



THE INFLUENCE OF STORE ATMOSPHERE MEDIATED BY POSITIVE EMOTION ON IMPULSE BUYING

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Abstract: Based on the SPR (Stimulus-Process-Response) model, the store atmosphere can act as a stimulus that someone will process. One of them is a positive emotion that can produce a response in the form of impulse buying. Based on Karawang Central Statistics Agency, there is a change in people's behavior, seen by the increase in average consumption per year. Merche Karawang Central Plaza makes good use of the phenomenon by creating a stimulus through the store atmosphere that can affect the positive emotion of consumers to impulse buying. This research aims to know, analyze, and explain the influence of store atmosphere on positive emotion, the influence of positive emotion on impulse buying, and the influence of store atmosphere on impulse buying at Merche Karawang Central Plaza Store. The method is quantitative, with the transaction in Merche Karawang Central Plaza store over the past year as the population and 116 respondents through the sloven's formula, the research uses a technical path analysis. This result is store atmosphere influences positive emotions. Also, positive emotion influences impulse buying, and the store atmosphere influences impulse buying. Positive emotion does not mediate the relationship between store atmosphere and impulse buying.

Keywords: Impulse Buying; Positive Emotion; Store Atmosphere

INTRODUCTION

Increased economic growth in a city can lead to a change in people's behavior. For example, they start from a planned purchase due to the limited amount of money owned, becoming unplanned, or impulse buying due to reduced worry to make purchases caused by better financial circumstances than before. For example, Hendra and Kaihatu (2019, p. 222), in their research, stated that consumers have great potential to impulse buying if the consumer has sufficient funds or financial capabilities.

The value of GRDP (Gross Regional Domestic Product) based on Prevailing Prices can indicate the increasing economy of a region. One of the areas that increased economic growth is Karawang. Here are the GRDP values and the average value of Karawang public consumption:

Table 1. Karawang Economic Growth

Year	GRDP (In Million Rupiahs)	Average Value of Public Consumption
2015	Rp 167,116.45	Rp 27,220,000
2016	Rp 182,984.95	Rp 29,870,000
2017	Rp 197,423.98	Rp 32,250,000
2018	Rp 215,549.37	Rp 34,970,000
2019	Rp 230,021.38	Rp 37,710,000

Source: BPS Karawang and processed by the authors (2020)

Table 1 seen that the economy of Karawang increases when viewed from the value of GRDP. It is in line with the people's behavior that has changed, judging by the increase in average consumption per capita in a year. Based on the discussion, people tend to do impulse buying. Impulse buying is spontaneous purchases caused when a person feels suddenly encouraged and cannot resist (Solomon, 2017). The existence of 3 adjacent



malls in the East Telukjambe District proves that they use the phenomenon very well. Placing a store in a shopping center can be considered profitable, considering that many potential consumers will visit and make purchases and the occurrence of impulse buying given the many options available.

According to Hollensen (2015), consumer behavior can be described with the SPR model of Stimulus-Process-Response. Impulse buying is one of the purchasing decisions that arise due to the stimulus deliberately created by businesses to attract consumers, then processed by someone to visit and make purchases in response to the stimulus. One of the stimuli that deliberately created by the marketers is store atmosphere. The store atmosphere is a way to communicate visually through the sensory senses such as vision, hearing, taste, and smell (Ebster & Garaus, 2016). Based on research conducted by Akram et al. (2016), a store that has a good environment is also attractive to influence consumers in making purchases, especially unplanned purchases. The study explained that if a consumer makes an impulsive purchase, then the profit from the store will increase.

Consumers will process all the forms of stimuli created by the marketers, which will affect the consumer's emotions, especially positive emotions. Devi and Jatra (2020), in their research, found that store atmosphere results have a positive value influence also significant to positive emotions so that if the store environment is getting better, then positive emotions will be more. So that businesses must precisely create the right store atmosphere following the target market for stimulus to be accepted.

A person's physical and mental behavior is influenced by the emotions they feel. When someone with such a positive emotional state is happy, the person will be more open and show more interest. There is a feeling of wanting to be appreciated for the efforts and willing to take more risks and faster decisions (Peelen & Beltman, 2013). So it is likely that someone with a positive emotional state will do *impulse* buying. In line with the results of Imbayani and Novarin research, that positive emotion has a positive effect and has a significant impact on consumers desire to impulse buying (Imbayani & Novarini, 2017)

Merche is a local brand that produces and sells its products in the form of bags, clothing, and accessories directly to the end consumer. Merche expanded its business by placing stores in several cities scattered in Indonesia, Karawang Central Plaza. Therefore, Merche Karawang Central Plaza must create the right stimulus considering the retail operating in the mall. With the aim, Merche Karawang Central Plaza stores can continue to survive and even win a competition to attract consumers and maximize profit. Here are the revenues of Merche Karawang Central Plaza stores:

Table 2. The Revenues of Merche Karawang Central Plaza Stores

Month	Revenue
January	Rp 204.579.000
February	Rp 222.272.000
March	Rp 131.055.000
April	-
May	-
June	Rp 25.574.000
July	Rp 136.991.900
August	Rp 116.386.000
September	Rp 114.574.400
October	Rp 121. 577.600
November	Rp 131.602.400
December	Rp 161. 578.200

Source: Merche karawang central plaza store and processed by the authors (2020)



Based on the results of table 2, Merche Karawang Central Plaza store revenue from January to December 2020 is still volatile. Especially during April and May 2020, Merche Karawang Central Plaza stores do not earn any income. It is due to a provision from the government to suspend operations in the mall temporarily. Given this and many stores and will continue to grow in areas where the community is consumptive, this research needs to be done immediately. The purpose of the study is to know, analyze, and explain:

The Influence of Store Atmosphere on Positive Emotion at Merche Karawang Central Plaza Store.

The Influence of Store Atmosphere on Impulse Buying at Merche Karawang Central Plaza Store.

The Influence of Positive Emotion on Impulse Buying at Merche Karawang Central Plaza Store.

Businesses can use store atmosphere as a way to communicate through consumer sensory devices. Referring to the term “store atmosphere” has a more pronounced effect directly on consumer behavior in the store than other marketing tools and techniques (such as advertising) that are not in place of sale (Ebster & Garaus, 2016).

According to Chebat in Solomon (2017), the store atmosphere affects emotions that arousal and pleasure affect consumers’ activities and cognitive behaviors. Especially about how long and money consumers spend in the store.

Based on the description of some understanding, the store atmosphere can be said to be a stimulus that marketers deliberately create in influencing consumer emotions, especially positive emotions so that consumers are interested in visiting, lingering in stores, and making purchases. According to Nofiauwaty in Kwan (2016), store atmosphere consists of several elements divided into four dimensions: exterior, general interior, store layout, and interior display.

According to Kapoor (2015), emotions can be defined as feelings with physiological and cognitive components that can influence a person’s behavior, where external stimuli can trigger them. When someone with a positive emotional state is happy, the person will be more open and show more interest. There is a feeling of wanting to be appreciated for the effort made and willing to take more risks and faster decisions (Peelen & Beltman, 2013).

From the description above, we can conclude that positive emotions created as an effect of external stim will influence a person’s behaving and more openness in making decisions quickly that can please them. According to Mehrabian and Russell in Duong and Khuong (2019), there are three dimensions of emotion, especially positive emotions: pleasure, arousal, and dominance.

According to Hoyer et al. (2018), impulse buying is a situation where consumers suddenly determine the purchase of something they did not previously plan. According to Solomon (2017), impulse buying is one of the spontaneous purchases that result when a person feels suddenly encouraged and cannot resist. According to Rohman (2012), impulse buying can be one of the consumers’ decisions to make purchases based on their momentary emotions. From some definitions above, we can conclude that impulse buying occurs when a person is under the influence of momentary emotions that encourage them to make a sudden and unplanned purchase. According to Muruganatham & Bhakat in Ruswanti (2016), the impulse buying dimension consists of 4 dimensions: external environment, internal environment, situational environment, product variation, and social culture.

According to the experts mentioned above, the systematic frame of thought in this study is illustrated as follows:

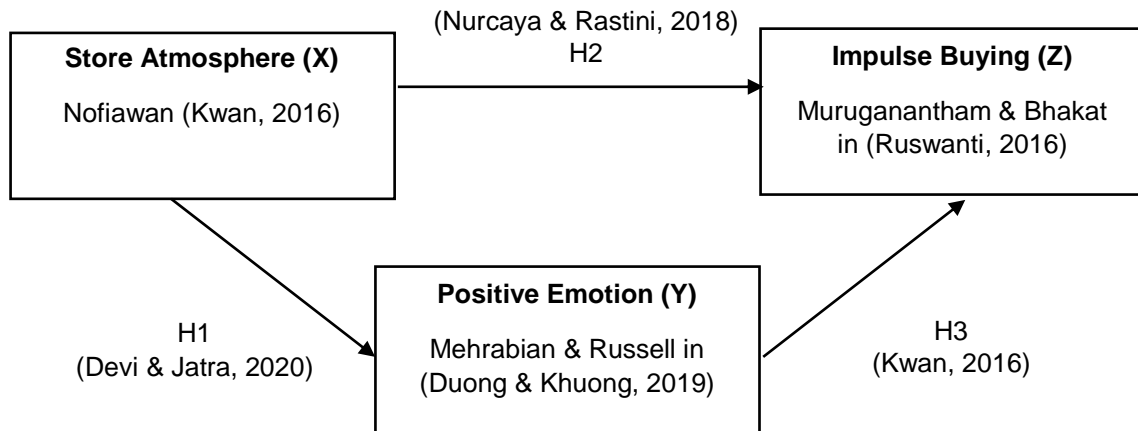


Figure 1. Systematic Frame
Source: Process by the authors (2021)

From the results of the frame of thought described, the research hypothesis formulated as follows:

There is an influence of Store Atmosphere on Positive Emotion at Merche Karawang Central Plaza Store.

There is an influence of Store Atmosphere on Impulse Buying at Merche Karawang Central Plaza Store.

There is an influence of Positive Emotion on Impulse Buying at Merche Karawang Central Plaza Store.

METHODS

Research methods serve as a technique to answer all questions in a study. Quantitative is the approach selected for this study. As well as this research entered into descriptive-verification research. Data collection through questionnaires that will then be processed to answer problems in research,

The population in this study is the number of transactions in Merche Karawang Central Plaza stores for a whole year starting from January-December 2020, as many as 11,570 transactions. With the technique used to take samples, namely non-probability sampling and purposive sampling, the sum of the sample in this research is 116 respondents who had purchased at Merche Karawang Central Plaza for at least the last year. In this study, to determine how much influence between variables is through path analysis.



RESULTS AND DISCUSSION

Validity Test

Table 3. Result of Validity Test

Store Atmosphere (X)		Positive Emotion (Y)		Impulse Buying (Z)	
Indicator	r-calculated	Indicator	r-calculated	Indicator	r-calculated
Location	0,308	Happy	0,691	Visually driven in a shop environment	0,664
Sign	0,449	Pleasure	0,714	Driven by sales promotion	0,464
Door	0,437	Stimulated	0,415	Difficulty controlling itself	0,639
Storefront	0,578	Excited	0,523	Driven by great desire	0,641
Color	0,519	Controlling	0,468	Spare time	0,414
Musik	0,534	Influential	0,493	Interested in product variations	0,686
Scent	0,410	Free	0,379	Encouraged because of the trend	0,610
Alley	0,436			Driven by friends	0,692
Changing room	0,427			Shopkeeper's friendliness	0,464
Poster	0,475				
Guide	0,536				
Product display	0,420				

Source: Process by the authors (2021)

Based on the questionnaire results containing answers from 116 respondents about 28 items divided into 12 items for store atmosphere, 7 items for positive emotion, and 9 items for impulse buying are all valid. Therefore, the item totaling 28 statements in table 3 has met the criteria of this test which is a positive value and r count, which is greater than the r_{table} .

Reliability Test

Table 4. Result of Reliability Test

Variable	Cronbach's Alpha	R_{table}	Conclusion
Store atmosphere (X)	0,811	0,600	Reliabel
Positive emotion (Y)	0,784	0,600	Reliabel
Impulse buying (Z)	0,860	0,600	Reliabel

Source: Process by the authors (2021)

Based on a questionnaire containing the answers of 116 respondents and processed using the help of SPSS 25 using Cronbach's Alpha, table 4 showed reliable results. That is evident in the value of Cronbach's Alpha, which is worth above 0.6.

Coefficient of Determination Test

This test was conducted to determine the value contributed by independent variables simultaneously on dependent variables through a summary model table obtained from processing results through the help of SPSS 25 applications.



Table 5. Results of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,697 ^a	,486	,477	4,205

a. Predictors: (Constant), Positive Emotion, Store Atmosphere

Source: Process by the authors (2021)

The R square in table 5 is used as a measuring instrument in the coefficient of determination test. For example, the value of R square is 0.486 or equal to 48.6%, so that store atmosphere and positive emotion affect 48.6% of impulse buying at Merche Karawang Central Plaza store.

T-Test

The t-test aims to independently determine the effect of each independent variable on dependent variables with the help of SPSS 25 applications. So the authors obtained the following results:

Table 6. Result of T-Test

Independent Variable	Dependent Variable	T- Calculated	Sig.	T-Table	Conclusion
Store atmosphere (X)	Positive emotion (Y)	9,911	0,000	1,982	H1 accepted
Positive emotion (Y)	Impulse buying (Z)	7,868	0,000	1,982	H2 accepted
Store atmosphere (X)	Impulse buying (Z)	9,686	0,000	1,982	H3 accepted

Source: Process by the authors (2021)

From table 6 presented above, the independent variables in this study separately affect dependent variables, which means H1, H2, and H3 are acceptable. Proven at a significance value of $0.000 < 0.05$. The calculated t-values are each greater than the --table value = 1,982. With significance 0.05 divided by 2, so that obtained 0.025 and degrees of freedom or $df=116-2 = 114$ so obtained for t-table worth 1,982.

F-Test

F-test helps find out the effect of each independent variable simultaneously on dependent variables. With the help of SPSS 25 applications, here are the results:

Table 7. Result of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1888,796	2	944,398	53,412	,000 ^b
	Residual	1997,989	113	17,681		
	Total	3886,784	115			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Positive Emotion, Store Atmosphere

Source: Process by the authors (2021)

Based on table 7, the significance value is 0.000, which means less than 0.05, and the F-calculated value based on testing is 53,412. Where the value of F-calculated is greater than the value of F-table 3.08. With significance of 0.05 and df 1 (number of independent variables) = 2, and df 2 (number of sample-number of independent variables) = $116-2 = 114$, the result of F-table is 3.08.



Path Analysis

Path analysis is an analysis conducted to find out and explain patterns about the relationship between variables studied so that authors can know how much direct and indirect influence of free or exogenous variables on bound or endogenous variables. The path analysis model mentioned is a pattern regarding causal relationships.

Table 8. Result of Path Analysis (Model I)

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	5,047	2,271		2,222	,028
	Store	,489	,049	,680	9,911	,000
	Atmosphere					

a. Dependent Variable: Positive Emotion

Source: Process by the authors (2021)

Model I in table 8 is used to know the direct influence of store atmosphere variables on positive emotion. Where the value of the table also serves to see the value of the sub-structural equation 1 $Y = \rho_{YX} + \rho_Y \varepsilon_1$ becomes $Y = 0,680 + 0,732$.

Table 9. Result of Path Analysis (Model I)

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	-2,928	3,365		-,870	,386
	Store Atmosphere	,530	,098	,500	5,428	,000
	Positive Emotion	,374	,136	,253	2,754	,007

a. Dependent Variable: Impulse Buying

Source: Process by the authors (2021)

Model II in table 9 determines the direct influence of independent variables in this study, namely store atmosphere, and positive emotion simultaneously on impulse buying dependent variables. Where the value of the table also serves to know the value of the sub-structural equation 2 $Z = \rho_{ZX} + \rho_{ZY} + \rho_Z \varepsilon_2$. Becomes $Z = 0.500 + 0.253 + 0,716$

Table 10. Result of Path Analysis

Variable	Path Coefficient	Direct Influence	Indirect Influence through Y
X – Y	0,680	0,680	
Y – Z	0,253	0,253	
X – Z	0,500	0,500	0,680 × 0,253 = 0,172
ε_1	0,732		
ε_2	0,716		

X = Store atmosphere

Y = Positive emotion

Z = Impulse buying

Source: Process by the authors (2021)



In table 10, the direct influence of variable X is store atmosphere on variable Z impulse buying of 0.500. Where 0.500 is worth more than the non-direct influence of 0.172 obtained from the multiplication between the influence of langsung variable X on Y and the influence of langsung variable Y on Z. Therefore, it concludes that variable Y does not mediate the influence of variable X on Z.

CONCLUSION

Based on the data, the authors conclude that store atmosphere and positive emotion are variables that influence impulse buying at Merche Karawang Central plaza store. By choosing the right display product makes the consumers interested in visiting the store. Also, they feel free to choose any product that they want to buy. The effect of store atmosphere mediated by positive emotion on impulse buying did not apply to this study. That's because positive emotion does not mediate the relationship between store atmosphere and impulse buying. It is because a large part of the consumer is students who are the age 17-25 years old with revenue less than five hundred thousand rupiahs. It probably makes them more consider about their money ability instead of positive emotion to do impulse buying.

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