

ANALYSIS OF FACTORS INFLUENCING IMPULSIVE BUYING IN LUZA IDEA CONSUMERS

Analisis Faktor-Faktor yang Mempengaruhi Pembelian Impulsif pada Konsumen Luza Idea

Shafa Syahida Islamidina^{1)*}, Cecep Safa'atul Barkah²⁾, Arianis Chan³⁾,
dan Pratami Wulan Tresna⁴⁾

^{1,2)} Business Administration Study Program, Faculty of Social and Political Sciences,
Padjadjaran University

^{1,2)} Jl. Raya Bandung Sumedang KM.21, Hegarmanah, Jatinangor, Kabupaten Sumedang,
Jawa Barat 45363

Received on December 19, 2022 / Approved on March 09, 2023

Abstract

This study purposed to determine the factors that influence impulsive buying in Luza Idea consumers and provide recommendations for appropriate strategies to increase sales by considering the factors that most influence the impulsive buying of its consumers. The variables in this study are product characteristics (X1), marketing characteristics (X2), consumer characteristics (X3), and impulsive buying (Y). This type of research is quantitative research with descriptive methods. The conclusions in this study resulted in consumer characteristics as the variable that most influenced impulsive buying in Luza Idea consumers. Based on the results of the VRIO analysis, it shows that Luza Idea needs to increase the superiority of its product characteristics in terms of serviceability and aesthetics aspects. Then, from the characteristics of marketing, Luza Idea needs to increase its advantages in the aspect of its product offering.

Keywords: Impulsive Buying, Product Characteristics, Marketing Characteristics, Consumer Characteristics.

Abstrak

Dilakukannya penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pembelian impulsif pada konsumen Luza Idea dan memberikan rekomendasi strategi yang tepat untuk meningkatkan penjualan dengan mempertimbangkan faktor-faktor yang paling berpengaruh terhadap pembelian impulsif konsumennya. Variabel pada penelitian ini adalah karakteristik produk (X1), karakteristik pemasaran (X2), karakteristik konsumen (X3), dan impulsive buying (Y). Jenis penelitian ini adalah penelitian kuantitatif dengan metode deskriptif. Simpulan dalam penelitian ini menghasilkan karakteristik konsumen sebagai variabel yang paling berpengaruh terhadap pembelian impulsif pada konsumen Luza Idea. Berdasarkan hasil analisis VRIO, menunjukkan bahwa Luza Idea perlu meningkatkan keunggulan karakteristik produknya dari aspek serviceability dan estetika. Kemudian dari karakteristik pemasaran, Luza Idea perlu meningkatkan keunggulannya dalam aspek penawaran produknya.

Kata Kunci: Pembelian Impulsif, Karakteristik Produk, Karakteristik Pemasaran, Karakteristik Konsumen.

*Author Correspondence:
E-mail: shafa20009@mail.unpad.ac.id

Introduction

Consumers generally purchase fashion products with the purpose of protecting their body parts. However, over time fashion has evolved by becoming an appearance support need to meet the needs of her ego. Fashion trends will continue to grow following consumers' constantly changing behaviour and lifestyle due to internal and external factors. This is because consumer behaviour and lifestyle changes will affect the needs each individual must meet. Populix, a digital-based consumer survey service, conducted a survey on "Indonesia in 2022: Looking at Fashion Trends & Economy Revival" the results showed that respondents who were male and female dominantly chose simple fashion styles and casual with a percentage breakdown of 73% chose simple techniques, 68% chose casual styles, 35 % chose a sporty style, 35% chose a formal style, and 22% chose a vintage style. In addition, the survey results also show that consumers have the same shopping interest in MSME products and branded products with the same budget. The details are that 56% of respondents have the same frequency of shopping for MSME products as for branded products, and 50% of respondents have the same budget to shop for MSME and branded products (Populix, 2022).

At the time of the pandemic, fashion trends have changed, and people have become accustomed to spending more time at home, so the clothes they choose tend to be more casual that prioritize comfort but still pay attention to aesthetic values and personality. Accessories are one of the products that support the aesthetic value and personality traits of a person. The use of accessories can also increase self-confidence because it makes some people more attractive and look different from others. One of the new accessory products that emerged due to the pandemic is a strap mask and a connector mask. With this opportunity, business people began to create a trend of mask accessories. Luza Idea is one of the businesses engaged in handicraft fashion made of ropes and synthetic beads. The products that Luza Idea produced were originally straps mask and connectors mask seeing an opportunity for consumers to remain fashionable using masks even during the pandemic. Furthermore, the adaptation of consumers who are starting to do more outdoor activities has made the need for accessories to support appearance grow again. Luza Idea continues its product innovation by producing other handicrafts, such as beaded accessories in the form of rings, bracelets, necklaces to strap bags. Luza Idea offers its consumers custom products at affordable prices but of high quality to make its business different from others. In addition, Luza Idea also provides one-time warranty service for defective products and replacement of products that do not match the order. The variety of products owned by Luza Idea gives consumers a lot of choices and encouragement to continue to buy back products from Luza Idea. This can be seen from Luza Idea's sales, which continue to increase every month.

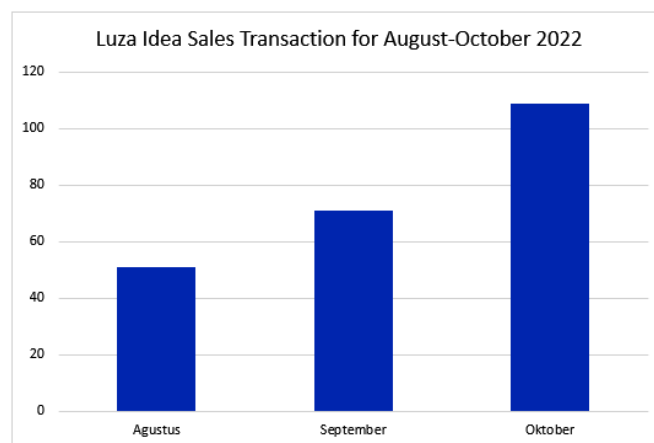


Figure 1. Luza Idea Sales Transaction Data
Source: Data Processed by Researchers, 2022

Seeing the enthusiasm of Luza Idea consumers towards accessories products that are not among the primary needs, but rather tertiary needs shows that their consumers behave impulsively. However, the products sold are tertiary products that are usually seasonal, following the trend at that time. Therefore, to maintain its increased sales, Luza Idea needs to carry out a strategy by considering the behavior of its consumers.

According to Strack (2005) dalam (Hidayat et al., 2018), impulsive buying is buying that occur spontaneously and immediately without any previous purchase purpose. Impulsive buying occurs when potential consumers have seen the store, then exposed to an external stimulus that gives rise to an urge in consumers to purchase products at the store immediately (Mulyono, 2013). According to (Widawati, 2011), the emergence of impulsive purchasing attitudes in consumers can be triggered by the following factors:

1. Product Characteristics
2. Marketing Characteristics
3. Consumer Characteristics.

Impulsive consumers can be measured through the following indicators (Bayley & Nancarrow, 1998).

1. Often buy things spontaneously
2. Often buy without thinking first
3. Sometimes buying something in a hurry
4. Buying something according to the feeling of the moment
5. Sometimes it's a bit sloppy in buying.

Research conducted by (Putra, 2017) Research conducted (Putra, 2017) shows that store characteristics and product characteristics significantly affect impulsive buying behavior. In addition, male consumers are more impulsive towards products that meet their self-satisfaction, while female consumers are more impulsive towards products that meet their self-actualization needs. Product characteristics and sales promotion have a significant effect partially or simultaneously on impulsive buying in generation Z (Ratnasari et al., 2022). Next, the research conducted by (Yamini, 2022), shows that the tools of the marketing mix, such as products, prices, promotions, and distributions, affect spontaneous or impulsive buying. In research conducted by (Hausman, 2000), it is known that consumers make purchases impulsively to satisfy some hedonic motives or social motives. Furthermore, in a study conducted by (Steinberg et al., 2013) it was found that impulsive buying tends to be carried out by the female consumer segment aged 18-25 years, and the minimum level of education is undergraduate. These opinions are reinforced by research conducted by (Shahan Tinne, 2011). In her study, it was found that demographic factors (gender, age, and type of work) influence impulsive buying behavior.

So that, the objectives of this study are:

1. What factors influence impulsive buying behavior in Luza Idea consumers
2. What is the strategy to increase sales on Luza Idea by considering the factors that most influence its consumers' impulsive buying.

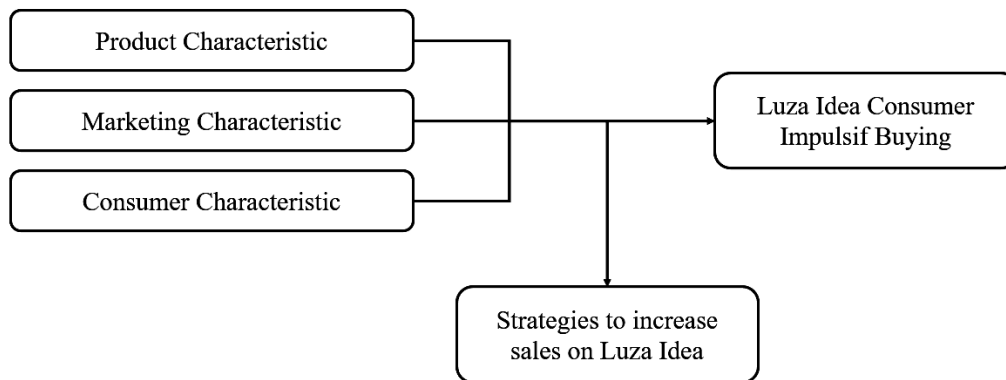


Figure 2. Conceptual Framework
 Source: Data Processed by Researchers, 2022

There are several hypotheses that originate from existing literature on consumer behavior, particularly on factors that influence impulsive buying behavior. Literature review involves previous research, research articles, and theories related to consumer behavior, marketing, and psychology. The hypotheses are based on previous research that has shown a significant relationship between these factors and impulsive buying behavior. Based on Figure 2, hypothesis:

H1: Product Characteristic has a significant influence on Impulsif Buying.

Product Characteristics are related to performance, features or additional features (features), reliability, conformity with specifications, durability, serviceability, aesthetics, and perceived quality. Product completeness and price are factors that can influence consumer motivation in buying, which leads to an impulsive buying attitude. Putra (2017) proved that store and product characteristics significantly affect impulsive purchasing behaviour. Male consumers are more impulsive about products that meet their self-satisfaction, while female consumers are more impulsive towards products that meet their self-actualization needs.

H2: Marketing Characteristic has a significant influence on Impulsif Buying.

Marketing Characteristics According to (Tjiptono, 2003), marketing is a set of marketing tools that can shape the characteristics of services offered to consumers. The marketing mix includes products, prices, promotions, places, people, and processes. According to Kharis (2011), the promotion factor is one of the highest factors to give rise to impulsive buying behavior.

H3: Consumer Characteristic has a significant influence on Impulsif Buying.

Consumer Characteristics, the characteristics underlying consumer behaviour can be seen from the factors that influence it, such as cultural, social, personal, and psychological (P. & K. K. L. Kotler, 2009). According to Kotler and Keller (2008), behaviours describe the process of individuals or groups choosing, buying, and using a product/service and how the experience of using a product/service product can satisfy their needs and desires. To fulfil a lifestyle, consumers tend to willingly spend most of the money they have to complete their feelings of pleasure when getting certain goods or services. In research conducted by Putra (2017), it is known that male consumers are more impulsive towards products that meet their self-satisfaction, while female consumers are more impulsive towards products that meet their self-actualization needs.

H4: Product Characteristic, Marketing Characteristic, Consumer Characteristic has a significant influence on Impulsive Buying.

According to (Widawati, 2011), the emergence of impulsive purchasing attitudes in consumers can be triggered by the following factors: (1) Product Characteristics; (2) Marketing Characteristics; (3) Consumer Characteristics. Impulsive behavior usually occurs without any prior purchase plan due to the encouragement of both internal and external factors.

Method

Types of Research

This research is included in the type of quantitative research using descriptive methods. The descriptive method is used to examine the status of a human group, an object, a state, or an event that occurs in the present (Rukajat, 2018).

Population and Sample

The population in this study was taken from Luza Idea sales transaction data in October 2021 with a total of 109 sales transactions. Sampling in this study used purposive sampling techniques. Purposive sampling is a sampling technique with certain considerations or criteria (Sugiyono, 2014). The sample criteria in this study are as follows: (1) Respondents in this study were consumers who had made purchases at LuzaIdea; (2) Respondents have an age range of 17-25 years; (3) Respondents are domiciled in the West Java region. Determination of the number of samples in this study using the slovin formula. Based on the results of sample calculations with a significance of 10%, the samples obtained in this study were 52.15 samples and rounded to 53 samples.

Data Collection Techniques

The data collection techniques carried out in this study, consisted of:

1. Questionnaire, a= questionnaire is an instrument used in quantitative data collection. In this study, the survey to consumers used a questionnaire in the form of Googleform as and distributed to respondents who had been determined through the intermediary who owned Luza Idea. The answers to this questionnaire use a likert scale with approval rates of 1 to 5, namely 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree)
2. Interview is the process of collecting information and data obtained through a number of questions asked to the source. The resource person in this study is the owner of Luza Idea
3. Literature Study and Documentation, this research obtained additional data as a support for the phenomenon raised through several scientific sources, such as journals and books.

Data Analysis Techniques

The data that has been obtained through the questionnaire is then analyzed using multiple regression analysis techniques through the help of SPSS software. Multiple regression tests were performed to determine the effect of two or more independent variables on the dependent variables.

Then, VRIO Analysis is used to analyze the right strategy that can be done according to the company's capabilities.

Results and Discussion

Interview

The interview conducted in the study involved the owner of Luza Idea named Nabila Lutfiah Zahra (21 years old) as a resource person. Luza Idea is a business engaged in handicraft fashion made of ropes and synthetic beads.

1. Product

The products produced by Luza Idea were originally mask straps and mask connectors because they saw the opportunity for consumers to remain fashionable to use masks even during the pandemic. Then, Luza Idea continued its product innovation by producing other handicrafts, such as beaded accessories in the form of rings, bracelets, necklaces made of beads to strapbags made of macrame rope. The characteristic of luza idea products as accessories products is that they have aesthetic value with a variety of colors and models that can be varied. In addition, Luza Idea offers its products at affordable prices and provides custom product services according to consumers' wishes ranging from bead colors, product length sizes, to giving initials of names.

As a handcrafted product made manually, Luza Idea provides 1 time warranty service for product damage based on the terms and conditions. To maintain the quality of its products, Luza Idea always ensures that the raw materials obtained are premium materials purchased from its subscription stores/suppliers.

2. Marketing

a. Segmentation

Luza Idea's product segmentation is divided into several groups. Geographically, Luza Idea's segmentation is intended for consumers in West Java and DKI Jakarta. Segmentation isemographically aimed at students, college students, and mothers. The segmentation of sicographical p is aimed at people who like handicraft items of aesthetic value and follow the development of fashion trends.

b. Targeting

The target market of Luza.id is students, students, and mothers aged 17-30 years who want to look more attractive and fashionable in their daily lives.

c. Positioning

The tagline that Luza Idea carries in her instagram bio is "Make Your Look So Gorgeous". Luza Idea wants to position its products as products that can make the appearance of its users more attractive with Luza Idea products that have many model variants and can be customized as desired (limited edition) so that they can reflect the characteristics of their own consumers.

d. 4P Analysis

- a) Products, Luza Idea offers a wide range of accessories products ranging from mask straps, mask connectors, rings, bracelets, necklaces, and strapbags. The main raw materials of its products are beads and macrame ropes. For all products Luza Idea provides ready stock products and pre-order (custom) products.
- b) Price. The price of accessories products offered by Luza Idea starts from Rp5,000-Rp55,000 only.

- c) Place, the distribution of Luza Idea products is carried out offline and online. For offline sales, it is located at Deviant Boutique which is located on the side of the highway and Uniku Entrepreneurial Gallery which is located at Nabila University as the owner of Luza Idea. Then, online sales are carried out through the Shopee and Instagram platforms which can receive product orders to be sent to all regions in Indonesia.
- d) Promotion, the promotions carried out by Luza Idea are carried out offline and online. For offline promotion, Luza Idea conducts marketing directly to the people closest to it directly, besides that Luza Idea has also participated in events such as the Student MSME Bazaar. Then, for online promotion, Luza Idea uses the Instagram account @Luza.Idea and Tiktok @Luza.Idea. Through its two social media accounts, Luza Idea shares sales, entertainment, and informative content for its comments which is carried out several times every month, but it is not too routine and still does not share a clear sales catalog. In addition, Luza Idea also does not update too often on the TikTok account, new content that is uploaded sometimes only 1-2 times in 1 month. However, Luza Idea more often interacts with its followers through Instagram stories by utilizing features provided by Instagram, such as polls and Q&A. Almost every month Luza Idea also provides attractive offers for its consumers, such as discounts and giveaways.

As a form of promotion to attract consumers, Luza Idea provides a packaging in the form of an environmentally friendly paper bag accompanied by a thank you card with the Luza Idea logo.

3. Consumer

Luza Idea consumers consist of various age groups, from children to adults because the accessories offered have a model design that is not monotonous and continues to innovate. The younger generation, especially students, college students, and young professionals, both women became the main customers of Luza Idea. Luza Idea consumers can cover a wide range of social statuses because of their fairly cheap prices for accessories from handicrafts.

The custom system of products offered also attracts the attention of lovers of applied art, especially in accessories products, so they can carry out customization according to the imagination and desires of each consumer.

Questionnaire

The results of this study were obtained from the distribution of questionnaires online through Google form. The questionnaire contains several questions addressed to consumers from Luza Idea who have made purchases at Luza Idea with a total of 53 respondents.

Table 1. Respondent's Age

Age	Amount	Percentage
17-19	6	11,30%
20-22	40	75,50%
23-25	7	13,20%

Source: Data Processed by Researchers, 2022

Based on the results of research that has been conducted on Luza Idea consumers as respondents in this study, respondents' age data is in the range of 18 years to 25 years. Respondents were dominated by consumers aged 20-22 years. This is because the main target of Luza Idea itself is Students and Students.

Table 2. Respondent's Income

Income	Amount	Percentage
Rp500.000 - Rp 1.500.000	28	52,80%
Rp1.500.001 - Rp2.500.000	16	30,20%
> Rp2.500.001	9	17,00%

Source: Data Processed by Researchers, 2022

Based on the results of research that has been conducted on Luza Idea consumers as respondents in this study, the respondents' monthly income is the most at Rp500,000 - Rp 1,500,000. This shows that the income of Luza Idea consumers is still mostly in the low category because Luza Idea's main target consumers are students and college students who have little income or do not have their own income.

Table 3. Respondent's Frequency of Purchases

Frequency of Purchases	Amount	Percentage
1-2 kali	19	35,80%
3-4 kali	19	35,80%
5-6 kali	15	28,30%

Source: Data Processed by Researchers, 2022

Based on the results of research that has been conducted on Luza Idea consumers as respondents in this study, the frequency of purchases of Luza Idea consumers is in the range of 1-6. Respondents' answers were dominated by the frequency of purchases one to four times. This shows that Luza Idea consumers have mostly made more than one purchase or can be said to have made repeated purchases.

Validity Test

The purpose of conducting the validity test in this study is to measure the data obtained is valid or invalid data. Provided, as follows:

Comparing r count with r table with sign 5% (0.05)

1. If r count > r table = valid
2. If r count < r table = invalid

With the formula finding r table is $df=N-2$.

In the validity test conducted on 20 respondents, it can be known that r table:

Dik: $N = 53$, sign = 0,05

r table = 51-2

r table = 51 (0.2706)

Table 4. Validity Test

Variable	Rcount	Rtable	Description
Product Characteristic	0,522	0,2706	Validx
	0,613	0,2706	Validx
	0,745	0,2706	Validx
	0,727	0,2706	Validx
	0,762	0,2706	Validx
	0,513	0,2706	Validx
	0,533	0,2706	Validx
	0,716	0,2706	Validx
Marketing Characteristicx	0,764	0,2706	Validx
	0,761	0,2706	Validx
	0,849	0,2706	Validx
	0,701	0,2706	Validx
	0,625	0,2706	Validx
	0,926	0,2706	Validx
Consumer Characteristicx	0,751	0,2706	Validx
	0,796	0,2706	Validx
	0,75	0,2706	Validx
	0,66	0,2706	Validx
Impulsive Buyingx	0,601	0,2706	Validx
	0,664	0,2706	Validx
	0,582	0,2706	Validx
	0,601	0,2706	Validx
	0,712	0,2706	Validx

Source: Data Processed by Researchers, 2022

The results of the validity test in the table above, show that all question items from all four variables are declared valid because it is known that $r \text{ count} > r \text{ table} = 0.2706$. So that it can be concluded that all question items from the four variables are valid.

Reliability Test

The purpose of conducting the reliability test in this study is to show that the data obtained is reliable or unreliable data. The criteria for an instrument are said to be reliable, if the value of the Cronbach Alpha is greater than 0.6. So that if the result is less than 0.6, then declared unreliable.

Table 5. Reliability Test

Variablex	CronbachxAlpha Value	CriticalxValue	Value Description
ProductxCharacteristic	0,792	0,6	Reliablex
MarketingxCharacteristic	0,866	0,6	Reliablex
ConsumerxCharacteristic	0,716	0,6	Reliablex
ImpulsivexBuying	0,627	0,6	Reliablex

Source: Data Processed by Researchers, 2022

The results of reliability tests in the table above, show that all question items from all four variables are declared reliable because the Cronbach 'Alpha value > 0.6. So that it can be concluded that all question items from the four variables are reliable.

Table 6. Classical Assumptions Test

Normality Test		
N	Unstandardized Residual	
	53	
Normal Parametersa,b	Mean	0,0000000
	Std. Deviation	1,74295884
Most Extreme Differences	Absolute	0,098
	Positive	0,060
	Negative	-0,098
Test Statistic		0,098
Asymp. Sig. (2-tailed)		.200c, d
Multicholnearity Test		
Model	Tolerance	VIF
(Constant)		
Product Characteristics	0,389	2,567
Marketing Characteristics	0,462	2,165
Consumer Characteristics	0,663	1,508

Source: Data Processed by Researchers, 2022

Normality Test

The purpose of conducting a normality test is to find out whether the regression model has a normal distribution of data or not. Researchers used the Kolmogorov-Smirnov One-Sample test. The resulting data can be said to be normally distributed if the sig value > 0.05. The results of the normality tests that have been carried out show that the sig value of 0.200 > 0.05. So, it can be concluded that the regression model has conformed to the assumption of normality.

Multicholnearity Test

The purpose of the multicholnearity test is to determine whether the regression model has a correlation between independent variables or not. A data is said to have multicholnearity if the toleration value < 0.10 or the VIF > 10. The results of normality tests that have been carried out show that the tolerance values of the three independent variables Product Characteristics (X1), Marketing Characteristics (X2), and Consumer Characteristics (X3) > 0.10 or VIF < 10. So, it can be concluded that there is no multicholnearity in the regression model.



Figure 3. Heteroskedastisitas Test
Source: Data Processed by Researchers, 2022

Heteroskedasticity Test

The purpose of the heteroskedasticity test is to determine whether there is an inequality of residual variants in the regression model. The results of the analysis showed the dots scattered randomly and not patterned above the 0 line. So it can be concluded that there are no symptoms of heteroskedasticity in the regression model.

Tabel 7. Multiple Linear Regression Test

Determination Test					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
	.534a	0,285	0,241	1,79552	
F Test					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63,010	3	21,003	6,515	.001b
Residual	157,971	49	3,224		
Total	220,981	52			
t-Test					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
(Constant)	10,007	3,202		3,125	0,003
Product Characteristics	0,150	0,136	0,214	1,107	0,274
Marketing Characteristics	-0,099	0,153	-0,115	-0,647	0,521
Consumer Characteristics	0,495	0,165	0,446	3,004	0,004

Source: Data Processed by Researchers, 2022

Determination Test

The test results showed that the value of the coefficient of determination (Adjusted R Square) obtained was 0.241. The results showed that the influence of the independent variables Product Characteristics (X1), Marketing Characteristics (X2), and Consumer Characteristics (X3) simultaneously on the dependent variable Impulsive Buying (Y) was 24.1%. Meanwhile, 75.9% were influenced by other variables outside this study.

F-Test

The results of the F test that have been carried out resulted in an F value of $6.515 > 2.79$ and a sig level of $0.001 < 0.05$. This shows that the three independent variables Product Characteristics (X1), Marketing Characteristics (X2), and Consumer Characteristics (X3) affect simultaneously or together with the dependent variable Impulsive Buying (Y).

T-Test

From the results of the t test above, the following equation is obtained:

$$Y = a + bX \qquad Y = 10.007 + 0.150 - 0.099 + 0.495$$

The equation can be explained as follows:

1. In the equation a is the constant of the impulsive buying variable, hence the value of the constant 10.007. So that when X1, X2, X3 = 0 then the impulsive buying value is 10.007.
2. The regression coefficient on the product characteristic variable (X1) is 0.150. The coefficient is positive, then when the product characteristic (X1) will increase by 1 unit, impulsive buying (Y) will increase by 0.150.
3. The regression coefficient on the marketing characteristic variable (X2) is -0.099. The coefficient is negative, then when the marketing characteristic (X2) will increase by 1 unit, impulsive buying (Y) will decrease by 0.099.
4. The regression coefficient on the variable consumer characteristics (X3) is 0.495. The coefficient is positive, so when consumer characteristics (X3) will increase by 1 unit, impulsive purchases (Y) will increase by 0.495.

Hypothesis Test:

1. The results of the multiple regression t test on the product characteristic variable (X1) obtained a t-count value of $1.107 < t\text{-table } 2.009$ and a sig value of $0.274 > \text{sig of } 0.05$. So it can be said that the product characteristic variable is positive but does not have a significant effect on the impulsive buying variable (Y).
2. The results of the multiple regression t test on the marketing characteristic variable (X2) obtained a t-count value of $-0.647 < t\text{-table of } 2.009$ and a sig value of $0.521 > \text{sig of } 0.05$. So it can be said that the product characteristic variable is negative and does not have a significant effect on the impulsive buying (Y) variable.
3. The results of the multiple regression t test on the consumer characteristic variable (X3) obtained a t-count value of $3.004 > t\text{-table of } 2.009$ and a sig value of $0.004 < \text{sig of } 0.05$. So it can be said that the variable of consumer characteristics is positive and has a significant effect on the variable impulsive buying (Y).

Recommended Sales Improvement Strategies

This study analyzes the factors influencing Luza Idea consumers' impulsive buying. The factors tested in this study are product characteristics, marketing characteristics, and consumer characteristics. However, from the research results using regression tests, it is known that only consumer characteristic variables have a positive and significant effect on impulsive buying behavior in Luza Idea consumers. For product characteristics and marketing characteristics, it does not affect impulsive buying behavior in Luza Idea consumers. Barney and Hesterly (2015) revealed that VRIO analysis is a measuring tool that can be used to determine the company's internal capabilities, in which there are four questions related to capability as a determinant of the level of competence and its performance. Because the factors that need to be analyzed are internal factors, VRIO analysis is carried out on product characteristics and marketing characteristics. Later, the results of the internal analysis will be adjusted to the right strategy with consideration of consumer characteristics as a factor that affects the impulsive purchases of Luza Idea consumers.

Tabel 11. VRIO Analysis Product Characteristics

	Resources	V	R	I	O	Competitive Implications	Economic Performance
Product Characteristics	Performance	Yes	No			Competitive Parity	Normal
	Features	No				Competitive Disadvantage	Below Normal
	Reliability	No				Competitive Disadvantage	Below Normal
	Conformance to Specification	Yes	No			Competitive Parity	Normal
	Durability	Yes	No			Competitive Parity	Normal
	Serviceability	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage	Above Normal
	Aesthetics	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage	Above Normal
	Perceived quality	Yes	No			Competitive Parity	Normal

Source: Data Processed by Researchers, 2022

Tabel 12. VRIO Analysis Marketing Characteristics

	Resources	V	R	I	O	Competitive Implications	Economic Performance
Marketing Characteristics	Product	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage	Above Normal
	Price	Yes	No			Competitive Parity	Normal
	Promotion	Yes	No			Competitive Parity	Normal
	Place	Yes	No			Competitive Parity	Normal
	People	Yes	Yes	No		Competitive Parity	Normal
	Process	Yes	Yes	No		Competitive Parity	Normal

Source: Data Processed by Researchers, 2022

The results of the VRIO analysis in the table above show that from the product's characteristics, Luza Idea needs to increase its advantages in terms of serviceability and aesthetics aspects. Then, from the marketing characteristics, Luza Idea needs to improve its advantages in the aspect of its product offering. In this case, Luza Idea needs to consider the consumer's characteristics to determine the right strategy. Therefore, strategies that can be done to increase sales of Luza Idea include:

1. Serviceability

Serviceability includes handling complaints satisfactorily, the services provided are not limited to before the sale, but also during the sales process (David Garvin in Sutjipto, 2014). Luza Idea must have a more planned service system with a great commitment to providing satisfactory service to its consumers. Service before sales can be done by assisting consumers in the process of determining their purchase choices. When viewed from the characteristics of its consumers, Luza Idea has consumers of various ages, from children to adults, because the accessories offered have a model design that is not monotonous and continues to innovate. The younger generation, especially students, college students, and young professionals, both women are the main customers of Luza Idea. In this case, Luza Idea can adjust its product recommendations according to the characteristics of each consumer. Then, Luza Idea also needs to remain committed to serving its consumers in the after-purchase period by ensuring that consumers are satisfied and there are no unhandled complaints. Luza Idea can provide warranty service for products that are damaged from the production process. In addition, Luza Idea can respond to any questions or consumer complaints with a good response accompanied by a special greeting to each group of consumers. For example, the call "ka" for young people and the call "mom" for mothers.

2. Aesthetics

Aesthetics is a product's appeal to the five senses, for example, physical form, models, artistic design, and so on (David Garvin in Sutjipto, 2014). Luza Idea needs to design products that are made aesthetically so that they can attract the interest of its consumers. This aesthetic product design based on physical form, model, and artistic design can be tailored to the group of each Luza Idea consumer. This grouping aims to make Luza's Ideas more specific based on the needs of a particular group so that the product's target market can be reached appropriately and trigger the impulsive purchases of its consumers. For the group of women aged 17-25 years who are students and college students on average, the products designed can be made with fresher colors symbolizing young people who are passionate and adapted to the latest trends that young people usually like. Furthermore, consumers of mothers or career women usually tend to prefer colors that are not too flashy but look more glamorous and formal.

3. Product in marketing mix

A product is a form of an offer from the company that is shown to achieve the company's goals through marketing the needs and desires of customers (Tjiptono, 2003). From a marketing point of view, the products to be offered are not only limited to being promoted to consumers but must be followed with the purpose of meeting consumer needs. Therefore, Luza Idea needs to understand what consumers need. The needs of consumers in each group will certainly be different, and over time the needs of consumers will continue to change. Conducting surveys to consumers regularly can be done by Luza Idea to continue to update on the needs of its consumers.

Based on the results of interviews with Luza Idea owners and surveys to consumers that have been conducted, it is known that most of Luza Idea's consumers come from students and

students aged 17-25 years. In a study conducted by (Steinberg et al., 2013), it was found that impulsive buying tends to be carried out by the female consumer segment aged 18-25 years, and the minimum level of education is undergraduate. These opinions are reinforced by research conducted by (Shahan Tinne, 2011). In her study, it was found that demographic factors (gender, age, and type of work) influence impulsive buying behavior. Therefore, the market is more likely to make impulse buying, so Luza Idea can give more focus to this group in carrying out strategies to increase its sales.

Conclusion

The results of this study were taken from interviews with Luza Idea owners and the results of the Luza Idea consumer survey by testing multiple linear regressions of factors influencing impulsive buying. The results of the multiple linear regression test in this study showed that the product characteristic variable (X1) did not have a significant effect on impulsive buying (Y), marketing characteristics (X2) did not have a significant effect on impulsive buying (Y), and consumer characteristics (X3) had a significant effect on impulsive buying (Y). Therefore, consumer characteristics are the focus that is used as a proposed strategy for Luza Idea in increasing sales based on impulsive buying behavior in its consumers. However, because consumer characteristics are internal factors in consumers that are difficult for companies to control, the strategy carried out still needs to consider the characteristics of the product and marketing that Luza Idea is capable of. Based on the results of the VRIO analysis, it shows that Luza Idea needs to increase the superiority of its product characteristics in terms of serviceability and aesthetics aspects. Then, from the characteristics of marketing, Luza Idea needs to increase its advantages in the aspect of its product offering.

References

- Bayley, G., & Nancarrow, C. (1998). Impulse purchasing: a qualitative exploration of the phenomenon. *Qualitative Market Research: An International Journal*, 1(2).
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17(5). <http://www.emerald-library.com>
- Hidayat, R., Inggit,), & Tryanti, K. (2018). PENGARUH FASHION INVOLVEMENT DAN SHOPPING LIFESTYLE TERHADAP IMPULSIVE BUYING MAHASISWA POLITEKNIK NEGERI BATAM. In *Journal of Applied Business Administration* (Vol. 2, Issue 2).
- Kotler, P. & K. K. L. (2009). *Manajemen Pemasaran* (P. Kotler & K. L. Kelle, Eds.; 13th ed.). Erlangga.
- Mulyono, F. (2013). Faktor demografis dalam perilaku pembelian impulsif. *Jurnal Administrasi Bisnis Center for Business Studies*, 8(1).
- Populix. (2022). *Indonesia in 2022: Looking at Fashion Trends and Economy Revival*. Populix.
- Putra, A. et al. (2017). Pengaruh Karakteristik Toko dan Produk Bagi Konsumen di Indonesia terhadap Pembelian Impulsif. *Jurnal Manajemen Dan Kewirausahaan*, 5(2).
- Ratnasari, A. D., Dewi, R. S., & Prihatini, A. E. (2022). Pengaruh Karakteristik Produk Dan Sales Promotion Terhadap Impulse Buying Pada Generasi Z (Studi Pada Pengguna Shopee). *Jurnal Ilmu Administrasi Bisnis*, 11(3). <https://ejournal3.undip.ac.id/index.php/jiab>
- Rukajat, A. (2018). *Pendekatan Penelitian Kuantitatif* (A. Rukajat, Ed.). CV Budi Utama.

- Shahan Tinne, W. (2011). Factors Affecting Impulse Buying Behavior of Consumers at Superstores in Bangladesh. *ASA University Review*, 5(1).
- Steinberg, A. M., Vishnu, P., & Raheem, A. R. (2013). FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR. In *European Journal of Scientific Research* (Vol. 100, Issue 3).
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R & D* (Sugiyono, Ed.). Alfabeta.
- Tjiptono, F. (2003). *Strategi Pemasaran* (F. Tjiptono, Ed.). Penerbit Andi.
- Widawati, L. (2011). Analisis Perilaku “Impulse Buying” dan “Locus of Control” pada Konsumen di Carrefour Bandung. In *MIMBAR: Vol. XXVII* (Issue 2).
- Yamini, E. (2022). Pengaruh Bauran Pemasaran Pada Keputusan Pembelian Spontan. *Jurnal Ilmiah Multidisiplin*, 1(4).