

PRICE PERCEPTION: EFFECT OF COUPON PRONENESS AND SALE PRONENESS ON CONSUMER IMPULSE BUYING

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Abstract: The purpose of this research is to find out the consumer's price perception by considering two factors, namely coupon proneness and sale proneness in order to know its influences on impulse buying of the consumer from one of the biggest department store retail company in Surabaya. Then, the researcher needs to take 385 respondents, which are taken from the infinite population of the department store's consumer by utilizing questionnaire as a research instrument. The research is quantitative with the data analysis applies multiple regressions by using SPSS program. By the research, the researcher applies independent and dependent variables. The independent variable consists of coupon proneness and sale proneness. The dependent variable consists of impulse buying. The result of the research shows that there is a simultaneous effect of coupon proneness and sale proneness towards impulse buying, however, there is no significant partially effect of sale proneness towards impulse buying. There are also many factors besides coupon proneness and sale proneness which also influence consumer impulse buying.

Keywords: Price Perception, Coupon Proneness, Sale Proneness, Impulse Buying



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Along with the economic growth in the era of globalization, there are more and more retail businesses popping up in the department store. With the support of technological development that is growing rapidly, the competition among retail businesses is getting tighter; therefore, it will be difficult to get loyal customers. The threat of competition also comes from retail businesses that increase the number of outlets in several places or department store. The issuance of Presidential Decree

Number 118/2000 which has eliminated retail business from the negative list in foreign investment (PMA), gives an opportunity to foreign retailers to enter the Indonesian market. The entry of foreign retailers to business in Indonesia indicates that this business is very profitable. However, foreign retailers that are expansively expanding their outlet network may pose a threat to local retailers. The great increase in the number of modern retail, of course, raises competition among modern retailers. In addition, the rise of modern retail makes it easier for consumers to choose the retail store they prefer as their desires. So that, consumers can easily change the modern retail they visit or stay loyal to the previous retail because it already feels right.

One of the ways to win the competition among retail business is to improve the quality of service by providing added value for consumers, including