The Influence of Brand Image, Price Discounts, and Bonus Packs on Impulse Buying Behavior among Indomaret Point Coffee Consumers Mojokerto City

Dwi Nur Octafehili[1], Dewi Komala Sari[2] Mochamad Rizal Yulianto[3]
Management Study Program, University of Muhammadiyah Sidoarjo, Indonesia

Abstract

This research aims to determine the influence of brand image, price discounts, and bonus packs on impulse buying behavior among consumers at Indomaret Point Coffee in Mojokerto City. The significance of this research lies in its effort to provide deep insights into the factors influencing consumers' impulsive behavior, which can be used by companies to develop more effective marketing strategies. The research problem focuses on understanding how factors such as brand image, price discounts, and bonus packs can affect impulsive purchasing decisions among consumers. This is important because consumers' impulsive behavior can impact revenue and customer loyalty toward a brand or product. The method used in this study is quantitative with a descriptive analysis approach. The population of this study comprises consumers of Indomaret Point Coffee in Mojokerto City. The sampling technique used is non-probability sampling with a purposive sampling method, meaning respondents are selected based on certain criteria, namely consumers who have purchased products at Indomaret Point Coffee. Data collection was carried out by distributing questionnaires, where responses were measured using a Likert scale. Data analysis was conducted using multiple linear regression tests through the Statistical Package for the Social Sciences (SPSS) software version 25. The findings of the study show that the three variables, namely brand image, price discount, and bonus pack, have a significant influence on the impulse buying behavior of consumers at Indomaret Point Coffee in Mojokerto City. Brand image has been proven to have a positive influence on impulsive buying behavior, as do price discounts and bonus packs, each showing a positive relationship with consumers' impulsive behavior. These results indicate that to increase sales through impulsive buying behavior, Indomaret Point Coffee needs to pay attention to and optimize these three factors in its marketing strategy.

Keywords: Brand Image, Price discount, Bonus Pack, Impulse Buying

To Cite this Article
This will be filled by the editor.

INTRODUCTION

In the modern era, there has been a significant shift in consumer shopping habits. Previously, many people frequently shopped at traditional markets, but now they are turning to modern convenience stores and supermarkets due to their greater comfort and cleanliness. This shift has provided the backdrop for the rapid growth of modern supermarket businesses. According to Euromonitor, the number of retail stores in Indonesia reached 3.98 million units in 2022, although this figure represents a 0.9% decrease compared to the previous year's 4.02 million units (Rizaty, 2023). The increase in retail sales in Indonesia, particularly through supermarkets and minimarkets, is closely linked to their ability to meet the daily needs of the population. This rise is also driven by the high level of consumer enthusiasm for a more organized and convenient shopping experience. In response to this demand, businesses are expanding their operations, innovating, and implementing promotions to influence consumer emotions. These efforts aim to affect consumer behavior, including increasing the likelihood of impulsive purchases.

Indomaret is one of the well-known minimarkets providing daily necessities and implementing innovations such as the Indomaret Point Coffee concept. Mojokerto, a city in East Java, Indonesia, hosts Indomaret Point Coffee. Coffee in Mojokerto is popular not only among locals but also attracts international interest due to its appealing taste and aroma (Prihatini, 2021). Additionally, the city has the potential for skilled baristas and numerous cafes and coffee stalls, making Mojokerto a destination for coffee enthusiasts (Newsroom, 2023). Therefore, the presence of Point Coffee at Indomaret not only adds product variety and aligns with millennial lifestyles but also offers an attractive coffee option at affordable prices, starting from Rp 20,000 (Viral Food Travel, 2022). Consumers have the opportunity to enjoy high-quality coffee without being burdened by high costs. The superior taste and aroma create an environment that supports impulsive buying behavior.

Consumer behavior refers to a series of actions directly related to obtaining, using, and spending products and services, including the decision-making processes preceding and following these actions. A primary focus of this research is consumer behavior related to impulsive buying and its impact on personal finances. Impulsive actions can result in unplanned expenditures, causing both short-term and long-term financial issues, such as increased credit card debt, difficulty achieving financial goals, and challenges in saving for the future. Difficult financial conditions can negatively affect consumers' psychological well-being and mental health. Moreover, research (Amin & Yunadi, 2016) also highlights the impact of impulsive buying on companies. Although this behavior can provide an opportunity for companies to increase sales and profits (Nur Hidayah & Komala Sari, 2021), they must also consider its long-term effects on brand image and consumer satisfaction. In impulsive buying behavior, consumers tend not to consider needs, bypass product information searches, and products often have strong emotional factors (Yulianto, 2024). Research on impulsive buying aims to investigate the factors influencing this behavior, its consequences for consumers and companies, and strategies to manage or avoid potentially harmful behavior.

Impulse buying behavior occurs when consumers are browsing products or brands and are likely to become interested and attempt to acquire them due to something appealing about the product in the store (Maidah & Sari, 2022). Approximately 84% of buyers have made impulsive purchases, indicating the significant influence of emotional and psychological factors on shopping habits, where consumers tend to prioritize instant gratification over rational decision-making. This phenomenon is common in current consumer culture, with 8 out of 10 impulsive purchases occurring in physical stores, highlighting the importance of physical retail spaces in driving spontaneous consumer purchases (Saleh, 2023). Therefore, impulsive buying behavior presents a challenge for businesses as they need to create an emotional appeal that can spark consumer interest. When consumers are emotionally captivated, they are more likely to make purchases without rational consideration. Additionally, impulsive buying behavior can be influenced by several factors, such as brand image, price discounts, and bonus packs offered to consumers.

Brand image refers to the perception and representation that consumers have about a brand based on their experiences, information, and associations with that brand. Brand image encompasses the overall characteristics, attributes, and values associated with a particular brand. According to (Sari, 2018), brand image can be understood as a symbol or sign that provides identity to goods or services. This means that brand image is not just a logo or brand name, but also includes the overall perception and meaning built in the consumer's mind. (Afifah Yuliarahma & Andri Nurtantiono, 2022) add that brand image is the characteristic of a product that can be recognized by every buyer related to that brand. This includes elements like logos, packaging design, slogans, and previous consumer experiences with the product. Brand image is the result of various interactions between consumers and the brand, whether through advertising, marketing, the product itself, or customer service.

In addition to brand image, another factor affecting impulsive buying behavior is price discounts. According to (Nurrahmah & Jatmiko, 2020), price discount is a promotional tactic that allows consumers to buy products at a lower price than usual. This discount is often used to attract price-sensitive consumers and increase sales volume. By offering a lower price, companies hope to boost transaction numbers and reduce stock levels. (Berlinda Permata Sahri & Komala Sari, 2023) add that price discount can also be defined as a reduction in the price of a product from its normal price for a specific period. These discounts are typically temporary and designed to create a sense of urgency among consumers. For example, a discount may only be valid for a weekend or during a special shopping event. This encourages consumers to purchase products more quickly before the discount period ends. The benefits of price discounts are varied. One of them is its ability to encourage buyers to make larger purchases. When consumers see a lower price, they may be motivated to buy more than they need, assuming they are getting better value from the offer. (A. W. Ramadhan & Ekasari, 2022) reveal that price discounts can also help companies respond to promotions from competitors.

Another factor influencing impulsive buying is bonus packs. According to (Wijaya & Handayani, 2022), bonus packs are additional products offered by a

business at no extra cost to the consumer. This strategy aims to encourage consumers to buy more products than they initially planned. With bonus packs, consumers feel they are getting more value from each purchase, which can increase their desire to buy more or make impulsive purchases. (Afifah Yuliarahma & Andri Nurtantiono, 2022) explain that bonus packs are efforts by companies to attract consumer interest by offering additional products or services for free with adjusted prices. This way, consumers feel they are receiving a better deal and may be interested in purchasing other products offered by the company. This strategy enhances promotional appeal and encourages consumers to buy more products. The benefits of implementing bonus packs include their effectiveness in facing competition from new product promotions by competitors. Bonus packs can be an efficient tactic to attract consumer attention and increase sales volume (Ma'rufah et al., 2023). By offering additional products at no extra cost, companies can encourage consumers to make larger purchases, strengthen customer loyalty, and enhance the appeal of their products.

Previous research has extensively studied the variables or factors influencing impulsive buying, yet findings have not consistently shown the same results. Research (Sari, 2018) indicates that brand image positively impacts impulsive buying behavior, meaning that the stronger the brand image, the greater the likelihood that consumers will make impulsive purchases. However, this finding contradicts research by (Salam et al., 2022), which did not find a positive impact of brand image on impulsive buying behavior. This suggests a discrepancy between studies regarding the effect of brand image on impulsive behavior. Furthermore, research by (A. W. Ramadhan & Ekasari, 2022) concludes that price discounts positively influence impulsive buying behavior. Price discounts seem to motivate consumers to make impulsive purchases because they feel they are getting more value. Conversely, (Nurrahmah & Jatmiko, 2020) found that price discounts do not significantly influence impulsive behavior. This difference in findings suggests that the impact of price discounts on impulsive buying may vary depending on the context or type of product offered. Finally, research by (Safitri & Mutmainah, 2023) shows that bonus packs positively affect impulsive buying behavior, with free additional products triggering impulsive purchases. However, research (Wijaya & Handayani, 2022) presents a different result, showing no positive impact of bonus packs on impulsive behavior. This discrepancy highlights uncertainty regarding the effectiveness of bonus packs as a strategy to drive impulsive purchases.

Based on the occurring phenomena and previous research findings that show varied results regarding the impact of brand image, price discounts, and bonus packs on impulsive buying behavior, there is an evident discrepancy in these findings. Although many studies have been conducted to understand these factors, results are often inconsistent, indicating an evidence gap between observed phenomena and available empirical evidence. As stated by (Lubis, 2023), an evidence gap refers to the discrepancy between common phenomena and the evidence found in research. In this context, the evidence gap suggests that although impulsive buying is a real and frequently observed phenomenon in the market, previous research evidence does not always align regarding the impact of brand image, price discounts, and bonus packs. To address this evidence gap, further in-

depth investigation is needed into these factors, particularly in specific contexts such as consumers of Indomaret Point Coffee in Mojokerto. Further research is expected to bridge this gap by providing a clearer understanding of how brand image, price discounts, and bonus packs influence impulsive buying behavior in this context. This study aims to explore and clarify the impact of these three factors on impulsive buying behavior among Indomaret Point Coffee consumers in Mojokerto.

This research aligns with the twelfth SDG category, which focuses on sustainable consumption and production (https://sdgs.un.org/goals/goal12). Impulse buying has a significant impact on sustainable consumption patterns. When consumers engage in impulse buying, they often do not consider their actual needs or the long-term consequences of their purchases. As a result, this behavior can lead to resource wastage, as impulsively purchased products may not be used to their fullest potential or may even be discarded. Additionally, unplanned purchases contribute to increased waste, as items bought impulsively often end up as unused or quickly outdated goods. In this context, research on impulse buying plays a crucial role in supporting SDG 12 by exploring how consumer behavior can affect sustainable consumption and production. By understanding the factors influencing impulse buying and its environmental impact, strategies can be developed to reduce unplanned purchases and promote more responsible consumption. This is essential for achieving SDG 12, which emphasizes resource efficiency, waste reduction, and more sustainable consumption patterns.

LITERATURE REVIEW

Impulse Buying

Impulse buying is the act of purchasing items without prior planning or spontaneous decision-making. It occurs when someone buys something suddenly in a store without any preparation or premeditation (Purwanto, 2021). Another definition of impulse buying is an unplanned purchase resulting from a stimulus that triggers a buying decision at that moment (Pratiwi & Krishernawan, 2020). Therefore, it can be said that impulse buying behavior is a form of spontaneous and unplanned purchasing. Indicators of impulse buying (Purwanto, 2021). Sudden interest leading consumers to want to buy a product refers to impulsive behavior where consumers make a purchasing decision spontaneously and without prior planning. This phenomenon is often triggered by responses to visual stimuli immediately visible at the point of sale. In this context, visual stimuli can include various elements that attract consumer attention, such as appealing product displays, prominent arrangements, or striking promotions. When consumers see something visually appealing in a store, the urge to buy that product can arise quickly, even without considering planned needs or budgets. This process shows how visual elements in a retail environment can deeply influence purchasing decisions. For example, an attractive product display or a special offer placed in a strategic location can catch the consumer's eye and trigger an impulse purchase. This represents a form of impulse buying where the decision to purchase is not made through careful consideration but is driven by the stimuli present at the point of sale.

The presence of a compulsion for consumers to purchase something means they feel a strong urge to purchase without considering rational reasons or actual

needs. In this situation, the motivation to buy becomes dominant, causing consumers to ignore other considerations such as budget, needs, or long-term benefits of the product. This urge is often deep and sudden, leading consumers to act impulsively and make spontaneous purchases. This phenomenon can be caused by various factors, including effective marketing strategies, attractive offers, or even emotional factors like stress or happiness. For example, promotions offering significant discounts or additional bonuses can create a sense of urgency that compels consumers to buy immediately. Strong emotional triggers, such as the satisfaction or happiness promised by the product, can also lead to quick purchasing decisions without rational thought. Overall, this sense of compulsion refers to conditions where consumers, driven by specific factors, disregard rational considerations and act impulsively in their purchases.

The desire to buy arising from external stimulation means that the urge to purchase an item is influenced by external factors. In other words, consumers do not actively plan or think about the purchase, but the desire arises suddenly as a response to stimuli from their surroundings. For example, appealing advertisements, special offers, or striking product displays in a store can trigger a sudden urge to buy. When someone suddenly feels the need to own a particular item, it illustrates a phenomenon where the desire to purchase appears with extraordinary and sudden intensity. This intense and sudden desire often makes a person feel compelled to buy the item immediately, even though initially they did not consider the need or benefits of the item. Consumers often disregard the negative impacts of their shopping habits. They frequently experience a strong urge to buy something difficult to avoid or reject. As a result, they tend to ignore potential problems or negative consequences that may arise from impulse buying.

Brand Image

Brand image refers to the perception and belief that consumers hold about a brand, which is shaped by how the brand is presented, associated, and remembered by them (Meliantari, 2023). This concept encompasses how consumers view a brand based on their past experiences, as well as the information and associations linked to that brand. In other words, brand image is the mental representation that consumers have of a brand, which often does not necessarily reflect the objective reality of that brand (Syarifudin, 2019). More specifically, brand image reflects how consumers envision and evaluate a brand based on various elements such as product design, quality, advertising, and their personal experiences. This means that brand image is not just formed from the physical attributes or characteristics of the product, but also from the emotional and cognitive impressions generated from consumer interactions with the brand. For instance, a brand might be recognized for its premium quality, outstanding customer service, or even certain social values it upholds. All these elements contribute to how consumers associate with and perceive the brand within a broader context. The indicators of brand image are as follows (Syarifudin, 2019).

To understand how often consumers notice information related to a brand and their ability to process all the information received, it's important to consider several aspects. Consumers typically process brand information by paying attention to various elements such as logos, the way product and service information is

communicated, and the consistency of the information provided. Firstly, the ease with which a logo is remembered is a key indicator in assessing a brand's strength. A memorable logo can help consumers quickly recognize the brand and increase the likelihood of choosing that product when making a purchase. A well-designed logo often serves as a strong visual identifier and creates a positive first impression of the brand in consumers' minds. Secondly, how product and service information is conveyed also affects how consumers process and accept that information. Clear, accurate information that matches what is presented in brochures or promotional materials helps consumers make better decisions. Discrepancies between the information provided and the actual product can reduce consumer trust in the brand and its services. Consistency in communicating product information is also crucial. Brands that consistently deliver messages and information are easier for consumers to remember and trust. When product information is communicated uniformly across various communication channels, it helps build a strong and reliable brand image. Consumers value transparency and clarity, so consistent information can enhance their loyalty to the brand. Overall, consumer attention to brand information and quality is greatly influenced by their ability to remember elements such as logos, as well as how well the information received aligns with expectations and remains consistent across communication channels. The success of a brand in meeting these expectations can determine the extent to which consumers trust and choose the products or services offered.

Affection towards a brand reflects the level of affinity and trust that consumers have for it. This includes satisfaction with various aspects offered by the brand, such as the quality of facilities and services. For example, if the facilities provided by a brand function well and the service provided by staff is quick and efficient, consumers will have a positive view of that brand. When consumers feel that they receive satisfying service and facilities that meet their expectations, their trust in the brand will grow stronger. This indicates that the brand not only meets basic expectations but also provides an experience that exceeds consumer expectations, thereby fostering loyalty and preference towards the brand. Creating a unique and distinct impression among other brands so that consumers have no reason to choose another brand is essential. A brand must offer something special and different from other brands in the market. By doing so, the brand stands out and becomes attractive to consumers, making them feel there is no need to seek alternatives. This means that a brand must offer something that makes it more appealing compared to its competitors, whether in terms of product, service, or brand image. This unique impression could be exceptional product quality, innovative design, superior customer service, or brand values that align with consumer preferences. The goal is to create a strong appeal so that consumers feel there is no reason to choose another brand once they are attracted to what is offered. Practically, this can be achieved through various means, such as marketing products with unique features that other brands do not have, creating a different and enjoyable shopping experience, or building a brand image that resonates and is relevant to the target market. The key is to make the brand so distinctive that consumers feel satisfied and loyal without feeling the need to look for alternatives.

The relationship between the brand image variable and impulse buying behavior is supported by research (Kurniasih & Maulana, 2021), which shows that the brand image variable has a positive effect on impulse buying. Additionally, another study supporting the relationship of the brand image variable is research by (Wonggo et al., 2020), which indicates that the brand image variable significantly affects impulse buying. Furthermore, the brand image also has a positive and significant impact on impulse buying (Sari, 2018).

Price Discount

A price discount is an additional incentive aimed at motivating consumers to take certain actions. One of the main objectives of price discounts is to capture consumers' attention toward the promoted products. According to (Chaniago et al., 2021), price discounts play a crucial role in attracting consumer attention. Furthermore, price discounts are also a strategy frequently employed by companies to reward their customers. (Putri, 2017) explained that companies usually alter the original prices of their products as a form of appreciation towards consumers through discount offers. Therefore, it can be concluded that price discounts are one of the promotional strategies used by companies to boost sales. This strategy involves providing price reductions to consumers with the hope of encouraging more purchases of the offered products. Price discounts not only function as an attraction to draw consumer attention but also serve as a means to appreciate and retain customer loyalty. According to (Chaniago et al., 2021). Discounts are often used by business owners as a strategy to attract more customers and increase sales volume. The size or amount of the discount is usually determined by various factors, including sales objectives, market competition, and desired profit margins. Business owners frequently offer discounts on products or services when sales reach a certain amount.

This strategy is designed to encourage customers to buy in larger quantities, thereby increasing total sales and meeting company targets. For example, discounts may be given when customers purchase in bulk or reach a certain purchase threshold. This way, customers benefit from getting a lower price, while the company can sell more products in a single transaction. Offering discounts not only helps in achieving sales targets but also speeds up inventory turnover. Products sold more quickly mean that the company can reduce storage costs and minimize the risk of unsold goods lingering for extended periods. Additionally, discounts can be used to introduce new products to the market or clear old stock to make room for new items. In a broader context, discounts can be an effective marketing tool. Well-planned and appropriate discounts can enhance customer loyalty, attract new customers, and strengthen brand image. However, it is important for business owners to carefully calculate the discount amounts to maintain a balance between attracting customers and ensuring the company's financial health.

The duration of the discount period refers to the specific timeframe during which consumers can enjoy the price reduction offered by the company. Companies often offer discounts at certain times as a marketing strategy. A common example is providing discounts at the end of the year. During this period, many companies offer discounts to achieve sales targets that may not have been met throughout the

year. By offering discounts at the end of the year, companies hope to attract more consumers to make purchases, thus significantly increasing sales. Year-end discounts are also frequently utilized by consumers who wish to shop for holiday needs or prepare for the new year. Besides the end of the year, companies can also offer discounts during other periods such as holiday seasons, company anniversaries, or special promotional events. The goal remains the same: to increase sales, attract consumers, and boost company profits. During the discount period, consumers are usually more motivated to buy because they perceive greater value with lower prices. Thus, the discount period is a specific timeframe chosen by the company to provide price reductions to achieve sales targets and attract more consumers.

This study shows that discounts can trigger the urge to buy products spontaneously without considering needs or budgets. Furthermore, (Wahyudi, 2017) also found that price discounts not only have a significant effect but also a positive impact on consumer impulse buying. In this case, price discounts increase the likelihood of consumers making impulsive purchases, as they see the discount as an opportunity that should not be missed. Wahyudi emphasized that price discounts can be an effective strategy for triggering impulse buying behavior among consumers. Another study by (Berlinda Permata Sahri & Komala Sari, 2023) further supports these findings. They discovered that price discounts have a positive influence on impulse buying. Their research confirms that consumers are more likely to make unplanned purchases when they receive discounts, as these discounts provide a perception of higher value and savings opportunities. Overall, these studies indicate that price discounts are a significant and positive factor in influencing impulse buying behavior. The presence of discounts can encourage consumers to make spontaneous purchases, ultimately increasing product sales for sellers or retailers.

Bonus Pack

A bonus pack is a marketing strategy where a company provides an additional quantity of products to customers without charging extra fees. (Wahyuni, 2017) states that a bonus pack represents an additional quantity provided by the company to consumers at the same price as usual. Thus, customers receive more products at the same price, which can enhance their perception of the purchase's value. Another definition of a bonus pack is provided by (Arissaputra et al., 2023), who describes it as an additional quantity or enhancement of certain products given by the company. In other words, the company adds more items to a specific product as part of a bonus package, which may include extra quantities of the same product or complementary products. Generally, a bonus pack can be considered a strategy to attract consumer interest by offering additional products or services for free, though in the context of adjusted pricing. The main goal of providing a bonus pack is to increase sales volume by attracting more buyers or encouraging existing customers to purchase more. In practice, customers feel they are getting more value by receiving extra products without paying more, which can, in turn, increase customer loyalty and drive long-term sales. The indicators of a bonus pack, as outlined by (Saparso, 2021).

Providing additional goods or benefits to consumers is a marketing strategy aimed at increasing the attractiveness of a product and encouraging purchases. In practice, this strategy involves adding value to the offered product without charging the consumer extra. When consumers realize they can obtain something extra without spending additional money, they are more likely to be interested and motivated to purchase the product. These additional benefits could include physical items, such as free products or extra accessories, or services, such as extended warranties, free shipping, or better after-sales service. With these extra benefits or items, consumers feel they are getting more value from each purchase. This feeling of receiving more than what was paid can enhance satisfaction and customer loyalty, which, in turn, can positively impact long-term sales and brand image. Psychologically, consumers tend to choose products offering additional benefits over similar products that do not provide extra value, as they feel they are receiving greater benefits and appreciate the recognition from the seller or company. Thus, this strategy not only increases initial purchase opportunities but also helps create long-term relationships between consumers and brands.

Offering a bonus pack is a marketing strategy frequently used by companies to drive their product sales. The basic concept behind a bonus pack is to provide additional value to consumers who purchase a certain quantity of the product. For example, a company might offer a product package with free additional items or supplementary products at a very affordable price. In this way, consumers feel they are getting extra benefits from their purchase, which influences their decision to buy more. This strategy is often accompanied by substantial discounts aimed at drawing consumer attention. Large discounts make the product more appealing and provide an extra incentive for consumers to buy more. For instance, if a company offers significant discounts, consumers feel they are getting a better deal compared to buying the product without a discount. This creates a strong incentive for consumers to buy in larger quantities than usual. When consumers buy products in bulk, the company provides additional benefits such as special items at a lower cost. These special items might include limited editions, products with extra features, or items typically not available for separate purchases. With lower prices for these special items, consumers feel more valued and gain more from their purchase, encouraging them to buy more to take advantage of the offer. Overall, this strategy focuses on creating a strong incentive for consumers to increase their purchase volume. By offering bonus packs and significant discounts, companies hope to boost sales volume and attract more consumers to buy larger quantities than initially planned.

The relationship between the bonus pack variable and impulse buying behavior has been supported by several studies. Research (Pradhana & Martini, 2018) showed that bonus packs have a positive and significant effect on impulse buying behavior. This means that when consumers receive a bonus pack, their likelihood of making impulsive purchases increases. The study concluded that the presence of a bonus pack can motivate consumers to make spontaneous purchases without prior planning. Additionally, research by (Safitri & Mutmainah, 2023) also confirmed this finding, showing that bonus packs positively affect impulse buying behavior. This finding indicates that bonus packs can increase consumers' tendency to make impulsive purchases, meaning that bonus packs can be a factor that

encourages unplanned buying. Another study (Wilujeng, 2017) also supported these findings, stating that bonus packs have a positive and significant effect on consumer impulse buying. This shows consistency in research results, indicating that bonus packs are effective in enhancing impulsive buying behavior among consumers. Overall, all the studies mentioned show that bonus packs have a significant and positive effect on impulse buying behavior, indicating that marketing strategies offering bonus packs can motivate consumers to make impulsive purchases.

RESEARCH METHODOLOGY

The research method to be used is the descriptive method with a quantitative approach. The descriptive method is used to research or observe a group of people, objects, thought systems, or events in the present time (Kristiyanti, 2023). On the other hand, quantitative research involves collecting data that can be measured using statistical, mathematical, or computational techniques to test hypotheses, and its research design employs descriptive analysis (Abdullah et al., 2022). Primary data refers to all information related to or relevant to the research conducted, where the relevance is very clear, and it is obtained directly by organizations, institutions, bodies, institutes, or individuals from the data objects themselves (Abdullah et al., 2022). This data is sourced from consumers of Indomaret Point Coffee in Mojokerto City. Secondary data refers to data obtained indirectly or from other organizations, institutions, or bodies that are already available according to the data needs (Abdullah et al., 2022). Information is obtained from the company or other related parties.

The population is the entire object of research consisting of living beings, phenomena, objects, or events that represent specific characteristics of a study (Abdullah et al., 2022). The population in this study is all consumers of Indomaret Point Coffee in Mojokerto City. A sample is a subset of the population's number and characteristics (Abdullah et al., 2022). Sampling is done using non-probability sampling techniques, which do not give each individual in the population an equal chance of being selected as part of the sample, and purposive sampling methods, which involve selecting samples based on certain factors (Abdullah et al., 2022). The sample criteria for this study are consumers who have previously purchased products at Indomaret Point Coffee in Mojokerto City. Due to the unknown exact number of the population in this study, as there is no data on Indomaret Point Coffee consumers in Mojokerto City who engage in impulse buying, the sample size is determined using the Lemeshow formula (Riyanto & Hatmawan, 2020).

$$n = \frac{Z^2_{1-\alpha/2}\,P(1-P)}{d^2}$$

Description :
N   = Number of samples
Z   = Z-value for 95% confidence = 1.96
P   = Maximum estimate
d   = Error margin

Based on the formula, then :

$$n = \frac{(1,96)^2 \cdot 0,5(1 - 0,5)}{(0,1)^2} = 96,04$$

The result of summing up the data calculation above is 96, which is rounded to 100 respondents. The determination of the number of respondents in this study considers that a sample size considered representative ranges from 30 to 500. This means that when the number of study subjects is less than 100 respondents, it is better to include all of them. However, if the number of subjects exceeds 100, it is advisable to take about 25-30% of that number (Rani, 2021). The data sources for this study include primary data collected through a questionnaire distribution and secondary data from books, journals, and information obtained from the company or other relevant parties. Data analysis techniques use multiple linear regression analysis with the aid of SPSS version 25.0 for Windows. Before using multiple linear regression analysis, several analytical steps must be completed, including instrument testing, classical assumption testing, and hypothesis testing.

About the research to be conducted, data collection will be carried out using a questionnaire is a tool used to collect data through a series of questions that are distributed electronically via a website or delivered directly to respondents. According to (Fauzy, 2019), this questionnaire plays a crucial role in research as it allows researchers to obtain feedback from consumers regarding various aspects being studied. In the context of this research, the questionnaire is used to evaluate the effectiveness of several marketing elements, namely Brand Image, Price Discount, and Bonus Pack, in influencing consumer impulse buying behavior. The questionnaire is designed using a Likert scale, which is a method for measuring the degree of agreement or disagreement of respondents with specific statements. The Likert scale typically has five levels of assessment: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree, each of which is assigned a value from 5 to 1. These values are then used to assess the extent to which respondents agree or disagree with the given statements. (Ispandi et al., 2020) explain that this scale facilitates researchers in collecting data that can be further analyzed.

After the data is collected through the questionnaire, the next step is to identify the variables to be measured and their relevant indicators. These variables are then further detailed into more specific indicators, which will serve as the basis for explaining the items of the questionnaire instrument, whether in the form of questions or statements. This process is important to ensure that every aspect of the variables being studied can be measured accurately and consistently. The data collection technique in this research involves the use of multiple linear regression analysis to examine the relationship between the variables being studied and the effectiveness of the applied marketing strategies. The data that has been collected and assessed using the Likert scale is then analyzed using statistical software, in this case, SPSS version 25.
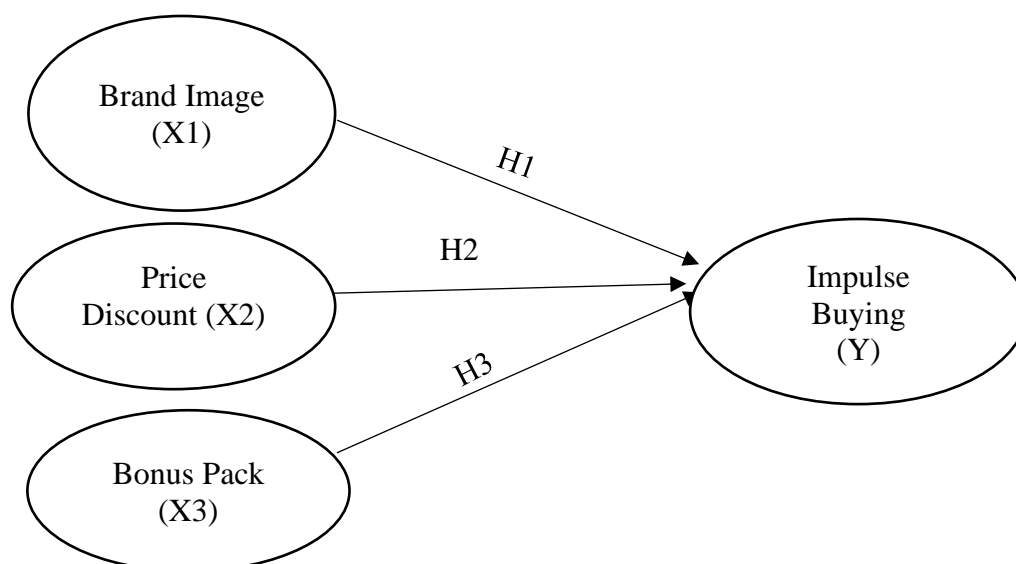
Figure 1. Conceptual Framework

RESULT AND DISCUSSION

Based on gender, the majority of product buyers at Indomaret Point Coffee in Mojokerto City are 70% female. Regarding age, 73% of the respondents are between 18 and 25 years old. Concerning occupation, most respondents are entrepreneurs, making up 48% of the sample. In terms of address, 98% of the respondents in this study are from Mojokerto, while only 2% are from outside Mojokerto.

Table 1. Validity Test

Variables	Variable Items	r-count	r-table	Description
Brand Image (X1)	X1.1	0,851	0,1966	Valid
	X1.2	0,897	0,1966	Valid
	X1.3	0,881	0,1966	Valid
	X1.4	0,873	0,1966	Valid
	X1.5	0,847	0,1966	Valid
	X1.6	0,899	0,1966	Valid
	X1.7	0,814	0,1966	Valid
Price Discount (X2)	X2.1	0,878	0,1966	Valid
	X2.2	0,883	0,1966	Valid
	X2.3	0,825	0,1966	Valid
Bonus Pack (X3)	X3.1	0,896	0,1966	Valid
	X3.2	0,855	0,1966	Valid
	X3.3	0,895	0,1966	Valid
Impulse Buying (Y)	Y.1	0,855	0,1966	Valid
	Y.2	0,841	0,1966	Valid
	Y.3	0,883	0,1966	Valid
	Y.4	0,878	0,1966	Valid

Source: Results of data processing SPSS Version 25, 2024

Based on the validity test table, it can be seen that the overall r-count values for the 17 statement items of the variable indicators are greater than the r-table value of 0.1966 at a 5% significance level. This result proves that the statement items tested in the brand image, price discount, bonus pack, and impulse buying questionnaires are valid.

Table 2. Reliability Test

Variables	Cronbach's Alpha	R critical	Description
Brand Image (X1)	0,944	0,60	Reliable
Price Discount (X2)	0,823	0,60	Reliable
Bonus Pack (X3)	0,852	0,60	Reliable
Impulse Buying (Y)	0,887	0,60	Reliable

Source: Results of data processing SPSS Version 25, 2024

Based on the results of the reliability test, it can be stated that all variables have a Cronbach's Alpha value greater than 0.60. Therefore, these results have proven that the items tested in the questionnaire for brand image, price discount, bonus pack, and impulse buying are considered good or have a reliable value.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,40517932
Most Extreme Differences	Absolute	,109
	Positive	,089
	Negative	-,109
Test Statistic		,109
Asymp. Sig. (2-tailed)		,005[c]
Monte Carlo Sig. (2-tailed)	Sig.	,169[d]
	99% Confidence Interval Lower Bound	,159
	Upper Bound	,178

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 1314643744.

Source: Results of data processing SPSS Version 25, 2024

Based on the table above, the asymp. sig (2-tailed) shows a value of 0.005, which is less than 0.05. This indicates that the data does not follow a normal

distribution. Therefore, this study chose to use an alternative approach, namely the Monte Carlo method. After performing the normality test using the Monte Carlo model Sig. (2-tailed), a value of 0.169 was obtained, which is greater than 0.05. From this result, it can be concluded that the residuals or research data have a normal distribution.

Table 4. Multicollinearity Test

			Standardized				
			Coefficients			**Collinearity**	
	Unstandardized		**Coefficien**			**Statistics**	
	Coefficients		**ts**				
		Std.				Toleran	
Model	B	Error	Beta	t	Sig.	ce	VIF
1 (Constant)	1,309	,859		1,523	,131		
Brand Image	,138	,036	,282	3,851	,000	,413	2,418
Price Discount	,608	,133	,443	4,581	,000	,237	4,212
Bonus Pack	,310	,121	,232	2,565	,012	,271	3,695

a. Dependent Variable: Impulse Buying
Source: Results of data processing SPSS Version 25, 2024

Based on the test results, it is concluded that all independent variables have a VIF value of less than 5. Therefore, it can be concluded that there is no indication of multicollinearity among the independent variables in the regression model.

Table 5. Autocorrelation Test

			Model Summary		
			Adjusted R	Std. Error of	Durbin-
Model	R	R Square	Square	the Estimate	Watson
1	,887a	,787	,780	1,427	2,178

a. Predictors: (Constant), Bonus Pack, Brand Image, Price Discount
b. Dependent Variable: Impulse Buying
Source: Results of data processing SPSS Version 25, 2024

The purpose of the autocorrelation test is to determine whether there is a correlation between residual errors in one analysis period and the errors in the previous period. The autocorrelation test is conducted using the Durbin-Watson test in several ways: determining the sample size (N) = 100, the number of independent variables (k) = 3, the significance level (α) = 5%, and referring to the Durbin-Watson table, which shows that in this study, dL = 1.6131 and dU = 1.7364, and 4 - dL = 2.3869 and 4 - dU = 2.2636. If the Durbin-Watson value is above the 4 - dU table value or below dU, it indicates the presence of autocorrelation in the regression

model. If the Durbin-Watson value is between dL and 4 - dL, it indicates the absence of autocorrelation issues in the regression model. In this study, the Durbin-Watson value obtained is 2.178. This Durbin-Watson value is greater than dU = 1.7364 and less than (4 - 1.7364), which means there is no autocorrelation issue in the regression model. Therefore, this regression model is suitable for use in the study.

Table 6. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,309	,859		1,523	,131
	Brand Image	,138	,036	,282	3,851	,000
	Price Discount	,608	,133	,443	4,581	,000
	Bonus Pack	,310	,121	,232	2,565	,012

a. Dependent Variable: Impulse Buying
Source: Results of data processing SPSS Version 25, 2024

$$Y = 1{,}309 + 0{,}138X1 + 0{,}608X2 + 0{,}310X3 + e$$

The positive constant value of 1.309 indicates that if all independent variables, including brand image (X1), price discount (X2), and bonus pack (X3) are valued at 0 percent or do not change, then the value of the impulse buying variable will be 1.309. The coefficient value of 0.138 between the brand image variable and impulse buying has a positive significance. This means that when the brand image variable increases by one unit, impulse buying will also increase by 0.138 units. The coefficient value of the price discount variable concerning impulse buying is 0.608, indicating a positive relationship. This suggests that if the price discount increases by one unit, impulse buying will also increase by 0.608 units. The coefficient value of 0.310 between the bonus pack variable and impulse buying has a positive significance. This means that when the bonus pack variable increases by one unit impulse buying will also increase by 0.310 units.

Table 7. Partial Test (t-Test)

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,309	,859		1,523	,131
	Brand Image	,138	,036	,282	3,851	,000
	Price Discount	,608	,133	,443	4,581	,000
	Bonus Pack	,310	,121	,232	2,565	,012

a. Dependent Variable: Impulse Buying
Source: Results of data processing SPSS Version 25, 2024
Brand Image Variable

322

Based on the test results above for the brand image variable (X1), the t-value obtained is 3.851 with a significance level of 0.000. From the calculations, the t-table value is 1.985. This shows that the t-value of 3.851 is greater than the t-table value of 1.985 and the significance value of 0.000 is less than 0.050. Therefore, brand image has a partial influence on impulse buying. Based on the test results above for the price discount variable (X2), the t-value obtained is 4.581 with a significance level of 0.000. From the calculations, the t-table value is 1.985. This shows that the t-value of 4.581 is greater than the t-table value of 1.985 and the significance value of 0.000 is less than 0.050. Therefore, price discount has a partial influence on impulse buying. Based on the test results above for the bonus pack variable (X3), the t-value obtained is 2.565 with a significance level of 0.012. From the calculations, the t-table value is 1.985. This shows that the t-value of 2.565 is greater than the t-table value of 1.985 and the significance value of 0.012 is less than 0.050. Therefore, the bonus pack has a partial influence on impulse buying.

Discussion
Brand image influences impulse buying behavior among Indomaret Point Coffee consumers Mojokerto City

Based on the comprehensive statistical analysis, it is evident that brand image significantly influences impulse buying behavior among consumers of Indomaret Point Coffee in Mojokerto City. This finding underscores the critical role that a strong brand image plays in shaping consumer behavior, particularly in the context of impulsive purchasing decisions. The unique store design and concept of Indomaret Point Coffee set it apart from other coffee shops, effectively capturing consumer attention and fostering a positive brand perception. This differentiation is not merely a matter of visual appeal but involves creating a distinct and memorable experience that resonates with consumers on an emotional level. The appearance and atmosphere of Indomaret Point Coffee contribute substantially to its brand image. A unique and appealing store design enhances the overall customer experience, making it more memorable and engaging. The physical environment of the café, including its interior decor and layout, plays a crucial role in creating a welcoming ambiance that attracts customers and encourages them to spend more time at the establishment. This extended time in the store can lead to increased opportunities for impulse purchases, as consumers are more likely to make spontaneous buying decisions when they feel comfortable and relaxed in their surroundings.

Additionally, the alignment between the services provided and the information advertised in brochures is a key factor in building a strong brand image. The accuracy of the information presented in promotional materials reflects the reliability and transparency of Indomaret Point Coffee. When consumers find that the services and offers advertised match their experience, it reinforces their trust in the brand. This consistency helps build a positive perception of the brand, which is essential for encouraging impulse buying behavior. Consumers are more likely to make spontaneous purchases from a brand they perceive as trustworthy and dependable. Indomaret Point Coffee's commitment to providing clear and regular information about its products further strengthens its brand image. By consistently updating

customers with relevant details about available products, the brand ensures that consumers are well-informed and can make purchasing decisions based on accurate information. This transparency enhances consumer confidence and can drive impulsive buying behavior, as customers feel more assured about the value and quality of the products they are considering.

The comfortable seating provided at Indomaret Point Coffee adds another dimension to the brand's image. A comfortable and pleasant environment encourages customers to relax and enjoy their drinks, which contributes to a more positive overall experience. This comfort factor not only enhances customer satisfaction but also increases the likelihood of impulse purchases. When consumers feel at ease and can unwind while at the café, they are more likely to make spontaneous buying decisions as they are in a more relaxed and receptive state of mind. The simplicity and distinctiveness of the Indomaret Point Coffee logo also play a significant role in shaping its brand image. A logo that is easy to remember and visually appealing helps reinforce the brand's identity in consumers' minds. This recognition can influence consumer behavior, as a familiar and well-designed logo contributes to a positive brand perception. The ease with which consumers can recall the brand logo further supports the development of a strong brand image, which is crucial for stimulating impulse buying.

Moreover, the efficiency and speed of service at Indomaret Point Coffee contribute to consumer satisfaction and trust. Consumers appreciate quick and effective service, as it enhances their overall experience and reinforces their perception of the brand's reliability. Fast service not only meets consumers' immediate needs but also strengthens their confidence in the brand, which can positively impact their impulse buying behavior. When customers perceive that they are receiving prompt and efficient service, they are more likely to make spontaneous purchases and return to the brand in the future. The distinct coffee flavor offered by Indomaret Point Coffee further differentiates the brand from its competitors. A unique and special taste experience can be a powerful factor in driving impulse purchases. Consumers who enjoy a distinctive flavor are more likely to seek out and purchase the brand's products on impulse, driven by the desire to relive the enjoyable taste experience. This flavor differentiation enhances the brand's appeal and contributes to its overall image, influencing consumer behavior positively.

The results of this study are supported by existing theories on brand image. According to (Meliantari, 2023), brand image encompasses not only the physical or visual appearance of a brand but also the perceptions and beliefs that consumers associate with it. This theoretical perspective aligns with the findings of this study, which highlight the importance of both tangible and intangible elements in shaping a brand's image. Additionally, (Afifah Yuliarahma & Andri Nurtantiono, 2022) describe the brand image as the characteristic of a product that is recognized by consumers as a brand. This theory supports the notion that building a strong brand image is essential for influencing consumer behavior, particularly in the context of impulse buying. The alignment of the study's findings with previous research reinforces the significance of brand image in driving impulse buying behavior. Research by (Sari, 2018) and (Nurus, 2017), indicates that a strong brand image has a positive impact on impulse buying, supporting the results of this study.

Furthermore, (Kurniasih & Maulana, 2021) and (Wonggo et al., 2020) also affirm the positive influence of brand image on impulse buying behavior. These studies collectively underscore the critical role that a well-developed brand image plays in shaping consumer purchasing decisions, reinforcing the study's findings and providing a solid theoretical foundation for understanding the relationship between brand image and impulse buying.

In summary, the statistical analysis and theoretical support provided in this study highlight the significant influence of brand image on impulse buying behavior. The unique store design, accurate promotional information, clear communication, comfortable seating, memorable logo, efficient service, and distinct coffee flavor all contribute to building a strong brand image for Indomaret Point Coffee. These factors collectively shape consumer perceptions and drive impulsive purchasing decisions, demonstrating the importance of a well-crafted brand image in influencing consumer behavior.

Price discount influences impulse buying behavior among Indomaret Point Coffee consumers in Mojokerto City.

Based on the results of the statistical analysis, it has been demonstrated that price discounts exert a notable influence on impulse buying behavior among consumers at Indomaret Point Coffee in Mojokerto City. This finding provides insight into the effectiveness of pricing strategies in stimulating consumer behavior, particularly in the context of impulse purchases. The research reveals that Indomaret Point Coffee frequently implements discount strategies with relatively extended discount periods. This approach allows consumers ample time to explore and try a variety of new products offered by the store. The extended duration of these discounts provides a significant advantage to consumers by offering them the opportunity to sample products at reduced prices, which in turn fosters a greater likelihood of impulse purchases. The impact of extended discount periods can be understood through the lens of consumer behavior theory, which suggests that the perceived value of a product increases when consumers are presented with opportunities to purchase it at a lower price over a longer time frame. By allowing consumers to experience new products at discounted rates, Indomaret Point Coffee effectively lowers the perceived risk associated with trying unfamiliar items. This reduction in perceived risk enhances consumer willingness to make spontaneous purchases, as the lower price mitigates the potential financial loss from an unsuccessful purchase. The psychological effect of such pricing strategies can be attributed to the concept of "price anchoring, where consumers compare the discounted price to the original price, perceiving the discount as a substantial saving and thereby increasing their likelihood of making an impulse purchase.

Furthermore, the research highlights that Indomaret Point Coffee often provides significant discounts when consumers purchase products in large quantities. This strategy of offering substantial discounts for bulk purchases creates a compelling incentive for consumers to buy more than they initially intended. The economic logic behind this approach is rooted in the principle of economies of scale, where the unit cost of products decreases as the quantity purchased increases. By passing these savings onto consumers through larger discounts, Indomaret Point

Coffee incentivizes bulk purchases, which can result in higher overall sales volume and increased revenue. The effect of bulk purchasing discounts on impulse buying behavior can be explained by the concept of perceived value enhancement. When consumers are presented with the opportunity to receive a larger discount on bulk purchases, they perceive the added value as a reward for spending more. This perceived value acts as a motivator for consumers to buy in larger quantities, even if they did not initially intend to do so. Additionally, the prospect of receiving significant savings on multiple items can create a sense of urgency, encouraging consumers to make quick purchasing decisions to capitalize on the offer before it expires.

The study also reveals that a variety of products at Indomaret Point Coffee are discounted, which further influences consumer behavior. The presence of multiple discounted items creates an environment where consumers are more likely to engage in impulse buying. This phenomenon can be attributed to the principle of opportunistic buying, where consumers are drawn to take advantage of discounts across a range of products, even if they did not initially plan to purchase them. The availability of discounts on various products serves as an additional incentive for consumers to make spontaneous purchases, as they perceive an opportunity to save money across multiple items. Theoretical frameworks supporting the impact of price discounts on consumer behavior are well-established in the literature. According to (Nurrahmah & Jatmiko, 2020), price discounts are a sales promotion tactic that involves offering consumers the same product at a reduced price. This approach aims to stimulate consumer interest and drive sales by providing financial incentives for purchases. (Berlinda Permata Sahri & Komala Sari, 2023) further elaborate on this concept by describing price discounts as reductions in the price of a specific product from its normal price over a certain period. The temporary nature of these discounts creates a sense of urgency and encourages consumers to make quick decisions to take advantage of the lower price.

Other theories suggest that price discounts offer several benefits, including the encouragement of larger quantity purchases, the anticipation of promotions from competitors, and support for larger-scale trade activities (A. W. Ramadhan & Ekasari, 2022). By providing attractive discounts, Indomaret Point Coffee not only enhances the perceived value of its products but also competes effectively in the market. The implementation of price discounts aligns with the broader goal of increasing sales and revenue by leveraging consumer perceptions of value and savings. The findings of this study are consistent with previous research that underscores the positive effect of price discounts on impulse buying behavior. Research by (A. W. Ramadhan & Ekasari, 2022) highlights the significant impact of price discounts on impulse purchases, reinforcing the notion that consumers are more likely to make spontaneous buying decisions when presented with attractive discount offers. Similarly, studies by (Ma'rufah et al., 2023), (Sari, 2018) and (Berlinda Permata Sahri & Komala Sari, 2023) support the idea that price discounts play a crucial role in influencing consumer impulse buying behavior. In summary, the research findings provide strong evidence that price discounts have a substantial impact on impulse buying behavior among consumers at Indomaret Point Coffee. The extended discount periods, bulk purchase discounts, and availability of

discounted products all contribute to increased consumer spending and spontaneous buying decisions. These findings align with established theories and previous research, highlighting the importance of effective pricing strategies in shaping consumer behavior and driving sales.

Bonus pack influences impulse buying behavior among Indomaret Point Coffee consumers in Mojokerto City.

Based on a detailed statistical analysis, it has been conclusively established that bonus packs exert a significant influence on impulse buying behavior among consumers at Indomaret Point Coffee in Mojokerto City. The analysis reveals that the strategic use of bonus packs by Indomaret Point Coffee successfully triggers an increase in impulse purchases. This occurs because bonus packs offer consumers an enhanced perceived value, thereby encouraging them to make purchases they might not have otherwise considered. In essence, when consumers perceive that they are obtaining additional benefits beyond what they pay for, they are more likely to engage in impulsive buying behaviors. The presence of bonus packs at Indomaret Point Coffee provides a compelling economic incentive for consumers to buy more products. The additional value perceived from these bonus packs, such as receiving free items or significant discounts on bulk purchases, creates a strong psychological pull. This increased perceived value leads consumers to make purchases they might initially have deemed unnecessary. For instance, when consumers encounter a promotion where they receive an extra product for free or a substantial discount on a larger quantity, they perceive that they are getting more than their money's worth.

Furthermore, the allure of bonus packs extends to influencing consumer preferences. When given a choice between products that offer additional incentives through bonus packs and those that do not, consumers are more inclined to select the products with the added benefits. This inclination towards products with bonus packs suggests that these promotions make Indomaret Point Coffee's offerings more appealing compared to competitors. This strategy aligns with the principles of behavioral economics, where perceived value significantly impacts purchasing decisions. The concept of "perceived value" refers to the worth that a consumer places on a product or service based on the benefits they believe they are receiving compared to the price paid. Bonus packs effectively enhance perceived value by providing extra products or services, thus motivating consumers to make impulsive purchases to capitalize on the perceived deal. The findings of this study align with the theory that states bonus packs are a strategy or effort used to encourage purchases by offering products or services for free with adjusted prices, with the hope that consumers will be attracted to purchase additional products (Afifah & Nurtantiono, 2022). Another relevant theory suggests that the implementation of bonus packs includes efficient tactics to address new product promotions from competitors and can increase sales through larger orders (Ma'rufah et al., 2023). Therefore, it is necessary to have appealing bonus packs so that consumers feel they receive added value from their purchase, which can then encourage impulse buying due to the additional products or benefits perceived as advantages.

Additionally, the findings of this study are consistent with existing research that highlights the positive impact of bonus packs on impulse buying behavior.

Previous studies have established that bonus packs serve as a successful promotional tool to influence consumer purchasing decisions. For instance, research by (A. W. Ramadhan & Ekasari, 2022) supports the notion that bonus packs have a substantial positive effect on impulse buying behavior. Similarly, (Pradhana & Martini, 2018) found that bonus packs significantly affect consumer impulse purchases, further reinforcing the efficacy of this promotional strategy. (Safitri & Mutmainah, 2023) also confirmed that bonus packs have a positive impact on impulse buying behavior, adding further validation to these findings. Additionally, research by Afifah & Nurtantiono, (2022), corroborates the significant effect of bonus packs on impulse buying, highlighting the consistent role of this strategy in driving consumer behavior. The alignment of this study's results with previous research underscores the reliability and validity of the findings. It indicates that the influence of bonus packs on impulse buying behavior is a well-established phenomenon in the field of consumer behavior research. The consistent positive impact observed across different studies suggests that bonus packs are an effective promotional tool for enhancing consumer engagement and driving sales. In conclusion, the analysis demonstrates that bonus packs play a crucial role in influencing impulse buying behavior among consumers. By offering additional value through promotional deals, Indomaret Point Coffee effectively taps into consumer psychology, encouraging purchases that extend beyond initial intentions. The study's findings are supported by established theories and previous research, reinforcing the significance of bonus packs as a strategic tool for influencing consumer behavior and enhancing sales performance

CONCLUSIONS

Based on the data analysis and discussion, it can be concluded that brand image, price discounts, and bonus packs significantly affect impulse buying behavior among consumers at Indomaret Point Coffee in Mojokerto City. A strong brand image positively influences consumer confidence and interest, thereby increasing the likelihood of impulse purchases. Price discounts enhance perceived value, motivating consumers to buy more impulsively, while bonus packs add extra value, further encouraging spontaneous buying behavior. Despite these insights, the study has limitations including its focus on a single city, which may not represent broader consumer behavior across different regions, and its limited scope to only three factors. Future research should address these limitations by exploring various locations and including additional factors such as product quality and customer service, as well as considering situational influences on purchasing decisions. This research contributes by highlighting the critical role of brand image, price discounts, and bonus packs in shaping consumer impulse buying behavior, offering practical implications for businesses to enhance marketing strategies and improve consumer engagement.

ACKNOWLEDGMENT

this article can be completed. The author would also like to thank Muhammadiyah Sidoarjo University, Faculty of Business, Law, and Social Sciences, especially the Management Study Program for providing opportunities and facilities that facilitate the research process. The authors would also like to thank the respondents who participated in the survey, as well as family and friends who always encouraged them. Hopefully, the results of this study will provide benefits and positive contributions to the development of science and related parties.

REFERENCES

Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, Masita, Ardiawan, K. N., & Sari, M. E. (2022). *Metodologi Penelitian Kuantitatif*. Yayasan Penerbit Muhammad Zaini.

Afifah Yuliarahma, & Andri Nurtantiono. (2022). Analisis Pengaruh Brand Image, Price Discount, Package Bonuses Dan Kualitas Produk Terhadap Impulse Buying Pada Produk Oriflame. *Juremi: Jurnal Riset Ekonomi*, 2(4), 441–452. https://doi.org/10.53625/juremi.v2i4.4451

Amin, A., & Yunadi, A. (2016). Analisis Pengaruh Usia Perusahaan Total Aset Dan Studi Kasus Di Bmt Beringharjo Yogyakarta. *Jurnal Ekonomi Syariah Indonesia, Juni 2016/1437 H*, 6, 1–11.

Arissaputra, R., Darsana, I. M., & Pandowo, A. (2023). *Dasar - Dasar Marketing*. CV. Intelektual Manifes Media.

Berlinda Permata Sahri, V., & Komala Sari, D. (2023). Pengaruh Kualitas Pelayanan, Price Discount, Store Atmosphere terhadap Pembelian Impulsif dengan Shopping Emotion Sebagai Variabel Intervening pada Konsumen Miniso Sunrise Mall Mojokerto. *Innovative Technologica: Methodical Research Journal*, 2(3), 1–12. https://doi.org/10.47134/innovative.v2

Chaniago, S., Ginting, B. br, Nabella, S. D., & Mahyudin. (2021). *Keputusan Pembelian Pengguna Ovo Ditinjau Dari Kemudahan, Price Discount Dan Kepuasan*. Issue April 2022). CV. Global Aksara Pers.

Fauzy, A. (2019). Metode Sampling. In *Universitas Terbuka* (Kedua, Vol. 9, Issue 1). Universitas Terbuka. http://jurnal.globalhealthsciencegroup.com/index.php/JPPP/article/download/83/65%0Ahttp://www.embase.com/search/results?subaction=viewrecord&from=export&id=L603546864%5Cnhttp://dx.doi.org/10.1155/2015/420723%0Ahttp://link.springer.com/10.1007/978-3-319-76

Ispandi, I., Ramadan, R., Atmaja, R. K., & Sudradjat, A. (2020). Analisis Pengaruh Kualitas Website Backpaker Jakarta Terhadap Kepuasan Pengguna Dengan Metode Webqual. *REMIK (Riset Dan E-Jurnal Manajemen Informatika Komputer)*, 4(2), 239–247. https://doi.org/10.33395/remik.v4i2.10527

Kristiyanti, M. (2023). *Metode Penelitian* (ed.); Pertama). CV. Pustaka STIMART AMNI Semarang.

Kurniasih, L., & Maulana, A. (2021). Pengaruh Celebrity Endorser Dan Brand Image Terhadap Impulse Buying Pada Tokopedia Masa Pandemi Covid-19 (Studi Kasus Pengguna Tokopedia Di Karawang). *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 5(4), 1401–1411. https://doi.org/10.58258/jisip.v5i4.2568

Lubis, T. A. (2023). *Research Gap: Definisi, Jenis dan Contohnya*. Uptjurnal.Umsu.Ac.Id. https://uptjurnal.umsu.ac.id/research-gap-definisi-jenis-dan-contohnya/

Ma'rufah, L., Ekowati, T., & Runanto, D. (2023). Pengaruh Price Discount, Bonuspack, Dan In-Store Display Terhadap Impulse Buying (Survei pada Konsumen Laris Supermarket Purworejo. *Jurnal Volatilitas*, *5*(1), 188–202.

Maidah, E. Al, & Sari, D. K. (2022). Pengaruh Price Discount, Fashion Involvement dan Shopping Lifestyle terhadap Impulse Buying pada Pengguna Brand ERIGO Apparel di Sidoarjo. *BALANCE: Economic, Business, Management and Accounting Journal*, *19*(2), 165. https://doi.org/10.30651/blc.v19i2.13014

Meliantari, D. (2023). *Produk Dan Merek (Suatu Pengantar)* (Pertama). Eureka Media Aksara.

Newsroom, J. (2023). *Bersama Petani Kopi, Bupati Mojokerto Harapkan Kemajuan Ekonomi Kerakyatan*. Https://Kominfo.Jatimprov.Go.Id/Berita/Bersama-Petani-Kopi-Bupati-Mojokerto-Harapkan-Kemajuan-Ekonomi-Kerakyatan#.

Nur Hidayah, M., & Komala Sari, D. (2021). Influence Of Price Discount, In-Store Display, And Shopping Lifestyle On Impulse Buying At Umama Gallery Sidoarjo. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, *7*(1), 154–179. https://doi.org/10.21070/jbmp.v7i1.1338

Nurrahmah, W. O. S., & Jatmiko, M. R. (2020). Pengaruh Price Discount, Sales Force Capability dan Store Atmosphere Terhadap Impulse Buying Pada Konsumen Halal Mart HNI HPAI BC Semarang. *Anindyaguna Ekonobisnis: Jurnal Ekonomi Dan Bisnis STIE Anindyaguna*, *3*(2), 293–307.

Nurus, S. (2017). Analisis Pengaruh Faktor Price Discount ,Bonus Pack Dan Brand Image Terhadap Konsumen Dalam Melakukan Impulse Buying Pada Produk Oriflame Di Kota Lamongan. *Jurnal Penelitian Ilmu Manajemen*, *II*(3), 483–493.

Pradhana, I. P. D., & Martini, D. A. (2018). Pengaruh Personal Selling , Price Discount , Dan Bonus Pack Program Terhadap Perilaku Impulse Buying Konsumen Produk Oriflame. *Jurnal Ilmiah Manajemen & Bisnis*, *3*(1), 88–101.

Pratiwi, E., & Krishernawan, I. (2020). *Mengelola Customer Impulse Buying Pada Bisnis Retail Fashion Modern* (pertama). Damarwiyata Press Mojokerto Jawa Timur.

Prihatini, M. (2021). *Cafe dan Warung Kopi Menjamur di Saat Pandemi, Pemkot Optimistis Perekonomian Kota Mojokerto Bangkit*. Https://Beritajatim.Com/Politik-Pemerintahan/Cafe-Dan-Warung-Kopi-Menjamur-Di-Saat-Pandemi-Pemkot-Optimistis-Perekonomian-Kota-Mojokerto-Bangkit/.

Purwanto, N. (2021). *Dinamika Fashion Oriented Impulse Buying* (pertama). Literasi Nusantara.

Putri, B. R. T. (2017). *Manajemen Pemasaran*. Universitas Udayana.

Ramadhan, A. W., & Ekasari, N. (2022). Pengaruh Price Discount Dan Bonus Pack Terhadap Impulse Buying (Studi Kasus Pada Pelanggan Alfamart Di Kota Jambi). *Jurnal Manajemen Terapan Dan Keuangan*, *10*(02), 354–367. https://doi.org/10.22437/jmk.v10i02.14101

Rani, R. (2021). *Metodologi Penelitian Teori dan Praktik* (Cetakan Pe). Perkumpulan Rumah Cemerlang Indonesia.

Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif* (Cetakan Pe). Deepublish Publisher.

Rizaty, M. A. (2023). *Jumlah Toko Retail di Indonesia Sebanyak 3,98 Juta pada 2022.* https://dataindonesia.id/industri-perdagangan/detail/jumlah-toko-retail-di-indonesia-sebanyak-398-juta-pada-2022

Safitri, S. N., & Mutmainah, K. (2023). "Price Discount, Bonus Pack, In-Store Display Dan Financial Attitude Serta Pengaruhnya Terhadap Keputusan Impulse Buying Behavior Konsumen (Studi Kasus pada Generasi Z Pengunjung Rita Pasaraya Wonosobo)." *Journal of Economic, Business and Engineering (JEBE), 4*(2), 294–306.

Salam, A., Azzahra, A., Haq Kamal, A., & Wahyu Wibowo, F. (2022). Pengaruh promosi, brand Image dan shopping lifestyle terhadap impulse buying di Shopee (Studi Kasus Pada Masyarakat Desa Margoluwih, Sleman). *Jurnal Ekonomi Syariah Indonesia, 12*(2), 117–122. http://dx.doi.org/10.21927/jesi.2022.12

Saleh, K. (2023). *The State of Impulse Buying Persona – Statistics and Trends 2023.* Https://Www.Invespcro.Com/Blog/Impulse-Buying/.

Saparso. (2021). *Marketing Process.* Ukrida Press.

Sari, A. K. (2018). Pengaruh Discount, Brand Image, dan Store Atmosphere terhadap Impulse Buying Andini. *Journal of Multidisciplinary Studies, 2*(2), 199–211. iksandaimul@gmail.com

Syarifudin. (2019). *Citra Merek Dan Dampaknya Pada Loyalitas Pelanggan* (M. Ramadhan & B. Rahman (eds.); pertama). UNIMAL PRESS.

Viral Food Travel. (2022). *Menu Point Coffee Lengkap dengan Daftar Harganya.* Kumparan.Com. https://kumparan.com/viral-food-travel/menu-point-coffee-lengkap-dengan-daftar-harganya-1yT2FgYwi1h

Wahyudi, S. (2017). Pengaruh Price Discount Terhadap Impulse Buying. *Jurnal Valuta, 03*(2), 1–14. http://www.albayan.ae

Wahyuni, I. I. (2017). *Media Planning & Buying* (Cetakan Pe). Deepublish Publisher.

Wijaya, M. T., & Handayani, E. F. (2022). Pengaruh Bonus Pack Dan Price Potongan Terhadap Impulse Buying (Studi Pada Klien Pt Sumber Alfaria Trijaya Tbk Sarasa 2 Loasari Kota Sukabumi). *Cakrawala – Repositori IMWI, 5*(8.5.2017), 29–42.

Wilujeng, S. (2017). Pengaruh Price Discount dan Bonus Pack Terhadap Impulse Buying Konsumen Indomaret di Kecamatan Sukun Kota Malang. *Journal FEB Universitas Kanjuruhan Malang*, 457–469.

Wonggo, C. M., Lapian, J. S. L. H. V., & Rogi, M. H. (2020). Dampak Discount, Brand Image Dan in Store Display Terhadap Impulse Buying Pada Pt. Matahari Departement Store Mantos 2. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 8*(3), 124–133.

Yulianto, M. R. (2024). The Effect of Sales Promotion, Product Quality, and E-Word Of Mouth on Shopee Live on Impulsive Buying Behavior Among University Students. *International Journal Economics Development Research, 5*(2), 1311–1327. https://doi.org/10.2139/ssrn.4830382