
The Effect of Store Atmosphere on Impulse Buying Mediating Positive Emotion (Case Study of Guardian's Customers at Olympic Garden Mall)

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Abstract

The purpose of this study was to describe the role of positive emotion in mediating the effect of store atmosphere on impulse buying at the Guardian Store at Mall Olympic Garden in Malang. The population in this study were the Guardian visitors at Mall Olympic Garden. The sample in this study was 120 respondents using purposive sampling. The analysis technique used is the scale range, path analysis, and single test. The results showed that store atmosphere has a positive and significant influence on impulse buying, store atmosphere has a positive and significant influence on positive emotion, positive emotion has a positive and significant effect on impulse buying and positive emotion can be a mediating variable between the influence of store atmosphere on impulse buying.

Keywords— *store atmosphere; positive emotion; impulse buying*

Abstrak

Tujuan dari penelitian ini adalah untuk mendeskripsikan peran emosi positif dalam memediasi pengaruh *store atmosphere* terhadap pembelian impulsif di Guardian Mall Olympic Garden di Malang. Populasi dalam penelitian ini adalah pengunjung Guardian di Mall Olympic Garden. Sampel dalam penelitian ini sebanyak 120 responden dengan menggunakan *purposive sampling*. Teknik analisis yang digunakan adalah rentang skala, analisis jalur dan tes tunggal. Hasil penelitian menunjukkan bahwa *store atmosphere* memiliki pengaruh positif dan signifikan terhadap pembelian impulsif, *store atmosphere* memiliki pengaruh positif dan signifikan terhadap emosi positif, emosi positif berpengaruh positif dan signifikan terhadap pembelian impulsif dan emosi positif dapat menjadi variabel mediasi antara pengaruh tersebut. suasana toko pada pembelian impulsif.

Kata kunci: atmosfir toko; emosi positif; pembelian tak terencana

INTRODUCTION

In the development of retail business, today can be said as a modern market, which is described as a place to sell food or non-food goods, finished goods or processed materials, daily necessities, or others that use the format of self-service and run a self-service system that consumers pay at the cash register that has been provided (Abdolvand *et al*, 2011). Developments in retail companies can be

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proven by looking at the behavior of the public or consumers who are very consumptive because of the strategy carried out by the company that is with the store atmosphere and the creation of positive emotion that consumers feel to attract the interest of purchasing from consumers and very expected to do Impulse buying. Therefore, shopping activities today are not only to meet daily desires and needs but also have become the lifestyle of consumers. It is happened due to the modern retail business that continues to grow today. The company will take advantage of the phenomenon of consumer behavior for the sake of a profitable process. This strategy becomes something important that marketers should do by knowing consumer or customer shopping behavior as a target market.

Consumers tend to make purchases spontaneously and without being planned because of their interests or products at the same time. The store atmosphere is designed and created well by retail maintenance and aims to make consumers feel comfortable and have positive emotions while visiting. Emotions can be identified as a feeling of liking or not like anything more specific. Emotions are feelings of certain situations, products, advertisements, and so on. Positive emotion is whether or not it is a pleasure to appear in a product or a condition being offered by a store to encourage consumer motivation to purchase (Kacen & Lee, 2002). The current phenomenon that people are very happy to shop in the modern retail market is mall has greater atmosphere shopping than the traditional market. One of the most developed retail companies in the country is Guardian store. The reason researchers chose the Guardian is that the only pharmaceutical retail company that focuses not only on health but also focuses heavily on the outside and inside beauty through pharmaceutical products, toiletries, health, and beauty, guardian products provide not only local products but also imported products that are not found in other outlets. Guardian can grow and balance the market that is now known to focus on health products but currently has a gap by providing or offering beauty products. Usually, consumers do impulse buying due to the promotion.

LITERATURE REVIEW

The basic impulsive theory to be used in this study is the Stimulus, Organism, and Response Theory Model. SOR Model is human behavior in purchasing based on response as a reaction or response of a person (organism) to the situation experienced by consumers (Berman, 2012). According to Mowen and Minor (2001), impulse buying is an unplanned purchase or sudden purchase activity without any prior planning upon entering a store. Kotler and Keller (2012) mentioned that store atmosphere is another element owned by each store and functions to maintain and differentiate a store. Kim and Yang (2012) indicated that the effect of mood that is an important factor in consumer decision-making.

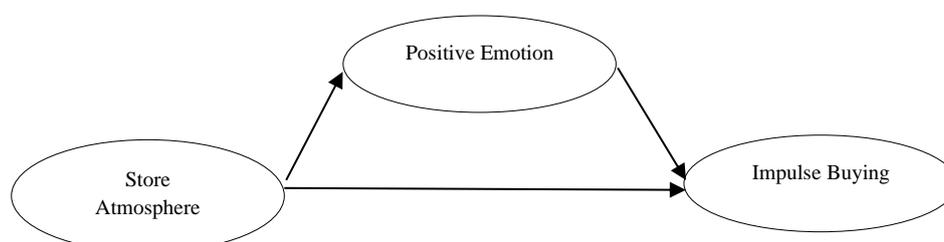


Figure 1. Research Model

Hypotheses proposed in this study are as follows:

H₁: Store atmosphere has a positive effect on impulse buying

H₂: Store atmosphere has a positive effect on positive emotion

H₃: Positive emotion has a positive effect on positive emotion

H₄: Store atmosphere has a positive effect on impulse buying mediated by positive emotion

RESEARCH METHOD

The research was carried out at the Guardian store at Olympic Garden Mall. Data collection techniques in this study using primary data. Sampling technique using purposive sampling technique with the number of 120 samples. The type of data used in this study is primary data. The analysis tools in this study use ranges, classic assumption tests, track analysis, and hypothesis tests. The measurement scale used in this study is a Likert scale. The answers that have been given by respondents for each instrument item with a Likert scale have a level from strongly disagree to strongly agree.

RESULT AND DISCUSSION

This study found some respondent characteristics. Most respondents are 21 – 25 years old (90%) and are dominated by a female. The result also indicated that 95% of respondents are university students, thus almost 100% of these respondents are still single. This study results that indicators used for store atmosphere, positive emotion, and impulse buying are valid due to the R-value is greater than the R table (Ghozali, 2011). Moreover, the reliability test also underlined that the coefficient of store atmosphere, positive emotion, and impulse buying is greater than 0.60 with the value of 0.806, 0.862, and 0.724. The normality test also indicated that the data used in this study are distributed normally with a value greater than 0.05. Based on the multi-collinearity test, the VIF value for store atmosphere and positive emotion is 1.173 which are smaller than 10.00. So, it can be said that the two variables do not have problems in multi-collinearity.

The result also showed that store atmosphere and positive emotion provided the value of 0.736 and 0.067 which are higher than 0.05. So, it can be concluded that the relationship between variables is linear. Based on the result, it described that the store atmosphere variable has a significant and positive influence on the positive emotion variable with a value of 0.384. Store atmosphere variable has a significant influence on the impulse buying variable with the value of 0.305. Variable positive emotion has a significant influence on impulse buying with a value of 0.436. Based on the results of the Sobel test, it figured that the t-value is 5.21 which means greater than 1.96. So, it can be concluded that positive emotion can mediate between store atmosphere and impulse buying in the Guardian store's consumers.

Based on the range of store atmosphere scale described above can be known the average value of the scale value is 464 and the largest contributor is the lighting indicator with the highest scale value of 521 (very convenient). While the indicator that has the lowest value is the area of the store has an index value of 400 (quite convenient). The description of positive emotion variables can be found in the average value of the scale value of 425 and the largest contributor is the comfort indicator with the highest scale value of 434 (high). Then the lowest index value on the enthusiastic indicator has an index value of 410 (spontaneous). The description of the impulse buying variable can be seen that the average index value is 425 and the largest contributor is the spontaneous purchasing indicator with the highest

index value of 435 (spontaneous).

Furthermore, the lowest index value on the purchase indicator is in an emotional state that has an index value of 268 (not spontaneous). It is the lowest value compared to other indicators. Based on the results of tests conducted using track analysis on model II proves that store atmosphere has a positive and significant effect on impulse buying. Store atmosphere influences positive emotion. The results of tests conducted using track analysis on model II prove that positive emotion has a positive and significant effect on impulse buying. Moreover, the results of the data analysis can be concluded that positive emotion (M) variables can be a mediation variable between the influence of store atmosphere variable (X) on impulse buying (Y).

CONCLUSION

Based on consumer perception the store atmosphere in the Guardian is good. Then according to consumer perception of impulse buying that is in the good Guardian. According to consumers positive emotion in the Guardian is high. Store atmosphere has a positive and significant effect on impulse buying. Store atmosphere has a positive and significant effect on positive emotion. Positive emotion has a positive and significant effect on impulse buying. Store atmosphere has a positive and significant effect on impulsive purchases mediated by positive emotion. There are respondents' answers in the questionnaire that are inconsistent because respondents tend to be less thorough and understand the statements in the questionnaire. It is difficult to get respondents who have already made unplanned purchases in Guardian at Olympic Garden Mall.

Based on the results, there are some suggestions for this outlet. To be able to maintain and improve services, Guardian needs to make its front look more attractive, in the form of additional properties, product arrangements, and lighting so that the characteristics of the Guardian can be more visible and conveyed to consumers. Thus, consumers can be more satisfied. Researchers suggested to the Guardian Mall Olympic Garden store in Malang to further innovate the design for the exterior, interior, and layout of the store to look attractive. Moreover, this store needs to create a unique and attractive product offering so that consumers make unplanned purchases. Future studies are suggested to add variables other than this research. Store atmosphere and positive emotion can only form impulse buying by 38.6% so preferably for future research can make positive emotion as variable moderation

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