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The Influence of Impulse Buying and Product Quality on Purchasing Decisions at Super Indo Metro Sunter with Price Discounts as a Moderator

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Abstract: This study investigates the influence of impulse buying and product quality on purchase decisions, with discount as a moderating variable among Superindo Metro Sunter consumers. Using a quantitative causal design, data were collected from 140 respondents through questionnaires and analyzed with Structural Equation Modelling (SEM) via SmartPLS. Findings reveal that impulse buying positively and significantly affects purchase decisions, while product quality shows no significant impact. Discounts directly enhance purchase decisions and significantly moderate the relationship between impulse buying and purchase decisions in a negative direction, suggesting that discounts shift consumer behavior from emotional impulses toward more rational, value-driven choices. However, discounts do not moderate the effect of product quality on purchase decisions. These results highlight that emotional and promotional factors, particularly impulse buying and discounts, play a stronger role than product quality in shaping consumer decisions in retail contexts. The study offers practical insights for retail managers to design effective marketing strategies, provides references for future research, and helps consumers better understand the drivers of their purchasing behavior.

Keywords: Impulse Buying, Product Quality, Discounts, Purchase Decisions.

INTRODUCTION

Retail business opportunities are increasingly accessible, both on small and large scales, as retail serves as a crucial link in the distribution chain by directly connecting products with end consumers (Sìoliha, 2008). Retail also plays a strategic role in marketing by bridging producers and buyers (Fauziah, 2024). In Indonesia, the sector has shifted from traditional to modern formats, marked by more attractive store designs, improved facilities, and better services compared to traditional markets. Modern retail thus represents an evolution of traditional retail, emerging as a response to changing consumer needs and lifestyles (Mieliana et al., 2025).

Super Indo is a supermarket chain in Indonesia that has grown significantly since its establishment in 1997. As of August 1, 2024, it operates 234 outlets, including six franchise stores under Super Indo Express (Superindo, 2026). The company is a joint venture between Delhaize Group, an international retail network based in Zaandam, the Netherlands, and Salim Group. Super Indo outlets are primarily located in major cities across Java and southern Sumatra (Ibrahim et al., 2021). Despite its expansion, sales performance has not consistently met targets of 500,000,000,000 over the past three years. In 2022, realized sales reached only 359,642,000,000, followed by 400,754,000,000 in 2023, and a decline to 334,583,000,000 in 2024 (Syarifudin & Rahayu, 2025). This indicates challenges in sustaining growth and achieving sales objectives despite the company's broad market presence. The number of customers shopping at Super Indo Metro Sunter remains unstable and has not yet reached its full potential. This condition is suspected to be linked to the relatively low consumer impulse buying during shopping, product quality that does not fully meet customer expectations, and marketing strategies particularly the use of discounts that are not yet optimized to attract attention and influence purchase decisions. Therefore, it is crucial for Super Indo Metro Sunter to strengthen marketing strategies that enhance product quality, create shopping experiences that encourage impulsive purchases, and manage discount programs more effectively to build stronger consumer interest and drive purchase decisions.

Purchase decision is a process in which consumers recognize a need or problem, seek information about products or brands as possible solutions, and evaluate alternatives to determine which best meets their needs (Martiantio et al., 2023). According to Fauzi (2021), it involves choosing among available options, including the choice not to buy at all. Prior studies have examined the role of impulse buying, which often arises from strong, uncontrollable urges, carried out with little logical consideration, and typically yielding satisfaction after purchase despite being viewed as irrational (Huang et al., 2024). Research by Rini & Anasrullioh (2022) on Pond's skincare and Widianti et al. (2024) on KDS Biojuniorio found that impulse buying positively and significantly affects purchase decisions. Conversely, studies on product quality show mixed results: Aghitsni & Busyra (2022) found a positive and significant effect in motor vehicle purchases, while Firmadiona et al. (2025) reported a negative and insignificant effect in cosmetic products. Thus, prior findings suggest consistent evidence of impulse buying's significant influence, but divergent conclusions regarding product quality's impact on purchase decisions.

This research highlights a clear research gap stemming from disparities in prior findings. While most studies consistently show that impulse buying has a positive and significant effect on purchase decisions, the influence of product quality remains inconsistent some studies report significant effects, while others find no meaningful impact. Such inconsistency suggests the presence of other factors shaping consumer decision-making. One underexplored aspect is the role of discounts as a moderating variable, particularly in the relationship between impulse buying, product quality, and purchase decisions. Few studies have examined this dynamic within the context of modern retail in Indonesia, such as Super Indo Metro Sunter.

The uniqueness of this study lies in its integration of three key variables impulse buying, product quality, and purchase decisions while positioning discounts as a moderator. This approach provides a more comprehensive perspective on consumer behavior, offering insights rarely addressed in previous research. Additionally, the focus on Indonesia's retail sector, which faces intense competition and evolving consumer preferences driven by price promotions, strengthens the study's relevance. The use of Structural Equation Modelling (SEM) further enhances analytical precision, allowing for a clearer understanding of how discounts moderate these relationships.

This study aims to explore the extent to which impulse buying and product quality affect purchase decisions at Super Indo Metro Sunter, while also identifying how discounts function as a moderating variable in these relationships. The research seeks to determine whether discounts can strengthen the influence of impulse buying and product quality in encouraging consumers to make purchases. Employing a quantitative approach, the study examines variable relationships through hypothesis testing. Data were collected using questionnaires distributed to customers who have visited and purchased products at Super Indo Metro Sunter. The findings are expected to provide a more comprehensive understanding of the factors influencing purchase decisions, offering strategic recommendations for business practitioners in managing marketing strategies. Additionally, the study has the potential to benefit consumers by enhancing their awareness of the drivers behind their purchasing behavior, thereby helping them make more informed choices when selecting products.

Literature Review and Hypotheses

In this study, the grand theory applied is marketing management. According to Kotler & Keller (2009), marketing management is both an art and a science of selecting target markets and striving to attract, retain, and grow customers through the creation, delivery, and communication of superior customer value. Meanwhile, Sullie & Saeful (2019) define marketing management as a managerial activity focused on accurately identifying consumer needs and determining the best ways to fulfill them.

Impulse Buying

Impulse buying, according to Ardiansyah et al. (2025), leads consumers to shop without considering the actual benefits of purchasing a product, often resulting in choosing items that were not initially needed instead of those that were truly required. Such spontaneous purchases, made with little deliberation, are frequently triggered by promotional strategies offering exclusive prices within limited time frames (Mioudyla et al., 2025). This highlights how emotional impulses and marketing tactics particularly time-sensitive discounts can strongly shape consumer behavior in retail contexts.

Product Quality

Product quality is defined by Puspita & Rahmawan (2021) as the function and benefits of a product, where a high-quality product is expected to meet and satisfy the needs of its users. Furthermore, product quality is closely tied to the production process, appearance, and even the price of the product, all of which can serve as important considerations for customers when making purchasing decisions (Sholikhah & Hadita, 2023). This perspective emphasizes that quality is multidimensional covering not only the intrinsic attributes of the product but also external factors that shape consumer perceptions and influence their buying behavior.

Purchase Decision

Purchase decision is defined by Putri & Marlien (2022) as the process of selecting goods or services carried out by consumers after deciding what they want to buy and before finally making the purchase. Meanwhile, Agustin & Pramanik (2025) describe purchase decision as a process involving the consideration of desires, recognition of needs, searching for information, and evaluating various product alternatives, which ultimately leads to choosing the product deemed most suitable to meet consumer needs. This highlights that purchase decision is not a single act but a multi-stage process shaped by both rational

evaluation and emotional influences, making it a critical outcome variable in consumer behavior research.

Discount

A discount is defined as a price reduction given by sellers to buyers as a reward for certain activities, such as paying bills earlier, purchasing in bulk, or buying products out of season when demand is low (Basalamah & Millaningtyas, 2021). According to Kusnawan et al. (2019), a discount is one of the strategies used by businesses to generate revenue more quickly, in the form of lowering the price of a product from its original or normal set price. This illustrates that discounts serve not only as a promotional tool but also as a strategic mechanism to stimulate consumer purchases and accelerate sales turnover.

Hypothesis Development

The Influence of Impulse Buying on Purchase Decisions

Previous studies by Rini & Anasrullioh (2022) found that impulse buying has a positive and significant effect on purchase decisions. Rupayana et al. (2021) also showed a positive and significant influence, and Widianti et al. (2024) confirmed similar results. Thus, it can be assumed that the higher the level of impulse buying among consumers, the stronger their purchase decisions.

H1: Impulse Buying has a positive effect on Purchase Decision.

The Influence of Product Quality on Purchasing Decisions

Aghitsni & Busyra (2022) found that product quality has a positive and significant effect on purchase decisions. Firiyansyah & Vienanza (2021), Madani et al. (2025), and Annisa et al. (2025) also reported significant positive effects. However, Firmadiona et al. (2025) found a negative and insignificant effect. Based on these findings, it can be assumed that higher product quality increases consumer purchase decisions.

H2: Product Quality has a positive effect on Purchase Decision.

The Influence of Discounts on Purchase Decisions

Hariyantio (2025) found that discounts have a significant relationship with purchase decisions, meaning changes in discounts proportionally affect purchase decisions. Basalamah & Millaningtyas (2021) reported a positive effect, and Widiodio et al. (2022) confirmed a significant influence. However, Hariyana et al. (2021) concluded that discounts negatively affect purchase decisions. Despite these mixed findings, discounts are generally assumed to attract consumer interest in making purchase decisions.

H3: Discount has a significant effect on Purchase Decision.

Modification of Discount on the Influence of Impulse Buying on Purchase Decisions

Consumer behavior theory suggests that discounts can strengthen impulsive buying tendencies, as consumers are often attracted to price offers. Aswar (2025) argued that discounts reinforce the effect of impulse buying on purchase decisions. Imbayani & Gama (2024) found that discounts increase the likelihood of impulse buying being realized in actual purchase decisions. Belch & Belch (2018) emphasized that discounts enhance perceived value and reduce rational barriers in decision-making.

H4: Discount moderates the effect of Impulse Buying on Purchase Decision.

Modification of Discount on the Influence of Product Quality on Purchasing Decisions

Price theory indicates that discounts may influence the relationship between product quality and purchase decisions, as higher prices are often associated with better quality

(Arriosadi & Achsa, 2022). Puspitasari & Sarah (2026) confirmed that discounts and product quality jointly affect purchase decisions, supporting the inclusion of discounts as a moderating variable. Pertiwi (2023) further argued that discounts strengthen the perceived value of product quality in purchase decisions.
H5: Discount moderates the effect of Product Quality on Purchase Decision.

METHODS

The research method applied is quantitative, using Structural Equation Modelling (SEM). SEM is considered relevant because the variables studied have measurable indicators and involve moderating effects (Hair & Alameer, 2022). The research model consists of four variables. First, Impulse Buying (Ayuningtyas & Irawan, 2021), measured with four indicators: spontaneity, compulsive strength, emotional excitement, and disregard for consequences. Second, Product Quality, measured with four indicators: ease of use, product durability, clarity of function, and product size variety (Akbar, 2012: 6). Third, Purchase Decision, measured with three indicators: decision on available products, decision on given prices, and decision on provided services (Anwar & Satrio, 2015). Fourth, Discount, measured with three indicators: frequency of discounts, size of discounts, and timing of discounts (Sandra & Anjaningrum, 2021).

The analysis in this study was carried out through several stages. First, a demographic data description of respondents was presented to provide an overview of the research participants. Second, descriptive statistics were explained based on respondents' questionnaire answers, including mean, minimum, maximum, and standard deviation values. These descriptive statistics are useful for illustrating the implications of each variable in the field (Hair et al., 2021). Third, a validity test was conducted to determine whether the questionnaire accurately represented the variables studied. Validity was measured using loading factor scores, where values above 0.5 indicate validity, and values above 0.7 suggest the model is fit (Tambun & Sitorus, 2024). Fourth, a reliability test was performed to assess the consistency of responses. Data are considered reliable if rho, Cronbach's alpha, and composite reliability scores are all greater than 0.7 (Sitorus & Tambun, 2023). Fifth, hypothesis testing was conducted to determine whether hypotheses were accepted or rejected. This study used a one-tailed test, where hypotheses are accepted if the t-statistic > 1.65 and p-value < 0.05 (Tambun et al., 2022). Sixth, the regression equation generated by the model was presented along with its interpretation, focusing on coefficient values and their strategic implications. Finally, the seventh stage involved explaining the coefficient of determination (R^2) obtained from the research model, which reflects the explanatory power of the variables studied.

Population and Sample

The population of this study consists of customers who have visited and purchased products at Super Indo Metro Sunter. The sample represents this population and was selected to answer questions related to the research variables. The sampling method used is Random Sampling, where individuals are chosen randomly and given questionnaires about the variables studied.

Since the exact population size is unknown, the sample size was determined using the formula suggested by Hair et al. (2021), which recommends a minimum of 5-10 times the number of variable indicators. This study has 14 indicators, so the minimum sample size is $5 \times 14 = 70$ and the maximum is $10 \times 14 = 140$. Therefore, the sample size for this research ranges between 70 and 140 respondents.

RESULTS AND DISCUSSION

This study used a sample of 140 respondents, consisting of 95 women (68.1%) and 45 men (31.9%). Respondents' ages were divided into three groups: 11-20 years (24 respondents, 16.8%), 21-30 years (79 respondents, 56.6%), and 31-40 years (37 respondents, 26.5%). Their occupations were categorized into five groups: entrepreneurs (20 respondents, 14.2%), private employees (56 respondents, 39.8%), civil servants (25 respondents, 17.7%), students (33 respondents, 23.9%), and other occupations (6 respondents, 4.4%). For data quality testing, the study employed Partial Least Squares (PLS) analysis using a Structural Equation Modelling (SEM) approach based on variance or component-based SEM, with the software SmartPLS.

Descriptive Statistical Test with SmartPLS

Descriptive statistics are a branch of statistics that study how data is collected and presented in a way that is easy to understand. They focus only on describing or providing information about data, situations, or phenomena, with the function of illustrating a condition, symptom, or problem (Hasan et al., 2001). In the context of SmartPLS analysis, descriptive statistics are used to summarize research data such as mean, minimum, maximum, and standard deviation so that researchers can clearly see the distribution and implications of each variable studied. This step is essential before moving into validity, reliability, and hypothesis testing within the SEM-PLS framework.

Table 1. Descriptive Statistical Test

Variable	N	Minimum	Maximum	Mean	Standar Deviaation
Impulsive Buying	140	1	5	3,76	0,859
Product Quality	140	1	5	3,80	0,804
Purchase Decision	140	1	5	3,86	0,713
Discount	140	1	5	3,70	0,856

Source: SmartPLS Data Processing Results, 2026

Based on the results of the descriptive statistical test, the following conclusions can be drawn:

1. The descriptive analysis of the Impulse Buying variable shows a minimum value of 1 and a maximum value of 5, with a mean of 3.76 and a standard deviation of 0.859 (equivalent to 85.9%).
2. The descriptive analysis of the Product Quality variable shows a minimum value of 1 and a maximum value of 5, with a mean of 3.80 and a standard deviation of 0.804 (equivalent to 80.4%).
3. The descriptive analysis of the Purchase Decision variable shows a minimum value of 1 and a maximum value of 5, with a mean of 3.86 and a standard deviation of 0.713 (equivalent to 71.3%).
4. The descriptive analysis of the Discount variable shows a minimum value of 1 and a maximum value of 5, with a mean of 3.70 and a standard deviation of 0.856 (equivalent to 85.6%).

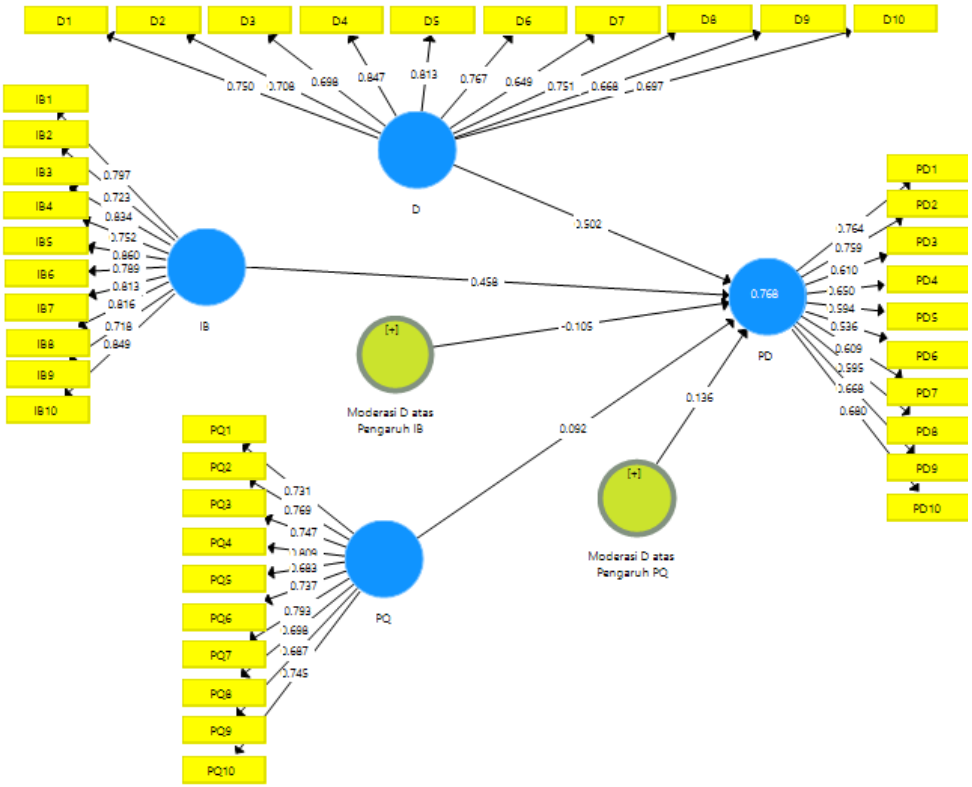


Figure 1. Results of the Loading Factor

Based on the above factorization results, it shows that all the numbers are above 0.5. This proves that all indicators are valid. Thus, it can be concluded that all variable indicators in this study are valid.

Validity and Reliability Test

Validity testing is conducted to determine whether a measurement tool is valid or not. In this study, the measurement tool used is a questionnaire. A questionnaire is considered valid if its questions are able to reveal what the instrument is intended to measure (Janna & Hiriantio, 2021).

Reliability refers to the index that shows how dependable a measurement tool is. It indicates the consistency of the instrument whether it will produce the same results if the measurement is repeated. A reliable instrument will consistently yield similar outcomes even after multiple tests.

The validity and reliability tests in this study use several methods:

1. Cronbach's Alpha: Measures the reliability of a variable, accepted if the value is greater than 0.7.
2. Composite Reliability: Assesses the consistency of the questionnaire, accepted if the value is greater than 0.7.
3. Average Variance Extracted (AVE): Used to evaluate validity, accepted if the value is greater than 0.5.

Table 2. Validation and Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reability	Average Variance Extracted (AVE)
D	0.906	0.909	0.922	0.543
IB	0.935	0.938	0.945	0.634
PD	0.847	0.857	0.879	0.432

D*IB	1.000	1.000	1.000	1.000
D*PQ	1.000	1.000	1.000	1.000
PQ	0.911	0.931	0.924	0.549

Description: Discount, Impulse Buying, Purchase Decision, Product Quality

Based on the results of the validity and reliability tests, the values of Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha shown in the table indicate that the variables Impulse Buying, Discount, Product Quality, and Purchase Decision obtained five values greater than 0.5, while one variable scored below 0.5. This means that five variables are valid and adequate, or in other words, most variables demonstrate good discriminant validity. Furthermore, the values of Composite Reliability and Cronbach's Alpha were all greater than 0.7, which confirms that the measurement is reliable and acceptable. This aligns with the research findings, where all variables Impulse Buying, Discount, Product Quality, and Purchase Decision achieved scores above 0.7. Thus, it can be concluded that all variables in this study have a high level of reliability.

R-Square and F-Square Analysis

R-Square is used to measure how well a linear regression model explains the variation in the data. Its value ranges between 0 and 1, with higher values indicating better explanatory power. Based on the data, the R-Square value for the Purchase Decision variable is 0.768, meaning that 76.8% of the variance in purchase decisions can be explained by the influence of Impulse Buying, Product Quality, and Discount. The adjusted R-Square value is 0.759 (75.9%), which is considered good since it is above 50%.

F-Square values indicate the effect size between variables. The thresholds are: 0.02 (small), 0.15 (medium), and 0.35 (large). If the value is below 0.02, it can be ignored. Based on the F-Square results, the Discount variable shows a large effect size with a value of 0.866, indicating a strong influence.

For the moderating effect, the path coefficient analysis produced two significant hypotheses:

1. Discount significantly moderates the effect of Impulse Buying on Purchase Decision.
2. Discount significantly moderates the effect of Product Quality on Purchase Decision.

Hypothesis Testing

Inner media analysis was conducted to ensure that the constructed structural media was robust and accurate. Inner media analysis can be considered significant if the T-Statistic is greater than 1.96, or if the P-Value is less than 0.05. The following figure and table show the research results tested using SmartPLS to identify significant and insignificant data.

Table 3. Hypothesis Test

Hypothesis	Path	Coefficient Value	Sample Mean	Standard Deviation	T-Statistic	P-Value	Decision
H1	Impulse Buying → Purchase Decision	0.458	0.433	0.101	4.521	0.000	Accepted
H2	Product Quality → Purchase Decision	0.092	0.121	0.087	1.066	0.287	Rejected
H3	Discount → Purchase Decision	0.502	0.503	0.081	6.178	0.000	Accepted
H4	Discount moderates Impulse Buying → Purchase Decision	-0.105	-0.111	0.053	1.983	0.048	Accepted
H5	Discount moderates Product Quality → Purchase Decision	0.136	0.130	0.103	1.326	0.210	Rejected

Source: SmartPLS Data Processing Results, 2026

Based on the above data, it can be concluded that: of the five hypothesis tests obtained in this study, three hypotheses were accepted and two other hypotheses were rejected.

Proof of the First Hypothesis Impulse Buying on Purchase Decisions

The first hypothesis testing shows that the T-statistic value of the relationship between Impulsive Buying and Purchase Decision is 4.521 > 1.96 with a P-value of 0.000 < 0.05 and an original sample value of 0.458, meaning H1 is accepted. This indicates a significant and positive influence: the stronger consumers' tendency toward impulsive buying, the greater the likelihood of making purchase decisions. Impulsive buying is reflected in four indicators spontaneity, compulsive drive, emotional excitement, and disregard for consequences. Spontaneity suggests consumers often buy suddenly without planning, so Superindo can place products strategically near the cashier to trigger unplanned purchases. Compulsive drive reflects strong urges to buy, which can be reinforced through limited-time promotions. Emotional excitement highlights the importance of a pleasant shopping atmosphere, requiring neat layouts, good lighting, and friendly service to stimulate positive emotions. Meanwhile, disregard for consequences shows consumers' tendency to ignore extra spending, so affordable pricing and small-sized product offers can encourage impulsive purchases. These findings confirm that purchase decisions are not always rational but are also shaped by emotional and spontaneous impulses. Thus, businesses and marketers should design strategies that foster impulsive buying, such as attractive product displays, time-limited promotions, and enjoyable store environments, to increase consumer purchase decisions. This result supports previous studies by Rini & Anasrullioh (2022), Rupayana et al. (2021), and Widianti et al. (2024), which also found a positive and significant effect of impulsive buying.

Proof of the Second Hypothesis Product Quality on Purchase Decisions

The second hypothesis testing shows that the T-statistic value of 1.066 < 1.96 and P-value of 0.287 > 0.05 with an original sample of 0.092 leads to the rejection of H2. This means product quality does not have a significant influence on consumer purchase decisions in the retail context of Superindo. The four indicators of product quality ease of use, durability, clarity of function, and variety of sizes are not considered dominant factors. Ease of use is less relevant since consumers are already accustomed to daily products; durability is not prioritized because retail goods are quickly consumed and short-term in nature; clarity of function is seen as uniform across brands, offering no added value; and size variations are less impactful as consumers focus more on immediate needs and affordable prices. These findings suggest that product quality does not strongly drive purchase decisions and may even weaken its influence in this retail setting. This result contradicts previous studies by Aghitsni & Busyra (2022), Madani et al. (2025), and Annisa et al. (2025), which found product quality to have a significant effect on purchase decisions.

Proof of the Third Hypothesis Discounts on Purchase Decisions

The third hypothesis testing shows that the T-statistic value of 6.178 > 1.96 and P-value of 0.000 < 0.05 with an original sample of 0.502 leads to the acceptance of H3. This indicates that discounts have a significant and positive effect on purchase decisions, meaning Superindo's discount strategies successfully stimulate consumer interest and drive buying behavior. Discount effectiveness is reflected in three indicators: frequency, size, and timing. Consistent discount frequency encourages repeat visits and purchases; attractive discount size enhances perceived product value, making consumers feel they gain more benefits; and strategic timing such as at the end of the week or during special moments pushes consumers to make immediate purchase decisions. Thus, well-planned and continuous discount strategies can serve as a competitive advantage for Superindo, boosting sales volume and

customer loyalty. These findings align with prior studies by Hariyantio (2025), Widioto et al. (2022), and Basalamah & Millaningtyas (2021), which also confirmed the positive and significant impact of discounts on purchase decisions.

Proof of The Fourth Hypothesis Discount Moderation on the Influence of Impulse Buying on Purchase Decisions

The fourth hypothesis testing shows that the T-statistic value of 1.983 > 1.96 and P-value of 0.048 < 0.05 with an original sample of -0.105 leads to the acceptance of H4. This indicates a significant effect, but the negative original sample value suggests that discounts weaken the direct influence of impulsive buying on purchase decisions. In other words, when discounts are offered, consumers tend to be more rational, focusing on price and economic benefits rather than purely emotional impulses. Thus, the presence of discounts shifts consumer motivation from spontaneous urges toward more planned decisions. In the retail context of Superindo, this finding implies that discount strategies not only stimulate impulsive purchases but also shape more cautious, value-oriented decision-making, still contributing positively to overall purchase decisions. This result is consistent with the findings of Aswar (2025), Imbayani & Gama (2024), and Belch & Belch (2018), who state that discounts can moderate the influence of impulsive buying on purchase decisions.

Proof of the Fifth Hypothesis Discount Moderation on the Influence of Product Quality on Purchase Decisions

The fifth hypothesis testing shows that the T-statistic value of 1.256 < 1.96 and P-value of 0.210 > 0.05 with an original sample of 0.136 leads to the rejection of H5. This means discounts do not significantly moderate the influence of product quality on purchase decisions. The findings suggest that the presence of discounts neither strengthens nor weakens the role of product quality in shaping consumer purchase behavior. In the retail context of Superindo, this can be explained by the fact that consumers already perceive daily products as having relatively uniform quality, so even when discounts are offered, product quality is not considered a primary factor in decision-making. Instead, consumers are more influenced by immediate needs, price, and promotional offers rather than product quality itself. Thus, discounts act more as a direct driver of purchase decisions rather than as a moderating factor between product quality and purchase decisions. This result contradicts the findings of Arriosadi & Achsa (2022), Puspitasari & Sarah (2026), and Pertiwi (2023), who argued that discounts can moderate the effect of product quality on purchase decisions.

CONCLUSION

Based on the hypothesis testing and discussion, it can be concluded that Impulse Buying and Discounts play a crucial role in influencing consumer Purchase Decisions at Super Indo Metro Sunter. Impulse Buying has a positive and significant effect, showing that consumer behavior is not always rational but often driven by emotional and spontaneous factors such as spontaneity, compulsive urges, emotional excitement, and disregard for consequences. In contrast, Product Quality does not significantly affect Purchase Decisions, indicating that consumers perceive daily necessities as having relatively uniform and standard quality, so it is not a primary consideration. Discounts, however, have a positive and significant impact, proving that well-designed discount strategies can effectively increase consumer interest and purchase decisions. Moreover, discounts significantly moderate the effect of Impulse Buying on Purchase Decisions in a negative direction, meaning that the presence of discounts shifts consumer motivation from purely emotional impulses toward more rational, value-oriented choices. On the other hand, discounts do not moderate the effect of Product Quality on Purchase Decisions, reinforcing that product quality is not a dominant

factor in this retail context. Overall, the study highlights that emotional drivers and price promotions exert stronger influence than product quality in shaping consumer purchase decisions at Super Indo Metro Sunter.

Based on the research conclusions, several recommendations can be made for the relevant parties. For the management of Super Indo Metro Sunter, it is suggested to continuously optimize marketing strategies that encourage consumer Impulse Buying, such as attractive product arrangements, creating a comfortable store atmosphere, and short-term promotions that are appealing and time-limited. Discount strategies should be designed consistently in terms of frequency, size, and timing to sustain consumer interest and build positive value perceptions. Although product quality was found not to have a significant effect, maintaining product standards remains essential to preserve consumer trust. For future researchers, it is recommended to include additional variables that may influence purchase decisions, such as price, brand image, store convenience, or customer loyalty, and to expand the research objects and locations so that the findings can be more widely generalized.

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