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THE ROLE OF ATMOSPHERE STORE AND HEDONIC SHOPPING MOTIVATION IN IMPULSIVE BUYING BEHAVIOR

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Abstract

The purpose of this study would be to see how certain variables, such as Store Atmosphere and Hedonic Shopping Motivation, influenced impulse purchases. There are some linear regression models used. The authentication function's goal is to determine the validity of such a hypothesis, which also is achieved by collecting data from its surrounding region. The purposive method is a strategy that is related to specific criteria, and the sample throughout this study was made up of buyers from modern retail outlets within Kuningan Regency. There were just as many about 96 people who took part in the study. The amount was rounded towards 100 participants to make work successful. The environment of modern major retailers and hedonic shopping motivation does have a positive impact on impulse buying.

Keywords: store atmosphere; hedonic shopping motivation; impulse purchases/buying

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INTRODUCTION

The retail sector in Indonesia is fiercely competitive, so retailers are struggling to stay afloat. that still operating in a conventional manner must grow their businesses to become newer if they would not want to see their profits decline. Modern retailers, on either hand, pay heed to location, offer convenience when shopping, which selling at fixed rates, eliminating the need for fixed pricing as in traditional retail. Observing the current state of affairs in people's lives shifts with the passing of time.

Many people nowadays want something that is more conventional and realistic. The number of patterns that are continuously evolving and emerging at such a rapid pace demonstrates this. The shopping routine is also an obligation rather than a requirement. People used to buy things to meet their everyday requirements. People presently buy to satisfy their personal gratification, which has evolved into a lifestyle where certain they need to be admired, retain status, and reputation.

Small stores, restaurants, shopping areas, malls, and hypermarkets are indeed examples of successful retail throughout Indonesia. In addition, many of these organized retailing offers a different degree of comprehensiveness, offer different shopping comfort, have different rates, and caters to different types of customers. Minimarkets, supermarkets, and hypermarkets typically cater only to lower and middle classes, whereas department stores, shopping centers, malls, and plazas cater only to the upper classes.

The retail industry is growing at a rapid pace, especially in Indonesia. The continuous growth of many traditional retail business areas which are reforming themselves by becoming the new retail business community or the current retail corporate sector is marked by such a matter. The introduction of advanced retail has sparked fierce importance in the business sector. This condition is the result of a change in the

habits of residents who've been fond of a variety of manufactured products, resulting in a larger flow of wealth distribution throughout the purchase and sale zone as well as a rise in the number of customers shopping at modern shops, urban areas.

However, that current retail market as we understand it is currently suffering a major setback as a result of the covid-19 epidemic, which has undermined people's buying power. As a result, the number of people visiting shopping malls has dropped by up to 50%. The need for primary components and cleaning tools is essentially the only thing that consumes residents' attention. Clothing, electronic apps, and user silent cosmetics are some of the other areas. Due to requests to operate online these days, marketing slippage in the zone correlated with declining income for a certain set of consumers. Furthermore, the uncertainties regarding the coronavirus epidemic have caused residents to be more frugal with their capital.

Retail entrepreneurs, on the other hand, remain optimistic that perhaps the retail market would do much stronger in 2021 than it did in 2020. One of several driving forces for retail growth this year will be the improvement in buying power. Since before the three or 2020 territorial years, the ease of broad social segregation (PSBB) has provided opportunities enabled retail industries to initiate market chakras, and when this trend is sustained beyond 2021 as its covid-19 condition still unresolved, retail does have the potential to grow significantly.

Retailers have developed a lot of them to boost their revenue in 2021. Various policies must be developed in order to maximize direct expenditure while retaining health protocols. The sense of boredom that comes from not doing something outside the house for years is used to boost sales in conventional retail stores. Whereas it is recognized that purchasing is not really about purchasing necessities but also about spending time with relatives.

Customers also purchase products without having prepared ahead of time. At outlets or malls, there is also a desire to buy. The existence of Impulse Buying, and what advertisers usually call impromptu transactions, is a rare mindset of consumers in retail stores. Impulse buying would be a form of "unplanned purchase" or "spontaneous purchase," which is mostly the purchase that isn't in line with such a customer's spending schedule (Aker & Rahman, 2019) (Anwar, et. al. 2011).

Most customers, according to (Berman & Evans, 2013), purchase a variety of spontaneity, with 74 percent of all shopping decisions taken in the store. Consumers who are impulsive shoppers don't make decisions about which goods they will purchase. They buy stuff right away because they are drawn to the product or service. A successful purchasing practice is one in which these purchasing expectations are taken into account before the purchase is made.

Impulsive shopping has long been a hot subject in the world of consumer purchases. When a consumer sees a commodity and feels extremely compelled to purchase then own it, this is known as impulsive buying. Impulsive purchasing happens when a customer makes a purchase of utility without a strategy. In its most basic form, impulsive buying is described as unexpected and unstructured behavior (Cuandra, 2021). Impulsive buying was viewed as a great desire to purchase everything quickly which is motivated by emotions rather than rationality (Yi & Jai, 2020). Impulsive purchasing is a choice dependent on emotion. Emotions have the potential to be strong enough to influence purchasing habits. Impulsive shopping when an individual has an uncontrollable urge to buy something (Ruswanti, 2016).

The measuring instrument for impulsive purchases is defined by (Bhakat & Muruganatham, 2013); (Bashir et al., 2013), as follows: (1) motivation to go shopping, (2) good feelings, (3) looking at shops, (4) satisfaction to shop, (5) availability of time, (6) the availability of funds (7) uncontrollable purchasing propensity. Impulsive purchasing is a significant issue in the context of customer behavior; it is really a significant concept in sales practices that seeks to mitigate the impact for growing consumer culture Initially, impulsive buying was described as just a sudden buying operation, but more current findings have taken into account four characters, namely: (1) Impulsive buying was established in reaction to something like a deep urge to buy something, (2) Impulsive purchasing would be a conflict between demands in addition supervision, (3) Impulsive buying law mandates more quickly than assumptions-based buying, and (4) Lack of response to the effects with impulsive buying behavior (Yi & Jai, 2020).

Various factors, including personal, time, economic, and cultural factors, influence impulsive purchasing behavior. Most of these variables are consistent across contexts, whether consumers are buying the same products and into different contexts (Bhakat & Muruganatham, 2013), and individual and situational variables are often believed to be significant. External stimuli (frequency of sales, shop visits, commercials and promotions, the environment at retailers and merchants), internal perceptions (Bashir, et al., 2013); (Bhakat & Muruganatham, 2013); (Mehta & Chugan, 2013), and internal impressions. (lifestyle, personality, anger, money, and pressure), demographic factors and purchasing behavior (price, time of purchase, payment) (Sex, age category, earnings, profession, status of marriage, learning, household profits, as well as social standing).

A mindset of customers who are still modern today when it comes to purchasing is all about the store's atmosphere. As a result, it is critical to pay careful contributions to the role of an appealing outlet or shopping experience. One of the reasons for impulsive buying is motivation from either the shop location. The shop atmosphere is really a retail environment that is built to be as appealing as possible in order to persuade consumers to make purchases. The phase of faking your building's concept, interior space, hallway laws, carpet or table layout, smell, color, form, and sound also that client perceives to meet these goals is called store atmosphere. Saputri and Kusuma (Saputri & Kusuma, 2020). The environment of a well-designed store can influence customer behavior, according to (Oke, et al., 2016). The store environment is a set of physical characteristics including store layout, place laws, illumination, and presenting color, temperature, sound, and aroma in a detailed manner to create a mental image throughout the minds of customers. The store environment is a programmed environment that appeals to the intended audience and encourages consumers to purchase. (Ruswanti, 2016), clarified that a well-designed shop's environment influences shoppers' impressions of its shop, which then, in turn, influences their purchasing behavior through positive experiences. Two dominant emotions will emerge as a result of the mental state: enjoyment and desire.

The desire to buy, one being the hedonic desire to shop, influences customer attitudes. All people's behaviors, whether they are known or not, whether they are motivated by external or internal forces, have one purpose in mind: to find enjoyable conditions while avoiding painful ones (Göçer, et al., 2018).

According to (Bhakat & Muruganatham, 2013): buying is indeed a unique experience, buying is really a stress reliever, and consumers likely to purchase towards others rather than for themselves. Customers enjoy discounting deals and low prices; they would be satisfied with their shopping experience if can spend time with loved ones, and customers purchase to keep up with current trends. Hedonic shopping motive, is the actions of customers who earn beyond their means to satisfy their own enjoyment. Shopping when walking around focusing on ideal products would demonstrate the essence for hedonic shopping encouragement. Consumers have pleasure and is seen as being amused because the quality gained is based on the benefits they derive from hedonistic shopping practices. Currently, internet activities allow users to obtain their desired demands. The research will focus on eight online marketplace places, with the selection criteria being having purchased online from various colleges in Indonesia. The results of this study show that the nine proposed hypotheses are accepted, positively and significantly, either directly or indirectly, and that they are backed by past research to back up the findings. Hedonic purchasing motivation and impulse buying are two important characteristics linked with this study that moderate the association between website quality and customer satisfaction of online shopping in Indonesia's marketplace (Widagdo & Roz, 2021)

METHOD

The aim of the authentication process is to find the validity of such a hypothesis, which is accomplished by data gathering from the area. Meanwhile, the analysis approach used is indeed an explanatory study, which really is a survey that uses hypothesis testing that describes the relationship of multiple variables. That survey was carried out by taking some sample of the population for using its data from a survey.

That independent variable, which includes its store atmosphere factor as well as the shopping enjoyment incentive variable, will be explored in this analysis, whereas the predictor variables, impulse buying, will be examined.

In this report, the populace is also an undisclosed group of clients who shop at modern major retailers throughout Kuningan Regency. If the survey's population density can also be estimated with confidence, the sampling size was calculated and used the Lemeshow method:

$$n = \frac{z^2 \times [p(1-p)]}{d^2}$$
$$n = \frac{1,96^2 \times [0.5(1-0.5)]}{(0.1)^2}$$
$$n = 96.04$$

Information :

n : sample size

z : score at a certain level of significance (95% confidence level, then z = 1,96)

p : maximum estimate = 0.5

d : alpha (0,1) atau sampling error = 10%

Then the number of respondents studied in as many as 96 respondents. However, to make research easier, the number was rounded to 100 respondents. The technique that can be used to determine the sample is purposive sampling. Purposive sampling is a technique based on certain considerations, so the sample in this study were buyers at modern retail stores in Kuningan Regency. To get the data or information needed in this study, data collection techniques used a questionnaire (questionnaire). Meanwhile, Correlational analysis was used to analyze the results. was used (Regression of Several Steps).

RESULTS

To find out how much influence the store atmosphere (X_1) and hedonic shopping motivation value (X_2) together have on impulse buying (Y), multiple linear regression equations are used. The following is a table of the results of multiple linear regression tests with the SPSS assistance program. The questionnaires that were delivered to 100 (one hundred) participants in this study were categorized based on 5 (five) criteria. Age, Gender, Education, Occupation, and Income/Pocket Money are some of the factors mentioned. According to the respondents' occupational characteristics, the majority of the respondents (42 percent) are housewives. This is due to the fact that housewives frequently shop for daily necessities or food stocks. It can be found in the appendix for all the significance levels of the research variables are normally distributed, it can be concluded that the VIF value of all independent variables in this study is less than 10 while the tolerance value of all independent variables is more than 10% which means there is no correlation between independent variables. with a value of more than 90%. The dots spread randomly, do not form a certain clear pattern, and are spread above and below the number 0 (zero) on the Y axis, this means that there is no deviation from the classical assumption of heteroscedasticity in the regression model:

Table 1. Regression Equations Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-1.687	2.278			-, 741	, 461
Store Atmosphere (X_1)	, 540	, 097	, 391		5,579	, 000
Hedonic Shopping Motivation (X_2)	, 488	, 062	, 554		7,891	, 000

$$Y = -1,687 + 0,540(X_1) + 0,488(X_2) + e$$

The following is an explanation of the regression model: (1) A steady source of -1.687 this figure shows that if the Store Atmosphere, Hedonic Shopping Motivation is constant or $X = 0$, then impulse buying is -1.687; (2) The regression coefficient is 0.540, this means that if there is an increase in Store Atmosphere (5%) on purchases at modern retail stores, impulse purchases are likely to occur also by an improvement of 0.540 with a multiplier assuming that other variables are considered constant; (3) Hedonic Shopping Motivation shows a coefficient value of (0.488). This means that even if hedonic purchasing motivation rises by (5%) towards purchases at modern retail stores, impulse purchasing are likely to occur also by a factor 0.540 multipliers, assuming that other variables are considered constant.

4 Table 2. Model Summary Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,880 ^a	,775	,770	6,23751

a. Predictors: (Constant), Hedonic Shopping Motivation (X_2), Store Atmosphere (X_1)

b. Dependent Variable: Impulse Buying (Y)

Using the findings of the SPSS output above, it shows the mutual hedonic shopping motivation as well as the power for store atmosphere on Impulse Buying is R Square = 0.775. This means that the influence of the variables Store Atmosphere and Hedonic purchase motivation on impulse purchases behavior is 0.775 x 100% = 77.5%.

Table 3. F-Test ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12991,059	2	6495,529	166,952	,000 ^b
	Residual	3773,931	97	38,907		
	Total	16764,990	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Hedonic Shopping Motivation, Store Atmosphere

The F coefficients value was calculated based on the Table 3 is 166,952. If the error rate is set at 5%, it will be 3.09. If the results obtained are known to be greater than ($166,952 > 3.09$), it can be stated that the multiple correlation coefficient is significant. Using the findings of the research above, It could be deduced that there are is a joint influence between the variables Store Atmosphere and Hedonic Shopping Motivation on impulse buying.

It is clear from the Table 1 which the value is $5.579 >$ then consulted with a value of 1.9852 thus $> (5,579 > 1,9852)$ then H_0 is turned down, while H_a is approved. means the variable Store Atmosphere partially has significant effect to the impulse purchasing of consumers of modern retail stores in Kuningan Regency.

Based on the Table 1 it obtained a value of 7.891 and in consult with a value of 1.9852 thus $> (7,891 > 1,9852)$ And H_0 is turned down. and H_a is acknowledged, which means that thevariable Hedonic Shopping Incentives partially gives significant effect on the subject of impulse purchases of consumers of modern retail stores in Kuningan Regency.

DISCUSSION

The results of partial hypothesis testing show that The environment of such a store seems to have a significantly positive impact on customers' impulse purchases. modern retail stores in Kuningan Regency. An amount of influence is indicated by the value, Beta which is 0.540 or 54.0%. So it can be interpreted that the previously formulated hypothesis the environment of a store also has major and optimistic impact on impulse purchases consumers of modern retail stores, this shows that the better the management of the store atmosphere, the higher the impulse buying carried out by consumers of modern retail stores in Kuningan Regency. (Donovan & Rossiter, 1982) States that a store atmosphere is a store environment designed to be able to encourage the emotions of buyers to make purchases. A store environment design can be built by touching the emotional response and perception of buyers through visual communication arrangements, attractive lighting, appropriate colors, music that can bring a comfortable mood, and fragrances that can move customers to buy spontaneously. (Anwar, et al. 2011) more broadly mentions Store Atmosphere includes the tangible part of the atmosphere which includes storage including equipment, storage, cleanliness, color themes, store layouts, merchandise displays and attractive decorations, etc. Meanwhile, intangible elements consist in terms of temperature, aroma, music, lighting, and so on. The shop the environment plays a role in a Shopping comfort for the consumer because it the shopping experience is influenced The findings of this research include support for research results of (Kusumawijaya, 2020); (Pandey & Pandey, 2015); (Mohan, et al., 2013) state that the environment of a store does have a strong and important impact on impulse purchases. Thus Store atmosphere is an important aspect for modern retail store managers to pay attention to in order to focus more on efforts to design and organize the shop environment so as to be able to encourage emotions and feelings of visitors so as to increase spontaneous purchasing decisions due to the visual attractiveness of the arrangement of the attributes of the store atmosphere.

The results of this study indicate that hedonic purchasing has a positive and important impact motivation on impulse purchasing/buying for consumers in modern retail stores in Kuningan Regency. The amount of influence is indicated by the value Beta which is equal to 0.488 or 48.8%. The meaning is that the higher the hedonic shopping motivation, the higher the impulse buying. This is very logical because the hedonic shopping motivation is based on the basic philosophy to enjoy life with full pleasure and happiness and avoid sadness. (Wahyuni & Rachmawati, 2018).

Consumers may experience emotional arousal after a hedonic shopping experience. In the view of (Khuong & Tran, 2015) that hedonic shopping consists of emotions such as cheerfulness, jealousy, fear, passion, and joy. Consumers who shop for hedonic reasons motivation could be involved Multisensory, illusion, and emotional states are common throughout shopping activities, because hedonistic purchasing Entertainment is linked to motivation., pleasure, as well as pleasure (Wahyuni & Rachmawati, 2018). Consumers, to be exact. who

shop with the hedonistic motivations look for pleasure in process rather than utility of the acquisition; and, as a result, these clients get satisfaction derived from buying experience as well as the emotions engendered (Destari, et al., 2020). Thus, hedonic shopping motivation is an impetus from within consumers to carry out a shopping activity, where the motive aims to meet satisfaction, prestige, emotions, and other personal views are all psychological needs. These are the requirements. are sometimes formed to meet societal & aesthetic requirements, as well as known as motives based on emotions. When this motivation is felt to be stronger from within the consumer, the impulse buying will increase as well. The the study's findings are relevant to analysis carried out by (Panjaitan, et al. 2016); (Wahyuni & Rachmawati, 2018) show that hedonistic purchasing motivation has positive effect on the subject of impulse purchases The findings of this research also support the study's findings conducted by (Khuong & Tran, 2015) where those who are guided by hedonic motivation needs and Pleasure, imagination, and emotional fulfillment are examples of desires. tend to increase impulse buying behavior.

CONCLUSIONS

The environment in the store is significant good impact on impulse purchases consumers of modern retail stores in Kuningan Regency. This implying that the greater the management in the place to keep things Atmosphere owned by a modern retail store in Kuningan Regency, the higher the consumers who make unplanned purchases (impulse buying). This shows that a well-built shop atmosphere that includes layout, decoration, lighting, music colors, and other aspects will increase consumers to make purchases even if they are not planned. Meanwhile, Hedonic Shopping Motivation has a significant positive effect on impulse buying for consumers of modern retail stores in Kuningan Regency. This means that consumers are more likely to engage in impulse buying when they are motivated, or about hedonic needs and desires such as pleasure, fantasy, and emotional satisfaction when doing impulse buying at modern retail stores in Kuningan Regency. This also shows that the desire of consumers to shop is not solely to fulfill planned needs but also because of the inner drive to seek pleasure, happiness and positive experiences from the shopping process they do.

Based on findings of previous research done, variable Store Atmosphere has a smaller effect than the variable Hedonic Shopping Value on purchasing decisions. For this reason, the researchers suggest that modern retail stores in Kuningan further enhance the Store Atmosphere , such as more attractive product layout and display designs with more harmonious lighting and music. Decorating and providing more harmonious colors so as to create a comfortable atmosphere and be able to encourage consumer emotions to buy. This study only measured the variables Store Atmosphere and Hedonic Shopping Motivation on impulse buying. For this reason, It is hoped that additional study will be carried out. continue and expand this investigation so that it can continue to look into and analyze other antecedent of impulse purchase, for instance, Shopping Style, Buyer Demographics, Category placement, Signage, Packaging, Pricing, Shopping Lifestyle (Tinne, 2011).

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