



Midnight Sale: As a Special Event Pricing Strategy at Debenhams Department Store to Impulse Buying Decision

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Abstract

In retail business, inventory cycle should be proceeded properly in order to avoid the maintenance inventory cost. Big discount offer of old merchandises combined with an extended operational time can stimulate customers' decision to buy and subsequently will run the inventory cycle properly. The purpose of this paper is to analyze the influence of midnight sale strategy toward buying decisions at Debenhams department store. This research combines retailing mix concept with special event pricing strategy to measure the effectiveness of midnight sale by means of seven indicators: operational time, operational season, service, facility, store layout, payment process, and discount. Buying decision concept on this research is measured by the following customer's buying process: need recognition, information search, evaluation of alternative, Buying decision, and post Buying behavior. Debenhams department store is a fashion retailer which is midnight sale pioneer in Indonesia. The research uses simple regression method applied to primary data from 213 respondents who have bought some merchandises during the midnight sale. Result shows that midnight sale strategy significantly affects buying decision by 16.9%. In addition, others variables also influence buying decision by 83.1%. We recommend retailer should pay more attention to customer's expectation on discount rate because inappropriate discount strategy could hold back customer's decision to buy.

Keyword: *Midnight Sale Strategy, Purchase Decision*

INTRODUCTION

The provider of branded fashion or luxury department store in Indonesia are sensitive to the needs of its market who likes to look attractive to international branded goods but have low incomes, therefore they're conducting a promotional strategy called the midnight sale. Midnight Sale, a new trend that is shopping in the middle of the night with fantastic discounts. Midnight clearance sale is a program that was originally only introduced by the Debenhams department store and turned it into a promotional strategy by some of the luxury shopping mall located in downtown Jakarta (Taftayani, 2011). Midnight sale is executed in order to stimulate consumers to



buy the old product. According Taftayani (2011) the purpose of the clearance program is to avoid the maintenance inventories caused by the buildup of old stuff or the old fashion product (products of last season) who has not sold out, so the old stock items are offered back to the discounts up to 70 percent or even more, or by offering "buy 1 free 1". In addition to offering old fashion product new products with discounts of 10 to 20 percent is also offered, ensuring that consumers have choices in purchasing.

Midnight Sale starts at 22:00 until 24.00, the manager also offers free parking starting at 22.00 hours and this is a value added service. As revealed by Kim and Jin (2002), discount stores realize the importance of enhancing the value of other services that can provide added value for its customers to become more competitive. In addition to the above two objectives, Midnight Sale is done at night, therefore does not disrupt the upscale segment who need the convenience of shopping with a good service, because when it lowered the price of market share was automatically moved into the middle class segment, so that consumer priorities (upper class) can still be served well and shopping centers are still able to benefit from non-priority customers (middle class).

Under these conditions the price offered is relatively inexpensive, consumers tend to be impulsive, and ended in the purchase of an item. Thaler research in Lowe (2010) showed that consumers preferred to receive an extra product for free in a promotion. However, whether the consumer to make a purchase decision is the result of large-scale promotion or because of other factors need further review. Therefore, this study aims to analyze the influence of strategy on the purchase decision midnight sale at Debenhams department store.

MIDNIGHT SALE: AN APPLICATION OF COMBINATION CONCEPT SALES PROMOTION IN RETAILER, SPECIAL-EVENT PRICING AND TIME PRICING.

II.1. Sales Promotion on Retailer

Sales Promotion is one dimension of the marketing mix That is used as a tool to improve the short-run sales, and also to attract new customers and keep old customers, and to stimulate buy-back attitude (Boonlertvanich, 2010). Sales Promotion is usually specific only to the period of time, price or consumer groups or even to focus on three things. The purpose of sales promotion is to accelerate the consumer in determining the purchase decision, increase the number of items purchased at one time, or encourage consumers to make purchases again (Boonlertvanich, 2010). Forms of sales promotion may be a sample, coupons, other discounts, gifts, or even a competition with prizes. (Lovelock, 2011). According to Lovelock (2011), discounting aimed at specific market segments can provide opportunities to attract new customers to increase sale of old stock.



Sales promotions and incentive offers extra value in the eyes of consumers who visit a store or when buying goods at a specific time set by the store (Levy, 2007). Therefore, when the operating time is extended by offering merchandise at a discounted price that will give more value to consumers, many consumers will be interested to come and make a purchase during the midnight sale.

II.2. Promotional Pricing

Kotler et al (2009) explains that in addition to sales promotion strategies retailers can also offer special discounts of products commonly referred to promotional pricing. Promotional pricing is divided into 7 categories: loss-leader pricing, special-event pricing, cash rebates, low interest financing, longer payments terms, warranties and service and psychological discounting (Kotler et al, 2009)

1. Loss-Leader Pricing

Supermarkets and department stores lower the price of goods with a brand that has been known to stimulate the addition of visitor traffic. (Kotler et al, 2009). Leader pricing involves retailers to lower prices on some items lower than normal prices to increase sales of complementary goods and also increase consumer traffic or also called loss leader. in extreme condition, loss leader item offered at a price below the cost of goods sold. (Levy & Weitz, 2007). An item that is sold under the retailer's cost is called loss leader, loss leader is an extreme form of leader pricing strategies that is a condition in which retailers offer low prices on high-demand items and advertised with a high frequency as a form of business to attract visitors. (Lusch et al, 2011)

2. Special-Event Pricing

Special rates that is given by the Department Store at certain seasons to attract visitors and make a purchase. For example: in the winter religious holiday, Independence Day, New Year and so on. This concept is one of the concepts used and combined with the concept of retailing mix to build the research instrument. Because Midnight Sale Debenhams run the program on the seasons.

3. Cash Rebates

Department store give vouchers to the value specified for every purchase with predetermined time limit. The system is to stimulate customers to make additional purchases using the voucher which can increase the amount of revenue without cutting the price of the seller first.



4. *Low-interest Financing*

Sellers usually offer financing with low interest rates, or department stores usually work with a particular bank for financing with 0% interest. Examples are car sales offering low-interest financing.

5. *Longer Payment Terms*

department store working with certain banks to be able to offer financing with low interest or no interest to the date of payment for longer, by determining the minimum purchase amount to be done.

6. *Warranties and Service Contracts*

Companies can increase sales by providing additional warranty with free or low cost.

7. *Psychological Discounting*

This strategy is made as if the price offered to get a significant discount to attract consumers to decide to buy. For example: the normal price of Rp 359,000 to Rp 299 000

II.3. PRICE DISCRIMINATION

Price discrimination occurs when the seller delivers two or more different prices that do not reflect differences in the proportion of the cost. At the first level of price discrimination, sellers charge different prices to each consumer depends on the intensity of the customer demand. At the second level of price discrimination, sellers give different prices for the consumers who buy in large amount. At the third level of price discrimination, sellers give different prices for each different group, it is divided into 6 groups, namely time pricing, customer-segment pricing, product-form pricing, image pricing, channel pricing, and location pricing. (Kotler et al , 2009)

1. *Time Pricing*

Act of giving different pricing based on the seasons, days, or hours, and it is applied in the midnight sale program. (Kotler et al, 2009). According to Lusch et al (2011) extended hours of operation can be implemented by extending the opening time while others were closed, and some merchants increase prices so it become relatively more expensive than the normal price. This strategy is the application of the midnight sale concept.

2. *Customer-segment Pricing*

Each consumer groups is given different prices for similar products or services. Examples are different prices for students.



3. *Product-form Pricing*

Different versions of a given product at different prices but with a disproportionate share of the cost of production of goods. An example is Starbucks Caramel Machiato short size (237 milliliters), consumers are charged at USD 34 500, while for a venti (591 milliliters), consumers are charged at USD 49 000, it means as the result of differences in the size of the consumer is charged at Rp 145.6 / ml in the size of the short and charged Rp82, 9/ml for venti size.

4. *Image Pricing*

Some companies may give a different price on the same product based on the difference image. An example is a manufacturer of perfume and packaged in a bottle and given a name and image are priced \$ 10/ounce. The same perfume can be packaged in a bottle and given a different name and image can be priced at \$ 30/ounce.

5. *Channel Pricing*

The difference in price based on the distribution of sales. These events can be seen in a beverage product that provides a different price on each product which is sold, such as the sale price on vending machine is different from that offered in the fine restaurant.

6. *Location Pricing*

A product sold at different prices in different places even though the cost is essentially the same at each location (Kotler et al, 2009). Convenient and strategic location of the gift shops in hotels, airports, or even in office buildings in the city center makes retailers offer products at relatively more expensive than the average price. Because consumers really appreciate their time, fast-food retailer chose to open a store (Lusch et al, 2011)

II.4. MIDNIGHT SALE STRATEGY

Midnight Sale Strategy is a promotion with a discount program at midnight (Hendriani, 2005). Discount programs, or discounted prices were lower than normal prices, which consumers will compare with the info obtained (Campo & Yague, 2006). According to Hendriani (2005) and Campo and Yague (2006), midnight sale strategy was undertaken to establish a market price that is is relatively more affordable, starting with the campaign that is intended to inform that there is additional value when a customer comes to promo the midnight sale.

The weakening of global economic conditions that occurred in late 2007 and early 2010 have been awaken many companies to immediately renew



appeal rates to maintain sales volume, or at least a share of the market while protecting the purchasing power of customers is Declined and Their competitors are lowering prices (Piercy et al , 2010)

According to Sudarwanto (2009) factors that affect campaign strategy Midnight Sale:

Service, an attempt to help set up (care) what is required of others,

Product quality, an attempt to determine the expected level of excellence and control over the use of products to satisfy consumer desires,

Discounts, offers consumers the savings from the regular price of a product,

Safety and convenience, the situation in the which the customer feel tranquil and calm while doing an activity without any sense of concern,

Advertising, an efficient way to achieve a number of buyers that are dispersed at low cost for a one-time appearance,

Personal selling, most effective tool in the final stages of the buying process, especially in establishing preferences, beliefs, and actions of the buyer,

Public relations, designed to promote or protect the corporate image,

Promotion, marketing communications which are made to move a person or organization to act that created the exchange.

III. PURCHASE DECISION

Person's decision on a brand, product category, place to go, the time of purchase, and amount of purchase, is the result of external stimuli derived, which is processed in the consumer. There are 4 things that affect consumer behavior that is motivation, perception, learning and memory. (Kotler, 2010).

1. Motivation

A purchase decision is taken because of the emergence of a sense of inner needs of consumers which eventually becomes an action by buying the goods, the drive is called motivation. (Schiffman et al, 2010).

2. Perception

Perception is the process in which individuals select, organize and interpret the information to create a meaningful picture of the world. In marketing, perception is more important than reality because of the perception individuals have a real effect on consumer behavior. (Kotler et al, 2009: 191). According to Furer et al (2002), in some cultures, consumers have a stronger position than the service providers within

the service activity which includes retailing, and in these circumstances loyal customers will have higher expectation toward the service provider.

Learning

Learning involves changes in individual behavior gained from experience. According to Docters et al (2010), before the consumer uses a product, he must learn about these products and before he knew what the benefits to be gained on the new service provider, he will not consider other alternatives.

Memory

All information and the experiences that have been obtained by the individual will be stored in a long-term memory (to save information permanently.) In view of the existing theory, the structure of long-term memory stores multiple nodes and links.

II.6. THE PURCHASE DECISION PROCESS : FIVE-STAGES MODEL

Before someone decides the purchase, he / she will do the stages before, during and after the purchase, commonly known as the purchase decision process. Van Weele (2005) in Valk and Rozemeijer (2009) measures the purchasing decisions of consumers through the Purchasing process. Nørgaard et al (2007) elaborates on the concept of consumer purchase decision process for measuring the purchasing decisions taken from Jensen (1990). Purchasing decisions in this study was measured through the consumer decides to buy process adopted from Kotler et al (2009). Purchasing process has five stages that is: 1) Need Recognition, 2) Identify Alternatives, 3) Evaluate Alternatives, 4) Purchase, 5) Post-Purchase Evaluation.



Figure 1. Purchase Decision Phase (Kotler et al, 2009)

1. *Need Recognition*

The purchase process will occur when an individual recognizes a need. Needs can be triggered from internal or external factor. (Kotler et al, 2009)

2. *Information Search*

Individuals who have recognized the need, will continue searching for information on what is needed. There are two individuals here, namely heightened level of attention and active information search. In the heightened attention, consumers are becoming more sensitive in receiving information about the desired



product, while in active information search consumers are looking for reading material, contact friends, do a search online and visit the store to learn about the products needed. There are four groups of sources of information: personal (eg family, friends, neighbors, relatives), commercial (eg advertising, websites, salesperson, dealer, packaging, displays), public (eg mass media, consumer-rating organization) and experiential (eg handling, observation, using the product). (Kotler et al, 2009)

3. Evaluation of Alternatives

In evaluating the alternatives that exist there are three basic concepts. First of all, consumers will try to satisfy their needs. Second, consumers will look for some of the advantages of a product. Third, the consumer sees each product as a bundle of attributes that bring different capabilities to deliver the benefits that can satisfy the needs. (Kotler, 2009)

4. Purchase Decision

At this stage, the consumer will form an intention to buy the brand that many people choose or preferred brand. At the time of determining the intention of making of purchase, consumers establish up to five subdecision: brand (brand in the market), dealer (selecting distributor), quantity (Number of purchase eg four computers), timing (choosing the time of purchase), and the payment method (eg credit card, cash). However, the purchase of daily necessities does not require much consideration in purchasing decisions. (Kotler, 2009)

5. Postpurchase Behavior

After making a purchase, consumers are likely to experience a mismatch or inconsistency that comes from an awareness of the features that are disturbing or hearing the benefits of other brands, and will be very responsive when they hear the information that supports their decision. Marketing communication should help to give confidence and to evaluate that can strengthen consumer choice and helps the individual to feel calm and happy with the brand that has been chosen.

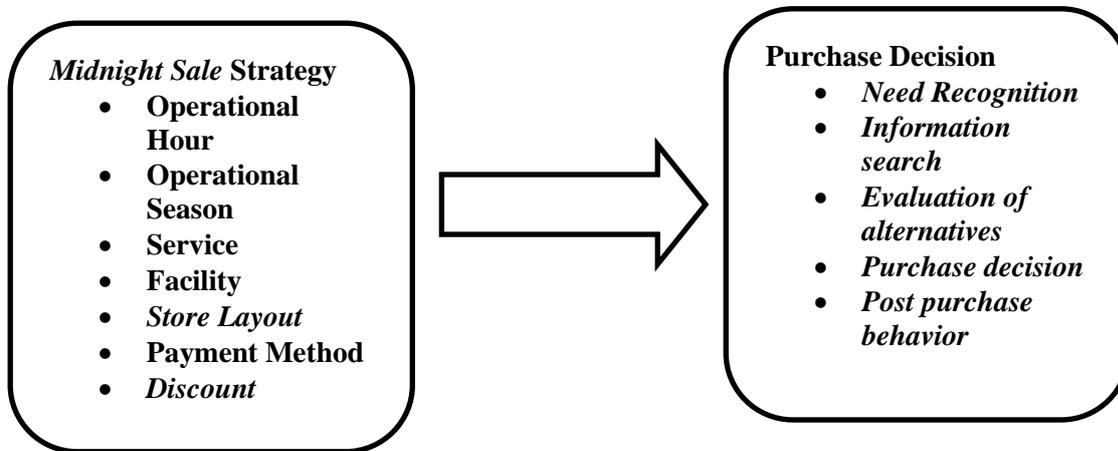
After discussing the existing literature that has been described in the previous section the conceptual framework of the image obtained as below

Based on literature, the assumptions for hypothesis are :

H0: Presumably there is no midnight sale strategies to influence purchasing decisions

H1: Presumably there are midnight sale strategies to influence purchasing decisions.

Figure 2. Conceptual Framework (Source :Researcher)



RESEARCH METODOLOGY

In this research there are two variables, one independent variables namely Midnight Sale Strategy and dependent variable that is Purchase Decision. The concept of variable Midnight Sale Strategy is a promotion with a discount program at midnight (Hendriani, 2005), as measured by: operating hours, operating season, services, facilities, store layout, payment, and the determination of the discount. Purchase Decision variables were measured through a person's decision on the purchase of a brand, product category, place to go, the time of purchase, and the purchase amount, which is the result from external stimuli, that are processed in the consumer (Kotler et al, 2010), which measured by: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior.

In this study, to perform data analysis the authors perform data processing with a simple regression using SPSS program (Statistical Program for Social Science) version 17.0, but the authors also use the Microsoft Excel 2010 for the tabulation of data. Its function is denoted as follows:

$$Y = a + bX \text{ where,}$$

Y = Purchase Decision
a dan b = Constanta
X = *midnight sale strategy*

Convenience sampling is used in this research whereas the researcher is free to selecting respondents but remained restricted to respondents that are made a purchase at the midnight sale held on July 24, 2011 in Department Store Debenhams Senayan City. The respondents are male and female customers aged 18-45 years that



have made a purchase at the midnight sale at Debenhams Department Store at least once. The population of this research is the consumers of midnight sale program at Debenhams Senayan City, amounting to 130 000 people (source: CEO Senayan City via Tempo Interactive). According to Roscoe (2010), sample size greater than 30 and less than 500 is enough to represent the research, therefore, the sample size was determined to be 213 respondents.

Descriptive Statistics

Table 1. characteristics of Respondents

No	Respondent Characteristic	Frequency	%
1	Gender		
	Male	72	33.8
	Female	141	66.2
	Total	213	100.0
2	Age		
	18-24 y.o	139	65.3
	25-31 y.o	52	24.4
	32-38 y.o	10	4.7
	39-45 y.o	12	5.6
	Total	213	100.0
3	Purchase Frequency During Midnight Sale		
	1 time	64	30
	2 times	73	34.3
	3 times	44	20.7
	>3 times	32	15
	Total	213	100.0

From the results of questionnaires to the respondents depicted in Table 1, it is showed that the number of respondents who made a purchase on sale at midnight program Debenhams department store is dominated by women by 66.2% over the age range 18-24 years, and have made a purchase at the midnight sale program as much as 2 times the number 34.3%.



Table 2. Descriptif Analysis of Variable for Midnight Sale Strategy

No	Statement	STS	TS	N	S	SS	Mean	Min	Max
1	I feel Debenhams has correctly choose the operating hours of midnight sale		4	40	139	30	3.92	2	5
2	I feel Debenhams were appropriate to choose the season (DKI Hut, Year End) for the implementation of the midnight sale	1	9	44	126	33	3.85	1	5
3	I feel the services provided by employees of Debenhams is good	1	13	74	113	12	3.57	1	5
4	I feel that all the needed facilities are fulfilled during <i>midnight sale</i> (air conditioner, Toilet operational hour, Free parking)		11	51	114	37	3.83	2	5
5	I feel comfortable with the store layout (discount marker, marker name for goods, aisle markers, lighting, aisle space, etc.) at midnight sale		21	66	106	20	3.59	2	5
6	I feel comfortable with all the availability of alternative payment / settlement at midnight sale (cash, credit cards, installment)	1	10	32	127	43	3.94	1	5
7	I feel that the discounts given at the time of midnight sale was in accordance with previous expectations	2	30	88	76	17	3.36	1	5
8	I feel discounts given on sale at midnight is in conformity with the quality of the goods offered	2	16	81	92	22	3.54	1	5

Based on data in the table above, Debenhams department store is appropriately correct in choosing the operating hours of midnight sale program, in choosing correct season / season for the midnight sale program implemented, correct in giving service in accordance with the wishes of customers, has meeting customer needs for facilities, has set up a good store layout making it easier for consumers both in the shop, has been providing a variety of payment alternatives desired by consumers, as well as Debenhams considered to have providing an appropriate discount to the quality of its products. However, Table A also showed a neutral response / normal / hesitation of consumers to discounts given, meaning that Debenhams was still unable to understand the customer's expectation of the value of a discounted price.



Table 3. Descriptive Analysis of Purchase Decision Variables

No	Statement	STS	TS	N	S	SS	Mean	Min	Max
1	I realized that I need one of the items being sold on the midnight sale		18	54	103	38	3.76	2	5
2	I always looking for information on the items I required / desired before midnight sale	2	54	55	70	32	3.36	1	5
3	I always compare products needed based on quality, brand, design, features, and others before midnight sale	3	31	37	92	50	3.73	1	5
4	I always compare prices of products and brands on offer just before midnight sale	2	29	38	100	44	3.73	1	5
5	I decided to buy because the price offered on sale midnight relatively lower than usual	2	8	30	122	51	3.99	1	5
6	decided to buy because I get a quality product in accordance with the image of the product	2	6	38	135	32	3.89	1	5
7	I feel that the items purchased at midnight sale is in accordance with prior expectations	2	13	66	110	22	3.64	1	5
8	I will return to repurchase on the next midnight sale program	1	8	63	99	42	3.81	1	5

Based on data in the table above, the majority of respondents agreed on all 8 indicators, this suggests that consumers make purchases based on awareness of the need for an item, to collect information about the desired items, compare products in need with similar products, compare prices by brand, because of price cuts before making a purchase decision, then decide to buy because it has been in accordance with the expectations and make purchases over the next sale at midnight program.

Validity Test

Instrument is valid if the Pearson correlation is positive. Correlation values obtained from the calculation of between each of statement with the total of each variable, that is X1-X8 with Midnight Sale Total Strategy and Y1-Y8 with the total of Purchase Decision.



Table 4. validity test

Correlation Between	Pearson Correlation score	Note
<i>Midnight Sale strategy</i>		
X1 with MS total	0.452	Valid
X2 with MS total	0.446	Valid
X3 with MS total	0.647	Valid
X4 with MS total	0.418	Valid
X5 with MS total	0.069	Valid
X6 with MS total	0.407	Valid
X7 with MS total	0.245	Valid
X8 with MS total	0.450	Valid
Purchase Decision		
Y1 with PD total	0.501	Valid
Y2 with PD total	0.588	Valid
Y3 with PD total	0.596	Valid
Y4 with PD total	0.331	Valid
Y5 with PD total	0.366	Valid
Y6 with PD total	0.260	Valid
Y7 with PD total	0.540	Valid
Y8 with PD total	0.552	Valid

Sources: Primary data processing (2011)

note: MS : *Midnight Sale*
PD : Purchase Decision

From the data on the instrument variables midnight sale strategy is valid, and for the purchase of the decision variables are also declared invalid

Reliability Test

Reliability testing in this study using Cronbach's Alpha instrument. Cronbach's Alpha value of 0.6 or more states that the variable is reliable. It can be seen from the table below, Cronbach's alpha value obtained was 0.678, indicating a reliable overall indicator.

Table 5. Reliability Test

Number of Statement	Cronbach's Alpha
16	0.678

HYPOTHESIS TESTING

In hypothesis testing, we can see the relationship between variables, the influence between variables and how strongly these variables affect other variables, to see the relationship between variables visible in Table 6



Table 6. Relationship Between Variables

Correlations			
		Aggregate Purchase Decision	Aggregate Midnight Sale strategy
Pearson Correlation	Aggregate Purchase Decision	1.000	.411
	Aggregate Midnight Sale strategy	.411	1.000
Sig. (1-tailed)	Aggregate Purchase Decision	.	.000
	Aggregate Midnight Sale strategy	.000	.
N	Aggregate Purchase Decision	213	213
	Aggregate Midnight Sale strategy	213	213

Model	R	R Square
1	.411	.169

From the calculation above, the correlation between the obtained figures midnight sale strategy and Purchase decisions for 0411 that is sufficient correlation, and showed a positive correlation or unidirectional, meaning that with the midnight sale program could affect consumer purchasing decisions. Judging from the number of probability (sig) at 0:00 there is a significant relationship between the variables midnight sale strategy with the purchase decision variables as <0.05. To see the influence is there and how much influence strategies midnight sale of the purchase decision can be found in Table 7. Tabel 7. Relationship Between Variables

The amount of influence from the strategy of midnight sale toward purchase decision is obtained 16.9% according to the value of R Square, meaning that 16.9% of consumer purchasing decisions variability is due to the midnight sale program, while 83.1% were caused by variables other than included in this research.

Table 8. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.797	.299		6.021	.000
Aggregate Midnight Sale Strategy	.525	.080	.411	6.543	.000

a. Dependent Variable: Aggregate Purchase Decision

$$Y = a + bX$$

$$Y = 1.791 + 0.525X$$



From the results of the above coefficients, it can be seen to have a positive relationship. this indicates midnight sale strategies to have a positive influence on purchase decisions. To test this hypothesis the calculation of linearity between two variables found in Table 8 is required.

Table 9. Linearity Between Variables

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.237	1	10.237	42.814	.000 ^a
	Residual	50.452	211	.239		
	Total	60.689	212			

a. Predictors: (Constant), Aggregate Midnight Sale Strategy

b. Dependent Variable: Aggregate Purchase Decision

Based on the calculation results it is obtained the significance of 0.00. Significance of 0:00 is <0.05, so H0 is rejected and H1 accepted. This means that there is a direct relationship and influence between midnight sale strategy with the purchase decision.

VII. DISCUSSION

From the analysis above, it is shown that respondent are agree with the Debenham's Midnight Sale Promotion Program except for the expected discount. Respondents have the perception that the discounts given will be very large, but the reality is not. In line with the theory of Perception of Kotler et al (2009: 191) and Furer et al (2002), that individuals always select, organize and interpret the information to create a meaningful picture of the world. In marketing, perception is more important than reality because of the individual perception have a real, tangible effect on consumer behavior. In this situation loyal customers will have high expectations of the campaign due to retailers. Conversely, if the fact that discounts are not given in accordance with the information delivered during the campaign, consumers will cancel the intention to buy. Debenhams department store should promote the event clearly to avoid consumer disappointment.

As for the descriptive analysis of the purchasing decision variables, the majority of respondents agree to each statement, indicating that consumers are fully aware to decide to buy, based on the need for an item, seeking information about the desired items, choosing from various alternatives, comparing prices with image of the brand, considering the magnitude of discount, decided to buy because it has been in accordance with expectations, and make repurchases over the next sale at midnight



program. We recommend that the Debenhams department store enlist the consumer with a specific amount of spending, so that when the midnight sale occurred again in the future, Debenhams can provide invitation / information, in order to attract potential customers.

The program can also be used as a tool to provide convenience shopping for the upscale segment that does not want to be bothered while shopping because during the time of the Midnight Sale market segments will change from the upscale segment to the lower middle class segment. It is intended to keep Debenhams department store positioning as a fashion store that has the international class, able to offer good quality products with a high comfort level.

CONCLUSION AND RECOMMENDATION

From the research that has been done, it can be concluded that the strategy of Midnight Sale has a significant relationship to the purchasing decisions of 0411 and the effect of 16.9%. Researchers found that the disappointment caused by the expectations of consumers toward given discount will cancel the consumer purchase intentions. Retailers should pay attention to the message on their campaign so as not to disappoint consumers. Researchers suggest for further research to analyze the relationship and influence of the partial test on each dimension of the promotion Midnight Sale strategy with Purchase Decision in order to see the dimensions of which are the most powerful to influence purchase decisions as Midnight Sale promo conducted in international class Fashion retail.

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