

The Impact of Creative Promotion, Visual Merchandising and Price on Purchase Decision for Fashion Retail Product: Empirical Study on Pull & Bear Consumers

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ABSTRACT: This study aims to determine the effect of creative promotion, visual merchandising and price variables on purchasing decisions at pull & bear on consumers who shop at Grand Indonesia. The type of research used is explanatory research. explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another (Sugiyono, 2017a). The sample used was 105 respondents who were visitors who shopped at Pull & Bear. The data analysis method uses validity test, reliability test, outer model test, determination test, and bootstrapping test with the help of the structural equation modeling (SEM) program with the partial least squares (PLS) method.

Based on the results of the analysis that creative promotion and price have a negative effect on purchasing decisions insignificantly. while visual merchandising variables have a positive effect on purchasing decisions significantly.

In this study, the success of the study was limited to a predetermined population, namely consumers who visited and shopped for Pull&Bear Grand Indonesia products. and the data collection technique used a questionnaire via google form so that some respondents were not willing to fill out the questionnaire due to limited data packages and features on the cellphone such as not understanding the opening of the website.

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I. INTRODUCTION

In this global era, many retail companies have sprung up in Indonesia. In recent years, the retail industry in Indonesia has been growing rapidly. Indonesia's economy is relatively stable compared to other countries, especially in Europe and America, which is why foreign companies are interested in expanding into Asia, especially Indonesia. From 2007 to 2012, the number of retailers in Indonesia grew by an average of 17.57% per year. In 2007, the number of retail businesses in Indonesia was still 10,365 outlets, then in 2011 it reached 18,152 outlets spread in almost all cities in Indonesia. The increase in the number of outlets is certainly accompanied by an increase in sales. According to the Indonesian Retailers Association (Aprindo), the retail business in Indonesia is growing at 10%-15% per year. Retail sales in 2006 still amounted to Rp.49 trillion, and rose to Rp.120 trillion in 2011. While in 2012, retail growth is expected to remain the same, at 10%-15%, or reach Rp.138 trillion (Wahid, 2013).

The high demand for world brand fashion collections in Indonesia, utilized by one of the national multidime companies such as Pull & Bear began in 1991 with a clear international mission and with the intention of dressing young people who relate to the environment, who live in society and connect with each other. Pull & Bear takes the latest international trends, combines them with the most trendy and street club influences and transforms them according to their style. being comfortable and easy to wear, always at the best price. Pull & Bear evolves at the same rate of speed as the customer, always keeping an eye out for new technologies, social movements and artistic or latest trends.

Tabel 1. 1 Top most valuable

Top 10 Most Valuable Fashion Brands In 2022					
RANK	BRAND	COUNTRY	2020 (BIL \$)	2021 (BIL \$)	CATEGORY
1	NIKE	USA	34.8	30.5	Fashion
2	GUCCI	Italy	17.6	15.6	Fashion
3 +1	Louis Vuitton	France	16.5	14.8	Fashion
4 -1	Adidas	Germany	16.5	14.3	Fashion
5 +2	Chanel	France	13.7	13.2	Fashion
6	ZARA	Spain	14.5	13.1	Fashion
7 +2	UNIQLO	Japan	12.8	13.1	Fashion
8 -1	H&M	Sweden	13.8	12.4	Fashion
9 -4	Cartier	France	15.0	12.0	Jewellery+F
10	Hermès	France	11.9	11.6	Fashion

Source: [statista.com](https://www.statista.com)

This is a table of the top 10 brands surveyed by Mandy Meyer where in this survey Pull&Bear has not entered the top 10 brands, however Pull&Bear is still included in the brands that are in demand in the market, especially in Grand Indonesia which is the research location of the author and therefore researchers will continue to conduct this research using Pull & Bear objects.

The survival of the company is highly dependent on the company's sales level, a high level of sales can occur if consumer purchasing decisions fall on the company. The role of brands in marketing is very large. A well-built brand will be able to compete with similar products but different brands. To win the competition, companies are required to continue to develop various innovations to the products of their brands in order to maintain and attract consumers so that the survival of the company can be guaranteed.

So do not be surprised if in determining the purchase of a product, one of the factors that influence consumer purchasing decisions is usually based on creative promotional considerations. Promoted products will be able to compete and dominate the market. With the development of lifestyle and technology, consumer tastes are also developing. customer will now be more aware of a product with a creative promotion. Pull&Bear in its product promotion strategy collaborates with several artists or designers whose prestige is rising. This collaboration promotion aims to attract consumers. As part of a marketing strategy, a promotional strategy has three characteristics, namely communication designed to inform and attract consumer attention, incentives designed to influence customers with certain values and privileges, and promotions that invite purchases during or afterwards.

The second factor is visual merchandising. Visual merchandising is the process of presenting or displaying products in a way that makes them visually attractive and desirable. Visual merchandising creates merchandise displays to communicate the store's fashion message to potential customers to provide a more comfortable, safe and friendly shopping experience. Things like themed display cases, dressed mannequins, arrangement of running shoes on the wall, organized by color are examples of visual merchandising. The ambience & atmosphere in the store should determine consumers in making a decision to buy or not (presentation), customer service and personal selling (personnel). Before making a purchase decision, consumers must have an interest in buying first.

In addition to the creative promotions and visual merchandising described above, there is one other factor that influences consumers to purchase a product, namely the price factor, it can be said that the price factor according to (Kotler & Armstrong, 2010) the definition of price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service. The price of the product offered to consumers must be adjusted to the consumer's view regarding the value and benefits that can be obtained from the product. Price has a very important offer for companies and consumers, because price has an influence on the company's ability to compete with other companies and also in the market section.

Of the three factors that have been explained, namely creative promotion, visual merchandising and price, which influence consumer purchasing decisions for a product. Many industrial retailers offer their products

with attractive offering concepts. Consumers will certainly choose the brand that provides the highest value by considering many factors that consumers consider in buying goods and services to meet their needs. Without a purchase decision from the customer, there will be no demand for goods and services. With these purchases, consumers are expected to be loyal to retail fashion products.

Proving that lighting, layout design & display products have a positive effect on purchasing decisions, (Sari & Pidada, 2020) with the same results Visual Merchandising partially and simultaneously has a positive and significant effect on Impulse Buying. (Simbolon et al., 2022) proves that creative promotions and product variations have an effect on purchasing decisions as evidenced by a simple regression test with a regression value of 0.432 and 0.791.

Research conducted by (Mongdong & Tumewu, 2015) proves that price has a positive and insignificant effect on purchasing decisions. (Jiang & Ma, 2018) visual merchandising has no effect on impulsive purchases.

Researchers were inspired by research conducted by (Nurmalasari & Rahardjo, 2015) which describes the effect of creative promotion, visual merchandising & price with purchasing decisions as a control variable. So that researchers are interested in changing case studies to perfect previous research.

From the explanation described above and supported by previous research, the researcher determines that the title for this research is "The Effect of Creative Promotion, Visual Merchandising And Price On Purchase Decisions For Fashion Retail Products (Case Study on Pull & Bear Consumers)".

II. LITERATURE REVIEW

This section provides intense discussions on the relationship among the relevant factors presented in the background.

2.1. Marketing Management Theory

The Grand Theory of this research is related to marketing management. According to (Kotler, 2012) marketing is generally seen as the task of creating, launching and delivering goods & services to consumers in business.

Meanwhile, according to Abdullah and Tantri, marketing is an entire system of business activities planned for planning, pricing, promoting, and distributing goods that can satisfy the desires and services of both current and potential consumers.

Purchasing decisions are consumer choices of two or more alternative purchasing options (Von Helversen et al., 2018). (Philip & Keller, 2009) describes purchasing decisions as consumer decisions regarding preferences for brands in a collection of choices. According to (Prieto & Caemmerer, 2013), purchasing decisions must be based on the brand most desired by consumers. According to (Doan & Ali, 2021), the purchase decision itself is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

If consumers can choose between buying and not buying or choosing when to use it, consumers can make that decision. Conversely, if the consumer has no choice and is really forced to make a certain purchase or take a certain action, then the only situation where there is no other choice is not a decision (Jisana, 2014). For consumers, freedom often manifests itself in a wide choice of products. So there is almost always a choice, so consumers almost always have the opportunity to make a decision. In addition, experimental consumer research shows that offering consumers choice without a single option may be the right business strategy that can greatly increase sales (Jisana, 2014).

Consumers make many purchasing decisions every day. Large companies study consumer purchasing decisions in detail to be able to answer questions about what, where, how, how much, when, and why they buy. Marketers can study consumer purchases to answer questions: what, where, and how much they buy, but learning about why consumer buying behavior is not too easy (Jisana, 2014).

Companies that understand how consumer decisions will respond to various product figures, prices and advertising stimuli that have advantages over their competitors. Consumers will receive stimuli and respond (Jisana, 2014).

According to (Kotler et al., 2019) there are differences between customers in the past and today. In the past, customers went through an easy buying process, namely the 4A pattern:

- Aware: Customers begin to recognize the service provider company.
- Attitude: In his head, the customer has decided whether he likes the company or not.
- Act: Customer decides to use the service he likes.
- Act Again: If satisfied, the customer will use the same service again.

The above process is very individualized because connectivity in that era was not as sophisticated as it is now. In the past, the customer's thinking pattern was very simple in contrast to now the buying process becomes 5A which consists of:

- Aware: Customers begin to recognize the company providing services.

- Appeal: In his head, the customer feels interested in the company. However, he is not sure yet.
- Ask: Because he is not sure, the customer starts asking friends or family to convince him.
- Act: if friends & family say it's good, then the customer decides to use the service.
- Advocate: if satisfied, the customer will recommend the service to his friends & family. In the past, customers independently determined the service they chose.

The difference in the buying process above is caused by connectivity with friends and family. In the past, customers decided independently on the services they chose. Now, customers decide with their community, namely friends and family.

2.2 The Effect of Creative Promotion with Purchasing Decisions

Creative promotion or promotion mix is a special blend of advertising, sales promotion, community interaction, & personal selling, & exclusive marketing tools used by companies to persuasively communicate consumer value & build consumer relationships (Kotler et al., 2019) Promotion is one of the determining factors for the success of marketing. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product will be useful, they will never buy it (Whalley, 2000). Bintarti et al., (2022) proves that creative promotions and product variations have an effect on purchasing decisions as evidenced by a simple regression test with a regression value of 0.432 and 0.791.

Based on the description above, the following assumptions can be made:

H1: creative promotion has a positive effect on purchasing decisions

2.3 The Effect of Visual Merchandising with Purchasing Decisions

Visual merchandising is the effect of store conditions or characteristics of store conditions, such as architecture, layout, signage, display, color, lighting, temperature, acoustic Music and fragrances in general will create an image in the minds of consumers, a characteristic or element that must be considered and is very important for every entrepreneur.

The results of research conducted by (Hussain & Ali, 2015) prove that lighting, layout design & display products have a positive effect on purchasing decisions, (Dash & Akshya, 2016) with the same results Visual Merchandising partially also has a positive and significant effect on impulse purchases. According to (Sendu et al., 2021) management considers factors to attract customer attention, interest, desire, and action by frequently changing window displays and mannequin displays, rearranging merchandise fixtures and props and corridor space for customer comfort and experience, and to increase sales.

Based on this description, the following assumptions can be made:

H2: Visual merchandising has a positive effect on purchasing decisions

2.4 The Effect of Price on Purchasing Decisions Price

Is the amount consumers have to pay to get a product (Jisana, 2014). Price is a variable that can be controlled & chooses whether or not a product is accepted by consumers. Prices depend only on company policy, but of course many different things must be taken into account. Cheap or expensive prices are considered very relative in nature.

The results of the study (Hustic & Gregurec, 2015) Price has a positive and insignificant effect on purchase decisions. (Setiawan, 2021) with different results Price is proven to have a positive and significant effect on purchasing decisions, which can be proven from the t-test results of 4.059. According to (Cakici et al., 2019) price has a significant effect on customer loyalty.

Based on this description, the following assumptions can be made:

H3 : Price has a positive effect on purchasing decisions

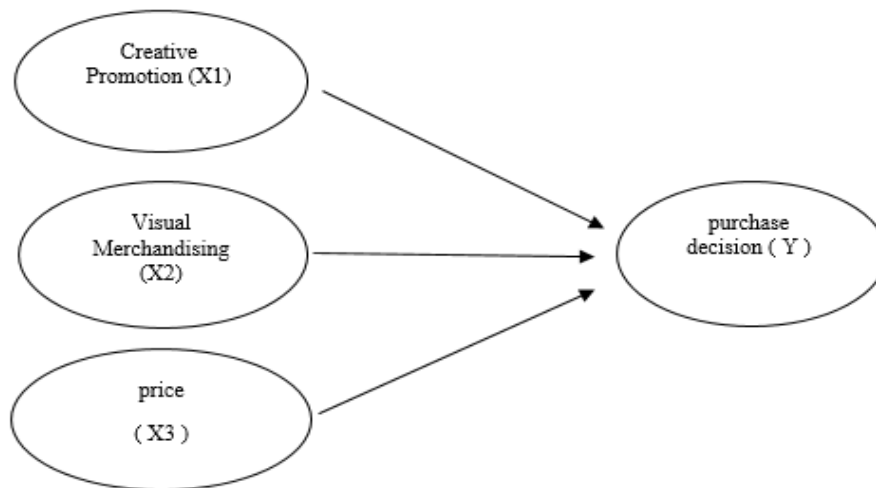


Fig. 1 Conceptual framework of the study

III. METHODOLOGY

The sample in this study were consumers totaling 105 respondents. Furthermore, the following table presents the variables, and indicators used in this study.

Table 2. Operational variables

Variable	Concept Variable	Indicator Question	Source Reference
Purchase decision (Y)	Purchasing decisions are consumer decisions regarding preferences for brands in the choice set.	Y1. 1.Pull & Bear provides a wide selection of products so that I can buy according to my needs. Y1. 2.I am happy that there are many product choices at affordable prices Y1. 3.I buy Pull & Bear products with full consideration. Y1. 4.Information and complaints from consumers are well processed by Pull & Bear, so that the service becomes better. Y1. 5.Pull & Bear is the first choice of cheap quality brands for me.	(Kotler & Armstrong, 2014)
Creative promotion (X1)	which is a synergy, creativity, integration, and integrated marketing communication by utilizing a variety of different communication elements to create coherence that supports each other.	X1.1 Pull & Bear's promotion through advertising is so attractive that I decided to buy the brand. X1.2 2.The always creative form of promotion is Pull & Bear's way of retaining its customers. X1. 3.Salespeople provide information about Pull & Bear products X1.4 Salespeople provide information about Pull & Bear products X1. 4.The information from the explanation provided is interesting, clear, and in accordance with reality so that I am interested in it. X1. 5.Pull & Bear often provides discounts X1. 6.Pull & Bear's official website makes it easy for me to order products	(Whalley, 2000)
Visual merchandising (X2)	activities in presenting products at points of sale with appropriate strategies, methods, techniques, and visual merchandising principles.	X2. 1.The display of manequen entrance attracts me to buy the product X2. 2.The arrangement on the outside of the Pull&Bear store is attractive. X2. 3.I tend to rely on the products posted on the statue to make a purchase decision. X2. 4.The arrangement of the equipment (shelves, hangers) is very attractive. X2. 5.Pull & Bear store always provides information about the latest products and attractive offers.	(Morgan, 2015)
Price (X3)	everything given by customers to get the advantages offered by the company's marketing mix.	X3.1. Affordable prices for all ages and walks of life X3. 2.Clothing prices are diverse but still affordable X3. 3.I am satisfied with the price offered	(Friedman, 2021)

		comparable to the quality provided X3. 4.Product prices can compete with other brands. X3. 5.I feel the price offered is in accordance with my purchasing power.	
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(Source: data processed)

IV. RESULTS AND DISCUSSIONS

4.1. DESCRIPTIVE ANALYSIS

The minimum sample used in research using Structural Equation Model (SEM) analysis is 100 samples. This refers to Hair et al. (2011). Or refer to the calculation of Hair et al. namely the number of research indicators multiplied by 5 to 10. Thus the sample for this study is:

Total sample = Number of indicators X 5.....

So the indicators of this research question amounted to 21 indicators, so:

21 X 5 = 105 samples

In the calculation using the formula above, the minimum sample size is 105 samples.

Source: authors' own calculation

4.2. VALIDITY AND RELIABILITY TEST

The data from this study were tested using Pearson correlation analysis, from which, if the total value of the analysis indicates less than 0.05, the data are considered invalid. The research results are presented in Table 2as follows.

Indicator	Indicator	Loading Factor	Description
Creative Promotion (X)			
	X.1.1	0.875	Valid
	X.1.2	0.883	Valid
X1	X.1.3	0.857	Valid
	X.1.4	0.862	Valid
	X.1.5	0.871	Valid
	X.1.6	0.832	Valid
Visual Merchandising (X)			
	X.2.1	0.840	Valid
	X.2.2	0.899	Valid
X2	X.2.3	0.720	Valid
	X.2.4	0.903	Valid
	X.2.5	0.898	Valid
price (X)			
	X.3.1	0.886	Valid
	X.3.2	0.889	Valid
X3	X.3.3	0.845	Valid
	X.3.4	0.835	Valid
	X.3.5	0.875	Valid
Purchase decision (Y)			
	Y.1	0.859	Valid
	Y.2	0.846	Valid
Y	Y.3	0.662	Valid
	Y.4	0.881	Valid
	Y.5	0.785	Valid

In The data table above shows that the factor loading on each question item shows a value above 0.500, so each question item has met convergent validity. The reliability test aims to determine the level of consistency of a measuring instrument. The variable is declared reliable if it has a cronback's alpha value > 0.07 and a composite reliability value > 0.07. The results of the reliability test are shown in the table below:

Variable	Cronbach'sAlpha	CompositeReliability	Average Variance Extracted (AVE)
Creative Promotion	0.932	0.935	0.746
Visual Merchandising	0.906	0.919	0.731
price	0.917	0.917	0.750
Purchase decision (0.868	0.888	0.657

Source: Results of data processing on Smart PLS 4.0

Based on the results of the reliability test, it can be seen that the variables used already have a composite reliability value above the specified criteria of 0.70. This means that the questionnaire used has consistency as a measuring tool.

4.2. THE GOODNESS OF FIT MODEL (INNER MODEL) Evaluation of goodness of fit model structural (inner model)

Based on data processing results using SEM PLS, the R2 value of the variables involved in this study is depicted in the following table.

Table 4. R- Square

Variabel	R square
Keputusan Pembelian	0,749

Source: Results of data processing on Smart PLS 4.0

Based on the r-square value in Table 4.8, it shows that the level of creative promotion, visual merchandising and price is able to explain the variability of consumer purchasing power constructs by 74.9%, and the remaining 25.1% is explained by other constructs outside those studied in this study. The R-square value is the percentage value of the amount of data from the independent variables that jointly affect the dependent variable by 74.9%.

4.3 HYPOTHESIS TESTING

Table 5. Path Coefficients (coefficient parameter, T- Statistic P- Values)

Hypothesis	relationship between variables	Original sample	Standar deviation	T statistik	P values	Description
H1	Creative Promotion => Purchase Decision	0,072	0,144	0,504	0,615	insignificant
H2	Visual Merchandising => Purchase Decision	0,593	0,160	3,698	0,000	Significant
H3	Price => Purchase decision	0,237	0,236	1,806	0,071	insignificant

Note: **Significant at level 5%, * significant at level 10% Source: data processing using Smart PLS

This section will explain the results of the research analysis. The purpose of this study is to determine the most influential factors in consumer purchasing power at Pull & Bear Grand Indonesia. Given the previous literature, this study uses independent variables in the form of creative promotion, visual merchandising & price on purchasing decisions for retail products. A total of three hypotheses were developed and tested using the Structural Equation Modeling (SEM) method and assisted by SmartPLS 4.0 software, the results of this study show the following:

Based on the research results through testing the first hypothesis is rejected, it can be explained that creative promotion has a negative effect on purchasing decisions. These results support previous research conducted by (Setiawan, 2021) examining the results, namely creative promotion is proven to have a positive and significant effect on purchasing decisions, as evidenced by the results of the t test of 2.256. (Simbolon et al., 2022) examined that the results were creative promotions and product variations had an effect on purchasing decisions as evidenced by simple regression tests with regression values of 0.432 and 0.791. Creative promotion tends to have an influence on the purchasing power of a product, this causes many factors that can influence changes in consumer behavior such as due to promotions that are installed and personal desires in consumers in buying a product. This can be seen in consumers visiting the Grand Indonesia pull&bear store, who on average shop

because of a personal desire to try shopping for products offered by pull&bear.

Based on the research results through testing the second hypothesis accepted, it can be explained that visual merchandising has a positive effect on purchasing decisions. These results support previous research conducted by (Adam, 2020) examining the results which show that there is a positive relationship between visual merchandising and consumer impulse buying behavior. (Sari & Pidada, 2020) examining the results are the variables of Hedonic Shopping Motivation, Shopping Lifestyle, & Visual Merchandising partially & simultaneously have a positive & significant effect on Impulse Buying (Krishnakumar, 2014) examined the results are visual merchandising which is proven to have a positive effect on consumer purchasing behavior. According to Mehta & Chugan (2013) research that results are Lighting has a positive effect on purchasing decisions Layout Design has a positive effect on purchasing decisions Product Display has a positive effect on purchasing decisions Cleanliness has a positive effect on purchasing decisions. (Sendu et al., 2021) examined The findings of the study reveal that four elements of visual merchandising have a positive and significant relationship with impulse buying behavior. From these findings, management considers factors to attract customers' attention, interest, desire, and action by frequently changing window displays and mannequin displays, rearranging merchandise fixtures and props and corridor spaces for customer comfort and experience, and to increase promotional events that pay attention to customer interest by providing effective information about promotional messages and price discounts on promotional signage. Visual merchandising tends to have an influence on the purchasing power of a product, this causes many factors that can influence changes in consumer behavior such as due to the display of an attractive product that is installed making the attraction or interest of consumers to buy the products offered by pull&bear.

Based on the research results through testing the third hypothesis is rejected, it can be explained that price has a negative effect on purchasing decisions. These results support previous research conducted by (Hustic & Gregurec, 2015) examining the results are partially the promotion mix has a positive and significant effect on purchasing decisions. visual merchandising has a positive & significant effect on purchasing decisions Service quality has a positive and significant effect on purchasing decisions and simultaneously the promotion mix, price, product display and service quality have a positive and significant effect on purchasing decisions. Nuralmasari & Rahardjo (2015) examined the results, namely Price is proven to have a positive and significant effect on purchasing decisions, which can be proven from the t-test results of 4.059. Kaura et al. (2015) examined the results, namely that price has a significant effect on customer loyalty. Price tends to have an influence on product purchasing decisions, because price is a variable that greatly influences the purchase of a product. determining the right price will create optimal demand or demand from consumers and business partners. Thus, it can be said that setting prices is one of the key factors for business entities to achieve profits.

V. CONCLUSIONS

The results of research on the variable Creative Promotion have no significant effect on purchasing decisions. Results of promotions carried out and personal preferences of consumers when purchasing products. This is reflected in consumers who visit Grand Indonesia's Pull & Bear stores and, on average, purchase out of a personal desire to try the products Pull & Bear offers. The second test state that Visual Merchandising has a significant effect on purchasing decisions. Visual's merchandising tends to influence the purchasing power of its products. This gives rise to a number of factors that can influence changes in consumer behavior, including: bring. The third test state that price has a negative and insignificant effect on purchasing decisions. Price tends to influence product purchasing decisions because price is a variable that greatly influences product purchases. Determining the right price leads to demand or optimal demand from consumers and business partners. Therefore, it can be said that pricing is one of the key factors for generating profits for companies.

Research Limitations in this study, the success of the study was limited to a specific population, consumers who visited and purchased the Grand Indonesia Pull & Bear product. There are other factors that can influence consumer purchasing power, such as quality of service and attractiveness of advertising. Therefore, further studies are needed to improve this study.

Suggestions are hopefully that Pull & Bear Grand Indonesia will continue to improve its promotions, maintain the quality of its existing services, and continue to examine whether promotions, visuals, and prices affect the purchasing power of consumers' products. We always want to do a thorough investigation. It is hoped that other researchers will be able to develop this research further using creative advertising, visual merchandising, and other methods of studying pricing. For example, by conducting in-depth interviews with respondents, you can obtain more diverse information than with questionnaires where responses are already available.

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AUTHORSHIP CONTRIBUTIONS

Mikardo : conceptualization and research design, data collection, manuscript writing, data analysis and interpretation, resource provision,

Moch Rizal: conceptualization and research design, data collection, data analysis and interpretation, manuscript writing,

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