The Influence of Mood and Customer Satisfaction Towards Purchasing Behavior In Clothing Store
(Study in Brawijaya University Student Using Structural Equation Modeling

Arum Prasasti*

International Management Program, Faculty of Economic and Business, University of Brawijaya
*arumprasasti@gmail.com

Abstract

Clothing store is one of the retailers that growing in this recent years, especially in Malang, where there are so many students from many cities around Indonesia. Factors that influencing customer to buy is not just about price. Customer mood and customer satisfaction is expected to have a significant contribution to purchasing behavior. This research is aimed at understanding how customer mood and customer satisfaction influencing purchasing behavior in the clothing store.. There is mood as the independent variable, customer satisfaction as the mediating variable, and purchasing behavior as the dependant variable. This research is an explanatory research, based on the fact that the purpose of this study is to explain the relation and the influence of some pre-determined variables. This study examines undergraduate students in University of Brawijaya in the Faculty of Administration Science, Faculty of Economics and Business, Faculty of Social Sciences and Politics, and Faculty of Law. A questionnaire used to collect data with 200 samples from first until fourth year students in University of Brawijaya selected by probability sampling. The research instruments are tested by validity and reliability test. To analyze the data, Structural equation modeling (SEM) that including normality test, outliers, and goodness of fit) are used. The result of this study is that mood and customer satisfaction significantly affects purchasing behavior (dependent variable). Each of the indicator of each variables showing a positive contribution to their own variables. This study also shows respondents generally thought that when making purchases in clothing store they are considering their mood and pre-purchase satisfaction.

Keywords: mood, customer satisfaction, purchasing behavior

Background of the study

Clothing store is growing in this recent years, especially in Malang, where there are so many students from many cities around Indonesia. This situation is used by entrepreneur to open a new clothing stores because there are many students that can be their loyal customers. Other than that, amount of citizen in Malang is growing from 820.243 million people. in 2010 to 916.211 in 2013 with the probability of growth of 9% per year predicted by Central Statistical Institution (Badan Pusat Statistik) . This is shown by many clothing store open recently to accommodate citizen's needs in clothing. Customers respond to more than just the core product or service being offered when making purchase decision. They respond to the total product. One of the most important features of the total. product can be the place where it is bought or consumed (Billings, L.Wendy

1990). Often a consumer's first impression of a store is based on what can be seen or heard from outside the store: the displays,the lighting,the music,the color scheme, and the arrangement of space (Ann E.Schlosser,1998). From the information that consumer's get, they can make a first conclusion about the store that in turn as their behavior during their shopping experiences. Previous researchers conducted their studies about how mood influences customer purchasing behavior is Mehrabian and Russel model (1974).

According to Mehrabian and Russel model , consumer emotion will drive into different consumer decision. Mehrabian and Russel (1974) also proved that there is a mediating variable in this model,which is termed as "emotional states". In this study, mood is used as the dependant variable. According to Edwin Richard 1992, every customer who walks into the store must make three emotional purchases before they decided to buy the products in the store. This means that they need to evaluate the products and finds one that the feel liked and have a connection with. The emotional evaluation before buying is involving price of the products, quality of the products, the store reputation, how the sales person do the services in the store, and also merchandising layout. Customers take this into their consideration, seeing if they can please their eyes and find a product that they had finally had the emotional connection. It will leads to the customer satisfaction before they making a purchases.

Customer satisfaction can be started before the sale, during the sale, and after the sale. Mostly, customer satisfaction begins before the sale. Most retailers and businesses don't do to what they should to maximize their satisfaction scores (Paul Cardis, 2003). Customer satisfaction is considered to be one of the most important competitive factors for the future and one of the best indicators of a firm future's profit (Murranzo, et.al 1995). In this research, will be get a closer look to the customer satisfaction before customer making a purchase. Antonis Simintiras, et.al 1997 , found out that customer satisfaction before the sale was important to see customer behavior when shopping in store and found out that mood was able to determine customer satisfaction before customer make any purchases. Clothing store is one of the store that can create a stimuli to influence customer mood, customer satisfaction and influence purchasing behavior. In this research, customer mood is the independent variable, will have an affects to customer satisfaction as the mediating variables that both of them can affects customer purchasing behavior directly or indirectly in clothing store as the dependent variable.

Literature Review

Consumer Behavior

Understanding the consumer behavior has become a very important concept for companies' success nowadays. According to the American Marketing Association, consumer behavior is defined as "the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives". Consumer behavior involves interactions among people's thinking, feelings, and actions, and the environment.

According to Peter and Olson (1999), The consumer environment refers to everything external to consumers that influences what they think, feel, and do. It includes social stimuli, such as the actions of others in cultures, subcultures, social classes, reference groups, and families, that influence consumers. It also includes other physical stimuli, such as stores, products, advertisements, and signs that can change consumer's thoughts, feelings, and actions. The consumer environment is important to marketing because it is the medium in which stimuli are placed to influence consumers. Marketers needs to understand what products and brands mean to consumers, what consumers must do to purchase and use them, and what influences shopping, purchase, and consumption (J. Paul Peter and Jerry C.Olson,1999).

Customer Satisfaction

Consumer satisfaction is one of the concepts in consumer behavior. Consumer satisfaction has always been considered as an important business goal because if a consumer is satisfied with a product, service or brand, then they would be more likely to continue to purchase it and tell others of their favorable experience with it. According to Kotler 2007, customer satisfaction is person's feelings of pleasure or disappointment due to a comparison of a product perceived performance with his or her expectations. Therefore, customer satisfaction can be started before the sale, during the sale, and after the sale. Mostly, customer satisfaction begins before the sale. Most retailers and businesses don't do to what they should to maximize their satisfaction scores (Paul Cardis, 2003). Customer satisfaction is considered to be one of the most important competitive factors for the future and one of the best indicators of a firm future's profit (Murranzo, et.al 1995). Another researcher did a research on pre purchase satisfaction. Despite attempts by consumer behavior researchers to bring attention to the potential role of satisfaction derived from pre-purchase activities (Czepiel et al., 1975; Renoux, 1973) and suggestions of the existence of satisfaction beliefs and/or feelings prior to the act of purchase (Simonson, 1992; Walters and Bergiel, 1989; Woodruff et al., 1982.

Mood

According to Mehrabian and Russel Model, there are three dimensions of emotional state. Pleasure-displeasure refers to the degree to which an individual feels happy, joyful, contented, or satisfied. Arousal-nonarousal refers to one's level of activity, excitement, stimulation, or alertness. Dominance-submissiveness refers to the extent to which one feels unrestricted and in control of the situation.

Isen *et.al*. (1978) studied the effect of positive emotions on the evaluation of consumer goods and founds that the ratings of subjects in a positive mood were much more favorable than those of the neutral control group. Similar results were reported by Dawson *et.al* (1990), Sherman and Smith (1987) or Srull (1983) and also Bitner (1992) found that retail products are evaluated more positively in an environment eliciting pleasant compared to unpleasant emotional reactions. Consumers mood states may impact what is purchased and how much is purchased. Evidence presented by Berneman and Reeler (1986) suggests that shopping for clothing is often used by consumers to reinforce a positive mood or to counteract a negative mood. Gardner and Hill

(1986) found a relationship between mood states, processing style, and product category selected for evaluation by consumers. Further, Rock and Gardner (1986) have demonstrated that a consumer's mood impacts the amount of money spent on impulse purchases. Several researchers in the affect field believe that emotions serve as primary motivators of behavior (Abelson et al., 1982; Ahtola, 1985; Izard, 1977). Moreover, it has been argued that emotions can be valuable for predicting behavior particularly for non-recurrent behavior (Allen et al., 1992).

Purchasing Behavior

Mehrabian and Russel states that individual reactions to the environments is categorized by either approach or avoidance behaviors, which include four basic dimension : 1) A desire to remain physically (approach) ot to leave (avoid) the environment 2) A desire to explore (approach) the environment as opposed to a tendency to remain inanimate in (avoid) interacting with others, 3) A desire to communicate with (approach) others in the environment versus a tendency to avoid interacting with others; 4) enhancement (approach) of performance and satisfaction of task performances or avoidance on task performances. In the retail environments any kinds of purchasing behavior can be happened.

Hypothesis

Based on the literature and previous research, the hypotheses in this study are as follows :

1. There is a positive direct influences between mood and purchasing behavior
2. There is a positive direct influences between mood and customer satisfaction
3. There is a positive direct influences between customer satisfaction and mood
4. Mood will significantly have indirect positive influences on purchasing behavior through customer satisfaction

Research Metodology

Type of Research

Based on the formulation of the problem and research objectives, this study is using the quantitative approach, which emphasizes on hypotheses testing and the use of parametric data or measured data. This study is also categorized as explanatory research which is a research that describes the causal relationships between variables through hypothesis testing. In the implementation explanatory research using the survey method, a method of research that attempt to explain or describe a social phenomenon by looking at the relationship of research variable (Singarimbun, 2006). In SEM, Hair (1998) recommends that the sample size should be 10 respondents per parameters or 15 respondents per parameter and at least 200 sample size. This study was taking 200 samples. The amount of sample is already fulfill the minimum criteria by Hair (1998).

The Sampling Techniques

Stratified random sampling will be used in this research. Stratified random sampling is a method of sampling that involves the division of a population into smaller groups known as strata. In stratified random sampling, the strata are formed based on members' shared attributes or characteristics. A random sample from each stratum is taken in a number proportional to the stratum's size when compared to the population. These subsets of the strata are then pooled to form a random sample. In this research, researchers will use proportionate sampling to know how many ideal sample will take in the research per faculty.

Research Variable

According to Sugiyono (2008:38) the study variable is an attribute of an object or activity which may have particular variations set by the investigator to be learned and conclusions drawn. In this study the variables used are mood (X1) as the independent variable or latent variable, customer satisfaction (X2) as mediating variable and latent variable, and purchasing behavior (X3) as the dependent variable or observant variable.

According to Hair (1998), latent variable in SEM is a variable that doesn't measure directly conceptual, but measured by forming some indicator. There is one independent variables in this study, it is Mood (X1) with three indicators consists of Pleasure (X1.1), Arousal (X1.2), and Dominance (X1.3). In this study, there is one mediating variable, customer satisfaction (X2) with four indicators consists of liking of exhibition (X2.1), time spent in store (X2.2), revisit intention (X2.3), and satisfaction on the whole X2.4). The dependent variable or the observant variable in this study is the purchasing behavior (X3) of customer who shops in the clothing store

Data Collection Method

Data collection method used in this study are questionnaires.

Data Analysis Technique

Data obtained from questionnaires subsequently processed and analyzed to validity and reliability test to know whether the questionnaire used is valid and reliable or not.

Data Analysis Method

This study is using the structural equation modelling (SEM) to answer the problem formulated in the study. Structural Equation Modelling (SEM) encompasses an entire family of models known by many names, among them covariance structure analysis, latent variable analysis, confirmatory factor analysis (Joseph e. Hair,*et.al,*1998*)*. That relationship can be built between one or more independent variable and can be shaped as factors or construct, which built from some variables indicator (Karmiyati,2010). In its simplest sense, structural equation modelling provides the appropriate and most efficient estimation technique for a series of separate multiple regression equations estimated simultaneously (Joseph e. Hair,*et.al.,*1998*)*. According to Solimun,2003,

structural equation modelling (SEM) is an integrated approach between Factor Analysis, Structural Model, and Path Analysis. The relationship between variables is direct and indirect effect and how each variable significantly influence each other.

The relationship between variables in this study are as follows:

- Mood (X1) to Customer Satisfaction (X2)
- Mood (X1) to Purchasing Behavior (X3)
- Customer Satisfaction (X2) to Purchasing Behavior (X3)
- Mood (X1) to Purchasing Behavior (X3) through Customer Satisfaction (X3)

Structural Equation Modeling

According to Ferdinand (2002;34) there are several steps to follow, those are :

(1) developing the model based on concept and theory.

In developing the model, the first step to do is to design or create a hypothetical model based on concepts and theory. SEM is used not for creating a model , but to confirm the theoritical model throuh empirical data.

(2) constructs a path diagram,

In this second step, theoretical model that has been built in the first step will be picture in a path diagram, which make it easier to see the causal relationships that will be tested. In path diagram, the relationship between construct will be shown by an arrow. A straight arrow shows a direct causal relationship between one construct and another. While a curve line between construct with an arrow shows a correlation between constructs. In this research, path diagram based on theoretical model is shown in figure 1 as follows

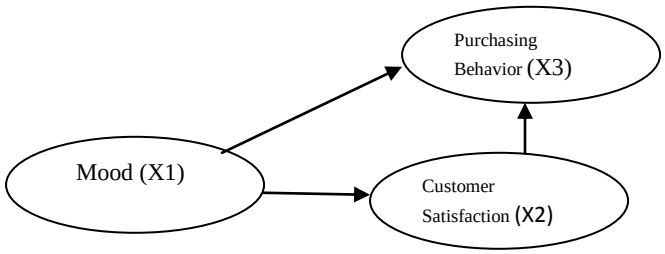


Fig.1 : Path diagram of mood, customer satisfaction, and purchasing behavior

From the path diagram above, Mood (X_1) is the exogeneous variable. While customer satisfaction (X_2) is also the exogenous variable and purchasing behavior (X_3) is the endogeneous

variable. Mood (X1) and Customer Satisfaction (X2) are variable that characterized as unobservable variable (latent variable). To measure those variable, we develop indicators as observable variable. In SEM terminology, unobservable variable pictured in eliptical shape, and observable variable pictured in square shapes. Measurement model is the model between indicators and latent variable. Testing model of causal relationship/influences between latent variable called structural model. Structural model and measurement model is shown in figure 2 below:

Measurement model is the model between indicators and latent variable. Testing model of causal relationship/influences between latent variable called structural model. Structural model and measurement model is shown in figure 2 below:

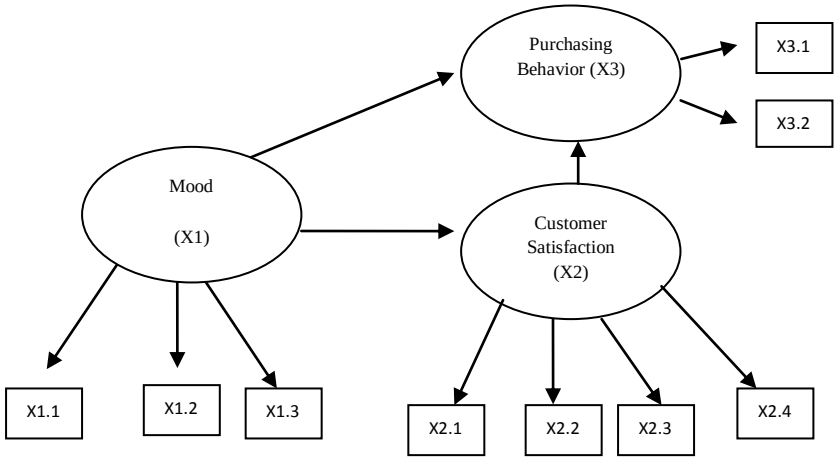


Fig.2 : Structural model and measurement model of mood, customer satisfaction, and purchasing behavior

(3) Evaluating Goodness of Fit Criteria

Goodness of fit criteria is a degree to which the actual or observed input matrix (covariances or correlations) is predicted by estimated model. Goodness of fit measures are computed only for the total input matrix, making no distinction between exogenous and endogenous constructs or indicators. Goodness of fit criteria can be shown in the table below :

Table 1
Goodness of Fit Criteria

Goodness of Fit Index	Cut-of-Value
X^2 Chi- Square	Expected to be low
Significaned Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMIN/DF	≤ 2.00
TLI	≥ 0.95
CFI	≥ 0.95

Source : Ferdinand (2002:61)

(4) Model Assumptions Test

In order for the model is used to provide a representative result, the classical assumption test is conducted on a model to test the hypothesis. Model developed in this study must satisfy the basic assumption that no symptoms of the normality data and outliers

Hypothesis Test

The approach used in testing the variables affecting the dependent variable is by the significance test. Generally, significance test is a procedure to check whether a hypothesis is correct or not The hypothesis test used in this study are measurement model hypothesis and structural model hypothesis Those test is the same with T-test (partial test) in multiple regression, both for the *direct effect* and *indirect effect* is using the t-value test. The t-value is referred to the *critical ratio* value produced from the calculation using AMOS 18.

Findings and discussion

Research Object

The object in this study is clothing store in general. The store is specifically located in Malang, where the growing of this store is rapid in recent years.

Characteristic of respondent

Respondent in this study is students of Brawijaya University in four faculties, they are Faculty of Economic and Business, Faculty of Administration Science, Faculty of Law, and Faculty of Social Sciences and Politics.

Validity and Reliability Test

According to Arikunto (2006:183) validity test is to measure what is measured, in this case the validity of the questionnaire to be used as a data collection tool. Validity shows how far an instrument measure what its supposed to meassure. The validity of the instrument is a measure that shows the level of validity and the authenticity of the an instrument. An instrument is considered valid by comparing the Pearson Product Moment Correlation index with a significance level of 5% (0,05) and r values (correlation coefficient). Variable is declared valid if the sgnificance level is less than or < 5% (0,05) and r values greater than > 0,3. For this reasearch, the researcher uses 200 sample expecting that the sample represent the population. The critical value of r table with n=200 and level of error tolerance (alpha) 5% is 0.139. The result is showing that all statement items are valid. Reliability test instrument is a test that used to show how far item statement can be trusted and reliable if used as a measurement in the research. Reliability test instrument is using Cronbach's Alpha methods. In the questionnaire used, expected hypothesis is rejecting H_0 so the item statement used is reliable. If the Cronbach's Alpha for item statement is greater than 0,600 it said to be reliable. In this study, the test shows that all of the variables are reliable.

Result of Model Assumption Test

Normality Test

To calculate normality of data distribution in SEM (Structural Equation Modelling), using a statistics test by observing value of skewness (z-value) in multivariate way from the data used. If the z-value is greater than the critical ratio, can be inferred that the data distribution is not normal.

Table 2

Result of Normality Test

	Critical Ratio (C.R.)	
Multivariate	17.169	Not Normal

Source: Processed Data, 2013

Because the absolute value of critical ratio for multivariate 17.169 > 1.96 hence the normality assumptions not met. But according to the central limit theorem, if the amount of sample is large (n < 30), then the data will tend to be normal. From the research conducted, it has a large amount of sample or observations (n =200), so the assumptions of normality in this research can be ignored.

Outlier Test

Outlier is an observation that has a unique characteristic that looks very different from another observation and appear in an extreme value. In SEM, evaluation and test toward multivariate by using Mahalanobis Distance. Mahalanobis Distance for each observation can be calculated and shows a distance of an observation from the mean of every variables in a multidimensional spaces. This distances is evaluated with using comparison with the value of Chi-Square table in certain alpha. Below in the Table 3 shown the result of outlier test:

Table 3
Result of Outlier Test

Furthest Observation Point	Mahalanobis d^2	Explanation
113	43.577	No outlier

Source : Processed Data, 2013

From the table of mahalanobis distance above can be seen that the point of observation that most distant is respondents 113^{th} with value of Md of 43.577. If compared with the value of chi-square tables, then the value of Md smaller than Chi-Square table (43.577 < 67.505). It can be inferred that there is no outliers in every observation points. ***Structural Equation Modeling Analysis***

Goodness of Fit Criteria

From the result of model assumptions test which is outliers and normality, can be conducted further analysis to the next step which is evaluating goodness of fit. The result of the goodness of fit index is described as follows:

a. Chi Square Test

If the value of Chi-Square count smaller than the value of Chi-Square table, then the hyphotesis H_0 is accepted, and if the value of Chi-Square count greater than the value of Chi-Square table, then hypothesis H_0 is rejected

Table 4
Chi- Square Test Results

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	22	30.639	23	.132	1.332
Saturated model	45	.000	0		
Independence model	9	671.392	36	.000	18.650

Source : Processed Data, 2013

The value of Chi-Square table with the degree of freedom 23 and alpha 5% is 35.172. Value of Chi-Square count that smaller than than Chi-Square table (30.369 < 35.172) stated that hypothesis H_0 is accepted which sample covariance matrix not differs significantly with estimated covariance matrix, then it can be said that the model used is appropriate and good.

b. RMR, GFI, AGFI

Higher score in this indexs shows a "better fit". AGFI (Adjusted Goodness of Fit Index), recommended range of accomplishment if AGFI has the equal score or more than 0.90. RMR measurement is an average residual between covariance matrix/correlations observed and result of estimation. Model stated good if the value of RMR smaller than 0.05.

Table 5
RMR, GFI, AGFI Results

Model	RMR	GFI	AGFI	PGFI
Default model	.027	.967	.936	.494
Saturated model	.000	1.000		
Independence model	.195	.461	.326	.369

Source : Processed Data, 2013

From the table 5 above, obtained value of RMR is 0.027; GFI value of 0.967; and value of AGFI is 0.936. Value of RMR smaller than 0.050 shows that the model used is good. Value of GFI and AGFI greater than 0.90 shows that the model used is good.

c. NFI,RFI,TLI,CFI

Recommended value is CFI ≥ 0.95. It is the same measurement for RFI and IFI. Model said to be good and qualified if the value of NFI greater than 0.90 or approaching 1

Table 6
NFI, RFI, TLI, CFI Results

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.954	.929	.988	.981	.988
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Source : Processed Data, 2013

From the table 46 above, obtained value of NFI 0.954, value of RFI is 0.929, value of IFI is 0.988, value of TLI is 0.981 and value of CFI is 0.988. Value of IFI and CFI that is greater than 0.90 showing that the model used is good fit. While the value of NFI,RFI, and TLI that approaching 1 showing that the model used is good.

d. RMSEA Result

Score of RMSEA less than or equal with 0.08 is an index that can be stated as a model showing a close fit from that model based on degrees of freedom.

Table 7
RMSEA Results

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.041	.000	.076	.627
Independence model	.298	.278	.318	.000

Source : Processed Data, 2013

From the table 7 above, obtained value of RMSEA is 0.041 smaller than 0.080. Which means the model used is good fit.

e. AIC, BCC, BIC, CAIC

If the value of default model in all of them smaller than the measurement in saturated model and indepence model, then it shows that the model is in a good fit.

Table 8
AIC, BCC, BIC, CAIC Results

Model	AIC	BCC	BIC	CAIC
Default model	74.639	76.967	147.202	169.202
Saturated model	90.000	94.762	238.424	283.424
Independence model	689.392	690.345	719.077	728.077

Source : Processed Data, 2013

From the table 8 above, obtained the value of AIC,BIC, BCC, and CAIC in default model is smaller than the value in saturated model or independence model, then it can be inferred that the model used is good fit and appropriate.

f. ECVI

Model stated as good if the value of ECVI in default model smaller than the measurement of saturated model and independence model. ECVI Result showed in Table 9 below :

Table 9
ECVI Results

Model	ECVI	LO 90	HI 90	MECVI
Default model	.375	.337	.468	.387
Saturated model	.452	.452	.452	.476
Independence model	3.464	3.060	3.906	3.469

Source : Processed Data, 2013

From the table 9 above, obtained value of ECVI in default model is smaller than the value in saturated model or in independence model, then it can be said the model used is good and appropriate.

g. HOELTER

If the score of HOELTER greater than 200, then the model is fit based on the existing data. We can see in Table 10, the result of HOELTER measurement in this research

Table 10
HOELTER Results

Model	HOELTER .05	HOELTER .01
Default model	229	271
Independence model	16	18

Source : Processed Data, 2013

Measurement Model Analysis

Measurement model is measured by the value of loading factor (standardize coefficient) in every indicator to latent variable. The value of loading factor shows the weight of every indicator as the denomination of each variables. Indicator with greater loading factor shows that those indicator as the denomination of the strongest variable (dominant).

1. Variable Mood (X1)

Result of SEM analysis of measurement model towards indicators from Mood (X1) variable showed in the Table 11:

Table 11

Mood (X1)

Indicator	***Loading Factor***	**Probability**
Pleasure (X1.1)	0.780	0.000
Arousal (X1.2)	0.590	0.000
Dominance(X1.3)	**0.930**	Fix

Source : Processed Data, 2013

Based on the table 11 above, obtained results as follows : all the three indicators has the value of standardize coefficient or loading factor with indicators stated as fix indicators. They are *Pleasure, Arousal, and Dominance* significantly measure Mood variable, because their probability is smaller than alpha 5%. From the value of the highest loading factor seen that *Dominance* is indicate as the highest indicators in measuring Mood. It means that respondents measuring Mood because of the *Dominance* indicators. Then it can be said that *Dominance* is the most dominant variable in measuring Mood. In chronological order from the strongest to the weakest indicators in Mood are *Dominance, Pleasure, and Arousal*.

2. Variable Customer Satisfaction (X2)

Result of SEM analysis of measurement model towards indicators from Customer Satisfaction (X2) variable showed in the Table 12 as follow

Table 12

Customer Satisfaction (X2)

Indicator	*Loading Factor*	Probability
Liking of Exhibition (X2.1)	0.660	Fix
Time Spent in Store (X2.2)	0.720	0,000
Revisit Intention (X2.3)	**0.820**	0,000
Satisfaction on the Whole(X2.4)	0.630	0,000

Source : Processed Data, 2013

Based on the table 12 above, obtained results as follows : all the four indicators has the value of standardize coefficient or loading factor which indicators are fix indicators. They are *Liking of Exhibition, Time spent in store, Revisit Intention and Satisfaction on the whole* significantly measure Purchasing Behavior variable, since their probability is smaller than alpha 5%. From the value of the highest loading factor can be seen that *Revisit Intention* is indicate as the highest indicators in measuring Customer Satisfaction. It means to measure customer satisfaction, revisit intention is more dominant. Then it can be said that *Revisit Intention* is the most dominant variable in measuring Customer Satisfaction. In chronological order from the strongest to the weakest indicators in Customer Satisfaction are *Revisit Intention,Time spent in store,Liking exhibition, and Satisfaction on the whole*.

3. Variable Purchasing Behavior (X3)

Result of SEM analysis of measurement model towards indicators from Purchasing Behavior (X3) variable can be inferred in the Table 13 as follows:

Table 13

Purchasing Behavior (X3)

Indicator	***Loading Factor***	**Probability**
Approach(X3.1)	**0.870**	Fix
Avoidance (X3.2)	0.540	0.043

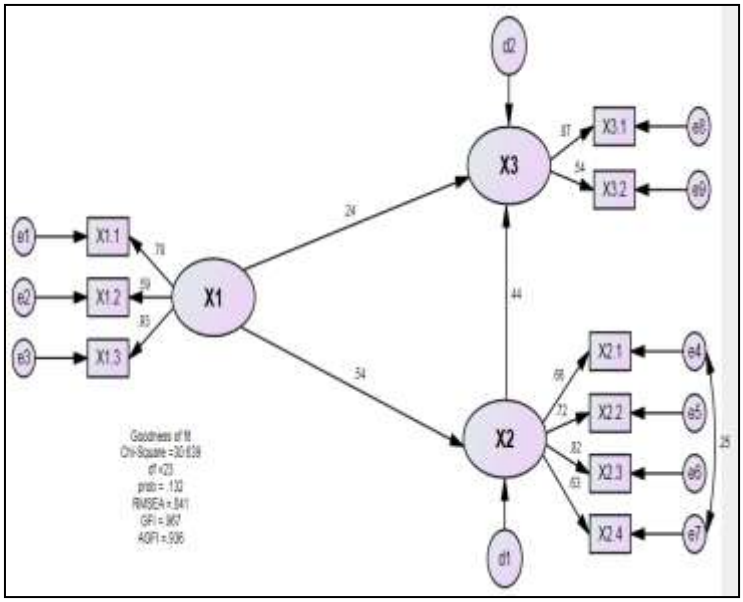
Source : Processed Data, 2013

Based on the Table 13 above, obtained results as follows : all the two indicators has the value of standardize coefficient or loading factor which indicators are fix indicators. They are *Approach and Avoidance* significantly measure Purchasing Behavior variable, since their probability is smaller than alpha 5%. From the value of the highest loading factor can be seen that *Approach* is indicate as the highest indicators in measuring Purchasing Behavior. It means that respondents measuring Purchasing Behavior because of the *Approach* indicators. Then it can be said that *Approach* is the most dominant variable in measuring Purchasing Behavior. In chronological order from the strongest to the weakest indicators in Purchasing Behavior are *Approach* and *Avoidance*.

Structural Model Analysis

Structural Model in SEM is a test of relationship between each variables in the research. In this structural model, tested four hypothesis of relationship between variables (direct influences) and another three indirect influences. From the path diagram below in Figure 3 will show the result of the relationship in each variables directly and indirectly.

Fig.3 Relationship Between Variables



Source : Processed Data, 2013

The relationship between variables can be seen from the figure 2 above. The relationship divided into two influences, direct and indirect influences.

Direct Influences :

- Mood to Purchasing behavior obtained positive coefficient of 0.245 with the probability of 0.011 and smaller than alpha 5%.It can be inferred that mood is significantly has positive influence to purchasing behavior. The better mood felt by customer, will leads to better purchasing behavior in clothing store experience by customer.

- Mood to Customer Satisfaction obtained positive coefficient of 0.544 with the probability of 0.000 and smaller than alpha 5%. It can be inferred that mood significantly has positive influences towards customer satisfaction. The better mood felt by customer, will leads to the customer satisfaction that felt by customer while shopping in the clothing store.

- Customer Satisfaction to Purchasing Behavior has the coefficient of 0.443 with the probability of 0.000 that smaller than alpha 5% (0.050). This can be said that customer satisfaction influences purchasing behavior significantly. The better customer satisfaction felt by customer, will leads to better purchasing behavior experienced by customer while shopping in the clothing store.

Indirect influences :

Mood to Purchasing Behavior through Customer Satisfaction obtained the coefficient. Then it is obtained indirect influences coefficient 0.240 (0.544*0.443). The better mood felt by customer, leads to better purchasing behavior experienced by customer along with customer satisfaction.

Discussion

Result of SEM measurement model analysis showing that three indicators *Pleasure, Arousal, Dominance* are siginificantly measure Mood (X1). *Pleasure* refers to in a condition which consumer feels happy, joy,contented, or satisfied. *Arousal* is a condition when consumer feel stimulated, alert, excitement, or one's level of activity. While *Dominance* refers to the extent to which one feels unrestricted and in control of the situation, influenced by the surrounding situation.

Dominance indicates as the highest indicator to measure Mood with the value of standardize coefficient 0.930. This can be said that research subject in Brawijaya University most likely feel this while shopping in the interesting store atmosphere. When consumer feels that they are in control of the situation and familiar, they will feel comfortable with the situation. Research subject in Brawijaya University most likely feel this while shopping in the interesting store atmosphere. In the previous study of Billings L. Wendy (1990) found out that dominance doesn't really affect consumer mood. Yet, in the student of Brawijaya university, researcher found out that this indicator of mood is important and becoming one of the dominant indicator that construct mood.

From the result of structural model, found out that there is positive significant influences of mood towards purchasing behavior. Mood to purchasing behavior with the coefficient 0.245 with the probability of 0.011 where it is smaller than alpha 5% so, it can be said that mood is significantly influences purchasing behavior. Therefore, mood has positively influences customer satisfaction directly. With the positive coefficient of 0.443 and probability of 0.000 that smaller than 5%, it can be said that mood influences customer satisfaction.

Result of SEM measurement model analysis indicates that two indicators *Approach and Avoidanc*e are significantly measure Purchasing Behavior. *Approach* is a condition when customer tend to do approach behavior like touching products in store, buying the products, and communicate with the salesperson. *Avoidance* is a condition where customer tend to avoid any kind of communication with people or salesperson in store, less time spent in store, and don't make any purchases in the store.

Approach indicates as the highest indicators that measure purchasing behavior with the value of standardize coefficient of 0.870. It shown that in this study, students in Brawijaya University,

most likely approaching products when they are shopping in clothing store with pleasant store atmosphere.

From the result of structural model, mood is significantly influences purchasing behavior positively with the coefficient of 0.245 and probability of 0.011. Thus, customer satisfaction significantly has positive direct influences towards purchasing behavior with the coefficient of 0.443. Also this study found out that the indirect influences from mood to purchasing behavior through customer satisfaction tends to be more significant than the result from direct influences. This means that mood and customer satisfaction has the greater amount of contribution to purchasing behavior together. The conclusions is the better mood, the higher purchasing behavior experienced by customer while shopping along with customer satisfaction.

Result of SEM measurement model analysis indicates that four indicators *Liking of Exhibition, Time Spent in Store, Revisit Intention, and Satisfaction on the whole* are significantly measure Customer Satisfaction. *Liking of Exhibition* is a condition when the customer like the exhibition in the store, *Time spent in* store is the time that they take in shopping in the store, *Revisit intention* is a condition when customer thinks to revisit the store in the next shopping experience.

Revisit Intention indicates as the highest indicators that measure Customer Satsifaction with the value of standardize coefficient of 0.820. It shown that in this study, students in Brawijaya University, most likely will revisit the store.

From the result of structural model, there is a positive direct influence from mood to customer satisfaction with the amount of standardized coefficient of 0.544. Another finding is that customer satisfaction is significantly influence purchasing behavior also with the coefficient of 0.443. Indirect influences from mood to purchasing behavior through mood showing a significant measurement and positive coefficient. From the research has done by the researcher, conclude that the better mood, the more satisfied customer feels and leads to purchasing behavior.

This findings from this research is in accordance by previous study with respective results of the effects of mood, customer satisfaction and purchasing behavior reported by Spies et,al.(1995) in University of Gottingen, Germany. Mood has positive effects on purchasing behavior through customer satisfaction. They found out that mood can create a better customer satisfaction in store and positive purchasing behavior.

From the previous study pre-purchase satisfaction feelings cannot occur unless satisfaction is first anticipated (i.e. cognition is required prior to emotion). The idea that (pre-purchase) satisfaction is an emotion preceded by a cognition and a motivator of purchase behaviour appears to be generally well supported in the literature which views emotion as resulting from cognition. For example, Day (1977, 1982) has equated satisfaction with feelings or emotions that were the outcome of a cognitive evaluation, and Westbrook (1982, p. 3) described cognitions as the "evoking element" leading to favourable/positive emotions when a situation is perceived as

beneficial, and unfavourable/negative in situations which are perceived as harmful or threatening.

Therefore, all of the result from this research is in accordance with the findings of some previous research. All of the variables is related significantly and positively influence each others.

Conclusion

From the result of the study about how store atmosphere and mood influences purchasing behavior there are five conclusion as follows.

- The main indicator in measuring mood is dominance. People tend to feel in control of the situation in the store if they feel the store is familiar with them.
- The main indicator in measuring customer satisfaction is their revisit intention. People tend to revisit the store after they feel satisfied with their visit in the clothing store.
- The main indicator in measuring purchasing behavior is approach behavior. People tend to do the approach behavior after they has the mood and satisfaction in store.
- There is a significant direct influence from mood to purchasing behavior positively. It means that the better mood that consumer feel the better purchasing behavior experienced by customer while shopping in the clothing store
- There is a significant direct influence from mood to customer satisfaction. It means that the better mood felt by consumer, the better customer satisfaction felt by customer in the clothing store.
- Customer satisfaction directly influences purchasing behavior significantly and positively. It can be inferred that the better customer satisfaction felt by customer will leads to better purchasing behavior of customer in the clothing store
- Mood indirectly influences purchasing behavior through customer satisfaction positively. The better mood customer felt, the higher purchasing behavior that customer experiences along with the higher customer satisfaction felt by customer while shopping in the clothing store.

Customer satisfaction in this study is having two roles as the variable. It is used as the dependant variable and mediating variable because mood can influence directly to purchasing behavior, customer satisfaction itself can also have direct influence towards purchasing behavior, and mood is influencing purchasing behavior indirectly towards customer satisfaction.

According to expectation, the overall conclusion is mood has influenced customer mood and purchasing behavior positively. The better customer mood on shopping in the clothing store, will

leads to better purchasing behavior along with pre-purchase customer satisfaction. Suggestion for further research , it is suggested to replicate this research and findings to confirmed about the influence of mood and customer satisfaction towards purchasing behavior. It is also suggested to specify the store, rather than generalized in all clothing store. For managerial implications especially marketers, they can innovate their store by enhancing their store with the stimuli to creates customer mood better and customer satisfaction before the sale so that customer will feel comfortable and in the end they will buy the product in the store.

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