditional retail and modern retail. Traditional retail is a small-scale business, with little capital and a process of buying and selling merchandise through bargaining in the form of shops, kiosks and tents owned/managed by small and medium traders.

The various retail industries that are currently developing in the city of Kupang can be seen from the emergence of retail businesses in the minimarket class, supermarkets, department stores to national scale hypermarkets, such as TransMart, Matahari, Lippo Plaza Kupang, Ramayana Flobamora Mall, SuperTop, Hypermart, Hyperstore (Tloim & Benu, 2023). There are many retail companies that offer their products with promotional programs to attract purchasing decisions made in the store. One of the retail shopping centers in the city of Kupang is Ramayana Flobamora Mall. Ramayana Flobamora Mall is a company operating in the retail sector that sells various household necessities, daily goods, fruit, vegetables, toys, stationery, bags, shoes and accessories.

There are reasons why this research is important. First, understanding consumer behavior in response to discounts and bonus packs is crucial for both businesses and consumers. For businesses like Ramayana Flobamora Mall, knowing how these promotional strategies affect consumer behavior can directly impact sales and revenue. Additionally, for consumers, impulse buying behavior can have significant financial implications, affecting their budgeting and spending patterns. Second, in a highly competitive retail landscape like Kupang, staying ahead of competitors is essential for survival. Research into the effectiveness of promotional strategies like discounts and bonus packs can provide insights into how Ramayana Flobamora Mall can differentiate itself and attract more customers compared to other retail establishments in the area.

The high level of competition means that companies must have their own competitiveness and strategies so that their existence remains recognized and can continue to attract consumers. Ramayana Flobamora Mall continues to carry out various interesting innovations by implementing the best strategies to retain its consumers by providing massive discounts and providing bonus packs (extra loads) to trigger consumers to make impulse purchases and create shopping pleasure that consumers feel (Redine et al., 2023; Soelton et al., 2021). Based on the background stated, the researcher is interested in conducting research on "The Influence of Discounts and Bonus Packs on Impulse Buying Behavior in Ramayana Flobamora Mall Kupang Consumers."

# LITERATURE REVIEW

**Discount**

According to Noor (2020) discounts are savings offered to consumers from the normal price of a product, which is stated on the product label or packaging. According to Utami and Juanda (2022), a discount is a discount given by a seller to a buyer as appreciation for certain activities of the buyer that are pleasing to the seller. The existence of discounts can make consumers interested in making purchases, this consumer transaction will have an impact on increasing sales of certain products (Baruno & Novriza Annisa Sulistydea, 2021).

The dimensions of discounts are the size of the discount, discount period, and types of products (Bunyamin et al., 2021). First, the size of the discount given when a product is discounted can influence consumer perceptions. A price that is lower than the price that should be paid can change consumer perceptions in making purchasing decisions. Second, discount period is the time period given when the discount occurs. Discounts are given according to the time and type of product purchase. The discount period provided by the company makes consumers interested in buying products that they initially did not want to buy, but because of a certain period of time, consumers feel afraid of losing the opportunity to get a cheaper price. So, consumers will not miss the opportunity to buy this product. Third, types of products that receive discounts, diversity of choice in discounted products. Famous brands are always a target for consumers to buy products. Therefore, discounts given to well-known brands will increase purchasing levels compared to products that are not yet well known to consumers.

***Bonus Pack***

Bonus packs offer consumers an extra load of a product at a normal price (Blakeman, 2023). According to Rahayu (2020) bonuses in packaging are an effort to attract purchases by offering free products or services at reduced prices to encourage purchases of other products. Sherlin et al. (2022) defines a bonus pack as an extra quantity that a company gives to consumers at a normal price. Soo Ong et al. (1997) in their study define the bonus pack measurement indicators are as follow. First, the physical form of the product, know the condition and form of the product provided, for example the size, color and image of the product. Second, product benefits, seeing how the product can provide benefits for consumers as users. Third, product value, there is a value that is comparable to what consumers spend to buy the product.

***Impulse Buying***

Basically, impulse buying or what is usually called unplanned purchase is a person's action or behavior where the person does not plan beforehand in making the decision to shop, including aspects or promotional systems that influence that action. According to Verplanken and Sato (2011) impulse buying is an act of buying that is carried out without having any previous problems or buying intentions that are formed before entering the shop. People who do impulse buying tend to make purchases spontaneously, reflexively, and suddenly.

The indicators used to measure the impulse buying variable according to Pahala et al. (2021) consist of purchase without planning, purchase without thinking about the consequences, pare influenced by emotional

states, and purchases are influenced by attractive offers. Consumers buy a product spontaneously, without thinking, or without planning it first and do something on impulse and not because of recommendations from other people. Consumers do not consider the risks or good or bad of a product when buying that product. When consumers see a product and feel like buying that product, consumers cannot resist getting that product. Consumers buy a product when there is an attractive promotion that influences their buying interest.

Prior studies have investigated the relationship between retail strategies in eliciting impulse buying. Wulandari (2020) conducted a study in Pekanbaru City. The research results show that price cuts have an influence on impulse buying decisions at the Jumbo Mart retail company in the city of Pekanbaru. Based on the F test, it is known that the Price Discount variables jointly significantly influence the Impulse Buying decision. Secondly, Rahmadi (2020) did similar research in Aceh, viewed from a Sharia Economic Perspective. The research results show that (1) the Price Discount variable partially has a positive and significant effect on the dependent variable Impulse Buying (2) the Bonus Pack variable partially has a positive and significant effect on the dependent variable Impulse Buying (3) the Service Quality variable partially has a positive and significant effect on the dependent variable Impulse Buying (4) the variables Price Discount, Bonus Pack and Service Quality influence simultaneously (simultaneously) on the dependent variable Impulse Buying. Lastly, Rohmatin (2020) conducted research in Java island. The research results show that (1) price discounts (X1) partially have a significant effect on unplanned purchases, (2) bonus packs (X2) partially have a significant effect on unplanned purchases, (3) price discounts (X1), and bonus packs (X2) simultaneously (together) has a significant effect on unplanned purchases.

**Conceptual framework**

A conceptual framework is a model of how a theory relates to various factors that have been identified as important problems.

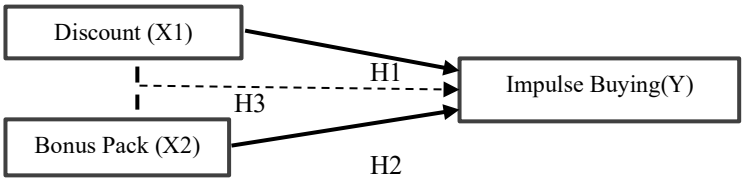


Figure 1. Conceptual framework

Note:

→ : The influence of each X1 and X2 on Y simultaneous test (F)

⇢ : Influence of X1 and X2 together on Y partial test (t)

# METHODS

**Types of research**

This research is research that uses quantitative research methods with an associative approach. Quantitative research methods according to Sugiyono (2010), namely research methods based on the philosophy of positivism, are used to research certain populations or samples, collect data using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses. The associative research method according to Sugiyono (2010), namely associative research aims to determine the influence or relationship between two or more variables. In this research, associative research methods are used to determine the effect of discounts and bonus packs on impulse buying.

There are two sources of data in the study, primary and secondary data. First, primary data is data collection that directly provides data to the data collector (Sugiyono, 2010), or it could be said that primary data is data that is directly taken by the data collector. Primary data in this research was obtained directly from respondents through filling out questionnaires. Secondary data is data collection that does not directly provide data to data collectors (Moleong, 2010). Secondary data in this research is data obtained from documents, journals, theses and reference books.

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Moleong, 2010). The

population in this research are consumers who have made purchases at Ramayana Flobamora Mall Kupang. According to Sari et al. (2023), a sample is part of the number and characteristics that represent the population. The sample in this research was 117 consumers who had made unplanned purchases at Ramayana Flobamora Mall Kupang.

The data collection technique in this research uses a questionnaire. A questionnaire is a data collection tool where the data will later be processed to produce certain information. The questionnaire for this research was distributed online to consumers of Ramayana Flobamora Mall Kupang assisted by using an administration application from Google, namely Google Form.

**Analysis Techniques**

The validity test in this research is used to test the validity of a questionnaire. This validity test was carried out using the Pearson Correlation coefficient (Product Moment Correlation). With the criteria in measuring the questionnaire as follows, if r-count > r-table then the statement is declared valid, the otherwise is declared invalid. The criteria used to see whether a questionnaire is reliable or not is by looking at the magnitude of the Cronbach Alpha value. A measuring instrument is said to be reliable if it has a Cronbach Alpha value ≥ 0.60 and vice versa if the Cronbach Alpha value < 0.60 then the instrument is not reliable.

We also inspected the classic assumption of the data by measuring several tests. First, normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. Residuals are normally distributed if they have a significance value > 0.05. Second, heteroscedasticity test is carried out to find out whether in a regression model there are similarities or differences in variance from the residuals of one observation to another. Third, multicollinearity test is used to test whether or not there is a correlation between independent variables. Symptoms of multicollinearity do not occur if the VIF value is not greater than 10 and the tolerance value is more than 0.10. Lastly, linearity test is used to determine whether the independent and dependent variables in this study have a linear relationship. This linearity test was carried out using a regression line with a significance level of 5%.

Our main analysis is multiple linear regression analysis. This analysis was carried out to examine how much influence the independent variable has on the dependent variable. The multiple linear regression analysis equation used is as follows:

$$Y = \alpha + b1X1 + b2X2 + .....e$$

Where:

Y = Impulse Buying

α = constant

b1 = Regression coefficient of variable X1

b2 = Regression coefficient of variable X2

X1 = Discount

X2 = Bonus Pack

e = Standard Error

To test the hypotheses, we use t-test analysis. T test is a test of individual partial regression coefficients which is used to determine whether the independent variable (X) individually influences the dependent variable (Y). The basis for decision making is as follows. If the sig value < 0.05 or the t-count value > t-table, then there is an influence of variable X on variable Y, the otherwise indicating that there is no influence of variable X on variable Y.

The F statistical test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent variable. The basis for decision making is as follows. If the sig value <0.05 then there is a simultaneous influence of variable X on variable Y, the otherwise indicating that there is no influence of variable X on variable Y. Coefficient of determination (R2) is a tool to measure how far the model's ability is to explain variations in the dependent variable.

# RESULTS AND DISCUSSION

**General Description of Research Objects**

PT. Ramayana Lestari Sentosa, Tbk is one of the Department Stores in Indonesia. This company is one of the companies operating in the supermarket chain business. This shop chain, which was started by husband-

and-wife duo Paulus Tumewu and Tan Lee Chuan, was first opened in 1978. This company was founded in Indonesia on December 14, 1983 based on the Deed of Notary R. Muh. Hendrawan, SH, No.60 on the same date. This deed of establishment was approved by the Minister of Justice of the Republic of Indonesia in Decree No. C2-5877.HT.01.01.TH.85 dated 17 September 1985 and announced in State Gazette No.9 Supplement No.589 dated 3 October 1985.In 1985 Ramayana began introducing shoe, bag and accessory products. Likewise, in the same year, Ramayana opened its first shop outside Jakarta, specifically in Bandung. At this first branch store, they have introduced accessory products such as shoes and bags which are not only limited to clothing. In 1989 Ramayana had become a retail chain, consisting of 13 outlets and employing 2,500 workers. The products offered are broader, including household necessities, toys and stationery.

Going through years full of change and uncertainty accompanied by slowing economic growth in Java, Ramayana began to shift attention outside Java which could become a potential area for expansion. Ramayana plans to increase the number of stores by around 10% per year nationally in the coming years with an estimated 50% located outside Java. On October 23 2003, the Ramayana Flobamora Mall Kupang or by another name "R1" was opened. As of December 31, 2007, the number of outlets operated by the company consisted of 95 outlets under the names "Ramayana" and "Robinson", 3 outlets under the name "Cahaya" and 2 outlets under the name "Orangemart", located in Jakarta, West Java, East Java, Central Java, Sumatra, Bali, Kalimantan, Nusa Tenggara and Sulawesi. The Company's Head Office is domiciled at Jl. KH Wahid Hasyim No. 220 A & B, Jakarta 10250. Even in 2010, the company set up its first shop in Papua. Currently the company operates stores in 42 major cities in Indonesia and employs more than 17,867 employees who are highly dedicated to the company.

Table 1. Gender

| No | Gender | Frequency | Percentage |
|---|---|---|---|
| 1. | Man | 46 | 39 % |
| 2. | Woman | 71 | 61 % |
| | Total | 117 | 100% |

Based on the table above, it is known that of the 117 respondents selected dominated by female respondents with 71 respondents (61%) then 46 male respondents (39%).

Table 2. Age

| No | Age Group | Frequency | Percentage |
|---|---|---|---|
| 1. | 17 - 20 Years | 12 | 10% |
| 2. | 21 - 30 Years | 73 | 62% |
| 3. | 31 - 40 Years | 26 | 22% |
| 4. | > 41 Years | 6 | 5% |
| | Total | 117 | 100% |

Based on the table above, the highest frequency of respondents who make purchases is in the 21-30 year age group with a total of 73 respondents (62%) and the lowest frequency is in the age group 41 years and over with a total of 6 respondents (5%).

Table 3. Occupancy

| No | Type of work | Frequency | Percentage |
|---|---|---|---|
| 1. | Student/Students | 42 | 36% |
| 2. | Civil servants | 21 | 18% |
| 3. | TNI/Polri | 6 | 5% |
| 4. | Self-employed | 10 | 9% |
| 5. | Etc | 38 | 32% |
| | Total | 117 | 100% |

The table above shows that the highest frequency of respondents who work as students is 42 people (36%) and the lowest frequency is respondents who work as TNI/Polri with a total of 6 respondents (5%).

Table 4. Validity Test Results

| Variable | Items | r-count | r-table | Information |
|---|---|---|---|---|
| | X1.1 | ,908 | ,182 | Valid |
| Discount (X1) | X1.2 | ,736 | ,182 | Valid |
| | X1.3 | ,726 | ,182 | Valid |
| Bonus Pack | X2.1 | ,848 | ,182 | Valid |
| (X2) | X2.2 | ,890 | ,182 | Valid |
| | X2.3 | ,868 | ,182 | Valid |
| Impulse | Y.1 | ,783 | ,182 | Valid |
| Buying | Y.2 | ,765 | ,182 | Valid |
| (Y) | Y.3 | ,916 | ,182 | Valid |
| | Y.4 | ,885 | ,182 | Valid |

The results of testing research instruments in terms of item validity – total statistics on 117 respondents as shown in the table show that all statement items have an r-calculated correlation value greater than 0.182. Thus the statement items for all variables are valid.

Table 5.Reliability Test Results

| Variable | *Cronbach's Alpha* | Limit Reliable | Information |
|---|---|---|---|
| Discount (X1) | ,693 | .60 | Reliable |
| Bonus Pack (X2) | ,833 | .60 | Reliable |
| Impulse Buying (Y) | ,860 | .60 | Reliable |

In table shows that the Cronbach Alpha value for each variable is > 0.60. This shows that all statements used in this research are declared reliable or appropriate.

Table 6.Normality Test Results

| | | Unstandardized Residuals |
|---|---|---|
| N | | 117 |
| Normal Parameters, b | Mean | .0000000 |
| | Std. Deviation | 2.86878000 |
| Most Extreme Differences | Absolute | ,094 |
| | Positive | ,047 |
| | Negative | -.094 |
| Statistical Tests | | ,094 |
| Asymp. Sig. (2-tailed) | | .012c |
| Exact Sig. (2-tailed) | | ,232 |
| Point Probability | | ,000 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the output results above, it can be seen that the significance value in the column "Exact Sig. (2-tailed)" is greater than 0.05 (0.232 > 0.05) so it can be concluded that the data tested is normally distributed.

Table 7.Heteroscedasticity Test Results

| Variable | Significance | Information |
|---|---|---|
| Discount (X1) | .101 | not occur heteroscedasticity |
| Bonus Pack (X2) | ,720 | not occur heteroscedasticity |

From the output above, it can be seen that the significance of the two independent variables has a value of more than 0.05, namely the discount variable is 0.101 > 0.05, the bonus pack variable is 0.720 > 0.05. Thus, it can be concluded that there is no heteroscedasticity problem in the regression model.

Table 8. Multicollinearity Test Results

| Variable | *Tolerance* | VIF | Information |
|---|---|---|---|
| Discount (X1) | 0.632 | 1,581 | not occur multicollinearity |
| Bonus Pack (X2) | 0.632 | 1,581 | not occur multicollinearity |

Based on the "Coefficients" output table in the "Collinearity Statistics" section, it is known that the Tolerance value for the discount variable (X1) is 0.632 and the bonus pack variable (X2) is 0.632, which is greater than 0.10. In table 4.8 above, the discount VIF value (X1) is 1.581 and the bonus pack (X2) is 1.581. These two variables have a VIF value of less than 10. It can be concluded that the regression equation model does not have multicollinearity problems.

Table 9. Linearity Test Results

| Variable | Significance | Information |
|---|---|---|
| Discount (X1) → Impulse Buying (Y) | ,507 | Linear |
| Bonus Pack (X2) → Impulse Buying (Y) | ,199 | Linear |

From the test results in the table above, it can be seen that all variables have a significance value greater than 0.05 (sig>0.05), this shows that all research variables are linear.

Table 10. Multiple Linear Regression Analysis

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | -.618 | 1,334 | | -.464 | ,644 |
| | Discount (X1) | 1,030 | ,139 | ,625 | 7,409 | ,000 |
| | Bonus Pack (X2) | ,164 | .126 | ,110 | 1,302 | ,195 |

a. Dependent Variable: Impulse Buying (Y)

The regression equation formula in this analysis or research is as follows.

$Y = \alpha + b1X1 + b2X2 + ..e$

$Y = -0.618 + 1.030X1 + 0.164X2 + e$

Based on the results of the multiple regression equation above, it can be interpreted that:

1. The constant value (α) is -0.618 (negative sign) indicating that if the independent variables, namely discounts and bonus packs, do not exist or are equal to 0, then the value of impulse buying is -0.618. This means that if there are no discounts and bonus packs, unplanned consumer purchasing behavior will not occur. Therefore, to increase consumer impulse buying, discounts and bonus packs need to be implemented so that they can encourage consumer impulse buying.
2. The discount regression coefficient (X1) value of 1.030 or 103% is positive. This means that if the discount variable increases by 1%, the consumer's decision to impulse buy will increase by 1.030. The coefficient has a positive value between discounts and impulse buying, so it can be stated that the discount variable has a positive influence on impulse buying, so the higher the discount, the higher the consumer's decision to impulse buy.
3. The bonus pack regression coefficient (X2) of 0.164 or 16.4% is positive. This means that if the bonus pack variable increases by 1%, the consumer's decision to impulse buy will increase by 0.164. The coefficient is positive between the bonus pack and impulse buying, so it can be stated that the bonus pack

variable has a positive influence on impulse buying, so the higher the bonus pack, the higher the consumer's decision to impulse buy.

Table 11. t test results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -.618 | 1,334 | | -.464 | ,644 |
| | Discount | 1,030 | ,139 | ,625 | 7,409 | ,000 |
| | Bonus Pack | ,164 | .126 | ,110 | 1,302 | ,195 |

a. Dependent Variable: Impulse Buying

Based on the table above, the t-calculated value for each variable is obtained as follows.

1. The effect of discounts (X1) on Impulse Buying (Y)

   The statistical results of the t test for the discount variable were obtained with a t-value of 7.409 and a sig value of 0.000. This shows that the t-calculated value is greater than the t-table value of 1.980 and the sig value is smaller than 0.05 (0.000 < 0.05). Thus Ho is rejected and Ha is accepted. So it can be interpreted that the discount variable (X1) partially has a significant effect on impulse buying (Y).

2. Effect of Bonus Pack (X2) on Impulse Buying (Y)

   The statistical results of the t test for the bonus pack variable were obtained with a t-count value of 1.302 and a sig value of 0.195. This shows that the t-calculated value is smaller than the t-table value of 1.980 and the sig value is greater than 0.05 (0.195 > 0.05). Thus Ho is accepted and Ha is rejected. So it can be interpreted that the bonus pack variable (X2) partially has no significant effect on impulse buying (Y).

Table 12. F Test Results

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 904.255 | 2 | 452.127 | 53,990 | ,000b |
| | Residual | 954,668 | 114 | 8,374 | | |
| | Total | 1858,923 | 116 | | | |

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Bonus Pack, Discount

Based on the table above, it can be seen that the F-calculated value is 53.990 and the significant probability value is 0.000 < 0.05, so Ho is rejected and Ha is accepted so it can be concluded that the discount variable (X1) and the bonus pack variable (X2) simultaneously (together ) has an effect on the impulse buying variable (Y) or means it is significant.

Table 13. R2 Test Results

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .697a | ,486 | ,477 | 2,894 |

a. Predictors: (Constant), Bonus Pack, Discount

Based on the SPSS "Model Summary" output table above, it is known that the coefficient of determination or R2 value is 0.486. The coefficient of determination (R2) is 0.486 or equal to 48.6%. This figure means that the discount variable (X1) and the bonus pack variable (X2) simultaneously (together) influence the impulse buying variable (Y) by 48.6%. Meanwhile, the remainder (100% - 48.6% = 51.4%) is influenced by other variables outside this regression equation or variables that are not studied.

Based on the results of the analysis and various tests, in this research it was found that the discount variable had a regression coefficient value of 1.030 which was positive and the t-count was 7.409 > t-table (1.980) and had a significant value of 0.000 < 0.05. Thus, it can be concluded that discounts have a positive and significant effect on impulse buying among Ramayana Flobamora Mall Kupang consumers. The results of this research support previous research conducted by Rohmatin (2020) regarding "The Effect of Price Discounts and Bonus Packs on Unplanned Purchases at Alfamart Madiun Regency" which shows that the discount variable has a positive and significant effect on the impulse buying variable, with statistical test results The calculated F regression of 158.437 is greater than the F table of 3.09, the significance value of 0.000 is smaller than 0.05 (0.000<0.05), and the regression coefficient has a positive value of 0.247.

The provision of discounts by Ramayana Flobamora Mall Kupang is determined to increase sales of a product or service. With this discount, consumers initially do not intend to buy a product, but when they see a product with a discount label, consumers feel interested in making unplanned purchases, thus encouraging consumers to buy in large quantities and increasing sales at Ramayana Flobamora Mall Kupang. Based on the results of the analysis and various tests, in this research it was found that the bonus pack variable had a regression coefficient value of 0.164 which was positive, and the t-count was 1.302 < t-table (1.980) and had a significant value of 0.195 > 0.05. Thus, it can be concluded that the bonus pack has a positive and insignificant effect on impulse buying among Ramayana Flobamora Mall Kupang consumers.

The results of this research support previous research conducted by Samma et al. (2023) which stated that bonus packs and in-store displays Store displays partially have no effect on impulse buying. Where in the research conducted it was found that the bonus pack and in-store display variables partially had no effect on impulse buying because the value obtained from the SPSS output was very small. The provision of bonus packs (extra loads) by Ramayana Flobamora Mall Kupang can influence consumer purchasing decisions, but this strategy is less popular with consumers when shopping. The strategies implemented have not been fully able to attract consumer interest so their purchasing power has decreased. Consumers feel dissatisfied with this strategy so it does not lead to impulse purchases. Apart from that, consumers will buy products that have been previously planned on the shopping list so that whether or not a bonus pack is applied does not affect consumer impulse buying behavior.

Based on the output results using SPSS in simultaneous hypothesis testing (F), it is known that the calculated F value is 53.990 and the significance value is 0.000. The value obtained was 3.09 at a significance probability of 0.05. From this value, it can be said that F-count > F-table (53.990 > 3.08) and the significance value is < 0.05 (0.000 < 0.05). So it can be concluded that the discount and bonus pack variables simultaneously (together) influence impulse buying. This is shown by the hypothesis equation, if the F-count value > F-table, then the hypothesis is accepted or has an effect simultaneously (together). Vice versa, if the F-count value < F-table then the discount and bonus pack variables simultaneously (together) have no effect on impulse buying. The variable that has a more dominant influence on Impulse Buying is the discount variable because Ramayana Flobamora Mall Kupang consumers respond more to products that have discounts and provide benefits to consumers. With discounts, consumers can save more than buying products at normal prices without discounts.

# CONCLUSION

Consumers who tend to buy additional products without prior planning can be used as an opportunity. It is hoped that the strategy for providing discounts can continue to be improved through adding information to promotional media such as billboards, brochures, and social media, for example Twitter, Instagram, Facebook and Tiktok, which aims to make consumers aware of the discounts offered by Ramayana Flobamora Mall Kupang. It is hoped that Ramayana Flobamora Mall Kupang will increase the procurement of products that offer additional bonuses, especially for products that have a well-known brand image so that they are better known to consumers and can trigger consumer impulse purchases.

Judging from the results of the F test research where discounts and bonus packs together influence consumer impulse buying, Ramayana Flobamora Mall Kupang needs to review the period for providing discounts and bonus packs. It is better if the discount and bonus pack application periods are carried out simultaneously to make it easier for consumers when shopping, especially for consumers who are eyeing attractive promotions. It is hoped that the number of samples and data collection methods can be increased to obtain comprehensive results. Besides that, considering that the variables outside the research are quite large, namely 51.4%, it is hoped that future researchers will be able to develop research by examining other variables

outside this research or combining the variables contained in this research with other variables, for example coupons, free samples, and internal structuring. store displays.

There are limitations of th research. First, the research may rely on a single method of data collection, such as surveys or interviews, which could introduce bias or limitations in capturing the complexity of consumer behavior. Using multiple methods or incorporating observational data could provide a more comprehensive understanding. Second, the study focuses specifically on the influence of discounts and bonus packs on impulse buying behavior, but it may overlook other important factors that could affect consumer behavior, such as individual characteristics, socio-economic factors, or cultural influences.

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