Potential impulse buying on product Honda Motor in West Java

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Abstract- The rapid era of globalization 4.0 has an impact on people's increasingly consumptive lifestyle. This phenomenon also affects to producers in marketing their products, thus creating a competitive climate in an increasingly competitive industry. Honda Motor in West Java is the top of the automotive industry market in terms of motorcycles, which has dominated market share for the past five years. Event marketing is known as a promotional activity that dominates Honda Motor's marketing strategy in West Java. However, the objective of event activities is not specifically directed at generating hard sales, while sales promotion programs are implemented intensively in each of these event activities.

This study analyzes sales promotion and event image on event marketing activities carried out by Honda Motor in West Java, as well as the potential impulse buying of consumers on motorcycle products that are influenced by these two variables. The research method is quantitative with a survey approach to the population of valid product buyers registered on event period February - March 2020 in the cities of Bekasi and Bandung. The sample size was determined by non-probability sampling using a purposive sampling technique of 63 samples. SEM-PLS is used as an analysis technique through structural equation modeling with the second order confirmatory factor analysis procedures.

The results showed that the respondents' responses to the impulse buying variable were in the good category (71.4%). The analysis of the direct effect from sales promotion and event image to impulse buying showed an influence of 0.132 with sales promotion having a positive and significant impact on impulse buying, while event image did not positive and significant effect on consumer impulse buying. This implication concludes that there is a potential impulse buying behavior among Honda motorcycle consumers in West Java which can be explained by the influenced of sales promotion program at the event being held, so the implementation of objectives in event marketing activities can be determined explicitly by Honda Motor Company to generate direct sales (hard sales) through sales promotion programs that can motivate impulsive buying behavior.

Index Terms- Impulse buying, sales promotion, event image, event marketing, structural equation modelling.

I. INTRODUCTION

The era of globalization 4.0 has rapidly entered to Indonesia, this is marked by the entry of increasingly sophisticated technology that emphasizes digital economy, artificial intelligence, big data, robotic, and so on. This phenomenon is known as disruptive innovation. Globalization is identical with a free market economy causes a fusion and shift of cultures, one of them is a consumptive culture (Gischa, 2020). The consumptive culture formed by the impact of the development of the globalization era is thought to have given forth the phenomenon of consumer behavior in impulsive purchases. Impulse buying is a common behavior in today's era. Consumption culture allows people to give up on various tempting offers and ultimately buy something without considering the consequences of the purchases they have made (Zimmerman, 2020). Era of globalization 4.0 also affects producers in marketing their products in such a way that consumers are lulled into a consumptive culture by various strategies in persuading consumers to make continuous purchases because the trend is always up to date. The government has launched a road map for making Indonesia 4.0 as a clear strategy and direction in developing the national industries in this era of globalization 4.0. In the roadmap of making Indonesia 4.0, the automotive industry is one of the five manufacturing sectors chosen to be a pioneer in the implementation of the industrial revolution 4.0, in addition to four other sectors, that are the food and beverage industry, the textile and clothing industry, the chemical industry and the electronics industry (kemenperin.go.id, 2020).

Every year the various of motorcycle models are launched, this makes consumers have many references in choosing to buy a motorbike according to what consumers like with various purchase motives. The motorcycle industry of Indonesia began in 1971 which was pioneered by PT. Astra Honda Motor (AHM), at that time still had the name PT. Federal Motor. PT. Daya Adicipta Motora (DAM) is the main distributor of Honda motorcycles and spare parts in West Java which contributes to PT. Astra Honda Motor. Based

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on data obtained from the ministry of industry, data processed by the association of Indonesian motorcycle industry (AISI), the realization of motorcycle sales in Indonesia during 2019 experienced a growth of 1.6% compared to the previous year. Total motorcycle production in 2019 reached 7,297,648 units, which is domestic distribution contributed 6,487,460 units, up from 6,383,108 units previously (aisi.or.id/statistic, 2020). From these data, PT. Astra Honda Motor (AHM) as the agent holder of the Honda motorbike brand in Indonesia is still strong at the peak of motorcycle sales in the 2019 period with a market share of 75.7% or 4,910,688 units with a flat 3% growth (Kuswaraharja, 2020). Regional market analysis shows that the total percentage of new motorcycle absorption by West Java reaches approximately 17%, followed by East Java at 15.7% and DKI Jakarta at around 12% (ARF, 2019). In 2019 Honda Motor still remains as the leader of the motorcycle market in the West Java with an increased in market share by 1.1% to 83.1% from 82% in the previous year (Sales Marketing & Logistics PT.DAM, 2020), this percentage can be projected that PT. DAM sold 895,927 units of motorcycle, with the largest contribution still projected to be automatic type 822,149 units, sport type 46,534 units and the remaining cub type contributed 27,243 units.

The achievement of sales figures for Honda Motor West Java cannot be separated from the marketing strategy adopted by PT. AHM and PT.DAM through several promotional programs which are run every year. In 2019, it was noted that the promotional programs run by PT. DAM, 57% is dominated by event marketing and sponsorship activities. This figure has increased the promotional quota on the event side by 5% compared to the previous year which was 52%. Based on the positive achievement of sales, it can be assumed that there are no problems in the marketing strategy implemented. However, in the implementation of event marketing activities in the field, sales promotion programs as part of the sales department program, with event activities that are part of the promotion department programs, there are often gaps related to the objectives set in various lines of event marketing activities carried out. Each department has its own key performance indicators, and in the end, event activities are often directed either directly or indirectly to the dominant objective towards achieving brand image. This means that the implementation of event marketing activities that contain sales promotion programs and activities that lead to the event image is not focused specifically on generating hard sales. The potential for impulse buying behavior is not considered and this is further strengthened by the understanding that motorcycle products that have a relatively high price value are considered reasonable if they generate soft sales.

II. LITERATURE REVIEW

A. Impulse buying

Marketers must have a thorough understanding of how consumers behave to be able to offer clear and precise value to each targeted consumer. Consumer behavior is a series of value-seeking activities carried out by a person to meet their needs. This means that the needs become the basic motivation for consumers to think, feel, and behave in order to create sufficient value. When value creation is fulfilled, the next process is the creation of desire (Babin and Harris, 2016). Consumer behavior can be described as a study that involves an individual or group process of selecting, buying, using or disposing of products, services, ideas, or experiences to satisfy their needs and wants (Solomon et al., 2016). In line with this opinion, Kotler and Keller (2016) state that consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Impulse buying occurs when consumers experience a strong and persistent desire to buy something suddenly and immediately (Rook, 1987). Meanwhile other literature confirms the strength of impulse buying encourage that occur in the individuals, impulse buying is different from unplanned purchases, when someone suddenly feels the boost that cannot resist, that is impulse buying (Solomon et al., 2016). Impulse buying can be explained from an experiential perspective, this purchase is often motivated by feelings, where consumers buy products spontaneously and with little attention to the consequences (Babin and Harris, 2016). The factors that can trigger impulsive purchases and have relevance to the object of research on motorcycle products can be identified into ten measurement dimensions, including: urge to purchase, positive emotions, negative emotions, shopping enjoyment, availability of money, availability of time, impulse tendency, promotion scheme, point of sales terminal/ATM facility and product category (Beatty and Ferrel, 1998; Pradhan, 2018).

B. Sales promotion

Sales promotion includes techniques that companies can use as part of their product marketing activities in an effort to achieve various goals, such as encouraging repeat purchases, building long-term customer loyalty, encouraging consumers to visit certain sales outlets, building retail stock levels, expanding or increasing product distribution (Jobber and Lancaster, 2015). Sales promotion is a major element in a marketing campaign, consisting of a set of incentive tools, mostly short-term, designed to stimulate the faster or greater purchase of a particular product or service by consumers (Kotler and Keller, 2016; Kotler and Armstrong, 2018). Sales promotion can be linked with the goal of shaping consumer behavior, where the incentives given to customers can encourage changes in their behavior according to marketers' goals (Wirtz and Lovelock, 2018). Sales promotion as the tools to motivate consumers which is intended as an incentive or incentive to make a purchase immediately. The tools that are the measurement dimensions can be identified as stated by Kotler and Keller (2016), including: samples, coupons, cash refund offers/rebates, price packs/cents-off deals,

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premium/gift, frequency programs, prizes (contest, sweepstakes and games), patronage awards, free trials, product warranties, tie-in promotions, cross promotion, point-of-purchase, price-off, allowance, free goods, trade shows and conventions, sales contest, specialty advertising. When associated with the goal of forming impulse buying behavior, sales promotion as incentive tools can be used as a significant measurement dimension consist of: loyalty program, price discount, free samples, buy one-get one free (Weerathunga and Pathmini, 2016). Mamuaya (2018) confirmed the dimensions of sales promotion with the sample, coupons, and price packing. In addition to the literature review, factor selection was carried out based on the results of interviews with experts related to the company being the object of research to produce indicators that were relevant and in accordance with the formulation of this study. The results of this study focus on eight dimensions of sales promotion, including: price discounts, free trial/riding tests, prizes (contests, sweepstakes, games), price packs, POP displays, loyalty programs, product warranties and cross promotions.

Sales promotion has a significant impact on impulse buying behavior that occurs in consumers (Weerathunga and Pathmini, 2016; Mamuaya, 2018). Sales promotion and hedonic shopping simultaneously have a positive impact on impulse buying (Amanah and Pelawi, 2015). Sales promotion is a strong predictor of hedonic and utilitarian and also the results show that hedonic is the strongest predictor of impulse buying (Metilda and Karthika, 2015). Therefore, the author put forward the first research hypothesis related to the relationship between sales promotion and impulse buying, that:

H1. Sales Promotion has a significant positive effect on Impulse Buying.

C. Event image

Apart from needing a tool to convey the message of the product value proposition in marketing, there is also an effective way to communicate the brand message. One effective way is with event marketing activities. It is a form of brand promotion that binds the brand with public activities that have high interest value (Shimp and Andrews, 2013). In order to connect the concept of event marketing used with empirical facts on the results of its impact on targeted consumer behavior, the variables to be measured are determined based on how the consumer's memory and knowledge can be composed through the formation of the perception of the event being held. The cumulative interpretation of the meanings or associations associated with events by consumers is called event images (Gwinner in Deng et al., 2015). Event image from a psychosociology perspective is a cognitive construction that connects a rational and effective representation of an event by a person or group (Ferrand and Pages in Deng et al., 2015). Event image is a function that combines elements of event types, event characteristics and individual factors. And an important note is the element of individual factors because it relates to perceptions that are influenced by individual assessment factors based on information obtained from previous experiences (Gwinner, 1997 in Hallmann et al., 2011).

Event image is generally considered to have the same theoretical foundation as brand image, which is based on the framework of Kotler and Keller's model of brand equity. Brand image and event image are formed and composed in the mechanism of human memory and knowledge. An important characteristic of an event image that is similar to a brand image is its dynamic nature. Event image does not remain in the human mind because it is influenced by various factors, as well as brand image. 17 items of event image measurement indicators were identified as the results of the extraction from five dimensions which has demonstrated the reliability and validation as a strong measurement scale. The dimensions referred to include: benefits, facilities, services, themes and event content (Deng et al., 2015).

Brand image has a positive effect on impulse buying, while the use of promotional strategies can generally affect consumer evaluation of brand image, but the effect depends on the type of promotional tools used and the product category being promoted, promotions that involve non-monetary leads to a higher increase in brand image. (Husnul et al., 2017). To build a strong brand image, it is necessary to take branding steps that will provide brand strength and be a powerful way to strengthen the competitive advantage of products and services. (Kotler and Keller, 2016). Branding has a significant impact and predicts a good proportion of variants in impulse buying behavior (Husnain and Akhtar, 2016). Based on the explanation, the author put forward the second research hypothesis related to the relationship between event image and impulse buying, that:

H2. Event Image has a significant positive effect on Impulse Buying.

Promotion affects the consumer evaluation of brand image, but the effect depends on the type of promotion tool and product category. Frequent use of promotions that involve monetary (price) will decrease the assessment of the brand image, while promotions that involve non-monetary leads to an increase in a higher brand image. These results are moderated by the product category variable (Montaner and Pina, 2018). The utilitarian value of sales promotion has the maximum impact on brand loyalty, whereas the hedonic value of sales promotion has the maximum impact on the brand association. The hedonic value of sales promotion can be used to make consumers related to brand image, while the utilitarian value of sales promotion can be used to increase repurchase (Sinha and Verma, 2018). This underlies the author in proposing the third hypothesis regarding the relationship between sales promotion and event image, that:

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H3. Sales Promotion has a significant positive effect on Event Image.

Promotion and brand image affect impulse buying, and the one that most influences impulse buying is promotion (Husnul et al., 2017). Sales promotion can be used to make consumers related to brand image (Sinha and Verma, 2018). Regarding the relationship above, the author put forward the fourth hypothesis, that:

H4. Sales promotion has a significant positive effect on Impulse Buying with Event Image as an intervening variable.

III. RESEARCH METHODS

The type of research applied is descriptive causal. The type of descriptive research is designed to describe the phenomenon of consumer impulse buying behavior on motorcycle products, while a causal approach is used to analyze the relationship of how the effect of sales promotion and event image on impulse buying consumers of Honda motorbikes in West Java (Sekaran and Bougie, 2016; Indrawati, 2105). The method used in this research is quantitative with a survey strategy that allows collecting data that occurs in the past or present about beliefs, opinions, characteristics, behaviors, variable relationships and/or testing several hypotheses about sociological and psychological variables on a sample from a particular population, with data collection techniques through interviews or questionnaires, research results tend to be generalized (Sugiyono, 2019). Quantitative methods in business research usually measure consumer behavior, knowledge, opinions or attitudes (Cooper and Schindler, 2014).

Visitors who bought Honda motorcycle during the event were the target respondents in this study, respondent data was obtained from the registration process at the sales booth of Regional Public Launching Honda BeAT event for the period 8-9 February 2020 at Summarecon Mall in Bekasi and Honda Premium Matic Day event for the period 7- 8 March 2020 at Paskal 23 Mall in Bandung. On the event, there were 63 registered visitors as consumers who were valid purchased a product of Honda motorcycle. The determination of total samples was based on the sampling method using a non-probability sampling technique, namely purposive sampling. It was the deliberate selection of certain samples by researchers to produce logical samples that represent or can provide information to answer research problems (Indrawati, 2015). To measure respondents' attitudes, opinions and perceptions, a Likert scale was used with a statement on a five-point scale, starting from the lowest point 1 (one) is strongly disagree and the highest point 5 (five) is strongly agree (Sekaran and Bougie, 2016).

Data analysis techniques in quantitative research are using statistics (Sugiyono, 2019). The statistics used in this study are descriptive statistics, because the authors only describe the sample data, and do not make conclusions that apply to the population where the sample is drawn. Descriptive analysis is based on obtaining a total score for each variable dimension compared to the ideal score obtained from the answers of all respondents who are assumed to answer strongly agree. Then the results are interpreted based on the score criteria based on the range value obtained from the largest cumulative value minus the smallest cumulative value and divided by five predetermined measurement scales.

Table 1. Score Interpretation Criteria.

Percentage	Category
20% ≤ Nilai < 36%	Very low
36% ≤ Nilai < 52%	Low
52% ≤ Nilai < 68%	Moderate
68% ≤ Nilai < 84%	Good
84% ≤ Nilai < 100%	Very good

Source: Data processed, 2020

In addition to descriptive analysis for describe how much respondents rated of the variables, the causal study approach was another research objective of this study. Structural equation modeling (SEM) analysis is used to meet the research objectives in analyzing the relationship and level of influence between variables. The structural equation model used is partial least square (PLS-SEM). The PLS-SEM analysis method has two components of the evaluation model. The first component is the evaluation of the measurement model or known as the outer model to assess the validity and reliability of the model. The second component is the evaluation of the structural model, usually referred to as the inner model, which aims to predict the relationship between latent variables (Hair et al., 2011). In order to test how well the measurement theory between the variables and the measured factors is in accordance with the facts captured by the data, the measurement model in SEM uses confirmatory factor analysis (CFA) (Hair et al., 2019).

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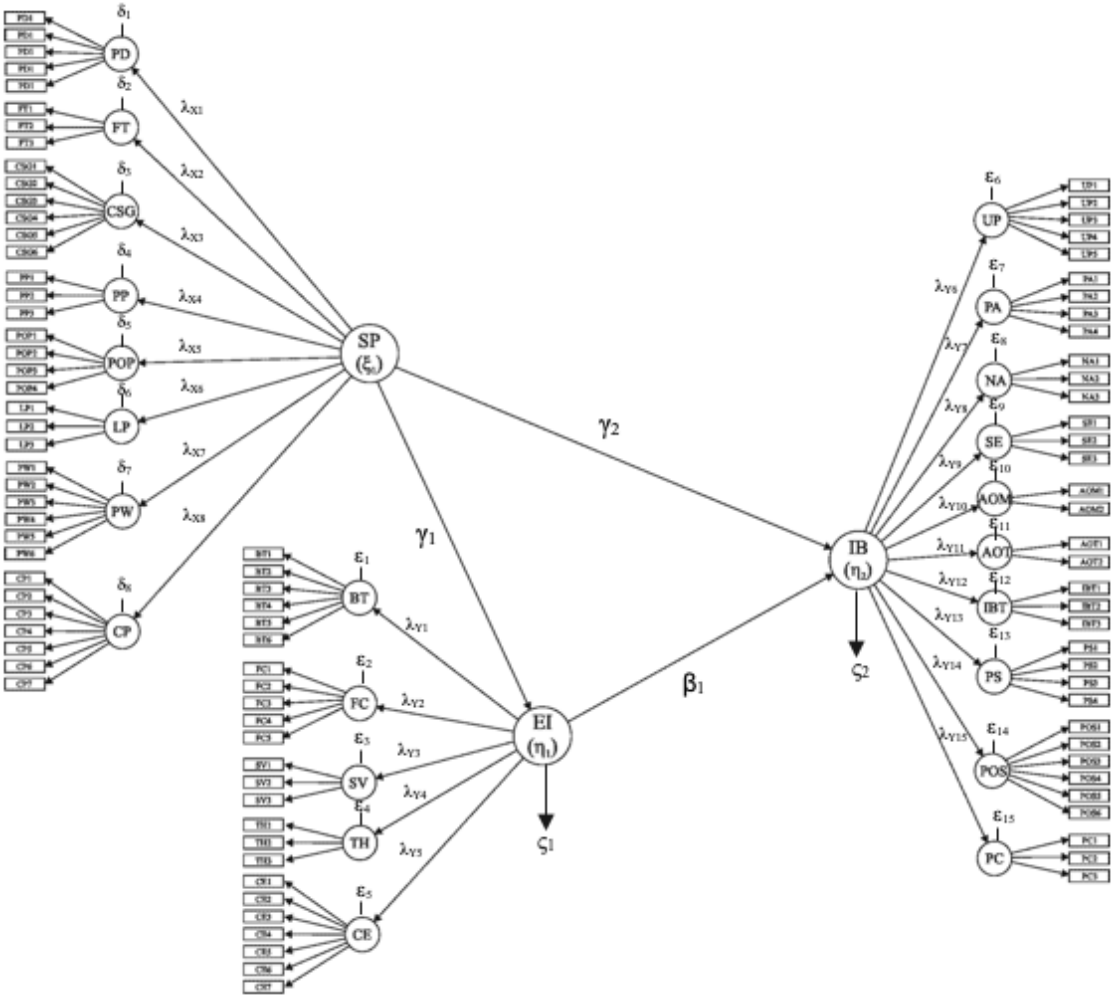
PLS-SEM analysis in this study was carried out in two levels, that is second order confirmatory factor analysis (SOCFA). The second level of testing in PLS-SEM is used when a construct can conceptually be formed by multidimensional measures that can be measured through its indicators.



Source: Data processed, 2020
Figure 1. Measurement and Structural Models (SOCFA)

Measurement and structural models that describe the relationship between latent variables and their manifest variables can be explained in the form of the following equation:

Table 2. Measurement Model Equations.

Exogenous latent variable *Sales promotion* (reflective)	1st Endogenous latent variable *Event image* (reflective)	2nd Endogenous latent variable *Impulse buying* (reflective)
$x_1 = \lambda_{x1}\xi_1 + \delta_1$	$y_1 = \lambda_{y1}\eta_1 + \varepsilon_1$	$y_6 = \lambda_{y6}\eta_2 + \varepsilon_6$
$x_2 = \lambda_{x2}\xi_1 + \delta_2$	$y_2 = \lambda_{y2}\eta_1 + \varepsilon_2$	$y_7 = \lambda_{y7}\eta_2 + \varepsilon_7$
$x_3 = \lambda_{x3}\xi_1 + \delta_3$	$y_3 = \lambda_{y3}\eta_1 + \varepsilon_3$	$y_8 = \lambda_{y8}\eta_2 + \varepsilon_8$
$x_4 = \lambda_{x4}\xi_1 + \delta_4$	$y_4 = \lambda_{y4}\eta_1 + \varepsilon_4$	$y_9 = \lambda_{y9}\eta_2 + \varepsilon_9$
$x_5 = \lambda_{x5}\xi_1 + \delta_5$	$y_5 = \lambda_{y5}\eta_1 + \varepsilon_5$	$y_{10} = \lambda_{y10}\eta_2 + \varepsilon_{10}$
$x_6 = \lambda_{x6}\xi_1 + \delta_6$		$y_{11} = \lambda_{y11}\eta_2 + \varepsilon_{11}$
$x_7 = \lambda_{x7}\xi_1 + \delta_7$		$y_{12} = \lambda_{y12}\eta_2 + \varepsilon_{12}$
$x_8 = \lambda_{x8}\xi_1 + \delta_8$		$y_{13} = \lambda_{y13}\eta_2 + \varepsilon_{13}$
		$y_{14} = \lambda_{y14}\eta_2 + \varepsilon_{14}$
		$y_{15} = \lambda_{y15}\eta_2 + \varepsilon_{15}$

Source: Data processed, 2020

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Meanwhile, to describe the relationship between the latent variable sales promotion, event image and impulse buying, mathematically the structural equation can be written as follows:

$$\eta_1 = \gamma_1 \xi_1 + \varsigma_1$$
$$\eta_2 = \gamma_2 \xi_1 + \beta_1 \eta_1 + \varsigma_2$$

Evaluation of the measurement model (outer model) is carried out by analyzing the validity and reliability of the construct. The construct validity test consists of convergent validity and discriminant validity tests. Reliability test in PLS-SEM, the measurement model tested can be explained from the coefficient value of Cronbach's alpha and the value of composite reliability. The evaluation of the PLS-SEM (inner model) structural model is carried out to test the strength of the constructs, to analyze the influence between latent variables so that it can be seen whether the hypothesis can be accepted or rejected.

IV. RESULT AND DISCUSSION

A. Descriptive analysis

The summary of the descriptive analysis results shows that the respondents' responses to sales promotions are in the good category with an average score of 4.18 or 83.6%, the event image is in the good category with an average score of 4.10 or 81.9%, and impulse buying also is in the good category with an average score of 3.57 or 71.4%.

B. Model analysis PLS-SEM

The results of the measurement model test (outer model) show that all indicator items have a positive correlation value above 0.20 which indicates that the model has met the convergent validity requirements (Guildford, 1956 in Indrawati, 2015). Besides that, the results of the measurement model test also show that there are indicator items that have a relatively minimum loading factor value, namely the price discount item indicator PD3 = 0.602, PD4 = 0.683; free trial indicator on item FT1 = 0.676; POP indicator display on POP4 items = 0.598; and the urge to purchase indicator on the UP2 item = 0.536. While other indicator items have a loading factor value greater than 0.7. This means that the indicator items PD3, PD4, FT1, POP4 and UP2 are still acceptable for use as measuring tools because they still have sufficient convergent validity with a value of at least 0.5 (Hair et al., 2010; in Indrawati 2015) along with other indicator items in each latent variable that have good convergent validity > 0.7 (Chin and Dibbern, 2010; Henseler et al., 2009; Ghozali, 2008; Urbach and Ahlemann, 2010; Vinzi, Trincherra, and Amanto, 2010; in Indrawati, 2015).

Likewise, the discriminant validity test illustrates that the research model has good validity, where the measuring instruments used in the predicted variables construct are not highly correlated. From the Fornell lacker criterion test results, it was found that the square root of AVE value on the sales promotion variable was 0.737, higher than the correlation between sales promotion with event image (0.649) and with impulse buying (0.359). The square root value of AVE in the event image variable was 0.904 higher than the correlation between event image and sales promotion (0.737) and impulse buying (0.274). Then the square root of AVE value in the impulse buying variable was 0.813 which was higher than the correlation between impulse buying and sales promotion (0.359) and event image (0.274). Thus, all constructs have a square root of AVE value that is greater than the correlation value of this construct with other constructs, so that the measuring instrument in the model meets the requirements for discriminant validity (Indrawati, 2015).

The measurement model shows the results that each latent variable has an average composite reliability (CR) of 0.9 and is confirmed by an average Cronbach's alpha (CA) value of 0.9 as well. Thus, the research instrument used has high reliability, well above 0.7 (Hair et al., 2010; Kaplan and Saccuzzo, 1993; Nunnally and Bernstein, 1994; Pedhazur and Pedhazur, 1991; in Indrawati, 2015) and good above 0.8 (Sekaran and Bougie, 2016). All indicators have accuracy, consistency and exactness in measuring each construct.

Model testing is continued with the structural model (inner model) to analyze the strength of the construct, ensure predictive ability, measure the level of variation in variable changes, measure the value of the resulting observations, validate the overall model performance, and finally evaluate the effect and significance of the relationship between variables. The results obtained are (1) There is no collinearity between constructs, both sales promotion to the event image (VIF value = 1.0) and to impulse buying (VIF value = 1.72), as well as the event image towards impulse buying (value VIF = 1,72). The resulting VIF value is less than 5, which indicates the absence of collinearity between constructs (Sarstedt et al., 2017). And higher than 0.20 (Hair et al., 2016), thus the research model has good predictive ability because there is no collinearity problem that can bias the regression results. (2) The coefficient of determination (R^2 value) informs the variation of changes in the construct, where there is a direct effect of sales promotion on the event image of 0.421 and sales promotion through the event image affect impulse buying of 0.132. The magnitude of the substantive influence of the sales promotion construct on the event image construct is large with a value of $f^2 = 0.727$, while impulse buying is relatively small with a value of $f^2 = 0.065$ (Cohen, 1988; in Sarstedt et al., 2017). Meanwhile, the event image construct for impulse

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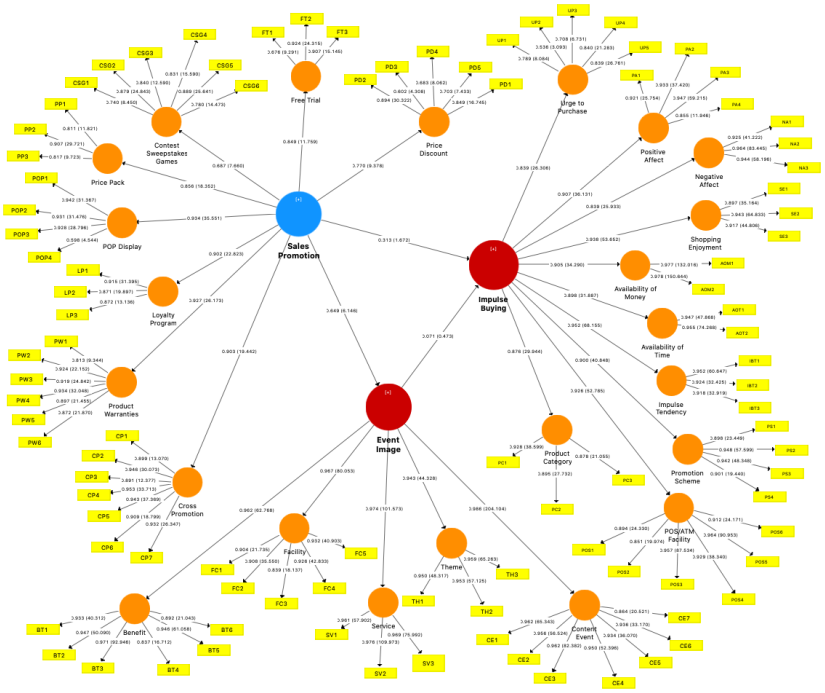
buying shows no substantive effect because the value of f^2 = 0,003 (Sarstedt et al., 2017). (3) The predictive relevance test through the total coefficient of determination (Q^2) on the path model shows the observed values have been reconstructed well, thus the research model has predictive relevance because the value of sales promotion in influencing event image (Q^2 = 0,332) and impulse buying (Q^2 = 0,084) are both equally has a value of Q^2> 0 (Sarstedt et al., 2017). The predictive relevance effect size when the sales promotion construct is removed from the model shows a value of q^2 = 0.039 which interprets that the effect is small (Hair et al., 2016). (4) Measurement of the goodness of fit (GoF) index in validating the performance of the structural model as a whole is obtained a relatively large value, that is 0.432. The greater the GoF index, the more appropriate the model is in explaining empirical data, so that the overall research model formed is fit (Tenenhaus, 2008).

Table 3. Result test of GoF (Goodness of fit).

Construct	AVE	R *square*	GoF=($\sqrt{\overline{AVE}\ x\ \overline{R^2}}$)
Sales Promotion	0,544	-	0,432
Event Image	0,817	0,421	
Impulse Buying	0,661	0,132	
Average value	0,674	0,276	

Source: Data processed, 2020

C. Path analysis



Source: Data processed, 2020
Figure 2. Path Diagram of Full Structural Model (PLS-Bootstrapping)

Based on the path diagram model according to Figure 2, data processing is carried out using the bootstrapping procedure in the software of SmartPLS 3.0, the results of the test recapitulation are obtained based on the path coefficient value and the t-statistic value as follows:

Table 4. Statistic test result

Constructs relation	Path Coefficient	T-Statistic	P-Value
Sales Promotion > Impulse Buying	0,313	1,672	0,048
Event Image > Impulse Buying	0,071	0,473	0,318
Sales Promotion > Event Image	0,649	6,146	0,000

Source: Data processed, 2020

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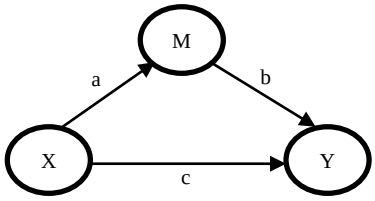
The results of statistical testing on the first hypothesis show that the relationship between sales promotion and impulse buying results in a path coefficient value of 0.313 which is positive, this indicates that the relation character between the variables is positive. The calculation of t-value 1,672 > t-table 1,64 for hypothesis testing with an error rate of 5% ($\alpha = 0.05$ for one tailed) and p-value 0,048 < 0.05 are indicates a significant effect (Abdillah and Hartono, 2015). These results can be interpreted that sales promotion has a positive and significant effect on consumer impulse buying. Its mean that if the sales promotion program was executed by Honda Motor West Java is getting better or improved, it will increase the impulse buying behavior of its consumers. Therefore, the hypothesis H1 is accepted.

Statistical testing on the second hypothesis about the relationship of the event image variable to impulse buying results in a path coefficient value of 0.071 which is positive. The calculation of t-value 0.473 < t-table 1.64 and p-value 0.318 > 0.05 are indicates no significant effect. These results can be interpreted that event image has no positive and significant effect on consumer impulse buying. This means that the event image generated from the event marketing activities were performed by Honda Motor West Java does not affect the impulse buying behavior of its consumers. Therefore, the H2 hypothesis is rejected. This result is not in line with the results of previous research, this can be explained because the event image is formed and composed in the mechanism of human memory and knowledge, with its dynamic nature in the human mind because it is influenced by various factors. The factors that caused this difference in results can be identified from the object of previous research that focused on type of FMCG's product (fast moving consumer good), while the object of this study focused on the type of non-FMCG's product, specifically motorcycle is classified as durable goods. Another factor is the characteristics and psychological conditions of respondents as consumers when responding to each stimulation, which greatly affects the response of consumers when giving responses and assessments in each study. Marketing stimuli received by consumers generally will affect the two sides of the consumer's response which are interconnected. First, stimulation will bring forth to responses based on the characteristics of the consumers themselves who have cultural backgrounds, social life and identification as a person. Second, stimulation will generate responses that are based on the psychological condition of consumers including motivation, perception, learning and memory resulting from previous consumer experiences (Kotler and Keller, 2016).

The third hypothesis is about the relationship between the sales promotion variable and the event image, the results of statistical testing produce a path coefficient value of 0.649 which is positive. The calculation of t-value 6.146 > t-table 1.64 and p-value 0.000 <0.05 are indicates a significant effect. These results can be interpreted that sales promotion has a positive and significant effect on the event image. That is, if the sales promotion program was executed by Honda Motor West Java is getting better or improved, it will increase the event image resulting from the event marketing activities that were performed. Therefore, the hypothesis H3 is accepted.

D. Analysis of intervening effect

In analyzing the strength of the relationship between predicted variables as a mediator to other variables, the test in this study was carried out by measuring the indirect effect between the sales promotion variable on impulse buying through event image as the mediating variable. Changes in sales promotion variables lead to changes in the event image variable and ultimately lead to changes in the impulse buying variable. To confirm the results of the analysis of the effect of mediation, the author adopts a simple plot on the Baron and Kenny's test model which recommends testing the significance of the indirect pathway using the Sobel Z-test formula approach (Zhao et al., 2010). Data processing was performed using the online Sobel Z-test calculator approach.



Source: Zhao et al., 2010
Figure 3. Baron and Kenny's test model

Sobel Z-test formula:

$$z = \frac{a\ x\ b}{\sqrt{b^2\ s_a^2 + a^2\ s_b^2}}$$

were Z = indirect effect value; *Sa* = standard error a; *Sb* = standard error b

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Table 5. Result test of specific indirect effect

Constructs relation	Path Coefficient	T-Statistic	P-Value
Sales Promotion > Event Image > Impulse Buying	0,046	0,455	0,325

Source: Data processed, 2020

The results of the indirect effect test show that the path coefficient value of 0.046 is positive with the calculation of a t-value of 0.455 < t-table 1.64 and p-value of 0.325 > 0.05 are indicates that there is no significant indirect effect. In order to ensure the results of this test and at the same time ensure the answer to the fourth hypothesis regarding the relationship of the sales promotion variable to impulse buying through the event image as a mediating variable, an alternative method of Sobel Z-test was calculated using the path coefficient value parameter and the standard deviation value.

Table 6. Parameter values of Sobel test

Constructs relation	Path Coefficient	Standard Deviation (s)
Sales Promotion > Event Image (a)	0,649	0,106
Event Image > Impulse Buying (b)	0,071	0,150

Source: Data processed, 2020

Based on the parameter values, the calculation result of Sobel test calculator obtained as follows:

Table 7. Mediation test of the Sobel test method

Constructs relation	T-statistic	P-value (one tailed)
Sales Promotion > Event Image > Impulse buying	0,472	0,318

Source: Data processed, 2020

The results of the mediation effect test showed that the t-value of 0.472 < t-table 1.64 and p-value of 0.318 > 0.05 are indicates that there was no significant indirect effect. This result can be confirmed that the specific indirect effect test results are same as the Sobel test method, that the event image is not able to mediate the effect of sales promotion on impulse buying. Its means that the achievement of event image for event marketing activities were performed by Honda Motor West Java is not able to increase or decrease the influence of sales promotions was executed in an effort to increase consumer impulse buying behavior. It can be concluded that the hypothesis H4 is rejected.

V. CONCLUSION

Sample's responses about impulse buying are in the good category with an average score of 3.57 or 71.4%. The results of direct effect analysis of sales promotion and event image on impulse buying indicate an effect of 13,2%, although the magnitude of the substantive influence of sales promotion is relatively small (0.065) and there is no substantive effect of event image (0.003). Based on the results of these two analyzes, it can be concluded that there is a potential for impulse buying on Honda motorcycle products in West Java which can be explained by the influenced of sales promotion program when event marketing activities are carried out, while the resulting event image does not contribute directly to impulse buying.

Hypothesis test regarding the effect of sales promotion on impulse buying shows that there is a positive and significant influence, likewise sales promotion shows a positive and significant effect on event image. As for, event image has no positive and significant effect on impulse buying.

The implication of the conclusion points above can be used as a rationale for the promotion department and the sales department at PT. DAM as the main dealer of Honda Motor in West Java and PT. AHM as the agent of Honda Motor brand in Indonesia to align the objectives set in various lines of event marketing, where event activities can focus specifically aimed at generating hard sales through the option approach of sales promotion incentive tools which can influence consumer impulse buying behavior.

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APPENDIX 1

Table A1. Descriptive analysis about sales promotion

No.	Indicators	Code	Total score	% Score	Average	Ideal score
1	Price Discount	PD	1263	80.2%	4.01	1575
2	Free Trial	FT	808	85.5%	4.28	945
3	Prize (contests, sweepstakes, games)	CSG	1483	78.5%	3.92	1890
4	Price Pack	PP	775	82.0%	4.10	945
5	POP Display	POP	1073	85.2%	4.26	1260
6	Loyalty Program	LP	792	83.8%	4.19	945
7	Product Warranties	PW	1627	86.1%	4.30	1890
8	Cross Promotion	CP	1924	87.3%	4.36	2205
Score SP			9745		4.18	11655
Percentage			83.6%			
Criteria		Good				

Table A2. Descriptive analysis about event image

No.	Indicators	Code	Total score	% Score	Average	Ideal score
1	Benefit	BT	1571	83.1%	4.16	1890
2	Facility	FC	1279	80.6%	4.06	1575
3	Service	SV	777	82.2%	4.11	945
4	Theme	TH	772	81.7%	4.08	945
5	Content Event	CE	1793	81.3%	4.07	2205
Score EI			6192		4.10	7560
Percentage			81.9%			
Criteria		Good				

Table A3. Descriptive analysis about impulse buying

No.	Indicators	Code	Total score	% Score	Average	Ideal score
1	Urge to Purchase	UP	1163	73.8%	3.69	1575
2	Positive Affect	PA	910	72.2%	3.61	1260
3	Negative Affect	NA	665	70.4%	3.52	945
4	Shopping Enjoyment	SE	659	69.7%	3.49	945
5	Availability of Money	AOM	449	71.3%	3.56	630
6	Availability of Time	AOT	460	73.0%	3.65	630
7	Impulse Tendency	IBT	660	69.8%	3.49	945
8	Promotion Scheme	PS	946	75.1%	3.75	1260
9	POS/ATM Facility	POS	1309	69.3%	3.46	1890
10	Product Category	PC	653	69.1%	3.46	945
Score IB			7874		3.57	11025
Percentage			71.4%			
Criteria		Good				

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APPENDIX 2

Table B1. Exploratory Factor Analysis of Sales Promotion (N=63)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
PD	**Price Discount**			**0.569**	**0.866**
PD1	Price discount was the reason I bought a Honda motorcycle.	0,784	0.849		
PD2	I feel lucky to get a price discount when buying a Honda motorcycle.	0,768	0.894		
PD3	I would buy a motorcycle from another brand if it was discounted.	0,419	0.602		
PD4	I favoured other brands, but I chased to buy a Honda motorcycle because it offered a price discount.	0,454	0.683		
PD5	The price discount made me buy a Honda motorcycle earlier than planned.	0,523	0.703		
FT	**Free Trial**			**0.711**	**0.879**
FT1	Tried a Honda motorcycle made me buy it.	0,611	0.676		
FT2	I became aware of Honda motorcycles because I was offered to try them out.	0,776	0.924		
FT3	Tried a Honda motorcycle made me know about the advantages about the new product offered.	0,697	0.907		
CSG	**Prize: Contest, Sweepstakes, Games**			**0.686**	**0.929**
CSG1	Contest, sweepstakes, games that I am interested at Honda event are challenging things.	0,529	0.740		
CSG2	The prizes at the event made me buy a Honda motorcycle .	0,633	0.879		
CSG3	A great opportunity to win a sweepstakes prize at the event made me interested in buying a Honda motorcycle.	0,638	0.840		
CSG4	The contest rules that were easy to follow during the event attracted me to buying a Honda motorcycle.	0,624	0.831		
CSG5	The procedures for the games that were easy to follow in the event attracted me to buy a Honda motorcycle.	0,634	0.889		
CSG6	Prize promotions conducted by Honda with utilize social media attracted me to buy a Honda motorcycle.	0,720	0.780		
PP	**Price Pack**			**0.716**	**0.883**
PP1	The product package with free service attracted me to buy a Honda motorcycle.	0,725	0.811		
PP2	The special package offer as a Honda user made me interested to re-buy a Honda motorcycle.	0,802	0.907		
PP3	Offering different product packages from other brands made me interested to buy a Honda motorcycle.	0,689	0.817		
POP	**POP Display**			**0.743**	**0.918**
POP1	I'm interested to buy, because the Honda motorcycle display was easily to recognized by the brand.	0,846	0.942		

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Table B1.	(Continued)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
POP2	I'm interested to buy, because the Honda motorcycle display was styled attractively.	0,822	0.931		
POP3	I'm interested to buy, because the Honda motorcycle display includes pricing information easily to understand.	0,846	0.928		
POP4	The placement of Honda motorcycle displays are close to the transaction facility, made easier for me to decide to buy it.	0,602	0.598		
LP	**Loyalty Program**			**0.785**	**0.916**
LP1	I have benefited from the Always Honda program.	0,849	0.942		
LP2	I know the function of the Always Honda member card that is given to Honda motorcycle buyers.	0,727	0.871		
LP3	The Always Honda program attracted me to make repeat purchases in the future.	0,756	0.872		
PW	**Product Warranties**			**0.799**	**0.960**
PW1	The engine warranty offered by Honda motorcycle for five years made me interested to make a purchase.	0,712	0.813		
PW2	Lost insurance coverage within a certain period makes me comforted to buy a Honda motorcycle.	0,756	0.924		
PW3	Guaranteed spare parts replacement within a certain period makes me interested to buy a Honda motorcycle.	0,809	0.919		
PW4	Guaranteed the availability of spare parts repair services through the AHASS repair shop network was my considerate to buy a Honda motorcycle.	0,785	0.934		
PW5	Guaranteed facilities for new products in case of problems make me comforted to buy a Honda motorcycle.	0,884	0.897		
PW6	The additional warranty period offered by Honda made me interested to make a purchase.	0,801	0.872		
CP	**Cross Promotion**			**0.856**	**0.976**
CP1	I have been came to a big event sponsored by Honda.	0,731	0.899		
CP2	Knowing the sponsor of the big event was Honda, I became believed to the Honda brand.	0,763	0.946		
CP3	A lot of Honda logos at the big event helped me find out about the existence of Honda motorcycle.	0,804	0.891		
CP4	From this big event, I learned the advantages of Honda products.	0,816	0.953		
CP5	I was able to see the unit product of Honda motorcycle at the big event in person.	0,801	0.943		
CP6	In this big event, I had a wonderful experience with Honda motorcycle.	0,754	0.909		
CP7	In this big event, Honda provided attractive product offers.	0,835	0.932		

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Table B2.	Exploratory Factor Analysis of Event Image (N=63)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
BT	**Benefit**			**0.850**	**0.971**
BT1	The event that Honda held satisfied my curiosity about Honda motorcycle products.	0,902	0.933		
BT2	The event that Honda held expanded my insight into safety riding through to try a Honda motorcycle directly.	0,917	0.947		
BT3	I learned about new technology from an event that Honda held.	0,938	0.971		
BT4	I learned about the latest lifestyle trends from the event that Honda held.	0,772	0.837		
BT5	I found new ideas from event that Honda held.	0,906	0.946		
BT6	The event that Honda held improved my social relationship by met peoples.	0,875	0.892		
FC	**Facility**			**0.815**	**0.956**
FC1	The event that Honda organized has good safety system.	0,912	0.904		
FC2	The event that Honda organized has good cleaning facilities.	0,890	0.908		
FC3	The event that Honda organized is equipped with a comfortable air conditioning system.	0,760	0.839		
FC4	The event that Honda organized is equipped with convenience special seats for transactions.	0,884	0.926		
FC5	The event that Honda organized is equipped with good information service facilities.	0,906	0.932		
SV	**Service**			**0.938**	**0.978**
SV1	The event that Honda held was carried out by a neat-looking staffs.	0,933	0.961		
SV2	The Honda event staffs were provided high-quality service.	0,941	0.976		
SV3	All staff in the Honda event are friendly to every visitor.	0,957	0.969		
TH	**Theme**			**0.910**	**0.968**
TH1	I know about that Honda event from one of media Honda publication.	0,860	0.950		
TH2	I think the name of that Honda event is unique.	0,899	0.953		
TH3	The tittle of event that Honda held had accordance with the contents of activities that were realized.	0,937	0.959		
CE	**Content Event**			**0.881**	**0.981**
CE1	In the Honda event, the performance show was interesting.	0,957	0.962		
CE2	At the Honda event, there was a unique product display exhibition.	0,938	0.956		
CE3	In the Honda event, there were a unique interactive activities.	0,944	0.962		
CE4	The area sign system in that Honda event can control the flow of visitors effectively.	0,937	0.950		

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Table B2.	(Continued)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
CE5	There are regular queue arrangements at the Honda event.	0,910	0.934		
CE6	The Honda event was hosted by an interactive presenter.	0,937	0.936		
CE7	The guest stars at the Honda event were well known artists who were rising in popularity.	0,848	0.864		

Table B3.	Exploratory Factor Analysis of Impulse Buying (N=63)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
UP	**Urge to Purchase**			**0.564**	**0.863**
UP1	At that time, I bought a Honda motorcycle spontaneously.	0,623	0.789		
UP2	At that time, I did not actually plan to buy a Honda motorcycle.	0,274	0.536		
UP3	"Buy now, think later" described my thoughts when buying a Honda motorcycle at that time.	0,574	0.708		
UP4	At first, I was just looking at Honda motorcycle products that were exhibiting at the mall.	0,749	0.840		
UP5	When I looked at motorcycle product exhibition at the mall, I felt the urge to buy it right away.	0,784	0.839		
PA	**Positive Affect**			**0.837**	**0.953**
PA1	At that time, I was feeling excited, so I decided to buy a Honda motorcycle right away.	0,844	0.921		
PA2	At that time, I was enthused that I decided to buy a Honda motorcycle right away.	0,811	0.933		
PA3	I was proud to buy a Honda motorcycle right away.	0,810	0.947		
PA4	I decided to buy a Honda motorcycle right away, because I felt inspired by it.	0,837	0.855		
NA	**Negative Affect**			**0.892**	**0.961**
NA1	At that time, I was feeling depressed, so I decided spontaneously to buy a Honda motorcycle right away.	0,810	0.925		
NA2	At that time, I was feeling disappointed, so I decided spontaneously to buy a Honda motorcycle right away.	0,757	0.964		
NA3	At that time, I was feeling sensitive offended, I decided spontaneously to buy a Honda motorcycle right away.	0,786	0.944		
SE	**Shopping Enjoyment**			**0.845**	**0.942**
SE1	When I was at the mall, I bought a Honda motorcycle spontaneously, because for me shopping was just my spare time.	0,811	0.897		

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Table B3.	(Continued)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
SE2	At the mall, I bought a Honda motorcycle spontaneously, because shopping is one of my favourite activities.	0,892	0.943		
SE3	Buying a Honda motorcycle at the mall is a fun experience.	0,873	0.917		
AOM	**Availability of Money**			**0.956**	**0.977**
AOM1	I bought a Honda motorcycle spontaneously being used to shopping for more than was necessary when I had cash.	0,880	0.977		
AOM2	I bought a Honda motorcycle spontaneously having the cash to pay the required down payment.	0,885	0.978		
AOT	**Availability of Time**			**0.905**	**0.950**
AOT1	I bought a Honda motorcycle spontaneously, because it was free time.	0,815	0.947		
AOT2	At that time, I just spent my time for looking the Honda motorcycle on displayed, until I finally decided to buy one.	0,883	0.955		
IBT	**Impulse Tendency**			**0.867**	**0.951**
IBT1	I felt strong urge to buy suddenly to buy a Honda motorcycle right away.	0,897	0.952		
IBT2	My experience of buying a Honda motorcycle spontaneously was very enjoyable.	0,879	0.924		
IBT3	I am a person who made a purchase of Honda motorcycle without any prior planning.	0,883	0.918		
PS	**Promotion Scheme**			**0.851**	**0.958**
PS1	The product promotion with the words “limited edition” aroused my passion to buy a Honda motorcycle right away.	0,837	0.898		
PS2	The discount prompted me to buy a Honda motorcycle right away.	0,844	0.948		
PS3	Prize vouchers motivated me to buy a Honda motorcycle right away.	0,839	0.942		
PS4	At that time, I bought a Honda motorcycle, because I remembered the ad.	0,808	0.901		
POS	**POS Terminal / ATM**			**0.844**	**0.970**
POS1	I bought a Honda motorcycle right away without worrying about payment problems as I have a debit card.	0,856	0.894		
POS2	I bought a Honda motorcycle right away without worrying about payment problems as I have a credit card.	0,725	0.851		
POS3	I bought a Honda motorcycle without planning, because of the affordable down payment conditions relatively.	0,908	0.957		
POS4	I bought a Honda motorcycle without planning, because of the easy payment facilities offered through the instalment system.	0,853	0.929		

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Table B3.	(Continued)

Code	Latent Variables and Item Indicator	Coefficient Correlation	Loading Factor	Average Variance Extracted	Composite Reliability
POS5	I bought a Honda motorcycle right away, because of the ease of payment using an ATM debit card.	0,912	0.964		
POS6	I bought a Honda motorcycle right away, because of the ease of payment by credit card.	0,841	0.912		
PC	**Product Category**			**0.811**	**0.928**
PC1	The launch of a new Honda motorcycle product at the mall tends to make me buy it.	0,858	0.928		
PC2	I bought a Honda motorcycle without planning, because I could spend most of my income on items that were not household necessities.	0,795	0.895		
PC3	I bought a Honda motorcycle spontaneously, because it was easy for me to decide to buy automotive product.	0,704	0.878		

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