

Determinants Of Nutrifood Purchase Decisions: Layout, Discounts, and Gifts

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh layout, diskon, dan hadiah terhadap keputusan pembelian produk Nutrifood di Budiman Swalayan, Sumatera Barat. Jenis penelitian yang digunakan adalah kuantitatif asosiatif, dengan populasi seluruh konsumen Budiman Swalayan yang pernah membeli produk Nutrifood. Karena jumlah populasi tidak diketahui, sampel ditentukan menggunakan rumus Cochran, sehingga diperoleh 97 responden. Data dianalisis menggunakan Structural Equation Modeling Partial Least Squares (SEM-PLS) untuk menguji hubungan antarvariabel, baik secara parsial maupun simultan. Hasil penelitian menunjukkan bahwa layout berpengaruh positif dan signifikan, sehingga penataan toko yang baik meningkatkan kecenderungan konsumen untuk membeli. Diskon tidak berpengaruh signifikan dan cenderung negatif, menandakan potongan harga bukan faktor utama dan dapat menurunkan persepsi kualitas produk kesehatan. Sementara itu, hadiah terbukti berpengaruh positif dan signifikan, karena meningkatkan daya tarik produk dan mendorong keputusan pembelian. Temuan ini mengimplikasikan bahwa strategi pemasaran yang paling efektif adalah optimalisasi layout dan program hadiah, sementara penggunaan diskon besar pada produk kesehatan perlu dibatasi. Penelitian ini juga menjadi dasar bagi ritel lokal dan pemerintah daerah dalam menetapkan standar penataan dan promosi produk kesehatan guna meningkatkan kenyamanan dan literasi konsumen.

Kata Kunci: Layout; Diskon; Hadiah; Keputusan Pembelian; Nutrifood.

Abstract

This research aims to analyze the influence of layout, discounts, and gifts on purchasing decisions for Nutrifood products at Budiman Supermarket, West Sumatra. The type of research used is quantitative with the population being all Budiman Swalayan consumers who have ever purchased Nutrifood products. Since the population size is unknown, the sample size was determined using Cochran's formula, resulting in 97 respondents. Data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) to test the relationships between variables, both partially and simultaneously. The findings show that store layout has a positive and significant influence, indicating that a well-designed layout increases consumers' likelihood of making a purchase. Discounts, however, are insignificant and slightly negative, suggesting that price reductions are not a key driver and may reduce the perceived quality of health products. In contrast, gifts have a positive and significant effect by enhancing product attractiveness and encouraging purchases. These results highlight that layout improvement and gift-based promotions are more effective marketing strategies than offering substantial discounts. The study also provides useful insights for local retailers and policymakers in developing standards for product placement and promotional practices to strengthen consumer comfort and product literacy.

Keyword: Layout; Discount; Gift; Purchase Decision; Nutrifood.

1. Introduction

The development of the modern retail industry in Indonesia indicates increasingly fierce competition. Various retail outlets are trying to attract consumers thru innovative marketing strategies, particularly in terms of store layout, promotional programs, pricing, and shopping convenience. In such conditions, retailers are required to provide an effective, easy, and enjoyable shopping experience to encourage consumers to make purchases, aligning with the finding that consumer purchasing decisions are highly influenced by convenience, effectiveness, efficiency, and perceptions of in-store marketing stimuli (Hecht *et al.*, 2020; Florea *et al.*, 2025; Werdaningsih, 2024). Budiman Swalayan, as one of the modern retailers in West Sumatra, faces similar challenges. Increased competition is pushing management to maximize in-store marketing mix elements, particularly store layout, price discounts and presentation, and gift promotions. These three factors are theoretically and empirically believed to be capable of influencing consumer attention and shopping behavior, particularly for Fast Moving Consumer Goods (FMCG) products like Nutrifood (Hilo, Tropicana Slim, L-Men, Nutrisari, and others). However, initial observation results indicate that the implementation of marketing strategies at Budiman Swalayan is not yet fully effective. From a layout perspective, some products are not optimally arranged, causing consumers to often pass by shelves without noticing the products, which ultimately reduces attention and purchasing interest. However, research shows that good layout and visual merchandising positively influence purchasing interest and decisions (Syahputra *et al.*, 2025). Regarding the discount aspect, price cut information is not always presented clearly and is less attention-grabbing, so price promotions have not had a significant impact on purchasing decisions. This condition contradicts various findings that prominently communicated price discounts and sales promotions are able to increase purchases, including impulse buying, in modern retail (Dewi *et al.*, 2025; Kastanja & Janwarin, 2025). From a gift promotion perspective, its effectiveness is also questionable. The offered gifts are often irrelevant to consumer needs or considered to be of low value, while mechanisms requiring large purchases are perceived as burdensome. However, attractive, valuable, and easily accessible gifts or bonus packs have been proven to drive purchases, especially in FMCG products (Shrestha, 2025; Sanny *et al.*, 2022).

Based on the literature and field findings, several research gaps highlight the need for this study. First, most modern retail research in Indonesia focuses on large national chains such as Indomaret and Alfamart, particularly regarding store formats and promotional strategies (Kastanja & Janwarin, 2025; Lestari, 2025). As a result, smaller local or regional retailers remain understudied, even though the literature emphasizes the importance of examining marketing practices in local retail and MSME contexts (Dalton *et al.*, 2021). To date, limited research has analyzed how layout, discounts, and promotional gifts operate in local retail settings like Budiman Swalayan in West Sumatra, which differs from national retailers in consumer characteristics, shopping behavior, and promotional approaches (Jin & Kim, 2021). Second, previous studies generally examine purchasing decisions for broad food and beverage categories (Karpyn *et al.*, 2020; Castro *et al.*, 2018). However, health-related products such as nutraceuticals or healthy foods have distinct consumer profiles and marketing responses influenced by health consciousness, product knowledge, and regulatory factors (De Temmerman *et al.*, 2020; Jadhav *et al.*, 2023). No prior research has specifically explored purchasing decisions for Nutrifood products in local modern retail, even though these products target a unique health-oriented segment. This product uniqueness requires reassessing the effectiveness of layout, discounts, and promotional gifts within the specific context of health-focused FMCG. Thus, this study aims to provide an empirical overview of the effectiveness of retail marketing strategies specifically store layout, price discounts, and gifts in influencing consumer purchasing decisions, as such strategies have been shown to positively affect purchase interest and behavior across various retail contexts (Telaumbanua *et al.*, 2024; Sholiha & Oktaviani, 2023). The findings are also expected to offer practical insights for Budiman Swalayan and Nutrifood in designing more targeted, competitive, and consumer aligned marketing strategies.

2. Literature Review

2.1 Consumer Purchase Decision Theory

Decisions Purchase decision is the final point in the consumer decision-making process, when an individual or organization selects one product/service alternative from several available options and actually makes the purchase. This decision does not stand alone, but is the result of a series of structured processes influenced by various consumer behavior factors (Subakti, 2019). Purchasing decisions can be formulated as the process of selecting and making choices regarding a product, brand, seller, time, and method of purchase after the consumer goes thru the stages of need recognition, information search, alternative evaluation, until finally deciding to buy and then re-evaluating the results of their purchase. (Mutholiah & Widiyanto, 2021) In the context of marketing, purchasing decisions are also a tangible manifestation of consumer behavior previously shaped by personal, psychological, social, cultural factors, as well as marketing stimuli such as product, price, promotion, and distribution channels (Basuni *et al.*, 2023).

2.2 Product Layout Theory

Product layout is part of store layout and visual merchandising that arranges the position, arrangement, and placement flow of products within a store so that consumers can easily find items, feel comfortable, and are encouraged to buy. A good layout arranges the types of goods, product arrangement, store facilities, space organization, and product grouping so that they appear neat, attractive, and functional for visitors (Sagiri & Apriadi, 2025; Banjar & Mandala, 2022). Product layout can be defined as the arrangement and placement of various store fixtures (types of goods, product arrangement, facilities, category grouping) designed to direct consumer traffic flow, facilitate product search, provide a comfortable shopping experience, and ultimately increase purchasing decisions and sales. (Rahmadani *et al.*, 2025) The main objectives are to make it easier for consumers to find products, regulate traffic flow so it doesn't disrupt the sales area, and increase comfort, satisfaction, purchase interest, and repurchase (Dita & Fadli, 2025). The right layout can influence consumer shopping behavior. Placing eye-catching merchandise in high-traffic areas, such as main aisles, can increase the likelihood of purchase. Some studies emphasize the importance of arranging products in such a way that it makes it easier for consumers to reach the items they are looking for, which ultimately speeds up the shopping process and increases the frequency of visits to the store (Meyer *et al.*, 2018).

2.3 Discount Theory

Discounts are a direct reduction from the purchase price during a set period of time (Indriani *et al.*, 2020). Echoing this sentiment, Sigit Winarno and Sujana Ismaya stated that a discount is a reduction in the amount to be paid or received and is the amount subtracted from a price (Kusnawan *et al.*, 2019). Discounts come in several forms, including cash discounts, quantity discounts, functional discounts, seasonal discounts, and price reductions. Sigit Winarno and Sujana Ismaya explained that there are various types of discounts, including bank discounts, cash discounts, functional discounts, ordinary discounts, quantity discounts, and trade discounts (Kusnawan *et al.*, 2019).

3. Research Methodology

The type of research used is quantitative associative because it investigates the relationship or influence between variables. The research was conducted at all Budiman Swalayan retail stores in West Sumatra, and the study period was from November 2024 to June 2025. The population in this study consists of all Budiman Swalayan consumers in West Sumatra who have ever purchased Nutrifood products. The population size is unknown. Because the exact number of members in the population is unknown, the sample size is calculated using Cochran's formula (Sugiyono, 2019):

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$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ Responden}$$

Description:

n = sample

z = price in the normal curve for a 5% deviation, with a value of 1.96

p = probability of being correct 50% = 0.5

q = probability of being wrong 50% = 0.5

e = margin of error 10%

From the results above, 96.04 is a fraction, and according to Sugiyono (2019), when calculations result in a fraction (containing a decimal), it is best to round up. Therefore, the sample size in this study is 97 respondents. The research uses SEM PLS analysis. The use of SEM PLS includes several reasons, such as that this analysis does not require specific distribution assumptions (normal distribution), can work with complex models, and the study's objective is to test the theory of a model that focuses on prediction studies, exploration, or the development of structural model theory (Hair, 2021). In addition, SEM PLS is used to validate a model, not to design a theory. Tests used in the SEM PLS:

3.1 Outer Model Analysis (Measurement Model)

Outer model analysis is used to evaluate the quality of indicators in measuring constructs thru validity and reliability tests.

- 1) Convergent Validity An indicator is considered valid if it has a loading factor > 0.60. Indicators with values below this threshold are removed and the model is re-estimated.
- 2) Discriminant Validity: Cross-Loading: The loading value on its construct must be greater than the loading on other constructs. And Fornell–Larcker Criterion: The square root of AVE must be higher than the correlation between variables.
- 3) Composite Reliability (CR) Acceptable values are ≥ 0.70 , but 0.60–0.70 is still permissible for exploratory research.
- 4) Cronbach's Alpha Another measure of internal reliability, with a recommended value limit of ≥ 0.70 , or 0.60–0.70 for the exploratory stage.
- 5) Average Variance Extracted (AVE) Measures the proportion of indicator variance explained by the construct. A good AVE value is ≥ 0.50 .

3.2 Analysis of the Inner Model (Structural Model)

Inner model analysis is used to assess the causal relationships between variables in the structural model. The evaluation includes:

- 1) Coefficient of Determination (R^2) This indicates the contribution of the independent variables in explaining the dependent variable. The higher the R^2 value, the better the model's predictive ability.
- 2) Q-Square (Predictive Relevance) Q-square assesses the predictive ability of the model. A model is said to have predictive relevance when $Q^2 > 0$.

3.3 Hypothesis Testing

Hypothesis testing was conducted using the PLS algorithm, considering: t-statistic The hypothesis is considered significant if the t-statistic > 1.96 at a significance level of 5%. And, p-value. the hypothesis is accepted if the p-value < 0.05, indicating that the relationship between variables is statistically significant.

4. Results and Discussion

4.1 Results

4.1.1 Convergent Validity

An indicator is considered valid if it has a loading factor > 0.7 . The recommended outer loading or loading factor value is a minimum of 0.70 (Hair 2021). In another book, Hair *et al.* (2011) state that the rule of thumb used for convergent validity testing is an outer loading > 0.5 . The SmartPLS output for factor loadings provides the following results:

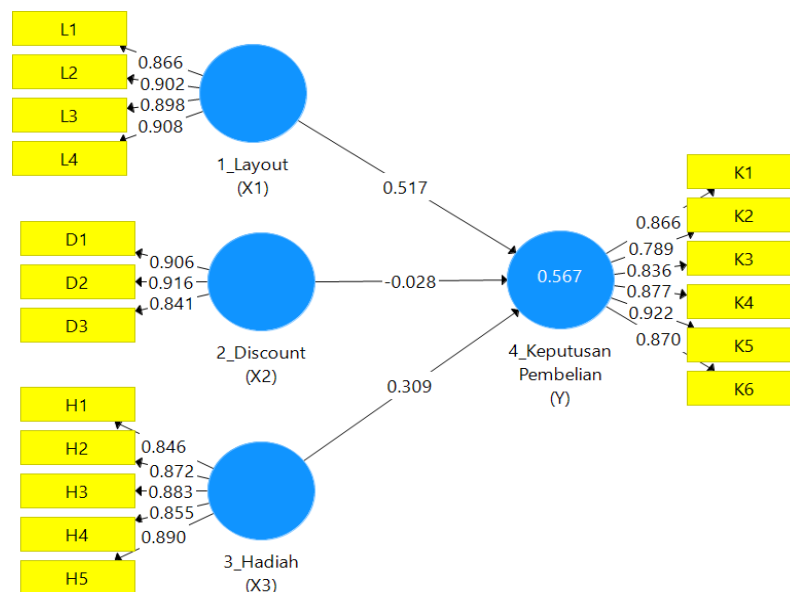


Figure 1. Convergent Validity

The table above shows that all loading factor values have yielded the recommended value of > 0.7 . Therefore, it can be said that the indicators used in this study are valid or have met Convergent Validity, so nothing will be eliminated from the construct and it meets the recommended value.

Table 1. Discriminant validity

	Layout	Discount	Gifts	Purchase Decision
D1 (X2)	0.635	0.906	0.681	0.462
D2 (X2)	0.727	0.916	0.691	0.635
D3 (X2)	0.464	0.841	0.608	0.341
H1 (X3)	0.663	0.749	0.846	0.643
H2 (X3)	0.607	0.634	0.872	0.573
H3 (X3)	0.588	0.603	0.883	0.482
H4 (X3)	0.612	0.610	0.855	0.482
H5 (X3)	0.717	0.628	0.890	0.681
K1 (Y)	0.630	0.525	0.593	0.866
K2 (Y)	0.542	0.490	0.534	0.789
K3 (Y)	0.611	0.387	0.485	0.836
K4 (Y)	0.614	0.484	0.598	0.877
K5 (Y)	0.694	0.562	0.656	0.922
K6 (Y)	0.649	0.488	0.588	0.870
L1 (X1)	0.866	0.618	0.711	0.586

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L2 (X1)	0.902	0.603	0.642	0.629
L3 (X1)	0.898	0.668	0.694	0.674
L4 (X1)	0.908	0.645	0.607	0.696

An indicator is considered valid if it has the highest loading factor for the target variable. From the data in Table 1 above, it can be seen that the indicator values are higher for each construct compared to the indicators in the other constructs.

Table 2. Fornell dan Lacker Criterion

	Layout	Discount	Gifts	Purchse Decision
Layout	0.893			
Discount	0.710	0.888		
Gifts	0.740	0.747	0.869	
Purchse Decision	0.726	0.570	0.671	0.861

From the table above, each variable's Fornell–Larcker Criterion value is higher than its correlations with other variables, indicating good discriminant validity. Purchase Decision (0.861), Gift (0.869), Discount (0.888), and Layout (0.893) all exceed their respective inter-variable correlations. Thus, the constructs are valid and meet the requirements to proceed to the next stage.

4.1.2 Composite Reliability (CR)

This measure describes the level of internal reliability or consistency (Hair 2021). The recommended CR value is a minimum of 0.70, which means the measuring tool or instrument is consistently or reliably measuring the variable overall.

Table 3. Composite Reliability

	Composite Reliability
Layout	0,940
Discount	0,918
Gifts	0,939
Purchse Decision	0,945

From the graphs and tables above, all Composite Reliability values exceed the recommended threshold, with Layout at 0.940, Discount at 0.918, Gift at 0.939, and Purchase Decision at 0.945. Since all values are above 0.7, each construct demonstrates good internal consistency.

Table 4. Cornbach alpha

	Cronbach's Alpha
Layout	0,916
Discount	0,871
Gifts	0,920
Purchse Decision	0,930

Based on the table above, all Cronbach's Alpha values exceed 0.7, indicating good reliability. Layout (0.916), Discount (0.871), Gift (0.920), and Purchase Decision (0.930) all demonstrate strong internal consistency across their constructs.

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Table 5. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Layout	0,798
Discount	0,789
Gifts	0,756
Purchase Decision	0,741

Based on the table above, all AVE values exceed 0.5 Layout (0.798), Discount (0.789), Gift (0.756), and Purchase Decision (0.741) indicating that all variables have good convergent validity.

4.1.3 Inner Model Analysis

Variance Analysis (R²) or Determination Test is used to determine the magnitude of the influence of independent variables on the dependent variable. The value of the coefficient of determination can be shown in Table 6 as follows:

Table 6. Tabel R-Square

	R Square	R Square Adjusted
Purchase Decision	0,567	0,553

Based on the R-square value in Table 6, layout, discounts, and gifts explain 56.7% of the variability in consumer purchase decisions, while the remaining 43.3% is explained by other factors not included in this study. This indicates that the three variables collectively account for 56.7% of consumer purchase decisions at Budiman Swalayan West Sumatra. Based on the data processing results, hypothesis testing is assessed using the t-statistic and p-value. A variable is considered significant if the t-statistic > 1.96 (5% level) or the p-value < 0.05, which indicates that H₀ is rejected.

Table 7. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Layout > Purchase decision	0,517	0,510	0,153	3,389	0,001	Accepted
Discount - > Purchase decision	-0,028	-0,013	0,119	0,235	0,814	Rejected
Gifts - > Purchase decision	0,309	0,301	0,149	2,077	0,038	Accepted

- 1) Based on Table 7, the Layout variable has a positive and significant effect on purchasing decisions, with a coefficient of 0.517 and a p-value of 0.001 ($t = 3.389 > 1.96$). This indicates that a one-unit increase in layout improves consumer purchasing decisions by 0.517 units. H₁ accepted.
- 2) The Discount variable shows a coefficient of -0.028 with a p-value of 0.814 ($t = 0.235 < 1.96$), indicating a negative and insignificant effect on purchasing decisions. A one-unit increase in discount reduces purchasing decisions by 0.028 units. H₂ rejected
- 3) The Gift variable has a positive and significant effect, with a coefficient of 0.309 and a p-value of 0.038 ($t = 2.077 > 1.96$). A one-unit increase in gift promotion raises purchasing decisions by 0.309 units. H₃ accepted.

4.2 Discussion

The research findings show that layout has a positive and significant influence on consumer purchase decisions for Nutrifood products at Budiman Supermarket in West Sumatra. This aligns with the study by Facey, Rehatta, and Sinay (2025), which found that product layout significantly impacts purchasing

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decisions at Alfamidi Depok Lima Minimarket, contributing 34.3% to consumer choices. Other studies in different retail settings also reinforce that good product arrangement enhances convenience, makes it easier for consumers to find products, and encourages buying behavior (Selviranih *et al.*, 2025; Akhryananda, 2021). For instance, at Abu Rohmah Store, the store layout was shown to have a significant effect on purchase decisions, with a regression coefficient of 0.814, indicating that an effective layout improves shopping comfort and ease (Selviranih *et al.*, 2025). Similarly, at Alfamidi on Jl. Tuasan in Medan, the arrangement of products positively influenced consumer decisions with an R^2 of 90.2%, confirming that factors such as accessibility, visual appeal, and layout comfort are crucial in shaping consumer behavior (Rahmadani *et al.*, 2025). Furthermore, Kamila Caffé Mataram's research indicates that a better store layout correlates with higher consumer purchase intentions (Akhryananda, 2021). Overall, these studies suggest that an optimized store layout fosters a pleasant shopping environment, facilitating easier navigation, which ultimately increases consumer purchase decisions for Nutrifood products at Budiman Swalayan in West Sumatra. In contrast, the influence of discounts on consumer purchase decisions appears to be insignificant or even negative, as the study results indicate that discounts do not have a positive and significant effect on Nutrifood consumers at Budiman Supermarket, with a negative coefficient value. Similar findings have been reported in other contexts, such as Shopee users in Yogyakarta, where discounts did not significantly impact purchase decisions but did enhance consumer trust (Ningsih & Suhartono, 2024). Likewise, in the food delivery sector, ShopeeFood discounts for Baba Rafi Turkish Kebabs in Surabaya did not significantly influence buying decisions, although product ratings and free shipping had a more substantial effect (Hanun, 2025). The negative impact of discounts on purchase decisions can be explained by the nature of Nutrifood products, which are health-related; large discounts might raise concerns about product quality, freshness, or expiration dates, leading consumers to hesitate. Additionally, some consumers trust the brand enough to purchase at regular prices, especially if they belong to middle or upper classes who are less price-sensitive and may perceive discounts as damaging to the product's premium image.

To address this, Nutrifood could consider presenting discounts as a form of appreciation for loyal customers, such as special prices for gifts or discounts on second purchases, which can make consumers feel valued rather than manipulated. Promotions tied to specific events like National Nutrition Day or health campaigns, communicated via social media or attractive in-store banners, can also help maintain a positive perception of discounts and promotions. Lastly, the study indicates that gifts have a positive and significant influence on consumer purchase decisions for Nutrifood products at Budiman Swalayan in West Sumatra. This finding is consistent with other research on sales promotions, where gifts, coupons, and other incentives significantly boost purchase intentions (Anggraini & Lubis, 2023). For example, at Rawit Indah Supermarket, sales promotions including gift programs and purchase incentives showed a positive effect on buying decisions, with a coefficient of 0.217 and significance level of 0.006 (Utami & Hayati, 2023). Similarly, at Sedaap instant noodle promotions, the inclusion of gifts was found to have a strong positive influence on consumer choices (Anggraini & Lubis, 2023). At Bakti Putramu Shoe Store, promotions involving discounts and gifts were identified as the most influential variables affecting purchasing behavior (Rini *et al.*, 2025). Generally, offering attractive and relevant gifts enhances perceived value, providing immediate benefits and encouraging consumers to purchase on the spot (Jayadi & Wardana, 2021; Utami & Hayati, 2023; Anggraini & Lubis, 2023). Therefore, the more appealing and appropriate the gifts, the higher the likelihood that consumers will decide to buy, making gift-based promotions an effective strategy to influence consumer decisions at Budiman Supermarket in West Sumatra.

5. Conclusion

This study concludes that store layout has a positive and significant effect on purchasing decisions for Nutrifood products at Budiman Supermarket in West Sumatra better layout increases the likelihood of purchase. Discounts, however, show no significant effect and even a negative trend, suggesting that price

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cuts are not a key consideration and may raise concerns about product quality. Gifts have a positive and significant impact, as they enhance product appeal and encourage purchases. Overall, the most effective marketing strategies for Nutrifood products are optimizing store layout and gift-based promotions rather than offering discounts. This research implies that Budiman Swalayan needs to establish more standardized product arrangement policies because the layout has been proven to improve purchasing decisions. Pricing promotion policies also need to be evaluated, limiting the use of large discounts on health products as this can lower perceived quality. Conversely, gift-based promotion policies need to be strengthened as they have proven effective in increasing purchases. Additionally, these findings can serve as a basis for local governments to encourage local retailers to implement layout and promotion standards that are appropriate for the characteristics of health products, in order to improve consumer literacy and convenience.

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