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Visual Merchandising and Personal Selling on IQOS Purchase Decisions at Supermal Karawaci

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A R T I C L E I N F O

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A B S T R A C T

This study examines the influence of Visual Merchandising and Personal Selling on purchasing decisions for IQOS products at the IQOS Booth in Supermal Karawaci. The study used a quantitative, associative-explanatory approach with a correlational design. Data were collected through a structured questionnaire from 84 respondents who had interacted with or viewed the IQOS booth for the first time, and the data were analyzed using SPSS. The results show that Visual Merchandising has a positive and significant effect on purchasing decisions, as indicated by a simple regression equation of Y = 1.515 + 0.974X1 and a t-value of 4.608 with a significance level of 0.037. Personal Selling also has a positive and significant effect, with Y = 0.167 + 1.001X2 and a t-value of 5.934 with a significance level below 0.001. Simultaneously, Visual Merchandising and Personal Selling significantly affect purchasing decisions, with a multiple regression equation of Y = 0.094 + 0.434X1 + 0.572X2, an F-value of 794.301, and a coefficient of determination reported in the thesis as 0.951. The findings indicate that booth presentation and direct salesperson interaction are associated with consumers' purchasing decisions at the IQOS Booth in Supermal Karawaci.

INTRODUCTION

Retail competition increasingly requires companies to develop effective marketing strategies that attract consumers and encourage purchasing decisions. At the point of sale, the consumer experience can shape perceptions and behavior. The retail sector has also experienced changes as conventional marketing has increasingly been complemented by technology-based and online approaches. In this context, managers need to understand consumer needs and behavior and develop appropriate strategies to maintain customers and attract new ones.

The tobacco industry is undergoing significant transformation as health regulations, excise policies, and changes in consumer behavior have encouraged the development of alternative tobacco products. IQOS, a heated tobacco product marketed in Indonesia by PT HM Sampoerna Tbk., is presented in the thesis as one of the products competing in this category. One of the marketing approaches used is the establishment of official booths in shopping centers, which function not only as transaction points but also as places where consumers can obtain product information and experience.

The IQOS Booth at Supermal Karawaci began operating on 15 March 2023. Sales data for January–December 2025 show fluctuations and repeated gaps between targets and actual achievements. The largest shortfall occurred in the fourth quarter, when the target was 66,000 units and actual sales were 46,809 units, a negative variance of 19,131 units. The thesis also reports consumer complaints concerning the booth's visual appearance, limited product information, salesperson service, and restrictions on product trials within the mall.

These conditions are relevant to two marketing variables examined in this study. Visual Merchandising refers to the visual presentation of products and the selling environment through display arrangement, booth layout, lighting, colors, decoration, and promotional media. Personal Selling refers to direct communication between sales personnel and prospective consumers to provide information, explain products, address questions or objections, and encourage purchasing decisions. For a product that requires explanation and consumer education, these two aspects may be particularly relevant.

Previous studies cited in the thesis provide evidence concerning these variables. Melati et al. (2024) found that Visual Merchandising positively affects purchasing decisions in an e-commerce context, while Firah and Siregar (2023) found that promotion, Visual Merchandising, and Personal Selling affect purchase intention. Wijaya et al. (2024), Dewi et al. (2024), Widyana and Navisa (2024), and Pattiasina et al. (2024) provide evidence of the role of Personal Selling in purchasing decisions. Irman and Ambardi (2022), Bulla (2024), Wibowo et al. (2025), and Mutiar et al. (2022) further support the relevance of Visual Merchandising to consumer purchasing behavior. The thesis identifies a research gap because prior studies did not examine the combined influence of Visual Merchandising and Personal Selling on purchasing decisions in the specific offline IQOS Booth context.

Based on this background, the purpose of this study is to determine the influence of Visual Merchandising and Personal Selling on purchasing decisions for IQOS products at the IQOS Booth in Supermal Karawaci, both partially and simultaneously.

THEORETICAL FRAMEWORK

Purchasing Decision. Purchasing decision is described in the thesis as a consumer process involving need recognition, information search, evaluation of alternatives, and the eventual decision to purchase a product or service. In competitive retail environments, purchasing decisions can be shaped not only by product quality but also by the shopping experience and marketing stimuli encountered during the purchase process.

Visual Merchandising. Visual Merchandising is a retail marketing strategy focused on arranging and presenting products and the selling environment in a visually attractive manner. It includes product displays, booth or store layout, lighting, colors, decoration, promotional media, and other visual elements. An organized and attractive presentation is expected to attract attention, facilitate information processing, and support consumers in considering a purchase.

Personal Selling. Personal Selling is direct communication between sales personnel and consumers. Its functions include providing information, explaining product benefits and use, identifying consumer needs, responding to objections, building trust, and establishing interpersonal relationships. The thesis emphasizes its relevance to IQOS because consumers may require direct explanations concerning product functions and use.

Research Hypotheses. H1: Visual Merchandising has a significant effect on purchasing decisions for IQOS products at the IQOS Booth in Supermal Karawaci. H2: Personal Selling has a significant effect on purchasing decisions for IQOS products at the IQOS Booth in Supermal Karawaci. H3: Visual Merchandising and Personal Selling simultaneously have a significant effect on purchasing decisions for IQOS products at the IQOS Booth in Supermal Karawaci.

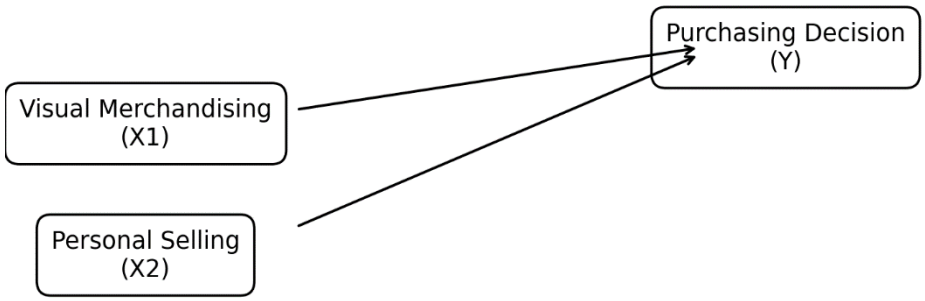

Figure 1. Conceptual Framework

METHODS

This study used a quantitative approach with an associative-explanatory type and a correlational design. Visual Merchandising (X1) and Personal Selling (X2) were treated as independent variables, while Purchasing Decision (Y) was the dependent variable.

The study was conducted at the IQOS Booth in Supermal Karawaci. The population consisted of consumers relevant to the research setting. The thesis used non-probability sampling with purposive sampling and determined a sample size of 84 respondents using the Slovin formula with a 10% error tolerance. The respondents were customers who had interacted with or viewed the IQOS Booth for the first time.

Data were collected using a structured questionnaire. The instrument measured the three study variables through questionnaire items. Data processing was conducted using SPSS. The analytical procedures included descriptive analysis, validity and reliability testing, classical assumption tests, simple linear regression, multiple linear regression, t-test, F-test, and coefficient of determination.

Validity testing in the thesis used item-total correlations, while reliability was assessed using Cronbach's Alpha. The classical assumption tests comprised normality, multicollinearity, heteroskedasticity, and autocorrelation. The hypothesis tests used a 0.05 significance level.

RESULTS

Respondent and Instrument Overview

The study analyzed responses from 84 respondents. The thesis reports respondent characteristics including gender, age, occupation, and nicotine-user status. The questionnaire instruments for Visual Merchandising, Personal Selling, and Purchasing Decision were subjected to validity and reliability testing.

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Visual Merchandising (X1)	0.964	Reliable
Personal Selling (X2)	0.981	Reliable
Purchasing Decision (Y)	0.966	Reliable

Classical Assumption Tests

Table 2. Classical Assumption Test Results

Test	Result	Interpretation reported in thesis
Normality	Sig. = 0.200	Normally distributed
Multicollinearity	Tolerance = 0.069; VIF = 14.545	Thesis concludes no multicollinearity; values require verification

Heteroskedasticity	Scatterplot points spread without a pattern	No heteroskedasticity
Autocorrelation	Durbin-Watson = 2.115	No autocorrelation

Editorial verification note: the thesis text reports tolerance values of 0.069 and VIF values of 14.545 but simultaneously concludes that multicollinearity is absent. Under the criteria stated in the same thesis (Tolerance > 0.10 and VIF < 10), these reported values would ordinarily indicate multicollinearity. The figures should therefore be checked against the original SPSS output before journal submission.

Regression and Hypothesis Testing

Table 3. Regression and Hypothesis Test Results

Relationship / Model	**Regression equation / statistic**	**Finding**
Visual Merchandising → Purchasing Decision	Y = 1.515 + 0.974X1; t = 4.608; Sig. = 0.037	Positive and significant
Personal Selling → Purchasing Decision	Y = 0.167 + 1.001X2; t = 5.934; Sig. < 0.001	Positive and significant
X1 + X2 → Purchasing Decision	Y = 0.094 + 0.434X1 + 0.572X2; F = 794.301; Sig. = 0.001	Positive and significant

The coefficient of determination reported in the thesis is 0.951, interpreted by the thesis as a simultaneous influence of 95.1%, with the remaining 4.9% attributed to other factors outside the model. The thesis also reports that Personal Selling has the larger regression coefficient in the multiple regression model (0.572) compared with Visual Merchandising (0.434).

DISCUSSION

The findings indicate that Visual Merchandising is positively associated with purchasing decisions at the IQOS Booth. The result is consistent with the conceptual explanation in the thesis that booth appearance, product arrangement, layout, and informative promotional media can attract consumer attention and support consumers in understanding and considering a product. This finding is also aligned with Melati et al. (2024), Bulla (2024), Wibowo et al. (2025), and Mutiar et al. (2022), which are cited in the thesis as evidence that visual presentation can contribute to consumer purchasing behavior.

Personal Selling also shows a positive and significant relationship with purchasing decisions. The thesis explains that sales personnel can influence consumers by providing information, explaining product use, communicating directly, building confidence, and responding to consumer concerns. This finding is in line with the studies by Wijaya et al. (2024), Dewi et al. (2024), Widyana and Navisa (2024), and Pattiasina et al. (2024), which similarly identify Personal Selling as a relevant factor in purchasing decisions.

When considered together, Visual Merchandising and Personal Selling significantly affect purchasing decisions. The combined model suggests that consumer decisions at the booth are associated with both environmental/visual stimuli and interpersonal interaction. The thesis therefore emphasizes that an attractive booth presentation and effective salesperson interaction should be considered together within the retail setting.

The research context also helps explain the findings. The thesis reports that consumers had concerns about booth attractiveness, product information, salesperson service, and limitations on product trials. In such a setting, visual presentation can create initial attention, while direct salesperson interaction can provide information and address uncertainty. The two dimensions therefore represent complementary parts of the consumer experience described in the study.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that Visual Merchandising has a positive and significant effect on purchasing decisions for IQOS products at the IQOS Booth in Supermal Karawaci. Personal Selling also has a positive and significant effect on purchasing decisions. Furthermore, Visual Merchandising and Personal Selling simultaneously have a positive and significant effect on purchasing decisions. The thesis recommends maintaining an attractive booth presentation, informative product displays, and effective salesperson communication as practical considerations arising from the findings.

For future application, the thesis recommends improving the visual presentation of the booth, strengthening product information and salesperson service, and considering other factors that may contribute to purchasing decisions.

FURTHER STUDY

The thesis recommends that future studies incorporate additional variables such as price, brand image, product quality, digital promotion, or store atmosphere. Future research may also expand the research setting to several IQOS booths in Banten or other regions and increase the number of respondents to improve generalizability. A mixed-method approach involving interviews with consumers and sales personnel is also suggested to obtain deeper explanations of purchasing decisions.

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