

Time Availability as Moderating Variable to the Influence of Price Reasonability, Store Attitude and Product Diversity on Impulse Buying

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Abstract

Indonesia as a captive market makes it an attraction for many retail entrepreneurs, both national and international, to compete for the existing market gaps so that competition becomes very tight, especially the frozen processed food product retail industry (Frozen Food), which has its own market gap, especially after the Covid-19 pandemic. Market anticipation and a good understanding of consumers related to how their buying behavior is very decisive for business entities that will enter the frozen food retail industry and for this reason, significant research is needed to determine their buying behavior.

This study aims to analyze the effect of store atmosphere on impulse buying with time availability as moderation and to analyze the effect of product diversity on impulse buying with time availability as moderation by using a sample of consumers who shop at Minamart Gresik Outlets. The study used a research sample of 150 respondents with Structural Equation Modelling-Partial Least Square as a tool for testing the hypothesis.

The results of this study indicate that all the hypotheses proposed have a significant effect on impulse buying moderated by the time availability variable.

Keywords: Time Availability, Reasonable Price, Store Atmosphere, Product Diversity, Impulse Buying

1. Introduction

Indonesia is one of the countries with a fairly large population and is 4th ranked in the world so that it becomes a target for marketing product from both local and international companies. Indonesia as a *captive market*, so that many retail entrepreneurs both national and international, are fighting over the market resulting in very competitive competition in conducting transactions or selling products in a retail business. They are marked by the opening of new outlets by Carrefour, Giant, Indomart, Alfamart, Alfamidi, Lottmart and the many openings of new outlets that participate in developing their business and competing with large retail industries, especially frozen products and frozen processed food products (*Frozen Food*), which are spread in big cities such as Jakarta, Makassar, Semarang, Bandung, Surabaya, Yogyakarta, and so on. Hence, those wide spread also supported by the development of frozen technology which is currently well developed and has bright prospects.

The retail business potential in East Java has quite a huge opportunity in their business expansion plans including Sidoarjo, Tuban, Gresik and Jember and especially in the city of Gresik, shops/*outlets* are usually built adjacent to modern residential areas and industries that make it easier for consumers to reach these *outlets*.

According to data from the Investment and Licensing Agency (BPMP) of Gresik Regency in 2016, there were 153 modern shops in Gresik City. (Metro News: 2016, in Sasmita 2018), and in 2021 there will be additional 257 modern stores in the Gresik district (Source BPMP Gresik, 2021), with the following details :

Table 1.1 Growth of modern stores in Gresik

Modern Store Name	Year	
	2016	2021
Alfamart	51	85
Indomart	91	152
Alfamidi	8	18
Ramayana	1	1
Hypermart/ Matahari	1	1
Giant	1	-
Amount	153	257

Source: Gresik BPMD internal data, 2021

Shows that with in the development or growth of modern stores in Gresik has increased by 40%, makes competition increase. Each modern store also sells frozen food products, thereby increasing the level of competition in the market.

Based on the above conditions, Minamart Gresik *Outlet* with frozen products and frozen processed food products (*Frozen Food*) must develop a strategy in order to survive in the midst of competition by making new breakthroughs with its marketing program in order to survive and also achieve company goals that have been targeted by increasing sales volume, encourage visitors with creating buyers to make decisions to buy products at the *outlet*. Minamart *outlets* sell a variety of *frozen food products* including Scallops, various meatballs, dragon feet, odeng, dumplings, brains, crab sticks, frozen fish and many others.

Table 1.2 Minamart Outlet Sales Data (in Kg)

Frozen product type	Year			Total
	2018	2019	2020	
Processed packaging	23,150	17,187	23,942	64,279
Bulk Process	26,210	30,315	46,629	103,154
Fish	28,382	30,101	30,016	88,499
Amount	77,742	77,603	100,587	255,932

Source: Internal Data Outlet Minamart Gresik, 2021

From table 1.2 above, it can be seen that the sales volume in 2018 was 77,742 kg compared to 2019 sales volume of 77,603 kg, there was a decrease in sales of 0.2%. Meanwhile, in 2020 the sales volume was 100,587 kg compared to 2019, and there was an increase in sales of 22.8%.

This mean there are fluctuating sales, so the company must always evaluate and carry out sales strategies in order to maintain and increase sales turnover. In this study, we will identify with the increase in sales whether consumer behavior in buying is related to *impulse buying behavior*.

Basically, before making a purchase of a product, goods or services needed, consumers first plan to buy and find out information about the product to be purchased. However, the behavior of each individual is different; there is a time when consumers make a purchase process that just happens without being planned. first and without them knowing it. This behavior is due to the advantages of the growing retail business (Saputro, 2019). So that it can attract the attention of consumers or buyers who come to the store and make purchases.

Consumer internal factors have a significant influence on shopping. One of them is the availability of time. Availability of time is how much time consumers have when shopping (Huang, LY, & Hsieh, Y 2011). Referring to this definition, the availability of time affects the shopping mood of consumers. When consumers have a lot of time when shopping, they shop more relaxed. This implies that consumers have time to view products that are being sold at retail. Conversely, if consumers are limited in time when shopping, consumers behave in a hurry when shopping so they don't have time to see various products sold in retail. This time limitation can have an impact on a negative response to the stimulus provided by the retailer, especially the *store atmosphere stimulus*.

This unplanned buying behavior or known as *impulse buying* is what retailers need to learn in order to increase sales in their retail business. Utami (2010: 67) explains that impulse buying occurs when consumers suddenly experience a strong and strong desire to buy something as soon as possible. Consumers who do *impulse buying* usually do not think about buying a particular product or brand. Therefore, the reasonableness of the price, the atmosphere of the store and the variety of products need to be considered.

2. Literature Review

Impulse Buying

Impulse buying is an act of buying that was not previously recognized consciously as a result of a consideration or purchase intention that was formed before entering the store. Impulse purchases or unplanned purchases are other forms of consumer buying patterns. In accordance with the term, the purchase is not specifically planned. Impulse buying occurs when consumers suddenly experience a strong urge to buy something immediately. Impulse buying also tends to be done by ignoring consideration of the consequences. Someone with positive emotions causes that person to have a passion for shopping. Various products that are considered attractive will be purchased even though there is no prior planning. The person assumes that the purchase made is an outlet for the pleasure he experiences.

According to Beatty and Ferrell in Alvarischa (2012), indicators of unplanned purchases are measured based on:

1. Positive emotions: Psychoanalysis that describes the control of desire as a socially necessary thing that gives birth to the principle of gratification that encourages immediate gratification but is expressed as a person who reacts to the tendency of the reality principle to rational freedom.
2. Shop-shopping: Some people perceive shopping as a tool for stress relief and consumer satisfaction is positively related to impulse buying or unplanned shopping.
3. Pleasure shopping: Pleasure shopping is the view that unplanned purchases are a source of individual pleasure. This desire comes suddenly and gives a sudden new pleasure.
4. Tendency to unplanned purchase: The degree of the tendency of participants to behave spontaneously to buy.

Availability of Time

Availability of time is used as a measure in view of situational characteristics that are focused on the perception of time that exists and is used to do something that can influence consumers when shopping (Belk, 1975). Engel *et al* (2008) in Graa *et al*, (2014) stated that the time available for shopping activities can help and relieve feelings of loneliness, boredom, relieve depression and can fulfill fantasies. According to Graa and Dani-Elkebir (2012), time is closely related to situational factors in a store which shows that a consumer spends his time in a store.

Availability of Time (*Time available*) refers to the time available for individuals to shop (Beatty and Ferrell, 1998). According to Iyer (1989), time pressure can reduce *impulse buying*, conversely the availability of time positively associated with conducting search activities in a retail environment can lead to impulse buying. Individuals with more time available will search again.

When shopping, consumers' internal factors have a significant influence. One of them is the availability of time. Availability of time is how much time consumers have when shopping (Huang, LY, & Hsieh, Y., 2011). Referring to this definition, the availability of time has an impact on the shopping mood of consumers. When consumers have free time when shopping, consumers shop more relaxed. This implies that consumers have time to look at the products sold in retail. Different things happen when consumers are limited in time when shopping. Consumers behave in a hurry when shopping so they don't have the opportunity to see the various products sold in retail. This time limitation can have a negative response to the stimuli provided by retailers, especially *store atmosphere stimuli*.

Reasonable Price

Price is the sacrifice that consumers make to get a product (Zeithaml, 1988). Based on this definition, consumers have a perception of the ability to buy a product. Consumer perception refers to consumer judgments based on information received or based on experience. Therefore, the perception of the price leads to a suitable price condition, not to a low price or high price condition. Condition This shows that if you base the price on low or high prices, then it becomes relative.

This leads to the conclusion that price measurement cannot be directed at cheap or expensive terms. Price measurement is more acceptable when using price fairness measurement. The reasonableness of the price is the consumer assessment of whether the price set by the seller is

acceptable to consumers or logical according to consumers (Xia, *at al .*, 2004 in Kaura, 2012). This assessment is relatively more objective in assessing the amount of the price set.

Perception of *Price Fairness* Xia *et al* (2004) revealed that the assessment of *price fairness* is most likely based on a comparison of transactions involving various parties. When it is felt that there is a price difference, the level of similarity between transactions is an important element of assessing the fairness of the price. The fairness assessment also depends on how much comparability the parties involved in the transaction are.

According to Kahneman *et al* (1986) on the principle of dual rights, most customers believe that they are entitled to a price reference and the company is entitled to a reference benefit, where the price increase is commensurate with the increase in costs which will be considered reasonable (*ceterius paribus*). Consuegra *et al .* (2007) define fairness as an assessment of an outcome and process in order to achieve a reasonable and acceptable result. The cognitive aspect of this definition shows that the research on price fairness involves a comparison of price procedures related to standards, references or norms.

In accordance with this study according to Consuegra *et al .* (2007) the fairness of the price can be measured by the following attributes:

1. Customers feel they pay a fair price on every purchase transaction.
2. Price level reference, where customers feel it is reasonable if a product or service of the same type from different companies is set at different prices.
3. The price policy determined by the company is reasonable and acceptable to customers.
4. The price set is an ethic, where customers are always informed of price changes that the company will make before the new price is set.

Store Atmosphere

According to Foster (2008), a comfortable store atmosphere is a combination of planned physical messages, a comfortable store atmosphere can be described as a change to the design of the buying environment that produces special emotional effects that can cause consumers to make purchases.

A comfortable store atmosphere according to Kotler, (2009;61) is: "The atmosphere (*atmosphere*) of each store has a physical layout that makes it easy or difficult to move around in it." Each store has a different appearance whether it's dirty, attractive, pretentious, or gloomy. A store must form a planned atmosphere that is in accordance with its target market and can attract consumers to buy in the store. Consumers not only respond to the products offered, but also respond to the environment in which they are purchased, as stated by Ma'ruf. Hendri (2005; 201) stated that: " *Store atmosphere is one of the retail marketing mix* in outlets that plays an important role in attracting shoppers, making them comfortable in choosing shopping items, and reminding them what products they want to have for personal use, as well as for household use".

According to Berman and Evans (2010: 545), mentioning the parts Store atmosphere (*Store atmosphere*) are divided into four elements, namely:

1. *Exterior* (storefront)
2. *Interior* (the inside of the shop)
3. *Store layout* (layout)
4. *Interior display*

A comfortable store atmosphere can make shoppers relaxed think about what items they need, and even stimulate consumers to make purchases of goods or services that are not needed or unplanned. A comfortable store atmosphere can influence in determining consumer attitudes and their views on the company.

Product Diversity

Mikell P. Groover (2010: 6) said that product diversity can be interpreted as products that have different designs or types and are produced by companies. Product diversity is a product difference between one company and another in the same product category. In addition, according to Jasniko (2013: 4), product diversity is suitable to be chosen if the company intends to take advantage of product flexibility as a competitive strategy with producers for example standard products. The relationship between product diversity and consumer behavior in making purchasing decisions is very closely related to the continuity of a company's sales.

Companies that are not able to create new products will face the risk of decreasing sales volume due to the emergence of more creative competitors, changes in consumer tastes, and the emergence of new technologies in the production process. Product development can be done by the company by developing existing products, it can also hire researchers to create new products with appropriate models.

Product Diversity Indicators, according to Kotler (2015:358), product diversity indicators are:

1. **Product Brand Variations**

The variety of product brands is the number of types of brands that are offered.

2. **Variation of Product Completeness**

Product completeness variations are a number of different categories of goods within a product store or department store. Stores with many types or types of products sold can be said to have a wide variety of product categories on offer

3. **Size Variations Product**

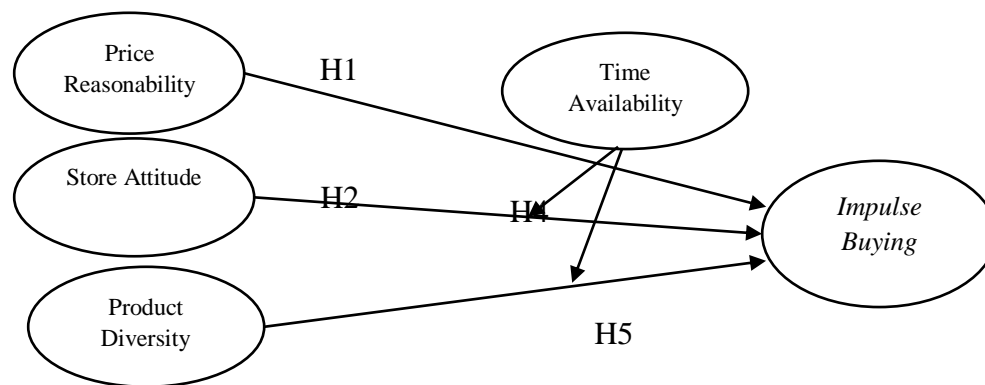
Product size variation or variety is a number of general quality standards in a store category, with a wide variety being said to have good depth.

4. **Product Quality Variations**

Product quality is a general quality standard in the category of goods related to packaging, labels, durability of a product, guarantees, how the product can provide benefits.

3. Conceptual Framework

Based on the explanation above from the research that has been submitted related to the phenomenon of *research problems*, the researcher conveys the framework of thinking that will be used as follows:



H3
Figure 3.1: Conceptual Framework

Research Hypothesis

- H1: It is suspected that there is an influence of Price Fairness on *Impulse Buying*
 H2: It is suspected that there is an influence of Store Atmosphere on *Impulse Buying*
 H3: It is suspected that there is an effect of Product Diversity on *Impulse Buying*
 H4: It is suspected that there is an influence of Store Atmosphere on *Impulse Buying* with availability of time as moderation
 H5: It is suspected that there is an effect of Product Diversity on *Impulse Buying* with time availability as moderation.

4. Research methods

This study uses the approach quantitatively with the method of conducting a survey. The survey method was chosen as a reference for primary data sources by distributing questionnaires to all consumers who came to the Minamart Gresik Outlet and bought frozen products and frozen processed foods (*frozen foods*). Determination of the sample used in this research is *the purposive sampling technique*. The sampling technique is based on certain considerations and can represent the population to be studied, so it is very feasible to be used as a sample (Sugiyono, 2020:133) . Determination of the criteria of respondents in this study are:

1. Came to the Minamart *Outlet for* the first time.
2. Respondents who when shopping did not have any prior planning
3. Respondents who have already shopped but it is possible to buy frozen processed food products (*Frozen Food*) that have never been purchased.

The research period was carried out from December 2021 to January 2022.

Data processing in this study using the *Structural Equation Modeling (SEM)* analysis test method using the *Smart Partial Least Square (PLS) program*. To test the relationship between variables from the five hypotheses analyzed, such as: 1) test for the *fit test of the measurement model* is a test of conformity to *the outer model*, 2) *convergent validity*, 3) *discriminant validity (discriminant validity)*, 4) Reliability test with *Composite Reliability* and 5) *Cronbach's Alpha test*..

5. Finding

Convergent *Validity* test using the *outer loading value*. The *outer loading size* is declared high if it has a correlation of more than 0.50 (Ghozali & Latan, 2015). so that all indicators are declared feasible or valid to be used for further analysis. *Discriminant Validity* from the indicator measurement model can be observed in *cross-loading* between indicators and their constructs. Based on the results of these calculations, it can be seen that each indicator of the research variable has a *cross-loading value* high on the variables it forms compared to the *cross-value loading* on other variables.

Value A verbage V ariant _ Extracted (AVE), based on the data display in Table 5.1, shows that each research variable has an *Average Variant Extracted (AVE) value greater* than 0.5 so that each variable has a statistically acceptable *discriminant validity* value.

Table 5.1 *Average Variant Extracted (AVE) Value*

Variable	Average Variant Extracted (AVE)
Impulse Buying (Y)	0.507
Product Diversity (X3)	0.516
Availability Time (Z)	0.504
Price Fairness (X1)	0.517
Moderating Effect 1 (X2*Z)	1,000
Moderating Effect 2 (X3*Z)	1,000
Store Atmosphere (X2)	0.512

Source: Smart PLS Report Data Processing Results

Structural Model Test or Inner Model

In the Inner Model Evaluation, it will explain the results of the *R-Square Test (R2)*, *Q-Square Test (Q2)*, *Goodness of Fit (GoF)*, and the *Path Coefficient Test* The direct influence test or the mediator test. In the following figure, the calculation results of the structural model or inner model will be given as follows:

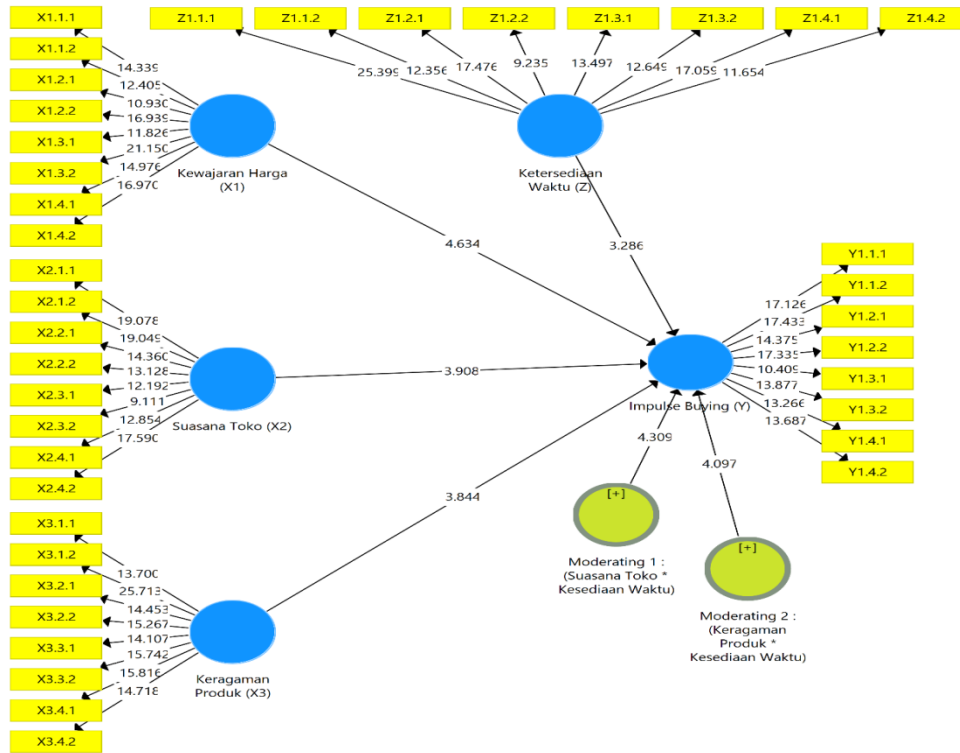


Figure 5.1 Inner Model Test Results
Source: Smart PLS Report Data Processing Results

R-Square Test (R^2)

The results of the calculation of the inner model using SMART-PLS software show that the R^2 value is 0.905, which indicates that the proposed model has a good fit or can be used as a model to predict the phenomenon being studied. (Ghozali & Latan, 2015). Here are the results of the R Square test:

Table 5.4 R-Square Value

Variable	R-Square
Impulse Buying	0.905

Source: Smart PLS Report Data Processing Results

Q-Square Predictive Relevance (Q^2)

Q-Square Predictive Relevance (Q^2) is a measure of how well the observations made give results to the research model. The value of Q-Square Predictive Relevance (Q^2) ranges from 0 (zero) to 1 (one). The closer to 0 the value of Q-Square Predictive Relevance (Q^2), it gives an indication that the research model is getting worse, while on the contrary it is getting further away from 0 (zero) and getting closer to the value of 1 (one), this means the research model is getting better. The criteria for the strength of the model are measured based on the Q-Square Predictive

Relevance (Q^2) according to Latan and (Ghozali, 2015: 80). The strength of the influence of Exogenous Variables on Endogenous Variables based on the Value of Q^2 Coefficient of Q^2 Information 0.02 Weak Model 0.15 Moderate Model 0.35 Strong Model (Latan and Ghozali, 2015) Calculation formula Q-Square Predictive Relevance (Q^2), Latan and Ghozali (2015) are:

$$\begin{aligned} Q^2 &= 1 - (1 - R^2) \\ &= 1 - (1 - 0.905) \\ &= 1 - (0.095) \\ &= 0.905 \end{aligned}$$

The results of the calculation of Q^2 of 0.905 indicate that 90.5 % of the model can be explained through the relationship between variables in the research model, while the remaining 9.5 % are other factors outside the research model. Referring to the criteria for the strength and weakness of the model based on the value of Q-Square Predictive Relevance (Q^2), as stated by (Latan & Ghozali, 2015:80), this model is classified as strong.

Goodness of Fit (GoF) Test

Goodness of Fit (GoF) is a measurement of the accuracy of the overall model, because it is considered a single measurement outer model and the measurement of the inner model. The measurement value based on *Goodness of Fit (GoF)* has a range of values between 0 (zero) to 1 (one). The *Goodness of Fit (GoF) value* which is getting closer to 0 (zero), indicates the model is getting less good, on the contrary the farther away from 0 (zero) and closer to 1 (one), the better the model. The criteria for the strength of the model based on the *Goodness of Fit (GoF) measurement* according to (Lathan & Ghozali, 2015:88), are as follows: 0.36 (GoF large), 0.25 (GoF medium), and 0.10 (GoF small).). The formula for measuring the strength of the model based on *Goodness of Fit (GoF)* is :

$$\text{GoF} = (\text{AVE} \times R^2)$$

$$\text{GoF} = \sqrt{[(0.507+0.516+0.504+0.517+1+1+0.512)/7] \times 0.906}$$

$$\text{GoF} = [4.556/7] \times 0.906$$

$$\text{GoF} = 0.651 \times 0.906$$

$$\text{GoF} = 0.5898$$

$$\text{GoF} = 0.7679$$

The results of the GoF calculation show a value of 0.7679, then referring to the criteria for the strength and weakness of the measurement model through *Goodness of Fit (GoF)* according to (Lathan & Ghozali, 2015:88), this model belongs to a strong model.

Path Coefficient Test / Hypothesis Test

The path coefficient test shows how big the relationship or influence of the latent construct is by using the *bootstrapping procedure pattern*. In testing the hypothesis, it can be seen from the t-

statistical value and probability value. For hypothesis testing, namely by using statistical values, for alpha 5% the t-statistic value used is 1.96. The conditions are as follows:

1. Criteria for acceptance of the hypothesis are H_a is accepted and H_0 is rejected when t -statistic > 1.96 .
2. The criteria for rejecting the hypothesis are if H_a is rejected and H_0 is accepted when the t -statistic < 1.96 .

Following are the results of testing the research hypothesis based on the results of data analysis that was tested through SmartPls 3.5 which was tested :

Table 5.5 *T-Statistics* and *P-Values*

	Variable	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
1	Fairness of Price (X1) -> <i>Impulse Buying</i> (Y)	0.292	0.297	0.063	4,634	0.000
2	Store Atmosphere (X2) -> <i>Impulse Buying</i> (Y)	0.221	0.218	0.056	3,908	0.000
3	Product Diversity (X3) -> <i>Impulse Buying</i> (Y)	0.278	0.272	0.072	3,844	0.000
4	Moderating Effect 1: X2*Z (Store Atmosphere * To availability Time) -> <i>Impulse Buying</i> (Y)	-0.193	-0.196	0.045	4,309	0.000
5	Moderating Effect 2: X3*Z (Product Diversity * To stock availability Time) -> <i>Impulse Buying</i> (Y)	0.241	0.239	0.059	4,097	0.000

Source : Appendix 5, Data Processing Results Smart PLS Report

The results of hypothesis testing using SMART-PLS software can be detailed in the explanation below:

1. Hypothesis 1: The Effect of Price Fairness (X1) on *Impulse Buying* (Y)
Table 5.5 shows the *T statistics value* of 4.634 with *value* of 0.000 with a coefficient value of 0.292 where the *-value* is smaller than ($0.000 < 0.05$), then H_1 can be accepted.
2. Hypothesis 2: The Effect of Store Atmosphere (X 2) on *Impulse Buying* (Y)
Table 5.5 shows the *T statistics value* of 3.908 with *value* of 0.000 with a coefficient value of 0.221 where the *-value* is smaller than ($0.000 < 0.05$), then H_2 can be accepted.
3. Hypothesis 3: The Effect of Product Diversity (X3) on *Impulse Buying* (Y)
Table 5.5 shows the *T statistics value* of 3.844 with an *-value* of 0.000 where the *-value* is smaller than ($0.000 < 0.05$), so it can be concluded that H_3 is acceptable.
4. Hypothesis 4: The Effect of Store Atmosphere (X 2) on *Impulse Buying* (Y) in Moderation of Time Availability (Z)
Table 5.5 shows the *T statistics value* of 4.309 and the *value* is smaller than ($0.000 < 0.05$), so H_4 can be accepted.
5. Hypothesis 5: The Effect of Product Diversity (X3) on *Impulse Buying* (Y) in Moderation of Time Availability (Z)
Table 5.5 shows the *T statistics value* of 4.097 with *value* smaller than ($0.000 < 0.05$), then H_5 can be accepted.

Conclusion

Based on the results of hypothesis testing that has been done, it can be understood that price policy and *store layout* have a strong influence on *impulse buying* where this makes the object of research, namely Minamart, must have a strategy on price policy and *store layout* in order to increase sales through consumers who take *impulse actions*. Availability of time is also very influential, with the more time to look at products, the greater the opportunity for customers or consumers to make *impulse purchases*. The company implements pricing policies because it responds to customer needs caused by environmental changes and the amount of competition. In this case, the company sees that customer tastes and needs have changed to become more advanced, so companies are required to adjust the prices of old products and try to attract the interest of their customers to buy *frozen food products* offered by Minamart.

The price policy strategy that can be done by Minamart in selling its products to consumers so that opportunities to increase *impulse purchases* include:

1. The price of the product that is set can be reached by consumers

The setting of price standards must be done at Minamart because consumers are now smarter in comparing product prices with competitors in addition to quality and taste issues.

2. Discount. Namely reducing the existing (recorded) price and rewarding customers.

Related to *store design*, the efforts that can be made by the company are as follows:

1. *Store layout* optimization related to the three main product association relationships, Several other product transfers were also carried out. This is done solely for balance displacement product which in accordance with third connection association, but still pay attention to product classification (similarity department), product functionality, and preventing contamination. For example, *pre-cooked frozen ones* are not combined with *fresh frozen ones such as fish fillets*.

2. Conduct *product bundling* for several products grouped together and sold as one unit with one special price for the bulk processed *frozen* product category. This strategy is used to encourage customers to buy more products. This is done to accommodate the needs of consumers, especially those who buy without prior planning or *impulse buying*. Due to the significant amount, *product bundling is carried out* to encourage these consumers to buy these products.

Looking at the results of research at Minamart outlets, it turns out that *Impulse Buying* is in the age group ranging from 29 - 39 years and most private employees and civil servants are in second place so that companies must be able to provide opportunities for these civil servants to purchase products after working hours by additional *outlet* opening time.

Implications for Future Research

Based on the results of the calculations that have been carried out in the previous discussion, suggestions for further research can be given as follows:

1) It is expected that the company can maintain and pay more attention to the reasonableness of prices and increase the variety of products produced, and pay attention to the atmosphere of the store. The results of the hypothesis prove that the variables tested directly have a positive and

significant influence on *Impulse Buying* based on the analysis of the fairness of the price and the variety of products have a higher influence value, this will determine the increase in sales in the future.

2) The results of the analysis prove that price fairness has a positive effect on *Impulse Buying*, based on the results of the analysis, it is recommended that Minamart or the company pay attention to the fairness of Minamart products. Competitive prices will certainly be a distinct advantage for the company, meaning that companies must pay attention to prices that are similar to the company's competitors' products, if the price is too high it will have an impact on sales risk. Changes in prices must also be informed in an up-to-date manner or inform online on social media, so consumers will know directly the prices that are informed, companies need to develop or improve this because consumers.

3) Results of this study also prove that availability of time as moderation can prove the hypothesis being tested, meaning that the influence of store atmosphere and product diversity can be moderated by availability of time on *Impulse Buying*, based on the results of the analysis, it is recommended that companies provide opportunities for consumers. In order to freely choose products at Minamart who are shopping, the products on display must be in accordance with the wishes of consumers, it is necessary to map the types of product categories so that consumers can recognize the types of Minamart products, the distance between refrigerators, the distance between product displays must also be *outlet* attention Minamart so as not to disturb consumers when shopping.

4) It is hoped that the results of this study can be used as a reference for further researchers who will examine the same concept, namely the effect of price fairness, store atmosphere and time availability on *impulse buying* and make other variables as moderating. For further researchers, it is recommended to use samples that have the same characteristics and characteristics by keeping errors/errors to a minimum so that it is easier to clarify to get accurate research results and conclusions.

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