

# The Effect Of Floor Display And Buy One Get One Promotion On Customer Satisfaction With Jnc Cookies Products In Samarinda

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## **Keywords :**

*Floor Display; Buy One Get One (BOGO) Promotion; Customer Satisfaction; Retail Marketing.*

## **ABSTRACT**

This study investigates the direct influence of Floor Display and Buy One Get One (BOGO) Promotion on Customer Satisfaction for JNC Cookies products in Samarinda. In the competitive retail environment, companies must continuously innovate marketing strategies to capture attention and boost sales. The strategic placement of products via Floor Display is proven to increase consumer attention and encourage spontaneous purchasing, while the BOGO promotion creates urgency and a perception of greater value. The research employs a quantitative approach with a causal descriptive design, utilizing Purposive Sampling to survey consumers at Planet Swalayan Samarinda. Data analysis was conducted using the Multiple Linear Regression technique. The analysis confirmed that the measurement model is reliable and valid, with all indicators meeting the thresholds for Convergent Validity (AVE  $> 0.729$ ) and Discriminant Validity (Fornell-Larcker Criterion met). The findings confirm that both marketing strategies significantly increase customer happiness: Floor Display has a significant and positive influence on Customer Satisfaction (Path Coefficient: 0.325,  $p=0.000$ ), and BOGO Promotion also shows a significant and positive influence (Path Coefficient: 0.356,  $p=0.000$ ). These results, which have a moderate effect size ( $f^2$  of 0.210 and 0.250, respectively), provide empirical evidence that strategic display and value-driven promotions directly enhance the shopping experience, thereby building sustainable customer satisfaction

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## **I. INTRODUCTION**

In the increasingly competitive retail business landscape, companies are compelled to continuously innovate their marketing strategies to capture consumer attention and boost sales. A widely adopted approach involves implementing visually appealing product display techniques and running promotions that offer added value.

Floor displays, which involve strategically placing products in key areas such as near the cashier or entrance, are proven to increase consumer attention and encourage spontaneous purchasing decisions (Ilyas Masudin, 2020). Furthermore, the Buy One Get One (BOGO) promotion is known to effectively provide an emotional push and a perception of greater value, which triggers unplanned purchases (Uci Gusli Ramadhani, 2022).

Impulse Buying, or impulsive purchasing, is a central issue in contemporary consumer behavior research, where emotions and visual stimuli (such as product displays or appealing promotions) often act as the primary drivers of shopping decisions (Ammar Hussain, 2023). Snack products, like the affordable and attractive JNC Cookies, are highly susceptible to this phenomenon. JNC Cookies is a local product with significant market potential at Planet Swalayan Samarinda, given the rising consumption of snacks. Therefore, the implementation of Floor Display strategies and BOGO (Buy One Get One) promotions at the supermarket is a relevant focus for research.

The strategic placement of products via Floor Display significantly increases the likelihood of spontaneous purchases; a study by Ilyas Masudin (2020) indicated a 60% higher purchase probability compared to products on regular shelves. This effect is reinforced by BOGO promotions, which create urgency and a perception of greater value. Nugraha Prasetyo (2021) even reported up to a 35% sales increase in the snack category when BOGO promotions were implemented.

However, not all impulsive purchases lead to satisfaction. Consumers may experience regret after purchases made without careful consideration, a condition known as post-purchase dissonance (Ali, 2018). It is therefore crucial to understand how marketing techniques like display and promotion influence the consumer experience and satisfaction, which is key to long-term loyalty. Ammar Husein (2023) emphasizes that satisfaction stems not only from the product but also from the entire purchasing process, including convenience, accessibility, and the perceived value of promotions.

Samarinda, with its dynamic retail sector, provides an ideal setting for this study. Initial observations at Planet Swalayan show that JNC Cookies are consistently placed on Floor Displays with periodic BOGO promotions. This underscores the urgency of conducting in-depth research to analyze the impact of these marketing strategies on impulsive buying behavior and the level of customer satisfaction.

The primary objective of this research is to provide empirical evidence regarding the extent to which Floor Displays and Buy One Get One (BOGO) promotions influence Impulse Buying and Customer Satisfaction for JNC Cookies products in Samarinda. By understanding the relationships among these four variables, the company can develop more effective marketing strategies that are relevant to local consumer characteristics, thereby enhancing competitiveness and increasing customer loyalty.

Impulse Buying serves as an indicator of the immediate success of promotion and display strategies as it reflects the consumer's direct response to market stimuli. However, Customer Satisfaction remains the key metric for long-term success, as it represents the overall experience felt by the consumer after the purchase. Consequently, these four variables are interconnected and must be analyzed simultaneously to gain a holistic understanding of consumer behavior and the effectiveness of marketing strategies implemented in the local Samarinda market.

Therefore, this research is expected to provide a significant contribution to the field of marketing, particularly in developing strategies that are more effective and relevant to the needs of local Samarinda consumers. By understanding how product display techniques and Buy One Get One (BOGO) promotions influence purchasing behavior and satisfaction, companies can optimize their resources to achieve better marketing goals while strengthening long-term relationships with their customers.

## **II. LITERATURE REVIEW**

### **Retail**

Retail is an integral part of the distribution channel that plays a crucial role in delivering goods and services to the final consumer. Retail encompasses all activities involved in the sale of goods or services directly to the final consumer for personal use, not for business purposes. Kotler (2021) also states that Retailing includes all activities involved in selling goods or services directly to the final consumer for personal, non-business use. He further adds that any business whose majority of sales volume comes from retailing activities is considered a retail business.

Broadly, retail businesses that focus on the sale of everyday goods can be divided into two categories: traditional retail and modern retail. The characteristics of traditional retail include simple operations, a relatively small location, limited product offerings, unsophisticated management, a lack of shopping convenience, the presence of price negotiation (haggling), and products that are not openly displayed, which prevents customers from knowing the availability of the items they seek.

Conversely, modern retail businesses exhibit the opposite characteristics, including providing spacious premises, a diverse variety of products, a well-organized management system, and ensuring shopping convenience. Furthermore, modern retail implements a fixed pricing system (eliminating price negotiation), utilizes a self-service model, and openly displays products. This allows customers to easily view, select, and even try products before making a purchase.

## **Floor Display**

Floor display is a product arrangement technique where goods are placed directly on the floor facing visitors (non-vertically), acting as a type of Stand Alone Display such as tiered racks, hanging racks, or dump bins. *Floor displays* are strategically positioned in high-traffic areas like entrances, main aisles, or frequently traversed pathways, where stacking or side-by-side arrangement gives an impression of abundance and stimulates sales (Nuggraha Prassetyo, 2021). When planning these displays, retailers must consider stability, product security, and ease of replenishment to ensure a positive consumer impact.

While modern retail excels at showcasing quality products with attractive displays, poor arrangement can create issues, such as limited circulation space that causes consumer discomfort. This discomfort risks damaging the store's image and influencing purchase decisions. Therefore, retailers must be prudent in allocating floor space for displays while maintaining adequate movement space for shoppers.

To address this, one aspect of visual merchandising employed is Floor Merchandising. *Floor merchandising* focuses on arranging equipment to support retail operations and create comfortable circulation space for consumers within the store. Its main goals are to enhance the retail image, maximize floor space utilization, and encourage consumers to explore the entire store area. This approach closely resembles *store layout* in terms of managing consumer traffic. *Floor merchandising* is categorized into two types: (Nuggraha Prassetyo, 2021)

The use of Floor Displays serves a range of strategic goals focused on enhancing marketing and sales within a retail environment (Nuggraha Prassetyo, 2021). The primary aim is to Increase Sales by stimulating impulse purchases, owing to the products' prominent placement in high-traffic customer paths. Furthermore, the Floor Display acts as a dual-purpose

tool: it is used to Introduce New Products to the market and as a means of Product Promotion to advertise special offers, discounts, or appealing bundle packages. The display also plays an important role in Clearing Stock or Seasonal Items before the next period, and helps Manage Inventory more efficiently by making monitoring and replenishment easier. In terms of branding, Floor Displays contribute to Building Brand Awareness through strong visual messaging. From the consumer experience standpoint, attractive displays can Shape the Shopping Experience positively and Break Shopping Routines by inviting customers to pause and explore more offerings within the store. Overall, all these functions are designed to Attract Attention and boost customer engagement.

### **The Buy One Get One (BOGO)**

The "Buy one, get one free," globally recognized by the acronym BOGO (*Buy One Get One*), is a highly common form of sales promotion. This promotional method allows customers to receive an additional product for free after purchasing one unit of a specific item. According to Gordon-Hecker (2020), this technique is defined as a very effective promotional tool because customers perceive it as a benefit without incurring extra cost, making the offer difficult to ignore and strongly encouraging a purchase. Furthermore, Gordon-Hecker (2020) asserts that BOGO promotions create a sense of urgency that prompts buyers to make an immediate purchase (*right now*). This characteristic distinguishes it from typical price discounts, which might encourage consumers to reconsider, potentially resulting in a decision not to buy. Consequently, BOGO is considered a suitable strategy for rapidly boosting product sales and encouraging repeat orders.

Although Syifaul Maula (2025) suggests there are four indicators for measuring BOGO promotions, the two primary indicators discussed are Direct Promotions and Online Media Promotions. Direct promotions involve targeting consumers personally, without intermediaries, using channels like mail or text messages, with the goal of boosting interest and purchases. Conversely, online media promotions utilize digital platforms such as social media and online advertising to reach a broader audience and foster dynamic interaction. Both approaches have distinct strengths—the personal focus of direct promotions versus the reach and interactivity of online promotions. Therefore, integrating these two methods into a single marketing strategy can create a more holistic and effective approach for promoting products or services (Gordon-Hecker, 2020).

### **Consumer Behavior**

Understanding consumer behavior is a crucial foundation for formulating appropriate and efficient marketing policies. It is essential for companies to understand and study consumer actions, particularly in the context of their purchases. Consumer behavior refers to the activities of individuals directly involved in the process of acquiring and using goods and services. This includes the preparatory stages and the decision-making involved in these activities (Engel, 2020). According to Swastha (2021), "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants."

Setiadi (2021) defines consumer behavior as the actions or conduct shown by consumers in searching, buying, using, evaluating, and disposing of products and services with the expectation that these will satisfy their needs. In summary, consumer behavior involves the decision-making process carried out by consumers, encompassing the stages of searching,

buying, using, evaluating, and disposing of products and services. The ultimate goal of this entire process is to satisfy the consumer's needs and wants.

Consumer behavior is a sequential set of actions undertaken by individuals to fulfill their needs and wants, as described by Kotler (2021). This process begins with Need Recognition, where consumers become aware of a problem or stimulus, whether internally driven or externally triggered by factors like advertising. This stage is followed by an Information Search Before Buying, the intensity of which is calibrated by the perceived risk of the product, involving various sources from friends to the internet. After gathering data, consumers move to Evaluation of Alternatives, where they weigh their beliefs, attitudes, expected benefits, costs, and risks associated with competing brands. The culmination of this journey is the Purchase Decision, where the consumer makes specific choices regarding the brand, supplier, quantity, timing, and payment method. Finally, the process concludes with Post-Purchase Evaluation, where consumers compare the product's performance against their expectations; satisfaction is achieved if expectations are met or exceeded, while disappointment arises if they are not. Understanding this entire sequence of steps is crucial for marketers to formulate effective strategies.

## **Customer Satisfaction**

Customer satisfaction is a key element of the overall customer experience that significantly influences loyalty, recommendations, and brand image. Primarily, satisfaction is reflected in the degree to which customer expectations are met or exceeded by the delivered product or service (Danang, 2020). Beyond functional fulfillment, satisfaction also encompasses aspects of the comprehensive customer experience, such as convenience, ease of use, and the responsiveness of customer service in addressing needs or complaints. From a business perspective, customer satisfaction is a crucial indicator of long-term success (Donnelly, 2019).

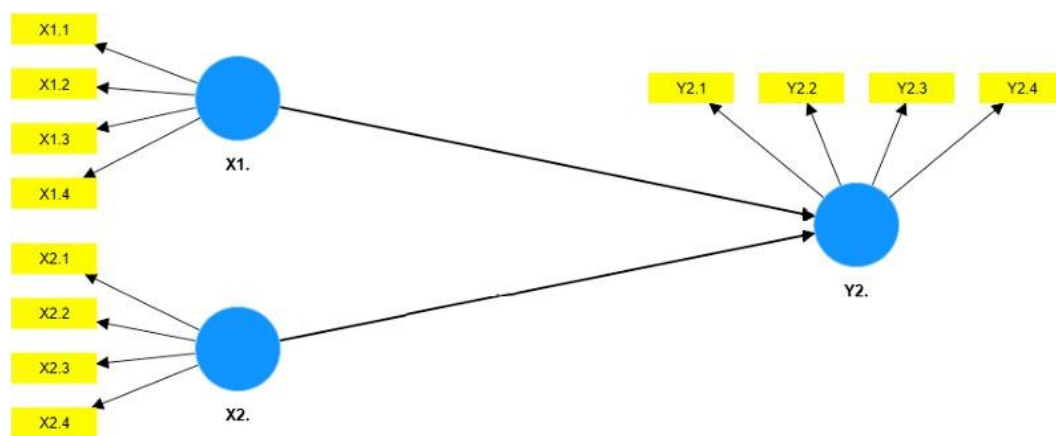
Customer satisfaction are likely to become loyal patrons, making repeat purchases and actively recommending the product to others, which substantially expands the customer base and enhances the brand's overall reputation. Furthermore, satisfaction creates a positive environment around the brand, generating positive feedback (online reviews or personal recommendations) that strengthens reputation and builds trust among potential customers (Hirschman, 2019). Thus, focusing on satisfaction is not merely about meeting needs but about creating a mutually beneficial relationship that reinforces the company's competitive position in the market.

To measure and evaluate performance in meeting customer needs, research commonly employs several key customer satisfaction indicators (Bellizzi, 2019). The first indicator is the Customer Retention Rate, which measures how often customers return for repeat business, with a high rate signaling good satisfaction. Second, a low Complaint Level indicates high satisfaction, as complaints are a direct manifestation of dissatisfaction. Third, Customer Satisfaction Surveys are used as a direct tool to assess various aspects of the experience, including product quality, service, and pricing. Finally, the Repeat Purchase Rate is a powerful indicator that customers are satisfied, as they voluntarily choose to buy from the same company again. Collectively, these indicators provide a comprehensive view of the company's success in meeting and exceeding customer expectations.

### III. METHODS

This research employs a quantitative approach with a causal descriptive design to examine the influence of Floor Display ( $X^1$ ) and BOGO Promotion ( $X^2$ ) and Customer Satisfaction ( $Y^2$ ) for JNC Cookies products at Planet Swalayan Samarinda. The research population consists of all consumers who purchased the product and were exposed to both marketing strategies at the retail location. The sampling technique utilized is Non-Probability Sampling, specifically Purposive Sampling, targeting consumers who meet specific criteria, such as having previously bought and noticed both promotions. Primary data will be collected through a Structured Questionnaire using a 5-point Likert Scale. Before analysis, the instrument will undergo Validity and Reliability Tests. To test the hypotheses, Multiple Linear Regression Analysis will be used after ensuring the data meets classical assumptions. This analysis will include the t-test (partial), F-test (simultaneous), and Coefficient of Determination ( $R^2$ ) to determine the significance and magnitude of the independent variables' effects on the dependent variables.

Figure 1 framework of thought



### IV. RESULTS

#### OUTER MODEL

##### *Convergent Validity*

Table 1 Convergent Validity

	X1	X2	Y1	Y2
X1.1	0,9			
X1.2	0,899			
X1.3	0,901			
X1.4	0,912			
X2.1		0,847		
X2.2		0,861		
X2.3		0,842		
X2.4		0,865		
Y2.1				0,848
Y2.2				0,885
Y2.3				0,869

Y2.4				0,888
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\*Data processed by author (2025)

The detailed findings from the Convergent Validity analysis confirm that all indicators used in the study are highly valid for measuring their respective latent constructs. Specifically, the indicators for Floor Display (X1) show excellent external validity, with loadings ranging from 0.900 to 0.912. Similarly, the measurement items for BOGO Promotion (X2) are strongly confirmed, with loadings between 0.842 and 0.865. The indicators for Customer Satisfaction (Y2) also demonstrate robust validity, with all outer loading values falling within the range of 0.848 to 0.888. As every single indicator exceeds the recommended minimum threshold of 0.70, it is concluded that the measurement model for the variables X1, X2, and Y 2 is highly reliable and statistically sound.

**Table 2 Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
X1	815
X2	729
Y2	762

Source: Smart PLS Vers. 4

The Average Variance Extracted (AVE) serves as a critical measure for establishing the Convergent Validity of the latent constructs in the model, where an AVE value must be 0.50 or higher. Based on the data in the revised Table 5.2, all three remaining constructs successfully meet this required threshold. Specifically, the AVE for Floor Display (X1) is 0.815, for BOGO Promotion (X2) is 0.729, and for Customer Satisfaction (Y2) is 0.762. Since all these values are substantially greater than 0.50, the analysis provides strong evidence that the measurement items for X1, X2, and Y2 are highly representative of their respective constructs. This confirms that the latent variables explain more than half of the variance in their associated indicators, thereby validating the internal consistency and convergent validity of the measurement model.

**Table 3 Fornell-larcker Criterion**

	X1	X2	Y1	Y2
X1	<b>0,903</b>			
X2	0,705	<b>0,854</b>		
Y2	0,791	0,801	<b>0,873</b>	

Source: Smart PLS Vers. 4 Results

The Fornell-Larcker Criterion is utilized to confirm Discriminant Validity, ensuring that each construct in the model is statistically unique. The rule mandates that the square root of the Average Variance Extracted (AVE) for a given construct (the diagonal value) must be greater than its correlation coefficients with all other constructs (the off-diagonal values) in the corresponding row and column. Based on the revised data (excluding Y2) the results in Table 5.3 confirm that Discriminant Validity is established for all remaining constructs (X1, X2, and Y2). This is because the square root of AVE for Floor Display (X1), 0.903, is greater than its correlation with X2 (0.705) and Y2 (0.791). Similarly, the square root of AVE for BOGO Promotion (X2), 0.854, is higher than its correlation with X1 (0.705) and Y2 (0.801). Finally, the square root of AVE for Customer Satisfaction (Y2), 0.873, exceeds its correlations with X1

(0.791) and X2 (0.801). Therefore, the data strongly supports the conclusion that the constructs are empirically distinct.

Specific Indirect Effect

**Tabel 5. 1 T Statistics**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>X1 -&gt; Y2</b>	0,125	0,130	0,041	3,013	<b>0,003</b>
<b>X2 -&gt; Y2</b>	0,128	0,132	0,042	3,021	<b>0,003</b>

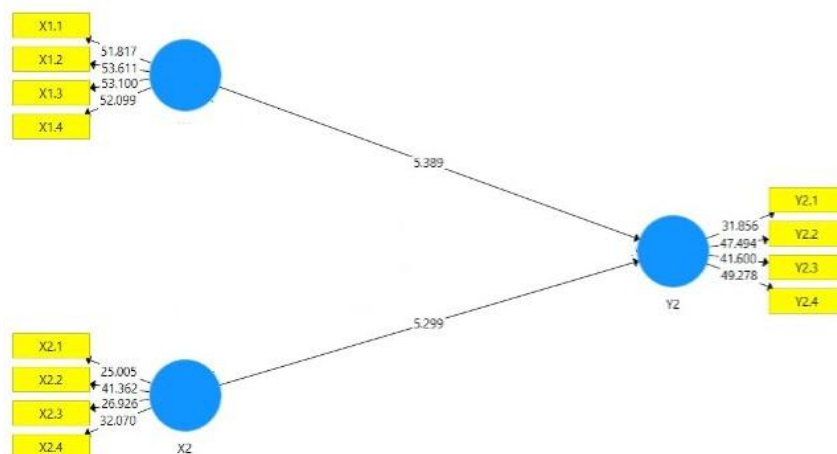
\*Data processed by author (2025)

The analysis of the direct relationships between the independent variables and Customer Satisfaction (Y2 ) reveals that both Floor Display (X1 ) and BOGO Promotion (X2 ) have a statistically significant positive direct effect on customer satisfaction.

Firstly, the direct effect of Floor Display (X1 ) on Y2 is significant. The Original Sample (O) value of 0.125 indicates a positive influence—meaning better floor displays lead directly to higher customer satisfaction. This relationship is confirmed by the T Statistics value of 3.013 (which is greater than the critical value of 1.96) and a highly significant PValue of 0.003 (less than 0.05). This suggests that the visual attractiveness and strategic arrangement of the products directly enhance the customer's shopping experience and satisfaction.

Secondly, the direct effect of BOGO Promotion (X2 ) on Y2 is also significant. The Original Sample (O) value of 0.128 shows a positive influence, meaning the BOGO promotional strategy directly contributes to increased customer satisfaction. The statistical significance is reinforced by the T Statistics value of 3.021 and a P Value of 0.003. This strong result implies that customers perceive the BOGO offer as high value, which directly fulfills their expectations for a rewarding purchase, thereby boosting satisfaction.

Figure 2 Bootstrapping Result Path Image



## V. CONCLUSIONS

### **Relationship between Floor Display (X1 ) and Customer Satisfaction (Y2 )**

The analysis confirms that Floor Display (X1 ) has a significant and positive influence on Customer Satisfaction (Y2 ). This is supported by a path coefficient of 0.325, a high t-statistic of 5.389, and a highly significant p-value of 0.000. This finding indicates that improving the quality and strategic placement of floor displays directly enhances customer satisfaction, primarily by fostering a sense of comfort and ease in product discovery, thus improving the overall shopping experience.

The moderate effect size ( $f^2$ ) of 0.210 suggests that Floor Display makes a substantial contribution to satisfaction, reinforcing the idea that appealing product visualization conveys professionalism and builds a positive brand perception. Furthermore, the high R-square value for Y2 (0.786) demonstrates that the model, including Floor Display, is highly accurate in explaining the variability in customer satisfaction. This aligns with prior research (e.g., Wahyuni, 2020; Sari & Utami, 2021) which highlights that organized and attractive visual displays not only influence initial purchase decisions but also contribute significantly to post-purchase satisfaction.

### **Relationship between BOGO Promotion (X2 ) and Customer Satisfaction (Y2 )**

Similarly, the BOGO Promotion (X2 ) is proven to have a significant and positive influence on Customer Satisfaction (Y2 ). This effect is demonstrated by a path coefficient of 0.356, a robust t-statistic of 5.299, and a p-value of 0.000. This result implies that the *Buy One Get One* promotional program significantly boosts customer satisfaction by providing perceived added value and a greater benefit from the transaction.

The moderate effect size ( $f^2$ ) of 0.250 confirms that BOGO Promotion plays a notable role in shaping positive customer perceptions. By offering tangible benefits, BOGO strategies make customers feel valued and maximize the perceived worth of their expenditure, which directly drives up satisfaction. This finding is consistent with previous studies (e.g., Pratiwi, 2019; Ramadhani, 2021) which confirm that value-added promotions significantly increase satisfaction and can be instrumental in building long-term customer loyalty. Therefore, the strategic use of BOGO not only increases short-term sales volume but also strengthens sustainable customer satisfaction.

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