

Impulsive Buying Behaviour on Islamic Economic Perspective: The Impact of Product Display, Bundling and Discount

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Abstract

This research aims to analyze the influence of product displays, product bundling and price discounts on impulsive buying behaviour among society. The Islamic economic perspective on impulsive buying will also be reviewed. This is type of associative research with quantitative approach. The research was conducted on the society of Langsa city. The population are residents in the age range of 17 to 45 years who have made impulsive buying. The sample was 100 respondents selected by the accidental sampling method. Data collection techniques use observation, questionnaires and documentation. The data analysis technique in this research is multiple linear regression analysis. The results show that partially the product display, bundling and discount have a significant effect on impulsive buying behaviour among society. Then product displays, bundling and discounts simultaneously have a positive and significant effect on impulsive buying behaviour among society. The contribution of all predictors is 0.507 that is means 50.7% of impulsive buying is caused by product displays, bundling and discounts while the remaining (49.3%) is caused by other predictors. Generally, The results also show that 31% respondents have made impulsive buying on needed products due to attractive offers. Based on Islamic Economic perspective that kind of consumption is still allowed as long as that goods are really needed or not just a desires. Eventually, most of purchasing are made without a plan. However, the consumer have to ensure that the purchase is made sensibly, not wasteful or excessive spending.

Keyword: impulsive buying; product display; bundling; discount

1. Introduction

As time goes by and progress in the economic sector, retail businesses in Indonesia are experiencing very rapid growth. This growth causes competition in retail businesses to become increasingly fierce. Therefore, retailers must compete to gain competitive advantage and win market share by being more proactive, creative and innovative in offering the best products to potential customers. The retail business is the last distribution link in the supply chain, it is said that retail companies get goods directly from the factory (Ana, 2016). Retail business is all activities selling goods and services directly to final consumers for personal and household needs, not for commercial needs (Tjiptono, 2016).

The rapid development of the retail industry is based on the behavior of consumers who want to continue to fulfill their daily needs, because basically consumers are increasingly selective in choosing and purchasing the products they need. In this way, consumer behavior must be studied and is very important for business people to understand, because it has a high opportunity and influence on business profits. One way to increase sales is to develop a marketing strategy through promotions by creating unplanned purchases that can create desires

even though consumers do not intend to buy the product. This is called impulse buying (Divianto, 2013).

Impulse buying has a positive impact on retailers to increase their turnover. It can be concluded that Impulse Buying or unplanned purchases are purchasing actions that are carried out suddenly without any prior planning process (Kurniawan & Yohanes, 2013). Consumers are more likely to buy spontaneously, instinctively, and unconsciously. Some consumers even buy items that are not included in the shopping list that has been prepared.

The cause of impulse buying refers to the stimulation carried out and controlled by marketers to consumers. This happens because many consumers decide to use their emotions to buy products. One of the promotional strategies implemented can be through (product displays), then products that are grouped together and sold at one price (product bundling), as well as goods in the form of discount labels (price discount).

Impulse buying behavior in Islamic economics is not only aimed at needs, but also as a place to worship Allah. So impulse buying activities must pay attention to aspects such as primary, secondary and tertiary needs so that each person will limit their unlimited shopping desires. The principle of consumption in Islam is to live frugally and not be luxurious. However, humans are ordered to consume goods and services that are clearly halal and not excessively excessive. Because in Islam anything excessive is strictly prohibited and will cause harm.

Based on the problems above, product displays provided and offers at price discounts were created to attract consumers. Impulse buying occurs when consumers see the arrangement of the product (product display), then the item has a price discount (price discount), until the same product is grouped at one price (product bundling) encouraging them to make a spontaneous purchase without considering the risks. Purchasing decisions are driven more by buying without prior planning than based on needs, and wasteful attitudes can arise even though the items purchased are not actually needed. This behavior is not in line with the Islamic economic perspective, namely buying and choosing goods to achieve maximum *maslahah*.

2. Literature Review

2.1 Impulse Buying

Impulse buying is an act of purchasing a product that is not planned in advance which occurs as a result of the stimulus received and this action is decided immediately on the spot (I Putu, et.al, 2019). Impulse buying refers to the process of purchasing a product that occurs spontaneously (Hendri Ma'ruf, 2006). According to Mowen and Minor (2007) Impulse buying is a purchase made unconsciously when previously entering a shop. Hirschman and Stern state that impulse buying refers to the tendency of consumers to make purchases spontaneously and hastily, driven by emotional factors of the product and lured by marketers' persuasion (Ujang Sumarwa, 2011).

The impulse buying indicators according to Bayley and Nancarrow group them into several indicators:

- 1) Spontaneity of purchase.
- 2) Purchase without thinking about the consequences.
- 3) Purchases are influenced by attractive offers.

2.2 Product Display

According to Shopiah & Syahibudin (2008) Display refers to the efforts made when arranging an item so that buyers see it and decide to buy it. According to Alma (2017) display is an urge to buy goods that is not driven by someone but because of interest, sight or other sensations.

Product displays are important in retail stores, because they can increase buyers' interest in shopping at the store. By displaying products well, consumers will feel cozy in the shop, which will attract consumers' eyes and give a positive impression to consumers. There are 4 product display indicators, namely: easy to see, easy to reach, neat product arrangement and looks attractive (Juwartih Ningsih, 2019). Attractive product displays have an impact on consumers' decisions to make impulse purchase (Prasetio, 2021; Sulaiman, 2020; Artana, 2019; Pontoh, 2017; Melina & Kinder 2017; I'sana & Nugraheni, 2013). Therefore, the hypothesis proposed is:

H₁ : Product display influences impulsive buying

2.3 Product Bundling

Product bundling is a sale that offers two or more products in one package (Ghosh & Balachander, 2017). Product Bundling is the integration of two or more separate products into one package and selling them at one or two different prices to attract consumers (Andreas & Loedry, 2020). Product Bundling is a way of selling one or more products together at a single price (Ardhan, 2017). Product Bundling brings benefits to consumers and companies.

Bundling will be more dominant than products that are not bundled, so Product Bundling will attract more consumers. Product Bundling offers can also direct consumers' attention to the individual products included, and even if consumers don't choose to purchase a Product Bundling, they will view the products or even purchase them individually. Indicators of product bundling include; terms, price, attractiveness and how products are grouped (Ghosh & Balachander, 2017). Product bundling will impact the customer in buying without a plan (Wijaya & Kinder, 2020; Sulaiman, 2020). Therefore, the hypothesis proposed is:

H₂ : Product bundling influences impulsive buying

2.4 Price Discount

Price discount is the agreed price when payment is made within a short period of time from the seller's perspective, not a cash discount period (Septian Wahyudi, 2017). Price discounts are a way for consumers to save money on the regular price of a product.

According to Kotler & Keller (2016) price discounts are a saving method offered to consumers from the normal price of a product which is located on the label or product packaging. Then Peter & Olson (2014) also define price discounts as a strategy for determining long-term prices which then reduce them systematically. According to Tjiptono Fandy (2016) price discount is a price reduction made by sellers to buyers in order to attract buyers.

Based on the definition above, it can be concluded that a price discount is a price reduction from the normal price of a product offered to buyers at a certain time. According to Sutisna, price discounts have several indicators, including the following; the amount of the price discount, the price discount period, the type of product that gets a discount, or the diversity of discounted products will influence consumers in making purchasing decisions (Ndari, 2015;

Prasetio, 2021; Sulaiman, 2020; Artana, 2019; Melina & Kadafi, 2017). Therefore, the hypothesis proposed is:

H₂: Price discount influences impulsive buying

2.5 Impulse Buying on Islamic Economic Perspective

Impulse buying is purchasing behavior caused by a sudden, spontaneous desire without planning and considering when purchasing a product. Impulse buying often occurs in society so it is necessary to differentiate between needs and wants. In Al-Ghazali's review, needs are determined in the concept of *maslahah* which cannot be separated from the guidance of *muqasid al-Shari'ah*. Purchasing behavior in the Islamic economy is not only aimed at needs, but also as a place to worship Allah (Budiman, 2021). So impulse buying activities must pay attention to aspects such as primary, secondary and tertiary needs so that each person will limit their unlimited shopping desires (Rahma & Idris, 2018; Kamal, 2022).

The principle of consumption in the Al Qur'an is to live frugally and not be luxurious (Komala, 2018). Islam does not prohibit humans from fulfilling their desires because all creatures on earth were created only for human needs. However, humans are ordered to consume goods and services that are clearly halal and not excessively excessive.

According to Chaudry (2016) the principles that must be adhered to when consuming are as follows; consume halal goods, consume sacred and clean items, don't excessive and based on needs not desires. Excessiveness is strictly opposed by Islam. According to Muhammad Hasan al-Hamshi, it is closely related to the extent of our obedience to Allah (Pratomo & Ermawati, 2019). The more wasteful a person is, the weaker his obedience to Allah SWT becomes. If daily needs are met beyond reasonable limits, they are considered excessive. Namely, excessive amounts of food, clothing, building a house, and entertainment to the maximum extent possible. Therefore, if someone spends money to meet daily needs if it has value, then he is not a spendthrift.

Impulse buying will be negative if the purchases made tend to be wasteful, that is, someone spends funds or money to buy something without planning. Wasteful behavior is a characteristic of impulse buying, namely purchases that are always made without planning and are based on desires rather than needs (Chalil, 2015).

From an Islamic perspective, demand must be determined by the *maslahah* or usefulness of consumption. People often make impulse purchases driven by the desire to own the item. Therefore, consumers need to differentiate between wants and needs. If consumer desires are ingrained, then desire is the controlling factor and satisfaction has no limits. In Islamic economics, not all desires are considered needs, only desires that include interests are considered needs. The rapid pace of technological advancement has led to a heightened demand for integrated systems. Consequently, Enterprise Resource Planning (ERP) has become an indispensable component of business organizations (Caison et al., 2008; Madan & Yadav, 2018). ERP is defined as an integrated management information system that aids decision-making within management. This technology's presence enables companies to access information swiftly and accurately. Furthermore, modern ERP technology can generate various pieces of information during each process, empowering users to obtain fresh insights for decision-making purposes (Adjei et al., 2021; Jang et al., 2021). ERP also possesses the

capability to oversee all facets of business units, ultimately enhancing the efficiency of business processes.

3. Material and Method

This is kind of associative research with a quantitative approach. In other words, this research presents facts and characteristics of certain groups of people systematically (Hamid et al., 2019). The primary data source comes from respondents. The population in this study were Langsa City residents aged 17 to 45 years who had done impulse buying. Researchers set this range of age because impulse buying behavior recently tends to be carried out by ages ranging from early teens to adults or already established (Fahriansah, et.al, 2023; Ekeng, et.al, 2012). The sample in this study used non-probability sampling, namely accidental sampling technique. Because the exact population size is unknown, the sample was taken as many as 100 respondents who were calculated based on the Zikmund formula (Sugiyono, 2016). The statistical method as a computational test tool uses the SPSS 25 program, and is linked to research questions so that conclusions can be drawn. Then, descriptive analysis refers to the characteristics of the object under study, such as gender, age and occupation. Hypothesis testing (determinant coefficient, F test and t test) is carried out after all prerequisite tests and research instrument tests have been fulfilled.

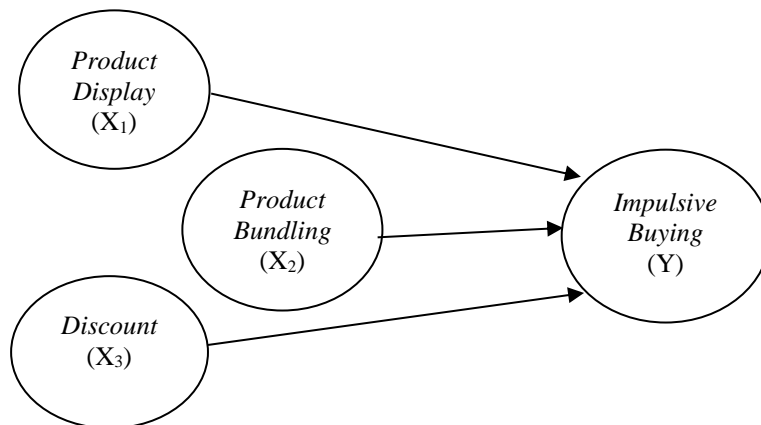


Figure 1. Research Model

4. Result

In this study, the characteristics of the respondents were based on gender, age, occupation, number of times they visited and place of visit. The data collected came from respondents or a research sample of 100 respondents.

Tabel 1. Respondent Character Based on Gender

Criteria	Amount	Percentage (%)
Perempuan	86	86%
Laki-laki	14	14%
Total of Respondent	100	100%

Table 1. Shows that the majority of respondents based on gender were women with a total of 86 (86%). This is because the level of purchasing visits in Langsa city is filled with women shopping for household and other needs.

Tabel 2. Respondent Character Based on Age

Criteria	Amount	Percentage (%)
17 – 25	19	19%
25 – 35	34	34%
35 – 45	47	47%
Total of Respondent	100	100%

Table 2. Shows that the most dominant age of respondents making purchases at retail stores in Langsa City is aged 35 to 45, 47% compared to the others. This is due to the high level of purchases of basic household necessities and others.

Tabel 3. Respondent Character Based on Occupation

Criteria	Amount	Percentage (%)
Student	15	15%
Government Official	18	18%
Self-employed	8	8%
Others	59	59%
Total of Respondent	100	100%

Table 3. Shows that 59% of respondents in this research were other (unknown occupation).

Tabel 4. Respondent Character Based on Buying Frequency

Criteria	Amount	Percentage (%)
1 time	6	6%
2 time/more	94	94%
Total of Respondent	100	100%

Table 4 shows the number of times respondents visited, almost the average respondent visited 2 times or more, amounting to 94 or the same as 94% compared to one visit, which was only 6%.

Tabel 5. Respondent Character Based on Frequency of Places Visited

Criteria	Amount	Percentage (%)
Sakinah Swalayan	27	27%
Makmur Swalayan	15	15%
Indomaret	23	23%
Alfamart	18	18%
Suzuya Mall	17	17%
Total of Respondent	100	100%

Table 5. It can be seen from the places visited by the people of Langsa city that they make more impulse buying decisions and lead to sakinah supermarkets by 27%. Hi, this is because

there are factors that influence it, such as product display, product branding, price discounts and also other factors.

Research Instrument Test

Validity test

The validity test is carried out with the aim of finding out that each question item and statement asked or given to the respondent has been declared valid or invalid. Provided that if the correlation coefficient r is $> r_{table}$ then the research items are declared valid (Ghozali, 2018).

Tabel 5. Validity Test

Item Number	r count	r table	Result
<i>Display Product (X₁)</i>			
<i>Display Product 1.1</i>	0.312	0.1966	Valid
<i>Display Product 1.2</i>	0.466	0.1966	Valid
<i>Display Product 1.3</i>	0.382	0.1966	Valid
<i>Display Product 1.4</i>	0.407	0.1966	Valid
<i>Display Product 1.5</i>	0.619	0.1966	Valid
<i>Display Product 1.6</i>	0.560	0.1966	Valid
<i>Display Product 1.7</i>	0.724	0.1966	Valid
<i>Display Product 1.8</i>	0.703	0.1966	Valid
<i>Product Bundling (X₂)</i>			
<i>Product Bundling 2.1</i>	0.641	0.1966	Valid
<i>Product Bundling 2.2</i>	0.623	0.1966	Valid
<i>Product Bundling 2.3</i>	0.583	0.1966	Valid
<i>Product Bundling 2.4</i>	0.514	0.1966	Valid
<i>Product Bundling 2.5</i>	0.492	0.1966	Valid
<i>Product Bundling 2.6</i>	0.392	0.1966	Valid
<i>Product Bundling 2.7</i>	0.567	0.1966	Valid
<i>Product Bundling 2.8</i>	0.471	0.1966	Valid
<i>Price Discount (X₃)</i>			
<i>Price Discount 3.1</i>	0.731	0.1966	Valid
<i>Price Discount 3.2</i>	0.606	0.1966	Valid
<i>Price Discount 3.3</i>	0.684	0.1966	Valid
<i>Price Discount 3.4</i>	0.743	0.1966	Valid
<i>Price Discount 3.5</i>	0.716	0.1966	Valid
<i>Price Discount 3.6</i>	0.575	0.1966	Valid
<i>Impulse Buying (Y)</i>			
<i>Impulse Buying</i>	0.537	0.1966	Valid
<i>Impulse Buying</i>	0.668	0.1966	Valid
<i>Impulse Buying</i>	0.653	0.1966	Valid
<i>Impulse Buying</i>	0.691	0.1966	Valid

<i>Impulse Buying</i>	0.620	0.1966	Valid
<i>Impulse Buying</i>	0.688	0.1966	Valid

Based on the table above, it can be seen that the correlation coefficient values all have $r_{count} > r_{table}$ ($r_{table} = 0.1966$). So it can be concluded that all question items and statements on the product display, product bundling and price discount variables on impulse buying decisions in the people of Langsa City can be declared worthy as research variables.

Reliability Test

A questionnaire is said to be reliable if a person's answers to statement items are stable over time. Provided that a variable is said to be reliable if it provides a Cronbach Alpha value ≥ 0.6 .

Tabel 6. Reliability Test

Variable	Cronbach A'lpha	Reliability Limit	Result
<i>Display Product (X₁)</i>	0.646	0.60	Reliable
<i>Product Bundling (X₂)</i>	0.638	0.60	Reliable
<i>Price Discount (X₃)</i>	0.764	0.60	Reliable
<i>Impulse Buying (Y)</i>	0.714	0.60	Reliable

Based on the table above, all question items in the product display, product bundling and price discount questionnaires regarding impulse buying decisions in the people of Langsa City are said to be reliable because they have a Cronbach Alpha value ≥ 0.60 .

Prerequisite Test

Normality test

The normality test is designed to test whether the independent variables and dependent variables in the regression model are normally distributed. The normality test can use the Kolmogorov Smirnov test. The basis for decision making is said to be normal if the significant value is > 0.05 , and vice versa it is said to be abnormal if the significant value is < 0.05 (Imam Ghozali, 2011).

Tabel 7. Hasil Uji Normalitas

	<i>Unstandardized Residual</i>	Result
<i>Asymp. Sig. (2-tailed)</i>	0.200	Nomal

In the table above, the Asymp value is known. Sig. (2-tailed) is 0.200, which means > 0.05 according to the basis for decision making in the Kolmogorov-Smirnov test, so it can be concluded that the data is normally distributed. Thus, the prerequisite assumptions of normality in the regression model have been fulfilled.

Multicollinearity Test

This test was carried out to find out whether there was a correlation between the independent variables in the research. A good regression model should not contain multicollinearity between independent variables (Ghozali, 2018).

Tabel 8. Hasil Uji Multikolinearitas

Variabel	Collinearity Statistics		
	Tolerance	VIF	Result
<i>Display Product</i>	0.620	1.614	Tidak Terjadi Multikolinearitas
<i>Product Bundling</i>	0.503	1.989	Tidak Terjadi Multikolinearitas
<i>Price Discount</i>	0.567	1.763	Tidak Terjadi Multikolinearitas

Based on the Coefficients output table in the Collinearity Statistics section, it is known that the Tolerance value for variable X1 is 0.620, variable X2 is 0.503 and variable X3 is 0.567. So it is known that the Tolerance value of the three variables is greater than 0.1. Meanwhile, the VIF value for variable X1 is 1.614, variable X2 is 1.989 and variable X3 is 1.763. Because the Tolerance value of the three research variables is > 0.10 and the VIF value of the three research variables is < 10.00 , it can be concluded that there are no symptoms of multicollinearity in this regression model.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. In this case, a good regression model is one where heteroscedasticity does not occur.

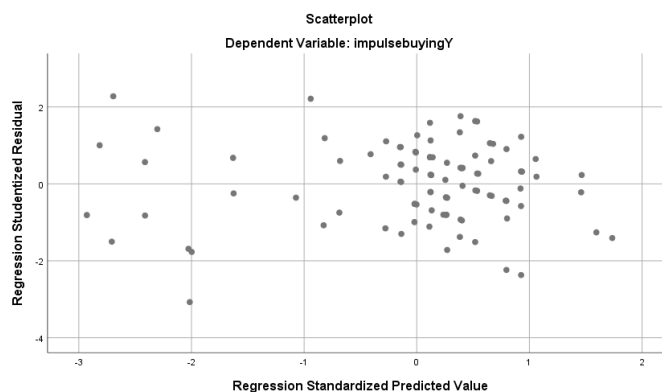


Figure 2. Heteroskedasticity Test

The image above shows the test results with a scatterplot, which shows that the points in the image are scattered and irregular. This means that heteroscedasticity does not occur in the research.

Multiple Linear Regression Analysis

Data analysis in this study used multiple linear regression analysis. Multiple linear regression analysis aims to determine the relationship between one/two independent variables and the dependent variable (Sugiyono, 2014).

Tabel 9. Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	T	Sig.
(Constant)	-4.491	3.117		-1.441	0.153
<i>displayproduct</i>	0.304	0.105	0.263	2.891	0.005
<i>productbundling</i>	0.306	0.102	0.301	2.984	0.004
<i>pricediscount</i>	0.293	0.102	0.274	2.876	0.005

In the Coefficients table, in column B Constant (a) is -4.491 while the value of Display Product (b1) is 0.304, Product Bundling (b2): 0.306 and Price Discount (b3): 0.293 so the regression can be written:

$$Y = a + b1 x1 + b2 x2 + b3 x3 + e$$

1. The constant value is -4,491: this means that if the product display, product bundling and price discount do not change or are equal to = 0, then the impulse buying value is -4,491.
2. The product display variable has a regression coefficient of 0.304, indicating that product display has an effect on impulse buying. This means that if the product display value increases per unit, it will increase impulse buying by 30.4%.
3. The product bundling variable has a regression coefficient of 0.306, indicating that product bundling has an effect on impulse buying. This means that if product bundling increases in value per unit, impulse buying will increase by 30.6%.
4. The price discount variable has a regression coefficient of 0.293, indicating that price discounts influence impulse buying. This means that if the price discount value increases per unit, impulse buying will increase by 29.3%.

T Test (Partial)

This test is used to see the partial influence of each independent variable on the dependent variable. The hypothesis used for decision making is based on the tcount value, namely if $t_{count} > t_{table}$ then H_0 is rejected, H_a is accepted (significant), and vice versa if $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected (not significant) (Ghozali, 2011).

$$t \text{ tabel} = (a/2; N-k-1) = (0,05/3; 100-3-1) = (0,025 ; 96) = 1.98498.$$

Tabel 10. T Test

Variabel	T count	T table	Sig.	Result
<i>displayproduct</i>	2.891	1.98498	0.005	Berpengaruh
<i>productbundling</i>	2.984	1.98498	0.004	Berpengaruh
<i>pricediscount</i>	2.876	1.98498	0.005	Berpengaruh

The significant value of the product display variable is $0.005 < 0.05$ (significance level), which means that there is an influence between product display on impulse buying decisions

in the people of Langsa City. Meanwhile, the t-calculated value of the product display variable is $2.891 > 1.69389$, then the H_a hypothesis is accepted and H_0 is rejected, or there is a partial influence of the product display variable on the impulse buying variable, the significant value of the product bundling variable is $0.004 < 0.05$ (significance level), which means there is The influence of product bundling on impulse buying decisions among the people of Langsa City. Meanwhile, the t-calculated value of the product bundling variable is $2.984 > 1.69389$, so the H_a hypothesis is accepted and H_0 is rejected, or there is a partial influence of the product bundling variable on the impulse buying variable. Then the significant value of the price discount variable is $0.005 < 0.05$ (significance level), which means that there is an influence between price discounts on impulse buying decisions among the people of Langsa City. Meanwhile, the t-calculated value of the price discount variable is $2.876 > 1.69389$, so the H_a hypothesis is accepted and H_0 is rejected, or there is a partial influence of the price discount variable on the impulse buying variable.

F test (simultaneous)

The F test in this research was carried out to see the influence of all independent variables on the dependent variable simultaneously. If the value of $F_{count} > F_{table}$ then the regression model is significant and it can be concluded that H_0 is rejected and H_a is accepted (Bahri, 2018).

$$t \text{ tabel} = (\alpha/2; N-k-1) = (0,05/3; 100-3-1) = (0,025 ; 96) = 1.98498.$$

Tabel 11. F Test

Model	F count	F table	Sig.	Result
regression	32.943	2.70	0.000	Berpengaruh

The calculated F value in the table above is $32,943 > 2.70$ F table, so it can be concluded that the hypothesis is accepted or Price Discount, Product Bundling and Product Display simultaneously have a significant influence on Impulse Buying decisions among the people of Langsa City.

Coefficient of Determination (R²)

The coefficient of determination is used to measure the magnitude of the influence of the independent variable on the dependent variable (Bahri, 2018).

Tabel 12. R² Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.507	.492	2.24964

In the table above, the coefficient of determination (R²) is 0.507, thus, the influence of the Product Display, Product Bundling and Price Discount variables on the dependent variable Impulse Buying is 50.7%. Meanwhile, the remaining $100\% - 50.7\% = 49.3\%$ is influenced by variables and other factors that are not in this research.

5. Discussion

The Influence of Product Display on the Impulse Buying Decision of Langsa City People

Based on the results of the hypothesis test, the significant value of the display product variable is $0.005 < 0.05$ (significant level), then the t value is $2.891 > 1.69389$ ttable, which means that there is an influence between product display on the impulse buying decisions of the people of Langsa City, so the hypothesis or H_{a1} is accepted and H_{O1} is rejected. So it can be concluded that product displays partially have a positive effect on impulse buying decisions in the people of Langsa city. The results of this research are in line with research conducted by Nur Maya Sari Rahmadana (2016) stating that product displays have a positive effect on impulse purchases at the Eramart Minimarket, Lembuswana Samarinda Branch. Research conducted by I Putu WIidya Artana et al (2019) also stated that product displays partially have a positive effect on impulse buying decisions.

Product display is the main factor that has an important place in product marketing. Product displays need to be paid attention to because if the product is placed in the right place it can influence consumer interest and encouragement of purchasing decisions. So a good product display will influence consumers in making impulse buying decisions.

The results of this research show that there is a positive influence of the product display variable on the impulse buying variable. This is proven by the results of the frequency distribution of respondents' answers to the product display variable. The highest average item score was obtained, namely for item number 2 at 63.0% and 60.0% with an overall average of 61.5% for the easy to reach indicator. . The statement on this item is "Every shelf in the shop is well structured so that it makes it easier for me to reach a product and products with discounts are always displayed in a place that makes me make purchases without prior planning." Then the lowest average item score is item number 3 at 51.0% and 57.0% with an overall average of 54.0% for the neatness of product arrangement indicator. This shows that the people of Langsa City make impulse buying decisions not only because of the neatness of the product arrangement, but because they are easy to see, look attractive and most importantly are easy to reach. When people are in the shop they have no difficulty in reaching the products they need. In this way, product displays that are easy to reach can influence people in making impulse buying decisions.

The Influence of Product Bundling on Impulse Buying Decisions of Langsa City People

Based on the results of the hypothesis test, the significant value of the product bundling variable was $0.004 < 0.05$ (significant level), which means that there is an influence between product bundling on the impulse buying decisions of the people of Langsa City. Then the calculated value of the product bundling variable is $2.984 > 1.69389$ t table, then the hypothesis or H_{a2} is accepted and H_{O2} is rejected. So it can be concluded that product bundling partially has a positive effect on impulse buying decisions in the people of Langsa city. The results of this research are supported by research conducted by Sandi Sulaiman (2020) which states that product bundling partially has a positive effect on impulse buying decisions at Alfamart Sunter Jaya, North Jakarta.

Product bundling theoretically has an influence on impulse buying decisions. Product bundling was created to attract consumers, increase demand for all products and provide more value to consumers. The higher the product bundling offered will influence people in making impulse buying decisions.

The results of this research show that product bundling has a positive effect on impulse buying decisions. This is proven by the results of the frequency distribution of respondents' answers to the product bundling variable. The highest average item score was obtained, namely for item number 2 at 39.0% and 39.0% with an overall average of 39.0% for the price indicator. The statement on the item is "For me, buying products in one package is cheaper than individual products and the price offers offered by this modern retail store for products in one package makes me make purchases without any prior planning." Then the lowest average item score is item number 4 at 34.0% and 31.0% with an overall average of 32.5% for the product grouping indicator. If it is related to the people of Langsa City who make impulse buying decisions because there is product bundling, it is not only based on the appropriate way of grouping the products, but also because of the provisions, attractiveness and also the price offered. It is stated that people prefer to buy product bundling because by buying two or more products they will get a cheaper price. So it can be concluded that product bundling greatly influences the people of Langsa City in making impulse buying decisions.

The Influence of Price Discounts on Impulse Buying Decisions of Langsa City People

Based on the results of the hypothesis test, the significant value of the price discount variable is $0.005 < 0.05$ (significant level), while the t-calculated value of the price discount variable is $2.876 > 1.69389$, which means that there is an influence between price discounts on the impulse buying decisions of the people of Langsa City, so hypothesis or H_{a3} is accepted and H_{03} is rejected. So it can be concluded that price discounts partially have a positive effect on impulse buying decisions among the people of Langsa city.

The results of this research are supported by research conducted by I Putu Widya Artana et al (2019) which states that price discounts partially have a positive effect on impulse buying decisions. Research conducted by Jeri Prasetio (2021) also shows that price discounts have a significant effect on impulse buying among Amifa Pekanbaru minimarket consumers. There is an influence on this research because the price discounts given have a high frequency so that consumers are interested in making impulse purchases.

Price discounts are carried out to attract consumers and immediately buy a product spontaneously when the product has a price discount. So the higher the price discount offered will influence people in making impulse buying decisions.

The results of this research show that price discounts have a positive effect on impulse buying decisions. This is proven by the results of the frequency distribution of respondents' answers to the price discount variable. The highest average item score was obtained, namely for item number 3 at 39.0% and 36.0% with an overall average of 37.5% for the product type indicator. who get a discount. The statement in the item is "I like buying snack products at this modern retail store because there are discounts and I decided to buy daily necessities products because this modern retail store always gives discounts." Then the lowest average item score is item number 2 in the price discount period indicator of 38.0% and 35.0% with an overall average of 36.5%. This shows that the people of Langsa City make impulse buying decisions not only because of the discount period given, but also because of the size of the price discount, and most importantly the type of product that gets the discount. So it can be stated that the majority of people in Langsa City are more likely to make impulse buying decisions because

there are price discounts on the types of products they need. Therefore, price discounts greatly influence the people of Langsa City in making impulse buying decisions.

Product Display, Product Bundling and Price Discount Simultaneously Influence the Impulse Buying Decisions of Langsa City People

Based on the results of the F test, the significant value is $0.000 < 0.05$ and the calculated F value is $32.943 > 2.70$ F table, it can be concluded that the hypothesis H_{a4} is accepted and H_{04} is rejected or that Product Display, Product Bundling and Price Discount simultaneously have a significant effect on the Impulse Buying decision. in the people of Langsa city. The results of this research are in line with the results of research by Sandi Sulaiman (2020) which shows that impulse buying decisions at Alfamart Sunter Jaya, North Jakarta are simultaneously influenced by product displays, discount prices and product bundling.

It is stated that having a good product display makes it easier for consumers to reach the product they want, then with product bundling consumers will get cheaper prices that are in line with demand and also price discounts on the type of product they need which have a high frequency which will lead to decisions consumers in making impulse buying. Thus, it can be stated that product displays, product bundling and price discounts simultaneously have an influence on impulse buying decisions in the people of Langsa City.

The Role of Impulse Buying in the Community of Langsa City from an Islamic Economic Perspective

In this research, the results of the frequency distribution of respondents' answers to the impulse buying variable show that the majority of people in Langsa City who make impulse buying decisions tend to make purchases influenced by attractive offers with a result of 31.0%. This is stated when consumers enter a shop with the hope of making a purchase with an attractive offer because they see a price discount on the product they need and always buy spontaneously without any prior planning. In Islamic consumption, impulse buying decisions like this are not prohibited or haram as long as the goods are really needed, not wasteful and more economical. However, these purchases are often influenced by promotions run by marketers and result in unwanted purchases.

It can be concluded that impulse buying decisions in this research which are found in purchasing indicators influenced by attractive offers are not prohibited in Islam because people need these products and not just to fulfill their desires. Purchases like this are made quite often by many people. However, it must be within reasonable limits at the time of purchase so that it is in accordance with the principles of consumption in Islam and does not cause impulsive behavior which will lead to wasteful and excessive attitudes which are prohibited by Islam. Because from an Islamic economic perspective, it actually recommends spending according to planning.

6. Conclusion, Implication, and Recommendation

The results of the research above show that product display has a positive and significant effect on impulse buying decisions in the people of Langsa city, product bundling has a positive and significant effect on impulse buying decisions in the people of Langsa city, price discounts have a positive and significant effect on impulse buying decisions in the people of Langsa city,

Then product displays, product bundling and price discounts simultaneously influence impulse buying decisions in the people of Langsa City. The coefficient of determination result is 0.507, meaning that product display, product bundling and price discounts have an influence of 50.7% on impulse buying decisions and the remaining 49.3% is influenced by variables and other factors that are not in this research.

According to Islamic economics, the impulse buying carried out by the people of Langsa city is still in accordance with the Islamic perspective. The results of the research show that 31% residents of Langsa city have made impulsive buying on needed products due to attractive offers. Based on Islamic Economic perspective that kind of consumption is still allowed as long as that goods are really needed or not just a desires. Eventually, most of purchasing are made without a plan. However, the consumer have to ensure that the purchase is made sensibly, not wasteful or excessive spending.

This research has implications for identifying the level of impulsive buying behavior among society in Langsa City. Therefore based on the implication, it's recommended to the society to get a well literate on Islamic financial planning. So, this is expected than the society as consumer will prevent from bad behaviour of consumerism.

7. References

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