



## The effect of store atmosphere on impulse buying with hedonic shopping motivation as mediating variable

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INFO ARTIKEL	ABSTRACT
<p>Received 28 April 2021 Accepted 27 May 2021 Published 30 June 2021</p> <p><b>Keywords:</b> Store atmosphere; impulse buying; hedonic shopping motivation</p>	<p><i>The purpose of this research is to examine: (1) The Effect of Store Atmosphere on Impulse Buying at Miss Glam cosmetics store (2) The Effect of Store Atmosphere on Hedonic Shopping Motivation at Miss Glam cosmetics store (3) The Effect of Hedonic Shoppings Motivations on Impulse Buying for cosmetic stores. Miss Glam in Padang City. This type of research is a quantitative research. The population of this research is all customers of Miss Glam Cosmetics Shop in Padang City. In selecting the sample, the method used is the non-probability method with a total sample of 189 respondents. The research uses primary data obtained by submitting questionnaires to all customers of the Miss Glam Cosmetics Shop in Padang City. The analytical method used is Structural Equation Modeling (SEM) through Smart PLS software. The results of this study are: (1) Store Atmosphere has a significant effect on Impulse Buying at the Miss Glam Cosmetics Store in Padang City (2) Store Atmosphere has a significant effect on Hedonic Shopping Motivation at Miss Glam Cosmetics Tok.o in Padang City (3) Hedonic Shopping Motivation has a significant effect on Impulse Buying at the Miss Glam Cosmetics Store in Padang City.</i></p>
DOI:10.24036/mms.xxxxxxx	ABSTRAK
<p><b>Kata Kunci:</b> Store Atmosphere; impulse buying; hedonic shopping motivation</p>	<p>Penelitian ini bertujuan untuk menguji (1) pengaruh <i>Store Atmosphere</i> terhadap <i>Impulse Buying</i> pada toko kosmetik Miss Glam (2) pengaruh <i>Store Atmosphere</i> terhadap <i>Hedonic Shopping Motivation</i> pada toko kosmetik Miss Glam (3) pengaruh <i>Hedonic Shoppings Motivations</i> terhadap <i>Impulse Buying</i> pada toko kosmetik Miss Glam in Padang City. Penelitian ini merupakan penelitian kuantitatif. Populasi pada penelitian ini adalah pelanggan toko kosmetik Miss Glam di Padang, dengan menggunakan metode sampel non- probability maka didapatkan 189 respondent. Penelitian ini menggunakan data primer data kuesioner yang terkumpul dari pelanggan toko kosmetik Miss Glam. Penelitian ini dianalisa dengan menggunakan SEM model. Hasil dari penelitian ini yaitu (1) <i>Store Atmosphere</i> memiliki hubungan signifikan dengan <i>Impulse Buying</i> pada toko Miss Glam Cosmetics Store (2) <i>Store Atmosphere</i> memiliki hubungan signifikan dengan <i>Hedonic Shopping Motivation</i> pada toko Miss Glam Cosmetics Store (3) <i>Hedonic Shopping Motivation</i> memiliki hubungan signifikan dengan <i>Impulse Buying</i> pada toko Miss Glam Cosmetics Store.</p>

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## INTRODUCTION

The beauty industry in Indonesia is increasing very rapidly along with the increasing public awareness of the importance of beauty and cosmetic products for the maintenance of skin health and also not only to look attractive, so that until now cosmetic products have become an important and essential need for some people in maintenance. skin. With cosmetics, people will always set aside money to buy the desired cosmetics (Mu'awanah et al., 2014).

This Miss Glam cosmetic shop is a cosmetic shop located in the city of Padang, which has developed the concept of collaborating with all well-known local brands. This Miss Glam cosmetic shop was established on June 26, 2020 which is located around the Gunung Pangilun Gsport Center, this shop is under the auspices of PT.Bersama Glam Indo Jaya.BPOM has also carried out information and education in the Miss Glam cosmetic shop, this activity was carried out in the form of socialization and sharing about cosmetics that are good to do and how to use them correctly and correctly as well as tips on having safe cosmetic products by doing a CLICK check. (check packaging, labels, marketing authorization and expiration) (Balai Besar/Balai POM Padang, 2020).

At the Miss Glam shop, consumers tend to impulse buying and not a few are really persuaded by the atmosphere in the shop itself. Impulse buying itself is an event which has been happening for several years and has also caused a conversation. In this case, it is due to an incident and the tendency of the nature of shopping which is indeed happening in the market and has given rise to an important factor in knowing the behavior of its marketing. (Maymand and Ahmadinejad, 2011).

## LITERATURE REVIEW

Impulse buying namely some self-regulating function of some or an action in buying something that has not been planned before. Impulse buying is usually motivated by goals that arise from a problem that is related to the appearance of the product. This unplanned purchase is considered as a result of irrational decision making (Verplanken, B., & Sato, 2011).

Belleneger, Roberston, & Hirschman (1978), at Evans, Foxall, & Jamal (2006) stated that impulse buying divided into several forms, they are: reminder impulse buying, pure impulse buying, suggested impulse buying, planned impulse buying. Engel, (2009) dan Wijaya & Oktarina, (2019) also stated that factors that cause a person to do impulse buying are: Spontaneity, compulsive, intensity, stimulation and people don't care about.

Indicators of impulse buying according to Verhagen and Van Dolen (2011), namely Spontaneity, Unplanned Purchases, Consumers from the beginning of the trip did not intend and did not think to make a purchase, Before visiting the website, consumers did not have the intention to make a purchase and After visiting the website, consumers tended to be unable to resist making a purchase.

According to Scarpy (2006) hedonnic shopping describes a point in a person's experience in terms of shopping and his fantasies, feelings, imagination, care and joy. A motivation can be described as a driving force from within humans that should force them to move and act. The actions they take to achieve these goals are the result of thought as well as individual learning processes in various ways, including in terms of shopping (Schiffman., et. all., 2008).

Hedonic shopping motivation indicator in my opinion Arnold, et al. (2003), namely Adventure Shopping, Gratification Shopping, Role Shopping, Value Shopping, Social Shopping and Idea Shopping.

Store atmosphere according to the opinion of Babin and Harris (2018), which is one of the erosional properties that exist in the environment or can also be called a feeling that has been created by the aura that exists in the environment. People who perceive the surrounding atmosphere through their main senses such as sight, sound, smell and touch. The difference is that the store atmosphere according to Gunadhi and Japarianto (2015), they say that the store atmosphere is more physical than the atmosphere of the store such as the equipment, cleanliness of the store, the color theme of the store, layout and decoration.

Store atmosphere indicator by Grewal et al. (2003), namely the store will be a fun place to shop, the store has a pleasant atmosphere and the store is attractive

Impulse buying closely related to store atmosphere. Bias seen that store atmosphere affects unplanned purchases up to 70% (Dunne and Lusch, 2005). Store atmosphere is also a place to design a store environment to create a more specific emotional effect for consumers (Foroughi A, 2013). Consumer psychology and also the availability of money to consumers also greatly influence hedonic purchases which have an effect on unplanned purchases, which from the start were aimed at satisfying self-fulfilling needs (Dey and Srivastava, 2017).

## METHOD

The research method that will be used is quantitative. The population of this study were all customers from the Miss Glam cosmetic store in Padang City, and this research was conducted in April 2021. Purposive sampling was used in the selection of the sampling method. The sample in his research is the number of indicators multiplied by 5 to 10, so that of the 14 items, the total sample in his research is 140 samples. There are 14 indicators in this study, with the impulse buying variable (Y) totaling 5 indicators according to the research Verhagen and Van Dolen (2011), the variable hedonic shopping motivation (Z) is 6 indicators according to research Arnold, J. Mark, and Reynolds (2003), and the last variable store atmosphere (X) amounted to 3 indicators according to research Grewal et al. (2003). The type of data taken in this study is quantitative data with primary data sources. The analysis was recorded, measured using the Structural Equations Modeling (SEM) software SmartPLS.

## RESULT AND DISCUSSION

Validity test using SmartPLS software was carried out to test the hypothesis about the effect of the independent variable Store Atmosphere on the dependent variable, namely Impulse Buying with Hedonic Shopping Motivation as a mediating variable.

**Table.1 Outer Loading**

Items	Hedonnic Shopping Motivations	Impulse Buying	Stores Atmospher
HSM1	0.796		
HSM2	0.760		
HSM3	0.717		
HSM4	0.831		
HSM5	0.722		
HSM6	0.755		
IB1		0.866	
IB2		0.878	
IB3		0.786	
IB4		0.839	
IB5		0.845	
SA1			0.913
SA2			0.924
SA3			0.880

*Source: Primary Data Processing Results, 2021*

Based on the Table 1, it can be seen that if all statement items have an outer loading value above 0.7, it means that all question items are indeed used in the next testing stage. In addition to looking at the outer loading in the test, it is necessary to pay attention to the AVE (Average Variance Extacted) value which should exceed 0.5 and the modeling that has sufficient discriminant so that the

source of AVE in all constructs exceeds the magnitude of the correlation between constructs and other constructs.(Gozali and Ltan, 2012). These are the results of the AVE test below:

**Table. 2 AVE (Average Variance**

<b>Items</b>	<b>Average Variance Extracted (AVE)</b>
Hedonic Shopping Motivation	0.584
Impulse Buying	0.711
Store Atmosphere	0.821

*Source: Primary Data Processing Results, 2021*

It can be seen that the AVE points have variables that exceed 0.5 where all variables have met the minimum limits according to the requirements. Then if the AVE car square value of each construct is greater than the correlation value between the construct and other constructs in the model, then the bias is said to have a good discriminant validity value. These results can be seen in the table below:

**Table. 3 Discriminant Validity**

<b>Items</b>	<b>Hedonic Shopping Motivation</b>	<b>Impulse Buying</b>	<b>Store Atmosphere</b>
Hedonic Shopping Motivation	0.764		
Impulse Buying	0.707	0.843	
Store Atmosphere	0.709	0.586	0.906

*Source: Primary Data Processing Results, 2021*

It can be seen that the comparison points from the source points of the AVE show that each of these points exceeds the magnitude when compared to the correlation between variables that have discriminant validity and good convergent validity.

### **Reliability Test**

The reliability test is a construct with a reflection indicator that can be used in 2 steps, namely Cranbach's negligence and composite reliability. The rule of thumb commonly used to assess construct reliability is composite reliability, which must exceed 0.7, although 0.6 points may be accepted.(Gozali and Ltan, 2012). The results of the reliability testing in this study can be seen in the following table:

**Table.4 Reliability Test**

<b>Items</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Hedonic Shopping Motivation	0.857	0.894
Impulse Buying	0.898	0.925
Store Atmosphere	0.891	0.932

*Source: Primary Data Processing Results, 2021*

It can be seen that the final result will be a reliability test after restimation, it is obtained that the cronabac negligible points and the composite reliability show that the final result has indeed met the requirements, in which case if the cronabac alpa and composite reliability of the overall research variables exceeds 0.7. Therefore, for all variables it has been proven reliable and the test can be applied to the next stage.

### **Inner Model**

To see the significant effect of stores atmosphere on impulse buyings and hedonic shopping motivation, the mediating variable is to look at the coefficients of the parameters and the significant

points on the t statistic. In this study, the significant level of hypothesis testing is indicated by the path coefficient value or the inner model. Testing the path coefficient or inner model is carried out to test the effect of stores atmosphere on impulse buying and hedonic shopping motivation through mediating variables. A variable is said to have a significant effect by looking at the p-values and t-statistics. If the p-values obtained are less than 0.05 and the t-statistic is greater than 1.98, a variable is declared to have a significant effect and vice versa.

Hypothesis testing can be done by looking at the path coefficient table described in the following table:

**Table. 5 Path Coefficient**

Items	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Hedonic Shopping Motivation -> Impulse Buying	0.587	7,797	0.000
Store Atmosphere -> Hedonic Shopping Motivation	0.709	16,499	0.000
Store Atmosphere -> Impulse Buying	0.169	2.066	0.039

Source: Primary Data Processing Results, 2021

From the final results of the path coefficient test or the inner model to his research, it can be seen and the results and also the explanation and the hypothesis he put forward as follows:

1. *Store atmosphere* of 0.169, but if you pay attention to the T-statistic points as much as 2,066 and p values as much as 0.039 points. The coefficient points obtained are positive, the T-statistic points exceed 1.98 and the p-value points exceed the small 0.05, where there is a positive and significant effect between the stores atmosphere on impulse buyings, so that H1 in this study is accepted.
2. *Store atmosphere* 0.709, but if the T-statistic value is 16,499, the p-values points are 0.000, and the coefficient points are positive, while the T-statistic points exceed 1.98 and the p-value points are small 0.05, where there is still a significant positive influence between stores atmosphere to hedonic shopping motivation, so H2 in this study was accepted.
3. *Hedonic shopping motivation* 0.587, but if the T-statistic value is 7.797, the p-value points are 0.000, and the coefficient points are positive, while the T-statistic points exceed 1.98 and the p-value points are small 0.05, where there is a significant positive influence between hedonic shopping motivation to impulse buyings, so H3 in this study was accepted.

### R-Square

The value of R Square is the value of the goodness fit models test. There are also R Square points to his research that can be seen in the following:

**Table. 6 R-Square**

Items	R Square
Impulse Buying	0.514

Source: Primary Data Processing Results, 2021

It can be seen in the table, that the R-Square value in the Impulse Buying variable (Y) shows the number 0.514. This shows that impulse buying and store atmosphere contribute to impulse buying by 51.4%.

### Mediation Effect Test

To show that the effect is not direct in this study, it is seen by using the formula for the effect of the independent variable on the mediating variable and multiplied by the effect of mediating on the dependent variable. Information in mediation is if <20% then it is called no mediation, if 20% - 80% it is called partial mediation and if >80% it is called full mediation.

$$\begin{aligned}\text{VAF} &= \text{Indirect Influence} / (\text{Direct Influence} + \text{Indirect Influence}) \\ &= 0.416 / (0.169 + 0.416) \\ &= 0.416 / 0.585 \\ &= 0.711 \\ &= 71.1\% \text{ (Partial Mediation)}\end{aligned}$$

It can be seen that the results obtained, it can be said that the research is included in the partial mediation with the final result of 71.1%. Therefore, this study has a partial effect of X on Y, which is close to 20% to 80% (71.1%). In other words, this research occurs partial mediation.

### Discussion of research results

From the testing points of the path coefficients and inner models of the results and discussion above, it can be concluded that the hypothesis testing is as follows:

H1: Store Atmosphere has a significant positive effect on Impulse Buyings

H2: Store Atmosphere has a significant positive effect on Hedonic Shopping Motivation

H3: Hedonic Shopping Motivation has a significant positive effect on Impulse Buyings

With the results of the analysis that has been done, there is a discussion about the influence between variables as follows:

#### Effect of Stores Atmosphere on Impulse Buying

Based on the testing of the hypothesis in this study, it was found that the store atmosphere variable had a significant positive effect on impulse buying. Store atmosphere is able to create a communication environment that is visual, color, music, lighting and fragrance which is intended to design emotional responses and customer perceptions and also influence customers in purchasing their goods. (Utami, 2010).

The positive effect is proven that the store atmosphere has a positive impact on impulse buying. A pleasant store environment will lead to increased purchase propensity. Impulse buying itself is maximized when the store environment is perceived as over-stimulating (higher than desired in terms of excitement and stimulation). This means that it is better to stimulate customers in the store environment to increase impulse buying (Saad and Metawie, 2015). The results of this study found that one way the research was researched, namely: Barros et al. (2019), which found that the store atmosphere had a positive and significant effect on impulse buyings.

#### The Influence of Stores Atmosphere on Hedonic Shopping Motivation

Based on the hypothesis testing in this study, it was found that the store atmosphere had a significant positive effect on impulse buyings. The positive effect proves that the store atmosphere has a positive effect on the occurrence of hedonic shopping motivation. Hedonic motivation is an act of buying that was initially driven by activities where there is a relationship between the five senses, emotions and imagination, bringing happiness and material pleasure to some of its goals, especially for life. (Arnold, J. Mark, Reynolds, 2003).

The more attractive the existing store atmosphere, the higher the hedonic shopping motivation. The elements that exist in the store atmosphere can make the customer's shopping experience enjoyable, so that it causes emotional customers and this also causes consumers to do hedonic shopping, the results of the research found are in line with the research carried out from Natalia Makal (2018), found that the store atmosphere had a positive and significant effect on hedonic shopping motivation.

### **The Effect of Hedonic Shopping Motivation on Impulse Buying**

Based on the results of hypothesis testing which states that hedonic shopping motivation has a significant positive effect on impulse buying. This positive influence is evidenced in the hedonic shopping motivation hypothesis which has a positive impact on impulse buying. Hedonic shopping motivations can also lead to impulse buying due to an act of buying without a prior plan, as well as a purchase decision made while in a shopping place.(Pasaribu and Dewi, 2015).

This shows that the more consumers feel the hedonic shopping motivation is quite good, the higher the level of impulse buying will be. The research results found here are equivalent in terms of research carried out from Dey and Srivastava (2017), who found that hedonic shopping motivations had a positive and significant effect on impulse buying.

### **CONCLUSION**

Based on the results of data analysis and discussion of the influence of store atmosphere on impulse buying with hedonic shopping motivation as a mediating variable, it can be concluded that several conclusions are as follows:

1. Store atmosphere positive and significant influence on impulse buyings of the Miss Glam cosmetic store in the city of Padang, meaning that when the environment of the Miss Glam shop in the city of Padang has a pleasant atmosphere, it will direct the customer to encourage impulse buying. Impulse buying itself is maximized when the store environment is perceived as over-stimulating.
2. Stores atmosphereThe positive and significant influence on hedonic shopping motivation at the Miss Glam cosmetic store in Padang city means that the more attractive the existing store atmosphere, the higher the hedonic shopping motivation. The factors that exist in the store atmosphere are obtained into the customer's shopping experience so that it is enjoyable, and raises the emotions that exist in customers and this also causes consumers to do hedonic shopping
3. Hedonic shopping motivations significant positive influence on impulse buyings of the Miss Glam cosmetic store in the city of Padang means that the more customers feel a high enough desire to shop without thinking, the higher their impulse buying level in shopping and it will be very profitable for the store

### **Suggestion**

Based on the results of the research that has been done, the research conducted by the researcher provides several suggestions:

#### **a.For Shop Owners**

1. Miss Glam cosmetic store is advised to pay more attention to the atmosphere of the store so that it becomes a more pleasant place for customers who shop there, such as playing the latest music or expanding the layout of the room so that customers are more flexible in shopping.
2. Miss Glam cosmetic shop should pay more attention to social media or the websites provided, so that customers are interested in shopping from the start. By improving feeds or product photos on social media such as Instagram, it is even more attractive and provides discounts that make customers want to shop through the website or shop directly at the store.
3. Miss Glam cosmetics shop is good for adding furniture or store support items that are more adorable or fun to look at and also add a comfortable atmosphere for customers, and notify employees who are in the store not to follow customers who want to shop too much. So that customers have a good mood and do not feel uncomfortable shopping at the store.

### **For Further Research**

1. For further research, it is expected to take another store or compare it with stores that are still in the same object (cosmetic shop). To get a deep understanding of the variables of store atmosphere, impulse buying, and hedonic shopping motivation.

2. For further research, other variables can be added that can explain impulse buying in more depth such as hedonnic shopping values, sales promotions, shopping lifestyles and other variables that can be used as a reference to determine the impact on store atmosphere.
3. In future research, it is hoped that the number of research samples can be increased, so that this research can provide more relevant and accurate results.

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