

STORE ATMOSPHERE ANALYSIS OF IMPULSE BUYING THROUGH SHOPPING EMOTION AS A MEDIATING VARIABLE

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ABSTRACT

In the modern era like today, competition in the Indonesian retail business world began to quickly develop. This very rapid development is supported by people's buying behavior which should be able to increase impulse buying. This increase in impulse buying requires businesses to be more proactive and innovate in making strategies to enable impulse buying to increase. This study tried to find the impact of shopping emotion acting as an intermediary in the relationship between store atmosphere and impulse buying. Miniso is not always the main choice of consumers in choosing retail wholesalers where to shop for accessories, this has an impact on decreasing impulse purchases of Miniso consumers. This study used a causal descriptive approach with quantitative methodology. The results of this study show that Miniso has been able to build store atmosphere, shopping emotions and impulse purchases. Shopping emotion are positively influenced by the store atmosphere with a value of 0.799. Impulse buying are positively and significantly affected by the store atmosphere of 0.273. In addition, shopping emotion can be used as a mediator to form an atmosphere in the store during impulse buying, but this is inaccurate because the indirect effect is smaller than the direct effect 0.505.

ARTICLE INFO

Keywords:
Store Atmosphere,
Impulse Buying,
Shopping Emotion

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1. Introduction

Development of retail sector in Indonesia is one of the sectors that is increasingly well known and growing rapidly. Sutono (in Wiranata & Suryadi, 2022) stated that along with the development of the times and the impact of modernization, consumer tastes continue to increase. The existence of globalization, makes economic growth in every country increase. In addition, many businesses continue to emerge in various urban communities in Indonesia. Thus affecting the rapid

development of Indonesian retail. This is supported by life factors or individual purchasing behavior that is currently starting to adapt and continue to advance. With these changes, changing the way consumers shop planned into impulse purchases (Diany et al., 2019).

According to Wiranata & Suryadi, (2022), Retailers are expected to be more proactive in providing extraordinary products and services to gain an edge to win market share. Shoppers who are comfortable with the atmosphere of the store then combined with shopping emotions that allow impulse purchases to be increased. Encouraging impulse buying behavior tends to overwhelm the buying behavior made by customers (Vera Naentiana & Setiawan, 2014). According to Pattipeilohy et al., (2013), impulse buying as the tendency of buyers to buy unexpectedly, reflexively, suddenly, and naturally. From this explanation, it shows that impulse buying (unplanned purchases) can occur anytime and anywhere.

This research seeks to find out how the store atmosphere affects the shopping emotion and allow impulse buying at Miniso Citimall Sukabumi, while also exploring the potential mediation of store atmosphere to impulse buying through shopping emotions.

2. Literature Review

Store Atmosphere

According to Kotler & Keller, (2016) The atmosphere of the store is specifically designed to suit the target market and be able to attract consumers to make purchases. The atmosphere of the store causes consumer behavior and evokes consumer feelings and desires to buy. According to Levy and Weitz (in Fahimah et al., 2015) who revealed that: The store atmosphere includes structuring the environment through visual communication elements, lighting, colors, music, as well as scents to stimulate customers, shape their perceptions and emotional responses, and ultimately influence their buying behavior. According to (Barry et al., 2018) Store atmosphere attributes are attributes that contribute to the appearance of the store and attract customers.

According to (Barry et al., 2018) The dimensions of the store atmosphere include the exterior of the store, general interior space, store layout, and interior display.

Impulse Buying

Mowen (in Wiranata & Suryadi, 2022), defines that impulse buying is defined as the act of being that is done without considering or planning in advance, as well as without an intention formed before entering the store. Meanwhile according to (Utami, 2014) unplanned purchases are activities that are carried out not with prior preparation, or purchase options are made while in the online shop. These unexpected purchases are improvements or encouragements made while in a store or while looking at an online shop. and according to Ruswanti (In Setiawan & Sri Ardani, 2022) Impulse buying is consumer behavior that occurs spontaneously and without prior planning.

Rook & Hoch (in Yanthi & Japarianto, 2014) proposed that spontanitas, out of control, psychology conflict, non-cognitive evaluation, and disregard of consequences is an indicator which is used to measure impulse buying.

Shopping Emotion

Mothersbaugh et al., (2020) emotions are feelings that are difficult to control but can affect one's behavior. Solomon (in Wauran & Poluan, 2016), the state of the heart or emotions and the state of a person when purchasing greatly affects what will be bought or what is like to assess his purchase. Meanwhile, according to Ma'ruf (in Kurniawati & Restuti, 2014) revealed that every consumer has two qualities of purchase inspiration that cross through him, emotional and rational.

Mothersbaugh et al., (2020) revealed, there are 3 dimensions of shopping emotion, namely: pleasure, arousal, and dominance.

3. Method, Data, and Analysis

The method used by researchers is quantitative research methods through a causal descriptive approach which explains the causal relationship of the variables studied. This research was conducted with a sample of 195 consumers, all of whom were Citimall Sukabumi consumers. The method applied in this study was non-probability sampling. Ghazali, (2016) non-probability sampling is a population whose chances of being selected as a sample are not necessarily the same and the sample size is unknown. with the criteria of respondents include consumers of Miniso Citimall Sukabumi.

The sampling used by researchers is saturated or solid samples. Saturated sampling is a sampling technique that uses the entire population as a sample, also called a census (Unaradjan, 2019). According to Hair et al., (2021) multiply the number of indicators by 5 to 10 determine the sample size. The sample size for this study are as follows:

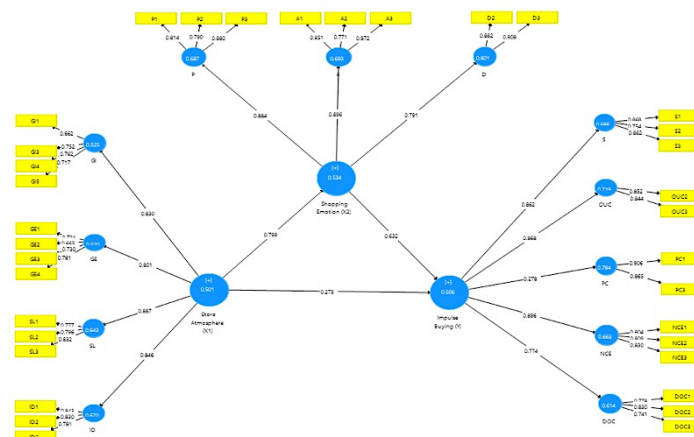
$$\begin{aligned} \text{Sample} &= \text{Number of indicators} \times 5 \\ &= 39 \times 5 \\ &= 195 \text{ sampels} \end{aligned}$$

This study relied on primary data collected through research methods, such as questionnaires. The questionnaire is distributed through Google Form. Secondary data consists of books, articles, journals, and others. In the sampling process of this study, analysis techniques were applied using Partial Least Square (PLS) based on Structural Equation Modeling (SEM).

4. Result and Discussion

A. Convergent Validity

Figure 1. Path Diagram after an early stage outliner



Source: Data processed by researchers, 2024 (using SmartPLS 3.2.9 software)

Convergent validity is part of the phase that tests the relationship between reflective factors and latent variables. Factor loading is used to determine the indeks of convergent validity, usually known as the AVE coefficient. A loading factor of 0.5 to 0.6 is considered acceptable, and an indicator value of >0.7 is valid (Ghozali, 2014). and the expected AVE value is at least 0.5 (Ayatulloh et al., 2022).

B. Discriminant Validity

To determine the effectiveness of an indicator, we need to observe the square root value of AVE (average variance extraction). The recommended value is 0.5. SmartPLS output of the extracted mean variance can be clearly observed from the following details in Table 1:

Table 1. Average Variance Extracted (AVE)

Variable	AVE	Information
Store Atmosphere	0.501	Valid
Shopping Emotion	0.534	Valid
Impulse Buying	0.506	Valid

Source: Data processed by researchers, 2024 (using SmartPLS 3.2.9 software)

The discriminant of an individual is determined by calculating the average variance obtained. The AVE square root value of each outer loading variable studied shows a value greater than 0.5 for each construct. Thus, the validity of the discriminant based on the mean of the extracted variance is valid. Once this can be established, it is continued by testing the correctness of the research construction.

C. Composite Reliability

The use of SmartPLS software in reliability testing allows the calculation of composite reliability scores and Cronbach alpha scores where the minimum composite reliability is 0.7 (Sarstedt et al., 2021). If the composite reliability value > 0.8, then the data can be said to be highly reliable (Wati, 2018). Cronbach alpha is considered good if it is greater than 0.7, although 0.6 is still acceptable (Abdillah, 2018).

Table 2. Composite Reliability

Variabel	Cronbach's Alpha	Information
Store Atmosphere	0,857	Reliabel
Shopping Emotion	0,874	Reliabel
Impulse Buying	0,890	Reliabel

Source: Data processed by researchers, 2024 (using SmartPLS 3.2.9 software)

Table 2 shows that the measured variables used in this study can be expressed generally reliable by showing Cronbach's alpha ≥ 0.8 .

D. Hypothesis Test

This study involved the use of structural models (inner models) to test hypotheses, which are divided into two components, goodness of fit and path coefficients.

Goodness of Fit Test

The R-squared (R^2) test is a step to measure the suitability of a structural model. R-squared value (R^2) to evaluate the impact of an independent latent variable on a dependent variable. At strong, moderate, and weak levels, predictive power can be determined using a category of R^2 values of 0.75, 0.50, or 0.25 (Hair et al., 2021).

Table 3. Goodness of Fit Test Results

Variabel	R square
Store Atmosphere	0,639
Impulse Buying	0,750

Source: Data processed by researchers, 2024 (using SmartPLS 3.2.9 software)

In table R², we can observe how the variable store atmosphere affects shopping emotion and the impact of the store atmosphere on impulse buying. From the table, the R-square value (coefficient of determination) of shopping emotion was 0.639, and in the strong category store atmosphere affected shopping emotion by 63.9%, while by 36.1% influenced by other variables not found in the study, the R² value for the impulse buying variable was 0.750 which means that store atmosphere and shopping emotion competed to influence impulse buying by 75% with a strong model category. Other variables that were not part of the study affected the rest by 25%.

Test Path Coefficient

The significance of the impact on variables was tested using bootstrap. All original samples are used in this technique for re-sampling. For this bootstrap resampling method, the significance value used is a t-value of 1.96. (significance level 5).

Here's the significance test table:

Table 4. Path Coefficients (Mean, STDEV, t-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Store atmosphere→ Shopping emotion	0.799	0.801	0.027	30.027	0.000
Store atmosphere→ Impulse buying	0.273	0.271	0.095	2.873	0.004
Shopping emotion→ Impulse buying	0.632	0.634	0.086	7.352	0.000
Store atmosphere→ Shopping emotion→ Impulse buying	0.505	0.509	0.074	6.871	0.000

Source: Data processed by researchers, 2024 (using SmartPLS 3.2.9 software)

Based on Table path coefficient 4. The results showed that all articles were significant to constructs with t-statistic values > 1.196 and p-values < 0.05. Therefore, it can be that indicators of store atmosphere and shopping emotion are variables that clearly shape the construction of impulse buying.

The purpose hypothesis testing is to determine the accuracy of a statement. T-statistic and p-value are useful instrument for testing hypotheses. If t-statistic >1.96 and p-value <0.05 then the hypothesis is not rejected. Conversely, if the t-statistic is 0.05, then the hypothesis is rejected. To determine whether it is significant or not can be seen in the Table with p-values where the results obtained are as follows:

The Effect of Store Atmosphere on Shopping Emotion

By using t-statistics to conduct path coefficient tests, from the analysis, it can be concluded that the store atmosphere has a positive and significant effect on the shopping emotion. From the results of hypothesis testing here, it is found that the p-value is 0.000 (<0.050) while the T-Statistic is 30.027 (>1.96). Therefore, it can be said that the two variables have a unidirectional influence.

It ought to be deciphered that the store atmosphere indicator within the Miniso store can trigger shopping emotions from within the consumer, in this manner expanding interest in

shopping suddenly (without planning) at the Miniso store. The emotional aspects of consumer shopping include pleasure, comfort, and happiness.

The Effect of Store atmosphere on Impulse Buying

In SmartPLS 3.2.9 software, Test the hypothesis can be checked on the path coefficient table. shown in Table 4.8. The independent variable of store atmosphere has a significant impact on shopping emotion ($O = 0.273$). The t-statistic value in this construct relationship is $2.873 > 1.96$ and the p-value is $0.004 < 0.05$. According to the theory, the more positive store atmosphere, consumers will want to make impulse buyings. The data shows that the store atmosphere contributes positively to impulse buying, as found in research conducted by (Setiawan & Sri Ardani, 2022).

The Effect of Shopping Emotion Mediation in the Store Atmosphere relationship to Impulse Buying

Effects of mediation in Table 4. The shopping emotion construct can mediate the store atmosphere construct against impulse buying significantly ($O = 0.505$) with a t-statistic value of 6.871 and p-value of 0.00, it indicates a significant and positive influence. However, because the value of indirect influence is smaller than the value of direct influence, shopping emotions do not contribute significantly to the consistency of a stronger relationship between store atmosphere and impulse buying, and have minimal impact as a mediator.

5. Conclusion and Suggestion

From the analysis conducted, hypothesis testing, and discussion, the following can be inferred:

Consumer shopping emotion in Miniso Citimall Sukabumi is positively influenced by the store atmosphere. This result goes hand in hand with good impulse buying behavior which is judged by the high level of purchases without a consumer plan and their interest in making purchases. Similar to the results of good shopping emotion activities and have a high value.

The positive and significant impact of the store atmosphere at Miniso Citimall Sukabumi on consumers spending emotions was found. This can be interpreted that Miniso consumers in an effort to build and improve shopping emotion behavior can be formed by several supporting dimensions, namely general interior, general exterior, store layout, and interior display.

Store atmosphere has a positive and significant effect on impulse buying for Miniso Citimall Sukabumi consumers. This can be interpreted that Miniso consumers in an effort to build impulse buying behavior need a good store atmosphere role that can be formed by several supporting dimensions, namely general interior, general exterior, store layout, and interior display.

The shopping emotion does not increase the correlation between store atmosphere and impulse buying in Miniso Citimall Sukabumi consumers because the value of indirect influence is smaller than the value of direct influence.

Acknowledgements

Alhamdulillah, praise be to Allah SWT, thanks to His will and pleasure, the researcher was able to complete this paper. Researchers realize that this paper will not be completed without prayers, support and encouragement from various parties. On this occasion the researcher would like to thank many others:

1. The Faculty of Economic and Business International Conference has organized the event and given me the opportunity to participate in this useful activity.
2. Dear parents and family who always provide prayers and support in compiling this paper
3. Lecturer of Business Administration study program, University of Muhammadiyah Sukabumi who always provides support and motivation
4. closest friends and all friends of Business Administration who have given encouragement

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