

**THE INFLUENCE OF POINT OF PURCHASE, SALES PROMOTION,
AND PRODUCT INNOVATION TOWARD IMPULSE BUYING AT PT.
MIDI UTAMA INDONESIA TBK. BRANCH MANADO
(ALFAMIDI DAAN MOGOT TIKALA)**

THESIS

I PUTU OKTAFIYANUS

15042013



MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS

UNIVERSITAS KATOLIK DE LA SALLE

MANADO

2020

TITLE PAGE

**THE INFLUENCE OF POINT OF PURCHASE, SALES PROMOTION,
AND PRODUCT INNOVATION TOWARD IMPULSE BUYING AT PT.
MIDI UTAMA INDONESIA TBK. BRANCH MANADO
(ALFAMIDI DAAN MOGOT TIKALA)**

I PUTU OKTAFIYANUS

15042013

Presented as a fulfilment of the requirement

In obtaining Bachelor Degree in Management at Faculty of Economics

Universitas Katolik De La Salle Manado

APPROVAL PAGE

**THE INFLUENCE OF POINT OF PURCHASE, SALES PROMOTION,
AND PRODUCT INNOVATION TOWARD IMPULSE BUYING AT PT.
MIDI UTAMA INDONESIA TBK. BRANCH MANADO
(ALFAMIDI DAAN MOGOT TIKALA)**

I PUTU OKTAFIYANUS

15042013

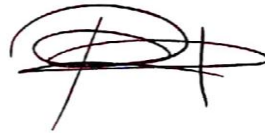
Has been fulfilled the requirement to be accepted by advisory commissions

Advisor I



Harli M. Merung. SE., MM

Advisor II



Patricia G. J. Petrus. SE., MM

Manado, 10th Desember 2020

Faculty of Economics

Universitas Katolik De La Salle Manado



Octavianus M. T Muaja, SE., MM

Head of Management Department



Octavianus M. T Muaja, SE., MM

Lourene P. Sumual, SE.,

MM

LEGALIZATION PAGE

**THE INFLUENCE OF POINT OF PURCHASE, SALES PROMOTION,
AND PRODUCT INNOVATION TOWARD IMPULSE BUYING AT PT.
MIDI UTAMA INDONESIA TBK. BRANCH MANADO
(ALFAMIDI DAAN MOGOT TIKALA)**

I PUTU OKTAFIYANUS

15042013

Has been examined and defended in front of examiners board

On 14th December 2020

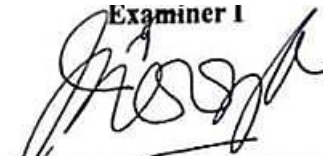
Advisor I



Harli M. Merung, SE., MM

MM

Examiner I



Merry J. Korompis, SE., MM

Advisor II



Patricia G. J. Petrus, SE., MM

MM

Examiner II



Lourene P. Sumual, SE.,

This Thesis has been accepted as partial fulfillment

To obtain Bachelor Degree of Management

On 14th December 2020

Acknowledge by,



Octavianus M. T Muaja, SE., MM

Head of Management Department

Loureine P. Sumual, SE., MFM

ABSTRACT

I PUTU OKTAFIYANUS, THE INFLUENCE OF POINT OF PURCHASE, SALES PROMOTION, AND PRODUCT INNOVATION TOWARD IMPULSE BUYING AT PT. MIDI UTANMA INDONESIA TBK, BRANCH MANADO (ALFAMIDI DAAN MOGOT TIKALA)

(GUIDE BY MERUNG M. HARLI AND PETRUS J. G. PATRICIA)

Impulse Buying is behavior that is carried out accidentally and most likely involves various kinds of unconscious motives and is accompanied by a strong emotional response and impulsive buying behavior has different levels for each person. However, it all depends on the individual, whether he can control himself in impulsive buying or not. The purpose of this study was to measure and analyze the influence of Point of Purchase (X1), Sales Promotion (X2), and Product Innovation (X3) toward Impulse Buying (Y) on PT. Midi Utama Indonesia Tbk, Branch Manado

This type of research uses quantitative methods using questionnaire data distributed by researchers to consumers in the city of Manado who have bought some any products in alfamidi store, and processing questionnaire data using the SPSS 25 application of multiple linear regression analysis as an analysis tool. and the results of the F-test of Point of Purchase, Sales Promotion and Product Innovation variables simultaneously influence toward Impulse Buying on PT. Midi Utama Indonesia Tbk, Branch Manado (Alfamidi Daan Mogot Tikala).

Keywords: Point of Purchase, Sales Promotion, Product Innovation and Impulse Buying

ABSTRAK

I PUTU OKTAFIYANUS, PENGARUH TITIK PEMBELIAN, PROMOSI PENJUALAN, DAN INOVASI PRODUK TERHADAP PEMBELIAN IMPULSIF DI PT. MIDI UTAMA INDONESIA TBK. CABANG MANADO (ALFAMIDI DAAN MOGOT TIKALA)

(DIBIMBING OLEH MERUNG M. HARLI DAN PETRUS J. G. PATRICIA)

Pembelian Impulsif adalah perilaku yang dilakukan secara tidak sengaja dan kemungkinan besar melibatkan berbagai macam motif yang tidak disadari serta disertai dengan respon emosional yang kuat dan perilaku pembelian impulsif memiliki tingkatan yang berbeda-beda pada setiap orang. Namun, itu semua tergantung pada individu, apakah dia dapat mengontrol dirinya dalam pembelian impulsif atau tidak. Tujuan penelitian ini untuk mengukur dan menganalisis pengaruh Titik Pembelian (X1), Promosi Penjualan (X2), dan Inovasi Produk (X3) terhadap Pembelian Impulsif (Y) pada PT. Midi Utama Indonesia Tbk, Cabang Manado (Alfamidi Daan Mogot Tikala)

Jenis penelitian ini menggunakan metode kuantitatif dengan menggunakan data kuesioner yang disebarakan peneliti kepada konsumen di kota Manado yang pernah membeli produk apa saja di toko alfamidi, dan pengolahan data kuisisioner menggunakan aplikasi SPSS 25 dengan analisis regresi linier berganda sebagai alat analisis. dan hasil uji F variabel Titik Pembelian, Promosi Penjualan, dan Inovasi Produk secara simultan berpengaruh terhadap Pembelian Impulsif pada PT. Midi Utama Indonesia Tbk, Cabang Manado (Alfamidi Daan Mogot Tikala).

Kata Kunci: Titik Pembelian, Promosi Penjualan, Inovasi Produk and Pembelian Impulsif

ACKNOWLEDGMENT

Praise and Gratitude to Almighty God who always protects and guides me at all times, so that I can do research and compile my thesis report on time. With the title The Influence of Point of Purchase, Sales Promotion, and Product Innovation toward Impulse Buying at PT. Midi Utama Indonesia Tbk, Branch Manado (Alfamidi Daan Mogot Tikala).

This thesis was also prepared with the support of various parties, for their appreciation and gratitude to:

1. My beloved family: my father I Nyoman Y. Suradi, my mother Ni Nengah Katarina, beloved sister Ni Made Nelly Susilawati, thank you for the love, support, understanding, assistance, and prayers that have meant so much to me until now.
2. Prof. Dr. Johanis Ohoitumur, as the Rector of Unika De La Salle Manado.
3. Mr. Octavianus M.T Muaja, SE., MM., As Dean of the Faculty of Economics, Unika De La Salle Manado
4. Mr. Ch. Adrie P. Koleangan, SE., MM as Vice Dean of the Faculty of Economics, Unika De La Salle Manado

5. Mrs. Loureine P. Sumual, SE., MFM, as Head of the Management Department at Unika De La Salle Manado and, as my examiner II
6. Mrs. Merry J. Korompis, SE., MM as my examiner I
7. Harli M. Merung, SE., MM as the First Advisor who always supports and gives me motivation
8. Patricia G.J. Petrus, SE., MM as Advisor II who provided motivation and always helped me
9. All Lecturers and Staff of the Faculty of Economics, Unika De La Salle Manado.
10. Thanks to my friends Vincen, Reymond, Ricky, Gabby, Oni, Charli, Gio, Freddy, Ewin, Kevin, Nicky and all my classmates at Management 2016 who always provide support, motivation, help, and it's always there for me .
11. Thank you to Tampa Roti Bakar Squad and Edelweiss Squad who always support me
12. Thanks to my beloved Monica Ciptapратиwi Sidun who always accompanied me and supported me in joy and sorrow.
13. Thanks also to someone called as "BROKEN" who has given me assistance, motivation, and help me.

Manado, 16th Decemeber 2020

A handwritten signature in black ink, appearing to be 'Jual' or similar, written in a cursive style.

I PUTU OKTAFIYANUS

STATEMENT OF THESIS ORIGINALITY

I who signed this thesis statement stated that this thesis:

**THE INFLUENCE OF POINT OF PURCHASE, SALES PROMOTION,
AND PRODUCT INNOVATION TOWARD IMPULSE BUYING AT PT.
MIDI UTANMA INDONESIA TBK, BRANCH MANADO
(ALFAMIDI DAAN MOGOT TIKALA)**

Is truly my originality work.

In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as plagiarism, I will take consequences given to me, including the cancellation of degree and certificate.

Manado, 16th Desember 2020

Authors who gives the statement



Harli M. Merung, SE., MM.

Witness I, as advisor and member of Examiners Board



Merry J. Korompis, SE., MM.

Witness II, as member of Examiners Board



Loureine Patricia Sumual, SE., MFM.

Witness III, as member of Examiners Board



TABLE OF CONTENT

TITLE PAGE	ii
APPROVAL PAGE	iii
LEGALIZATION PAGE	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGMENT	vii
STATEMENT OF THESIS ORIGINALITY	x
TABLE OF CONTENT	xi
LIST OF FIGURE	xvi
LIST OF TABLE	xviii
LIST OF APPENDICE.....	xix
CHAPTER I INTRODUCTION.....	Error! Bookmark not defined.
1.1 Background.....	Error! Bookmark not defined.
1.2 Problem Statement	Error! Bookmark not defined.
1.3 Research objective.....	Error! Bookmark not defined.
1.4 Research Limitation	Error! Bookmark not defined.
1.5 Research Benefits	Error! Bookmark not defined.
1.5.1 Theoretical Benefit.....	Error! Bookmark not defined.
1.5.2 Practical Benefits	Error! Bookmark not defined.

CHAPTER II THEORETICAL FRAMEWORK.Error! Bookmark not defined.

- 2.1 Marketing**.....Error! Bookmark not defined.
- 2.2 Marketing Management**Error! Bookmark not defined.
- 2.3 Retail**.....Error! Bookmark not defined.
- 2.4 Point of Purchase**.....Error! Bookmark not defined.
 - 2.4.1 Types of Point of Purchase**.....Error! Bookmark not defined.
 - 2.4.2 Indicator of Point of Purchase**Error! Bookmark not defined.
- 2.5 Sales Promotion**Error! Bookmark not defined.
 - 2.5.1 Tools of Sales Promotion**.....Error! Bookmark not defined.
 - 2.5.2 Purpose of Sales Promotion**Error! Bookmark not defined.
 - 2.5.3 Dimention of Sales Promotion**Error! Bookmark not defined.
 - 2.5.4 Indicator of Sales Promotion**Error! Bookmark not defined.
- 2.6 Product Innovation**.....Error! Bookmark not defined.
 - 2.6.1 Category of Product Innovation**.....Error! Bookmark not defined.
 - 2.6.2 Indicator of Product Innovation**.....Error! Bookmark not defined.
- 2.7 Impulse Buying**.....Error! Bookmark not defined.
 - 2.7.1 Types of Impulse Buying**.....Error! Bookmark not defined.
 - 2.7.2 Factor that influence Impulse Buying.**Error! Bookmark not defined.
 - 2.7.3 Indicator of Impulse Buying**Error! Bookmark not defined.
- 2.8 Relationship Between Variable**Error! Bookmark not defined.

2.9	Previous Research	Error! Bookmark not defined.
2.10	Framework	Error! Bookmark not defined.
2.11	Hypothesis	Error! Bookmark not defined.
CHAPTER III RESEARCH METHODOLOGY .Error! Bookmark not defined.		
3.1	Time, Budget, Area and Object of Research	Error! Bookmark not defined.
3.2	Types of research	Error! Bookmark not defined.
3.3	Data and Data Source	Error! Bookmark not defined.
3.3.1	Data	Error! Bookmark not defined.
3.4	Data Collection Method	Error! Bookmark not defined.
3.4.1	Questionnaire	Error! Bookmark not defined.
3.4.2	Interview	Error! Bookmark not defined.
3.5	Population and Sample	Error! Bookmark not defined.
3.5.1	Population	Error! Bookmark not defined.
3.5.2	Sample	Error! Bookmark not defined.
3.6.	Variable Definition	Error! Bookmark not defined.
3.6.1	Operational Definition, Indicators, Measurement Scale	Error! Bookmark not defined.
3.7.	Types of Data	Error! Bookmark not defined.
3.8.	Data Measurement Method	Error! Bookmark not defined.
3.8.1.	Validity Test	Error! Bookmark not defined.
3.9.	Classic Assumption Test	Error! Bookmark not defined.

3.9.1.	Normality Test.....	Error! Bookmark not defined.
3.9.2.	Multicolinearity Test	Error! Bookmark not defined.
3.9.3	Autocorrelation Test	Error! Bookmark not defined.
3.9.4	Heteroscedaticity Test	Error! Bookmark not defined.
3.10.	Multiple Linear Regression Analysis ...	Error! Bookmark not defined.
3.11	Hypothesis Test.....	Error! Bookmark not defined.
3.11.1	T-Test (Partial Test)	Error! Bookmark not defined.
3.11.2.	Simultaneous Test (F-test)	Error! Bookmark not defined.
3.12.	Data Analysis Method	Error! Bookmark not defined.
3.12.1	Multiple coefficient determination (r^2)....	Error! Bookmark not defined.
3.12.2	Multiple Coefficient Correlation (r).....	Error! Bookmark not defined.
CHAPTER IV RESULT AND DISCUSSION.....		Error! Bookmark not defined.
4.1.	Result Analysis and Discussion	Error! Bookmark not defined.
4.1.1.	Demographic Samples	Error! Bookmark not defined.
4.1.2.	Respondent Based on Gender	Error! Bookmark not defined.
4.1.3.	Respondent Based on Age	Error! Bookmark not defined.
4.1.4.	Respondent Based on Earnings	Error! Bookmark not defined.
4.1.5.	Respondent Based on Job	Error! Bookmark not defined.
4.2.	Validity Test.....	Error! Bookmark not defined.
4.3.	Reability Test	Error! Bookmark not defined.

4.4.	Assumption Classic Test Result	Error! Bookmark not defined.
4.4.1.	Normality Test.....	Error! Bookmark not defined.
4.4.2.	Multicollinearity Test	Error! Bookmark not defined.
4.4.3.	Autocorrelation Test.....	Error! Bookmark not defined.
4.4.4.	Heteroscedaticity Test	Error! Bookmark not defined.
4.5.	Multiple Linear Regression Analysis.....	Error! Bookmark not defined.
4.6.	Hypothesis Test.....	Error! Bookmark not defined.
4.6.1.	Partial Test (T-test).....	Error! Bookmark not defined.
4.6.2.	Simultaneous Test (F-Tes)	Error! Bookmark not defined.
4.7.	Data Analysis Result	Error! Bookmark not defined.
4.7.1.	Multiple Coefficient Correlation (r).....	Error! Bookmark not defined.
4.7.2.	Multiple Coefficient Determination (r^2).....	Error! Bookmark not defined.
		defined.
	CHAPTER V CONCLUSION AND RECOMMENDATION.....	Error! Bookmark not defined.
		not defined.
5.1.	Conclusion	Error! Bookmark not defined.
5.2.	Recommendation	Error! Bookmark not defined.
	BIBLIOGRAPHY	Error! Bookmark not defined.

LIST OF FIGURE

Figure 1.1 The Interview at Alfamidi Daan Mogot Tikala.....	3
Figure 1.2 Alfamidi Daan Mogot Tikala	5
Figure 1.3 The Point of Purchase at Alfamidi Daan Mogot.....	6
Figure 1. Types of Point of Purchase Alfamidi Daan Mogot.....	7
Figure 1.5 Sales Promotion Alfamidi.....	9
Figure 1.6 Fruits and Frozen Food.....	10
Figure 1.7 Alfamidi's Card.....	11
Figure 2.1 Framework.....	41
Figure 4.1 Respondent Based on Gender.....	61
Figure 4.2 Respondent Based on Age.....	62

Figure	4.3	Respondent	Based	on	
Earnings.....					64
Figure	4.4	Respondent	Based	on	
Job.....					65
Figure	4.5	P-PLOT	Result	of	Normality
Test.....					68
Figure	4.6	Result	of	Heteroscedaticity	
Scatterplot.....					71

LIST OF TABLE

Table	1.1	The Customer of Alfamidi Daan Mogot Tikala 2020.....	3
Table	3.1	Research Schedule.....	46
Table	3.2	Research Budget.....	47
Table	3.3	Population of Alfamidi Last 6 Month 2020.....	48
Table	3.4	Operational Definition, Indicators, Measurement Scale.....	50
		Independent Variables.....	50
Table	3.5	Operational Definition, Indicators, Measurement Scale.....	52
		Dependent Variables.....	52
Table	3.6	Durbin Watson's Decision.....	56
Table	4.1	Result of Validity Test.....	66
Table	4.2	Alpha Cronbach Reability Test Result.....	67
Table	4.3	Multicollinearity Test Result.....	69
Table	4.4	Autocorrelation test of Durbin Watson.....	70

Table 4.5	Multiple Linear Regression Analysis	Result.....72
Table 4.6	Partial Test	Result.....74
Table 4.7	Simultaneous Test	Result.....76
Table 4.8	r and r ²	Result.....77

LIST OF APPENDICE

Appendice I	Permission Letter of Research88
Appendice II	Research Reply Letter89
Appendice III	Questionnaire of Research90
Appendice IV	Tabulation Data of Questionnaire94
Appendice V	r _{table} and t _{table}112
Appendice VI	F table115

Appendice	VII	Durbin	Watson	Tabel			
.....117							
Appendice	VIII	Foto	With	Head	Store	Alfamidi	Daan
Mogot124						
Appendice	IX	Research	Interview				
News130						

