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The Influence Of Online Visual Merchandising And Online Sales Promotion On Impulsive Buying In Blibli E-Commerce In Medan City

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Abstract. *This study aims to determine whether Online Visual Merchandising and Online Sales Promotion influence Impulse Buying. The population used in this study is the people of Medan city. This study was conducted on the people of Medan city who use the Blibli application in Medan city, have made accidental purchases at Blibli, and have shopped at the Blibli application. The number of samples was 99 respondents, and the sample selection technique used was purposive sampling. Conducted in 2023. The analysis method used is the multiple linear regression analysis method and the descriptive analysis method using SPSS (Statistic Product and Service Solution) software. The data used are primary data and secondary data obtained from a list of questions via Google form, which are measured using a Likert scale. This type of research is qualitative research. The research data comes from primary data and is taken by distributing questionnaires. The results of the study show that there is a relationship between the independent variables, namely Online Visual Merchandising and Online Sales Promotions, and the dependent variable, Impulse Buying. It can be concluded that Online Visual Merchandising and Online Sales Promotions have a positive and significant effect on Impulse Buying. The population used in this study was the community in the city of Medan.*

Keywords: *Online Visual Merchandising1, Online Sales Promotion2, Impulse Buying3.*

Introduction

The development of a retail modernization trend is in line with the increasingly rapid economic growth in Indonesia. High competition between modern retailers makes retailers compete to put forward their outlets to be chosen by consumers by implementing various strategies that can attract consumers. With a retail strategy, consumers will feel the shopping experience until they finally decide to make a purchase, Anggraini & Sulistyowati (2020). This allows customers to decide to make a purchase not only rationally, but also emotionally, Fauzi & Amir (2019).

The retail industry that has increased in Indonesia is certainly supported by several reasons, including the demographic structure of Indonesia which is dominated by young people, as well as changes in lifestyle and consumption patterns of the Indonesian people. In addition, another fairly supportive reason is the number of middle-income classes in Indonesia which is increasing every year, Hanny (2019).

This is what can be one of the factors of consumer behavior of society or consumers. The relationship between producers and consumers is currently more often done using internet media. Many internet-based companies such as E-Commerce which are commonly called

Marketplaces are growing rapidly in Indonesia, Trifiyanto (2019).

Consumer emotional motives can be consumer behaviors that are carried out when they shop in stores. A person decides to carry out a purchasing decision influenced by the shopping experience experienced by the customer personally. An unplanned purchase or impulse buying is something that is usually carried out by a customer who will later make a purchase, Anggraini & Sulistyowati (2020).

Customers tend to have a plan or make a shopping list before they shop. With the stimulation of a store's strategy, customers buy or shop outside the shopping list and even change their shopping plans, Anggraini & Sulistyowati (2020). This means that consumer behavior is influenced by the strategy implemented by a store. This results in unplanned purchases, Anggraini & Sulistyowati (2020).

Merchandising is an external factor that allows consumers to be encouraged to buy, even to the point of impulsive consumer purchasing decisions, Lubaba (2019). Visual merchandising can be a driving factor for impulse buying, Novia (2015). Visual Merchandising is also related to consumer impulsive buying behavior, Kaur & Jain (2015). Visual Merchandising helps attract consumers' attention by giving a different impression by creating an attractive interior, comfortable atmosphere, and good lighting so that consumers will tend to be interested and make impulsive purchases. (Firdayanti, 2020).

According to Arifianti, (2020) this sales promotion condition is one of the elements of the very important marketing mix, in other words, sales promotion has an impact on sales because the trend of consumer behavior is first sensitive to price but increases quality and does not like an excess that is needed greatly from things that are visible to something that is invisible. The form of sales promotion to increase sales in stores is price discounts, free gifts, and banded or joint sales. However, in the course of the original forms of sales promotion developed and underwent modifications, Arifianti (2020).

The purpose of this sales promotion is of course to increase short-term sales volume for the company by creating an attractive appearance and activity and creating impulse buying, Arifianti (2020). The phenomenon of the problem faced by blibli so that it gets the lowest number of visitors is due to consumer disappointment because the goods received do not match those displayed on the application. This is related to the product arrangement (visual merchandising) carried out by blibli where blibli should be able to take firm action against sellers who display fake images on their products to make their products more in demand so that buyers are not disappointed to buy goods from e-commerce and of course, this greatly affects blibli visitors. This certainly has an impact on sales promotions, no matter how often blibli carries out sales promotions, it will still be less popular because many people feel cheated and this will affect customers to make impulse buying.

There are many benefits that Blibli gets if it uses a visual merchandising strategy. The first strategy is visual merchandising in an attractively designed marketplace. Visual merchandising is related to how a product is communicated visually to consumers so that it can influence behavior that leads to purchases, Trifiyanto (2019). Blibli itself uses a display according to the theme, placement of promotional products at the front,

shopping images, iconic notification sounds and popups that are adjusted to the consumer's shopping history. Lio (2011) found that sales promotion is the second highest factor influencing online purchases. One of the marketplaces that is currently popular and widely used is the Blibli application.

Previous research conducted by Waningsih & Nurhadi (2021) with the research title "The Influence of Sales Promotion and Gender on Impluse Buying Behavior on E-Commerce Shopee" stated that one of the indicators of sales promotion, namely coupons, harms impulse buying. Based on explanations from several journals collected by the author regarding the influence of the dimensions of Online Visual Merchandising and Online Sales Promotion on impulse buying.

Buying can be seen that sales promotion has a significant effect on impulse buying, this is inversely proportional to visual merchandising which has not been proven to have a significant effect on impulse buying, so further research is needed in the hope of finding a significant relationship between visual merchandising and impulse buying.
Based on the above phenomenon, I am interested in conducting research in the city of Medan where most of the people have used e-commerce services as a means of shopping for their needs. So, in this study, I want to see how online visual merchandising and sales promotions will affect impulse buying on blibli users. So, the author is interested in conducting research with the title "INFLUENCE ON LINE VISUAL MERCHANDISING AND PROMOTION ONLINE SALES TOWARDS IMPLUSE BUYING ON E-COMMERCE BLIBLI IN MEDAN".

LITERATURE REVIEW

Impulse Buying

*Impulse buying*defined as a previously unrecognized act of buying as a result of a consideration or purchase intention formed before entering the store, Anggraini (2020). Consumer purchasing decisions, especially impulse buying decisions, can be based on individual consumer factors that tend to behave actively. This behavior then makes customers have a shopping experience.
Impulse buying is an act of buying that is done without having any previous problems or buying intentions that are formed before entering (Afrianti, 2011). In essence, impulsive buying can be explained as a choice made at that very moment because of a strong positive feeling about an object. In other words, the emotional factor is an "entry sign" into an environment of people who have the same passion for an item.
*Impulse buying*is a purchase that occurs when consumers see a particular product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store, Firmansyah (2019).

Impulse Buying Dimensions

According to Loudon and Della, quoted from Kurniawan and Kunto (2013), there are 4 dimensions of unplanned purchases, namely:
Pure impulse
It is a purchase that is truly purely spontaneous.
Suggestion impulse
This is when a potential buyer has no previous knowledge of the product and is

just seeing and feeling the need for the product for the first time.

reminder impulse

This is when a potential buyer remembers their previous experience in using the product and/or remembers the item after seeing or hearing an advertisement.

Planned impulse

It is when a potential buyer enters a store with the expectation of finding items at special prices, redeeming coupons, and so on.

Impulse buying indicator

Anggraeni (2016), impulse purchases have 4 indicators, namely:

1. Spontaneity, unplanned purchases that motivate consumers to buy now, often in response to visual stimuli directly at the point of sale.
2. Power, compulsion, and intensity, there may be a motivation to put aside all else and act immediately.
3. Excitement and Stimulation, the sudden urge to buy is often accompanied by emotions characterized as exciting, thrilling, or wild.
4. Indifference to consequences, the urge to buy can become so difficult to resist that possible negative consequences are ignored.

Sales Promotion

According to Lamb, Hair and McDaniel (2001). Sales promotion is a marketing communication activity, other than advertising, personal selling, and public relations, where short-term incentives motivate consumers and members of the distribution channel to buy goods or services immediately, either at a low price or by increasing added value. So it can be concluded that sales promotion is one form of marketing communication that offering more value for a product (Mulyana, 2014).

Sales promotion is a key element in marketing campaigns, consisting of a collection of incentive tools, mostly short-term in nature, designed to stimulate more rapid purchase of particular products or services by consumers or the trade, Kotler and Keller (2009). The purpose of this sales promotion is certainly to increase short-term sales volume for the company by creating attractive displays and activities and causing impulse buying. Other long-term benefits are encouraging someone's behavior to try a product or service to make consumers become long-term customers and build relationships with the company, Cummins & Mullin (2004).

Dimensions of Sales Promotion

The promotional dimension is an increase or development component from mix marketing or marketing mix. Where the promotional dimension in the marketing mix is a way to achieve various communication goals with consumers, from current information or persuasion one direction. Which made for directing someone to action that creates an exchange about marketing.

There is mix Promotion dimensions have 4 variables, namely:

1. Advertising

It is any form of paid non-personal presentation and promotion of ideas, goods and services. by sponsor certain.

2. Personal selling is a verbal presentation in conversation with one or more prospective buyers aimed at making a sale.
3. Publicity (public relations)

It is a non-personal demand drive for a product, service or idea by using commercial news in the mass media and the sponsor is not charged any direct fee.

4. Sales promotion is a marketing activity that encourages consumer purchases and retailer effectiveness.

These activities include: displays, shows and exhibitions, demonstrations and so on.

Sales Promotion Indicators

There are several sales promotion indicators according to Herdianawati (2021). consisting of:

1. Discounts (price cuts), discounts are discounts given to buyers when purchasing goods or services. A promotional strategy that has been around for a long time in both offline and online transactions.
2. Shopping Coupons, the shopping coupons used are cashback coupons. Cashback coupons can be used to purchase products sold on the Blibli application.
3. Free Shipping Voucher, Free shipping voucher or free shipping is a free shipping feature provided by Blibli to buyers who make transactions on the application using the shipping services provided by partners.

Visual Merchandising

According to the Big English Dictionary, Visual Merchandising is defined as something related to sight, and things that can be captured by the sense of sight, in the form of presenting a shop or brand and merchandise to customers through a work team from shop advertising, displays, certain events, fashion coordination, and the Merchandising Department to sell goods and services offered by the shop outlet, Maymand & Ahmadinejad (2011).

Visual Merchandisingis a term commonly used in product management that pays close attention to the appearance of products in retail stores to gain the best profit, Sopiyan (2019). The visual merchandising display process is often referred to as a "silent respondent" that provides information through visual media and by selling suggestively or suggestions to add items to consumer purchases, Sudarsono (2017).

The purpose of Visual merchandising is to educate customers in improving the image of the store/company and drive some sales. Thus, every store tries to improve the image of the store and to do so with commodities that are attractive to customers and make customers loyal to the brand thus driving purchasing behavior.

Visual Merchandising Indicators

There are important dimensions that support the procurement of visual merchandising in stores, Lubaba (2019):

1) Window display.It is a medium that creates a first impression in the minds of customers to decide whether to visit the store or not. Windows display is a type of visual presentation of store goods located on the outermost part of the store to attract consumer attention.
2) In-store From/ Mannequin Display. It is a tool to showcase or explain current fashion trends and a store's brand identity. This mannequin can look like a man, a woman, or even a child. Another type consists of only one torso standing on a stand. With the mannequin display on display, consumers will be able to see it and think about what it would be like if they wore the same clothes as those displayed (Metha & Chugan, 2013).
3) *Floor Merchandising.* It is the arrangement of equipment that supports the implementation of retail business in creating space for

customers to move in the store. Niazi, et al (2015) stated that floor merchandising focuses on the arrangement of floor area allocated for placement of display media and traffic or movement space (traffic flow)

4) *Promotional Signage*. Is one of the elements of visual merchandising that helps increase sales by providing information about products and suggesting special items or purchases (Levy & Weitz, 2007).

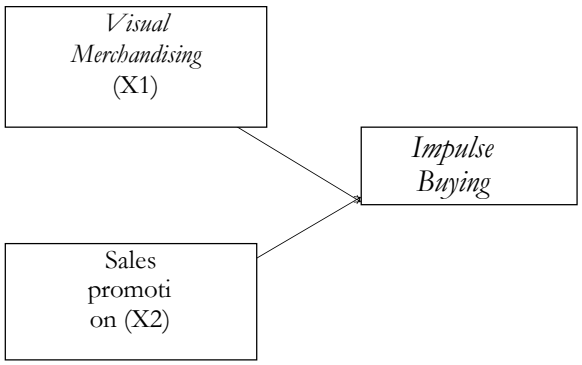

Figure 1. Conceptual Framework

Relationship Between Variables

Relationship between Visual Merchandising (X1) and Impulse Buying (Y)

Based on previous research conducted by Situmorang (2019) which found that there is a significant influence between visual merchandising and impulse buying. The results of this previous study are reinforced by Intansari's theory (2020) that stimuli in the shopping environment can be realized with the use of *visual merchandising*, such as product arrangement, beautiful color selection for the outlet, and lighting in the store. So it can be concluded that window displays, in-store forms, floor merchandising, and promotional *signage* in a way together have a significant effect on impulse buying. The Relationship between Sales Promotion (X2) and Impluse Buying (Y)

Sales promotion is an activity that is an invitation, providing added value or incentives to buy a product, to retailers, sellers, or consumers. This means that consumer-oriented sales promotions are directed at the end users of a product and service. The main strengths of consumer-oriented sales promotions are their uniformity and flexibility. One of the goals of sales promotion is to create interest and divert attention to price. This interest will create passion or enthusiasm in consumers to buy a product and continue to buy from the relevant outlet, Cakraningrat and Ardani (2016). Promotion of value that creates interest and results in impulse buying.

Research hypothesis

Based on the description above and as a temporary answer to the problem posed, the following hypothesis can be formulated:

H1: Online visual merchandising has a significant influence on impulse buying on Blibli e-commerce in the city of Medan.

H2: Online sales promotions have a significant effect on impulse buying on the Blibli application in the city of Medan.

Research Methodology

According to Sugiyono (2017), this type of research is a scientific way to obtain data with certain purposes and uses. The type of research used in this study is quantitative research with an associative approach method. The quantitative method is carried out using a structured questionnaire survey method given to samples from a population and is designed

to obtain specific information from respondents, Sudarsono (2017). While associative research is research that aims to determine the relationship between two or more variables, Firmansyah (2019). This research was conducted in the city of Medan where the community is a user of the online shopping application blibli. The reason for conducting research in the city of Medan where most of the community has used e-commerce services as a means of shopping for their needs. The research was conducted in June 2023.

According to Sugiyono (2016) population is an area consisting of objects or subjects that have special qualities and characteristics, determined by researchers to be studied and conclusions drawn. In this study, the population is the people in the city of Medan who have shopped through the Blibli marketplace. The data collection technique in this study used an online questionnaire using Google Chrome. The data collection instrument (questionnaire) was measured using a Likert scale.

Results and Discussion

This section consists of the results of validity and reliability tests and analysis of the results.

Validity Test

Based on Table 1, Validity Test, it can be seen that the Sig. (2-tailed) value of each question item is <0.05, which means that each question item is valid.

From the Table 2, it can be seen that the Sig. value (2- tailed) of each question item has a value of <0.05, which means that each question item is valid.

From the Table 3, it can be seen that the Sig. (2-tailed) value of each question item is <0.05, which means that each question item is valid.

Table 1. Validity Test of X1

Validity Test

1. X1 Validity Test

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
X1.1	Pearson Correlation	1	.497**	.277**	.346**	.449**	.443**	.479**	.383**	.375**	.211*
	Sig. (2-tailed)		<.001	.005	<.001	<.001	<.001	<.001	<.001	<.001	.036
	N	99	99	99	99	99	99	99	99	99	99
X1.2	Pearson Correlation	.497**	1	.442**	.347**	.437**	.348**	.350**	.117	.190	.029
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	.250	.060	.778
	N	99	99	99	99	99	99	99	99	99	99
X1.3	Pearson Correlation	.277**	.442**	1	.363**	.366**	.268**	.415**	.227*	.122	.207*
	Sig. (2-tailed)	.005	<.001		<.001	<.001	.007	<.001	.024	.230	.040
	N	99	99	99	99	99	99	99	99	99	99
X1.4	Pearson Correlation	.346**	.347**	.363**	1	.457**	.349**	.389**	.276**	.346**	.514**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	.006	<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X1.5	Pearson Correlation	.449**	.437**	.366**	.457**	1	.494**	.349**	.354**	.346**	.270**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.007
	N	99	99	99	99	99	99	99	99	99	99
X1.6	Pearson Correlation	.443**	.348**	.268**	.349**	.494**	1	.457**	.571**	.365**	.347**
	Sig. (2-tailed)	<.001	<.001	.007	<.001	<.001		<.001	<.001	<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X1.7	Pearson Correlation	.479**	.350**	.415**	.389**	.349**	.457**	1	.418**	.488**	.273**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	.006
	N	99	99	99	99	99	99	99	99	99	99
X1.8	Pearson Correlation	.383**	.117	.227*	.276**	.354**	.571**	.418**	1	.427**	.488**
	Sig. (2-tailed)	<.001	.250	.024	.006	<.001	<.001	<.001		<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X1.9	Pearson Correlation	.375**	.190	.122	.346**	.346**	.365**	.488**	.427**	1	.476**
	Sig. (2-tailed)	<.001	.060	.230	<.001	<.001	<.001	<.001	<.001		<.001
	N	99	99	99	99	99	99	99	99	99	99
X1.10	Pearson Correlation	.211*	.029	.207*	.514**	.270**	.347**	.273**	.488**	.476**	1
	Sig. (2-tailed)	.036	.778	.040	<.001	.007	<.001	.006	<.001	<.001	
	N	99	99	99	99	99	99	99	99	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 2. Validity Test of X2

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10
X2.1	Pearson Correlation	1	.438**	.482**	.534**	.446**	.488**	.431**	.220*	.385**	.316**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.028	<.001	.001
	N	99	99	99	99	99	99	99	99	99	99
X2.2	Pearson Correlation	.438**	1	.378**	.471**	.430**	.390**	.306**	.243*	.323**	.185
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	.002	.015	.001	.067
	N	99	99	99	99	99	99	99	99	99	99
X2.3	Pearson Correlation	.482**	.378**	1	.415**	.399**	.429**	.376**	.227*	.391**	.320**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	.024	<.001	.001
	N	99	99	99	99	99	99	99	99	99	99
X2.4	Pearson Correlation	.534**	.471**	.415**	1	.586**	.501**	.534**	.313**	.573**	.477**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	.002	<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X2.5	Pearson Correlation	.446**	.430**	.399**	.586**	1	.399**	.386**	.301**	.447**	.312**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	.002	<.001	.002
	N	99	99	99	99	99	99	99	99	99	99
X2.6	Pearson Correlation	.488**	.390**	.429**	.501**	.399**	1	.551**	.379**	.540**	.503**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X2.7	Pearson Correlation	.431**	.306**	.376**	.534**	.386**	.551**	1	.478**	.550**	.472**
	Sig. (2-tailed)	<.001	.002	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X2.8	Pearson Correlation	.220*	.243*	.227*	.313**	.301**	.379**	.478**	1	.515**	.504**
	Sig. (2-tailed)	.028	.015	.024	.002	.002	<.001	<.001		<.001	<.001
	N	99	99	99	99	99	99	99	99	99	99
X2.9	Pearson Correlation	.385**	.323**	.391**	.573**	.447**	.540**	.550**	.515**	1	.656**
	Sig. (2-tailed)	<.001	.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	99	99	99	99	99	99	99	99	99	99
X2.10	Pearson Correlation	.316**	.185	.320**	.477**	.312**	.503**	.472**	.504**	.656**	1
	Sig. (2-tailed)	.001	.067	.001	<.001	.002	<.001	<.001	<.001	<.001	
	N	99	99	99	99	99	99	99	99	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 3. Validity Test of Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5
Y.1	Pearson Correlation	1	.431**	.322**	.325**	.400**
	Sig. (2-tailed)		.000	.001	.001	.000
	N	99	99	99	99	99
Y.2	Pearson Correlation	.431**	1	.585**	.429**	.275**
	Sig. (2-tailed)	.000		.000	.000	.006
	N	99	99	99	99	99
Y.3	Pearson Correlation	.322**	.585**	1	.621**	.242*
	Sig. (2-tailed)	.001	.000		.000	.016
	N	99	99	99	99	99
Y.4	Pearson Correlation	.325**	.429**	.621**	1	.218*
	Sig. (2-tailed)	.001	.000	.000		.030
	N	99	99	99	99	99
Y.5	Pearson Correlation	.556**	.275**	.242*	.218*	1
	Sig. (2-tailed)	.000	.006	.016	.030	
	N	99	99	99	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Test

Table 4. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.838	9

From the table above, it can be seen that the Cronbach's Alpha value is 0.838, where the data is valid because 0.838 > 0.60 (Cronbach's Alpha > 0.60).

Normality Test

Normality test canseen with P.Plots and Kolmogorov-Smirnov values.

At Figure 1. Normality Test P-Plots, A normal distribution will form a straight diagonal line. If the residual data distribution is normal, then the line that describes the residual data will follow the diagonal line, normal data will provide low extreme values and high extremes that are few and mostly gathered in the middle. The image above is said to be normal because it forms a straight diagonal line and the points spread around the diagonal line and follow the direction of the diagonal line.

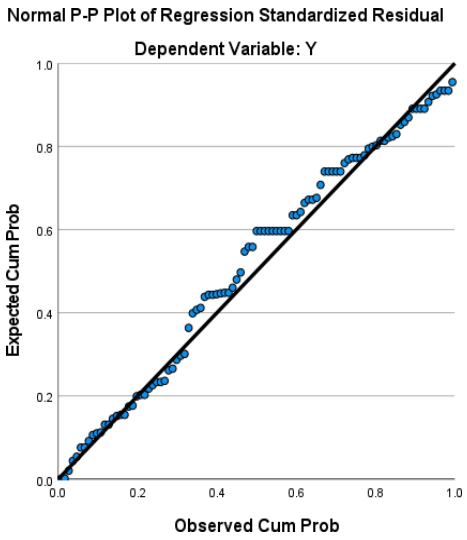

Figure 1. Normality Test P-Plots

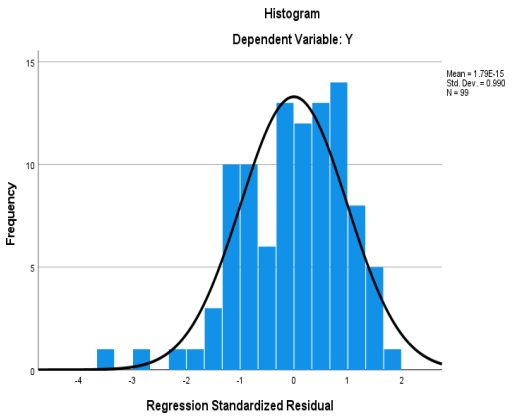

Figure 2. Normality Test by Histogram

Table 4. Kolmogorov_Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			RES2
N			99
Normal Parameters[a,b]	Mean		1.2680
	Std. Deviation		.80404
Most Extreme Differences	Absolute		.084
	Positive		.084
	Negative		-.061
Test Statistic			.084
Asymp. Sig. (2-tailed)[c]			.084
Monte Carlo Sig. (2-tailed)[d]	Sig.		.089
	99% Confidence Interval	Lower Bound	.081
		Upper Bound	.096

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

The requirements that must be met when conducting the One Sample Kolmogorov-Smirnov test are, if the significance value is > 0.05 then the data used in the study has a normal distribution. However, conversely <0.05 then the data used does not have a normal distribution. If the value is above 0.05 then the data distribution is stated to meet the assumption of normality, and if the value is below 0.05 then it is interpreted as abnormal.

Heteroscedasticity Test

The Heteroscedasticity test can be seen from the Scatter plot value.

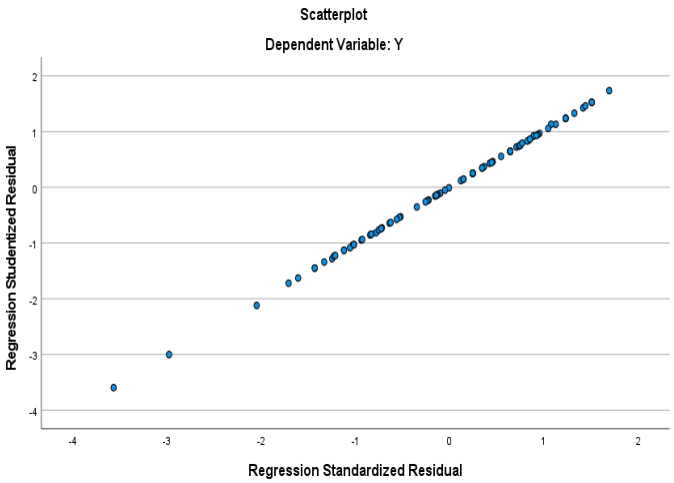

Figure 3. Scatter Plot

From the output above, it can be seen that there are no symptoms of heteroscedasticity, so the test results are declared to have passed the classical assumption test.

Multicollinearity Test

Table 5. Multicolonearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	10.560	2.670		3.956	<.001		
	X1	.194	.077	.313	2.512	.014	.548	1.825
	X2	.083	.071	.145	1.162	.248	.548	1.825

a. Dependent Variable: Y

Based on the output table above, it is known that the Tolerance value for the Visual Merchandising (X1) and Sales Promotion (X2) variables is 0.548, which is greater than 0.10. While the VIF value for the Visual Merchandising (X1) and Sales Promotion (X2) variables is 1.825 <10.00. So referring to the basis for decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Multiple Regression Analysis

Table 6. Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.814	1.224		6.382	<.001
	X1	.178	.025	.477	7.181	<.001
	X2	.157	.021	.491	7.400	<.001

a. Dependent Variable: Y3

$Y = a + \beta 1\ X1 + \beta 2\ X2 + e$

$Y = 7.814 + 0.178X1 + 0.157X2$

1. The X1 coefficient of 0.178 means that for every one-unit increase in the visual marketing variable, impulse buying increases by 0.178 or vice

versa, for every one-unit decrease in the visual marketing variable, impulse buying decreases by 0.178.

2. The X2 coefficient of 0.157 means that for every one-unit increase in the sales promotion variable, impulse buying increases by 0.157 or vice versa, for every one-unit decrease in the sales promotion variable, impulse buying decreases by 0.157.

Table 7. R-Square Table

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790[a]	.624	.616	.51015

a. Predictors: (Constant), X2, X1

From the output Table 7., it can be seen that the R Square value is 0.624 or 62.4%. This figure means that "there is a simultaneous influence of variable X on variable Y of 62.4%".

Table 8. F-Test Anova

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.384	2	20.692	79.507	<.001[b]
	Residual	24.985	96	.260		
	Total	66.369	98			

a. Dependent Variable: Y3

b. Predictors: (Constant), X2, X1

Based on the "ANOVA" output table above, it is known that the significance value (Sig.) In the F test is <0.01. Because the Sig value is 0.01 <0.05, then as the basis for decision-making in the F test, it can be concluded that Visual Merchandising (X1) and Sales Promotion (X2) simultaneously influence Impulse Buying (Y) or are significant. Thus, the requirements for us to be able to interpret the coefficient of determination value in multiple linear regression analysis have been met.

Table 8. T-Test Table

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.814	1.224		6.382	<.001
	X1	.178	.025	.477	7.181	<.001
	X2	.157	.021	.491	7.400	<.001

a. Dependent Variable: Y3

With the examiner criteria:

t-value> t-table = H0 is rejected t-value < t-table = H0 is accepted t-table = t (a/2 : nk-1) t-table = t (0.05/2 : 99-2-1) t-table = 0.025 : 1.984. Based on the output table, it shows that:

1. The sig value for visual merchandising (X1) on impulse buying is 0.01 < 0.05 and t-value 7.181> t-table 1.984 then H0 is rejected and H1 is accepted. It can be concluded that Visual Merchandising (X1) on Impulse Buying (Y) has a positive and significant effect.
2. The Sig value for the influence of sales promotion (X2) on purchasing decisions (Y) is as large as 0.01 < 0.05 and t-value 7.40105> t-table 1.984, then H0 is rejected, and H1 is accepted. It can be concluded that sales promotion (X2) on Impulse Buying (Y) has a positive and significant effect.

Conclusion

Based on the results of the analysis that has been carried out, the researcher draws the following conclusions:

Visual merchandise variables partially have a positive and significant effect on impulse buying in the Blibli application in Medan. The better the visual merchandise, the more impulse buying behavior increases, and vice versa. Sales promotion variables partially have a positive and

significant effect on impulse buying in the Blibli application in Medan. The better the sales promotion, the more the impulse buying behavior increases, and vice versa.

Suggestion

With this research, it is expected that partners or people who market or sell products on the Blibli application will arrange products (visual marketing) correctly and attractively by applying Visual Merchandising indicators such as applying Window Display or arrangement on the homepage of your online store to create a first impression on customers to decide to visit your online store or not. It can also use Mannequin Displays or models on the products you sell so that customers can think about how they use or use the products you sell and don't forget to provide complete and interesting information on the products you sell and if your sales are still not efficient after applying the Visual Merchandising indicators, you can use sales promotion indicators such as giving discounts on products, making shopping coupons or even you can make free shipping vouchers. For further researchers, it is hoped that they can develop this research by examining other factors that can influence impulse buying in addition to the variables studied. Further researchers are expected to be able to analyze other factors that contribute to things that influence impulse buying.

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