

THE EFFECT OF STORE ATMOSPHERE ON IMPULSE BUYING AND POSITIVE EMOTION AS INTERVENING VARIABLES AT H&M SAMARINDA STORES

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Abstract. The purpose of this study is to analyze and prove the influence of Store Atmosphere on impulse buying, to analyze and prove the influence of Store Atmosphere on positive emotions, analyze and prove the influence of positive emotions on impulse buying, and to analyze and prove the influence of positive emotions in mediating the influence of Store Atmosphere. against impulse buying. This research was conducted at the H&M Store Samarinda. The research design uses an explanatory research approach. This type of research is quantitative. The population in this study are consumers who have made a purchase at the H&M Store Samarinda. Samples were taken as many as 130 people with non-probability sampling method, namely by using snowball sampling technique. Data was collected through the distribution of questionnaires. The data analysis technique used is the SEM method, namely PLS (Partial Least Square) with the help of Smart PLS software. The results showed that Store Atmosphere had a positive and significant effect on impulse buying, Store Atmosphere had a positive and significant effect on positive emotions, and positive emotions had a positive and significant effect on impulsive buying. This study also obtained positive and significant results between positive emotions mediating the influence of Store Atmosphere on impulse buying.

Keywords: store atmosphere; positive emotions; impulse buying.

INTRODUCTION

The phenomenon of globalization makes the world economy provide great competition opportunities between product markets originating from within the country to the world market or can be called exports. On the other hand, this phenomenon is also an opportunity for various foreign products to enter the domestic market. The consequence is that it causes entrepreneurs with large retail capital capabilities from abroad to finally carry out business activities in the country (Unger et al., 2011); (Li et al., 2018).

Now it is clear that there has been a change from a traditional market to a modern market. More and more differences are displayed besides the development of the modern market which is very *High*, can meet the development of consumer lifestyles, there are technological actions, modern concepts, and last but not least, have been able to provide more value than traditional markets (Arslan et al., 2021); (Chen et al., 2019).

The current growth is accompanied by an increase in people's purchasing power. Not only that, this incident has forced retail businessmen to be more active and optimally innovative in order to provide the best service or product in order to win the competition in an effort to win market share (Norbäck & Persson, 2012); (Fatahillah et al., 2022).

This company is very popular among the public because it has a very precise fashion sense, in other words, it is on point with the latest fashion trends, both among men and women, even children to teenagers. H&M sells products in the form

of accessories and clothes, but apart from that there are several products that it creates, namely beauty products, bags, shoes. H&M's outlets are spread across 62 regions of the country, where the total number of stores exceeds 4500 stores. Similar to outlets located in various parts of Indonesia, namely from Surabaya, Yogyakarta, Medan, Batam, Solo, Bali, Bandung, Jakarta, Balikpapan, there are also other cities and one of them is in Samarinda.

Sourced from research9 (Saddhono & Sulaksono, 2018) explains that 21% of buyers never plan to shop. The data increased by 21%, where the number of increases was greater than in 2003, which was only 11% of consumers who were impulsive. The research is carried out in a number of major cities in Indonesia, including: Medan, Makassar, Surabaya, Bandung, and Jakarta. This is evidenced by the large number of Instagram followers of the Samarinda Big Mall account, where every information on the account provides updated information about the products being discounted at their respective outlets and exhibitions at the Big Mall at that time, so it can be assumed that the followers of the account namely consumers who want to get information about sales at outlets located in Big Mall Samarinda, and also related to the lifestyle of women and men who are very consumptive in Samarinda. Men have a behavior that is very easily persuaded by sellers, very easily deceived because of their impatient nature when choosing goods, sometimes in a hurry when they want to make a choice to buy, have a bad feeling if they don't buy anything after entering the store. even with

women who have several other attitudes, for example, tend to prefer goods with distinctive shapes and colors, brands are not related to their use and technicality, like to shop even though they just don't look at them and don't even buy, can feel the state of the store quickly, like romantic things Compared to objective, it is difficult to be influenced by the seller's persuasion. Related to this, the environment inside and outside the store (store) such as music, smells, colors, and lighting created by business owners to attract consumers is the definition of store atmosphere ([Maghfiroh & Djawoto](#), 2018).

Impulse buying behavior in terms of various factors can trigger individuals in groups or individually as external factors or consumer internal factors. Even if consumers who have a better level of emotional response to the retail environment have a tendency to impulse buying. Generate a tendency to 2 kinds of emotions for consumers who depend on the provocation created by the store so that it can affect the emotional condition of consumers according to ([Andriyanto et al.](#), 2016); ([Schifferstein & Desmet](#), 2010).

METHODS

Sourced from the statement put forward by ([Yusuf](#), 2016), explaining that the generalization area which includes subjects/objects whose number and characteristics have been determined by researchers to be studied and a conclusion is drawn is the notion of population. The population used by the researcher is all consumers who shop or buy at the H&M

Bigmall store, Samarinda city.

Thus, a number of samples are taken that can represent the population as a whole. Sourced from the statement disclosed by ([Etikan et al.](#), 2016) as for how to determine the sample, that is if the population is very large and without knowing the exact number, the recommended sample size in regression analysis is 5 to 10 observations for each independent variable depending on the total indicator multiplied by 5 to 10. Sources of data used in the study This is primary data where the data is obtained from the results of respondents' answers to the questionnaires distributed, then tabulated and analyzed with statistical tools.

Data analysis is an activity after data from all respondents or other data sources are collected. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables for all respondents, presenting data for each variable studied, performing calculations to answer problem formulations and performing calculations to test hypotheses that have been proposed ([Sugiyono](#), 2018). The data obtained in this study will be analyzed using a statistical tool, namely SmartPLS 3.0 Software. Based on Windows.

RESULTS AND DISCUSSION

A. Convergent Validity

A loading factor value of the latent variable with each indicator is the definition of the value of convergent validity. An indicator can be called valid

if it has a loading factor above 0.5, in other words it is considered to have a fairly strong level of validation in explaining latent constructs ([Ghozali](#)

2015). SmartPLS output to obtain convergent validity can be clearly observed in the details of the outer loading table as follows:

Table 1. Loading factor

	X	Y1	Y2
X.1	0,606		
X.2	0,550		
X.3	0,700		
X.4	0,730		
X.5	0,566		
X.6	0,429		
X.7	0,671		
Y1.1		0,801	
Y1.2		0,880	
Y1.3		0,772	
Y2.1			0,856
Y2.2			0,870
Y2.3			0,876

The calculation results detailed in Table indicate that if there is a loading factor whose value is below 0.50 so it

must be eliminated, the total value of the loading factor which is <0.50 consists of X4 (0.429) so it must be recalculated with:

Table 2. Result After recalculation

	X	Y1	Y2
X.1	0,614		
X.2	0,536		
X.3	0,714		
X.4	0,747		
X.5	0,556		
X.7	0,664		
Y1.1		0,800	
Y1.2		0,881	
Y1.3		0,772	
Y2.1			0,857
Y2.2			0,871
Y2.3			0,874

After recalculation, in Table all of the external loading values obtained before being corrected are above 0.5, thus it is stated that the convergent validity

conditions have been met.

Next is a picture of the calculation of the SEM PLS model, then in view of the loading value of the indicator factors on each variable.

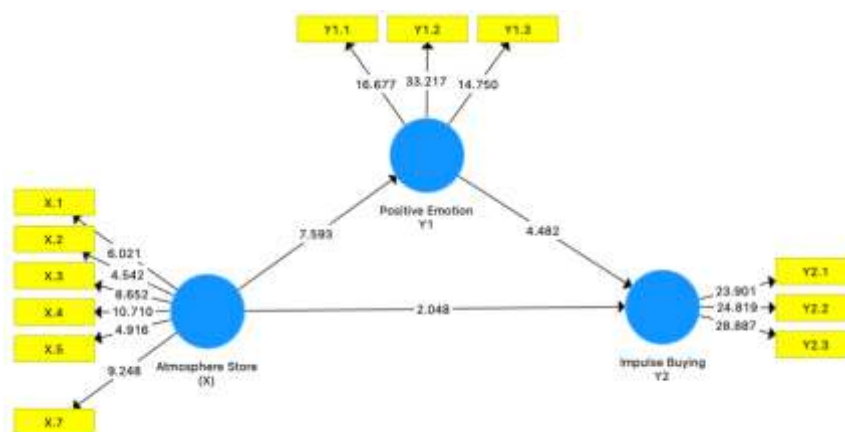


Figure 1. Loading Factor bootstrap

B. Discriminant Validity

To see the validity of the indicator, the method is to observe the magnitude of the value of square root AVE (average variance extracted). The

recommended value is 0.5.

The Smart PLS output for average variance extracted can be clearly observed through the following details in Table 3 :

Table 3. Average Variance Extracted (AVE)

Variabel	\sqrt{AVE}	Keterangan
Atmosphere store (X)	0,514	Valid
Positive Emotion (Y1)	0,670	Valid
Impulse Buying (Y2)	0,753	Valid

The square root AVE value for each outer loading variable studied indicates the acquisition of a value > 0.5 for each construct, thus discriminant validity based on average variance extracted is valid.

After the construct can be called valid, the next step is to test the reliability of the research construct.

C. Composite Reliability

The results of the reliability calculation can be observed through the acquisition of composite reliability values from the indicator block that performs construct measurements. Where the acquisition of composite reliability shows the maximum value if the value is > 0.7 as detailed in Table 4 below:

Table 4. Composite Reliability

Variabel	Composite Reliability	Keterangan
Atmosphere store (X)	0,807	Reliabel
Positive Emotion (Y1)	0,859	Reliabel
Impulse Buying (Y2)	0,901	Reliabel

D. Cronbach's Alpha

The calculation of Cronbach's alpha aims to measure the lower limit of the reliability value of a construct. In this regard, the alpha value should be > 0.7

although a value of 0.6 is still acceptable. The value of Cronbach's alpha for each variable will be clearly detailed in table 5 :

Table 5. Cronbach's Alpha

Variabel	Composite Reliability	Keterangan
Atmosphere store (X)	0,731	Reliabel
Positive Emotion (Y1)	0,753	Reliabel
Impulse Buying (Y2)	0,836	Reliabel

Based on Table 5, it can be seen that Cronbach's alpha of all variables has a value above 0.70. This shows that each variable has met Cronbach's alpha so it can be concluded that all variables have a good level of reliability.

E. Hypotesis Test

After the model goes through a measurement model test for validity and reliability, and a structural model test to test the relationship between its latent constructs (Kim & Nguyen, 2018), the next process is to test the

hypothesis. Based on the subchapters of the formulation of research problems, hypotheses, and the results of the analysis of the structural model or the inner model between the latent constructs of the research model, to answer the research problem formulation and prove the hypothesis, it can be seen from the following table 6 :

Table 6 . Path Coefficients (Mean, STDEV, t-Values)

Path Construct	Original Sample (O)	T Statistics (O/STERR)	P-Value	Keterangan
Atmosphere store → Impulse Buying	0,182	2,048	0,041	Positif signifikan
Atmosphere store → Positive Emotion	0,500	7,593	0,000	Positif signifikan

Path Construct	Original Sample (O)	T Statistics (O/STERR)	P-Value	Keterangan
Positive Emotion → Impulse Buying	0,410	4,482	0,000	Positif signifikan
Atmosphere store → Positive Emotion → Impulse Buying	0,205	3,553	0,000	Positif signifikan

Hypothesis testing based on the bootstrapping path coefficient calculation in the research model, shows the results of the t-statistics test analysis of the influence of each Atmosphere store (X) construct on Impulse Buying with Positive Emotion as a mediating variable, which can be explained as follows:

F. Atmosphere store against Impulse Buying

Sourced from the path coefficient test results, which are based on the T-Statistics value, it indicates that the Atmosphere store variable has a positive and significant effect on impulse buying. This statement is evidenced by the results which indicate that the P-Values are 0.041 (<0.050) while the T-Statistics are 2.048 > 1.96. So that the second variable has a unidirectional effect. It means that the atmosphere store has a significant effect on impulse buying.

The purpose of the research results is that the store atmosphere applied to the H&M store can attract the attention of consumers to increase interest in shopping without planning (spontaneously). The form of Atmosphere store that the H&M store

strives for is by maintaining the cleanliness of the store, playing music, distinctive aromas or fragrances, air temperature, adequate lighting, and varied supplies for display.

G. Atmosphere store on Positive Emotion

Sourced from the results of the calculation of the path coefficient test based on the acquisition of T-Statistics indicating that the atmosphere store has a positive and significant effect on positive emotion. Where the results of the calculation of the hypothesis test indicate that the P-Values are 0.000 (<0.050) while the T-Statistics are 7.593 (>1.96). Thus, it can be said that the two variables have a unidirectional effect.

It can be interpreted that indicators in the atmosphere of the store at the H&M store can trigger the emergence of positive emotions from within the consumer thereby increasing interest in shopping spontaneously (without planning) at the H&M store. Some aspects that show positive emotion consumers include feeling happy, comfortable, and happy.

H. Positive Emotion against Impulse Buying

Where the results of the calculation of the path coefficient test based on the magnitude of the T-Statistics value indicate if there is a positive and significant influence of positive emotion on impulse buying. Meanwhile, the results of hypothesis testing show that the P-Values are 0.000 (< 0.050) and the T-Statistics are 4.482 > 1.96 . Thus, the two variables have a unidirectional effect.

indicators of positive emotion in the H&M store can trigger impulse buying in consumers, so that it can increase interest in shopping without planning at the H&M store.

I. Store atmosphere for Impulse Buying with Positive Emotion as Mediation

Sourced from the results of the coefficient values related to the direct influence of the atmosphere store variable on impulse buying, the value is 0.182, where the p-value is 0.041 while the t-statistic is 2.048. This acquisition data indicates that the atmosphere of the store has a direct effect on impulse buying, where this effect is less than the magnitude of the indirect effect on positive emotion (as a mediating variable). This statement indicates that the atmosphere of the store can attract the attention of consumers in making impulse buying caused by the positive emotion variable in oneself.

Positive emotion variables can be used as an effective way to influence consumers in optimizing the level of purchases in the H&M store. When there is a store atmosphere and individuals feel positive emotions, of

course, consumers will act as impulse buying for what they want at that time.

CONCLUSIONS

Based on the results of the analysis and testing of hypotheses and their discussion, it can be said the following things:

Store atmosphere can have a significant influence on impulse buying. The room temperature indicator is the dominant indicator in shaping the atmosphere of the store. These indicators are sufficient to generate impulse buying decisions for consumers. Also strengthen the results of the description of the perception of customer respondents who fall into the "Enough" category.

Store atmosphere can have a significant influence on positive emotions. Aroma indicator is the dominant indicator in forming positive emotions. The store atmosphere indicator is *High* enough to influence consumer emotions in shopping. Also strengthen the results of the description of the perception of customer respondents who fall into the "High" category.

Results Based on research, it is known that positive emotions can have a significant effect on impulse buying. The excitement indicator is the dominant indicator in the positive emotion variable. This indicator is *High* enough to influence consumers' positive emotions in acting without planning. Also strengthen the results of the description of the perception of customer respondents who fall into the "High" category.

Positive emotions mediate store atmosphere towards impulse buying. This

means that the store atmosphere can increase impulse buying through positive emotions. In this study, the direct effect of store atmosphere on impulse buying is smaller than the indirect effect of positive emotion mediating variables. This shows that the store atmosphere will attract consumers to make impulse purchases because of the positive emotions they have.

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