

Store Atmosphere Analysis and Shopping Emotion on Impulse Buying (Empirical Study of Alfamart and Indomaret in Cijoropasir Sub-District, Rangkasbitung District, and Lebak District)

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ABSTRACT

This study aims to determine the effect of (1) Store Atmosphere on Impulse Buying, (2) Sales Promotion on Impulse Buying, (3) the influence of Store Atmosphere and Sales Promotion on Shopping Emotion at Indomart Kampung Malangnengah Kel. Cijoropasir-Banten. This research is included in the type of causal research. The population in this study were all consumers from Indomart Kampung Malangnengah Kel. Cijoropasir Rangkasbitung-Banten, 99 samples were taken using non-probability sampling. Data was collected using a questionnaire, then analyzed using SEM analysis with the help of SmartPLS. The results of this study indicate that (1) Store Atmosphere has a significant effect on Impulse Buying as indicated by the value of $t_{count} > t_{table}$ ($9.253 > 1.980$) or $P\text{-value} < (0.000 < 0.05)$, (2) Store Atmosphere has a significant effect on Shopping Emotion as indicated by the value of $t_{count} > t_{table}$ ($4.187 > 1.980$) or $p\text{-value} < \alpha$ ($0.025 < 0.05$), (3) Shopping Emotion has a significant effect on Impulse Buying is $t_{count} > t_{table}$ ($9.562 > 1,980$) or $p\text{-value} < (0.000 < 0.05)$. and the mediation calculation that the value is 0.207 as shown by the path coefficient. The calculated t value of 4.369 is greater than the t table of 1.960, and the probability value of and Sig 0.00 < 0.05 is categorized, the effect is positive and significant, so that it means that the Store Atmosphere will affect impulse Buying through Shopping Emotion. (3) Shopping Emotion that has a significant effect on Impulse Buying is $t_{count} > t_{table}$ ($9.562 > 1.980$) or $p\text{-value} < (0.000 < 0.05)$. and the mediation calculation that the value is 0.207 as shown by the path coefficient. The calculated t value of 4.369 is greater than the t table of 1.960, and the probability value of and Sig 0.00 < 0.05 is categorized, the effect is positive and significant, so that it means that the Store Atmosphere will affect impulse Buying through Shopping Emotion. (3) Shopping Emotion that has a significant effect on Impulse Buying is $t_{count} > t_{table}$ ($9.562 > 1.980$) or $p\text{-value} < (0.000 < 0.05)$. and the mediation calculation that the value is 0.207 as shown by the path coefficient. The calculated t value of 4.369 is greater than the t table of 1.960, and the probability value of and Sig 0.00 < 0.05 is categorized, the effect is positive and significant, so that it means that the Store Atmosphere will affect impulse Buying through Shopping Emotion.

Keywords: Impulse buying, Shopping Emotion, Store atmosphere, Sales Promotion.

INTRODUCTION

The development of the retail industry cannot be separated from the influence of three main factors, namely economic, demographic, and socio-cultural. Likewise, the development of Alfamart and Indomaret minimarkets in Cijoro Pasir Village, Kec. Rangkasbitung, Lebak Regency. The population of Rangkasbitung continues to experience a population growth of 80.3 thousand people in 2016 to 88.9 thousand people in 2018 (BPS Kec. Rangkasbitung, Lebak Regency, 2018). The economic growth rate in 2016 was 10.15%, in 2017, it was 10.05%, and in 2018 it was 9.05% (BPS, 2018). The population in Cijoropasir Village is 9,824. The population density/km² is 3,883 (BPS 2018), so it is an attractive pass for retail business actors because apart from its large population and density,

Population and economic growth Ex. Cojoropasir Kec. Rangkasbitung causes an increase in the purchasing power and consumption of the people in the Cijoropasir sub-district, Kec. Rangkasbitung and influencing lifestyle and the desire to shop in a comfortable, safe, clean place supported by complete and quality products.

The retailers see a huge opportunity to set up modern retail and at the same time answer all the wishes of the people of Rangkasbitung District to shop in a place that is comfortable, safe and provides complete goods. One of the retailers that established modern retail is Alfamart. The presence of Alfamart serve and provide facilities for consumers to decide on a purchase. It is due to impulse buying, which is spontaneous and unplanned, where consumers suddenly want to buy goods at that time. The store atmosphere is a very important physical characteristic for any retail business,

Literature Review

Impulse Buying

Impulse buying is a purchase that occurs when consumers experience a sudden feeling, full of strength and a strong urge to buy something immediately (Engel et al., 2008: 386).

Impulse buying is a purchase that is more interesting, unintentional, unplanned and more enjoyable than the planned buying behaviour (Chien-Huang and Hung-ming, 2005:92). Meanwhile, this tendency to buy spontaneously can generally result in a purchase when consumers believe that the action is reasonable (Solomon, 2009). Measurement of Impulse Buying by Rook and Fisher in Bong. S. (2011), impulse buying as follows:

- 1) Tendency to buy spontaneously
- 2) Not considering the consequences
- 3) The urge to buy suddenly and
- 4) Cannot reject/automatically.

Shopping Emotion

A person's mood or emotions or the psychological state of a person at the time of purchase can significantly impact what he buys or how he evaluates his purchase (Solomon, 2007). Emotion is the level of participants' feelings through how they behave and can be expressed verbally or in a written report about their condition, after experiencing treatment, in this case, after seeing advertisements in the format they choose (Samuel, 2006). Emotion is a feeling that cannot be controlled but can influence a person's behaviour (Hawkins, Mothersbaugh and Best, 2004). Therefore, in addition to paying attention to sales promotion tools, companies must be able to choose sales promotion indicators according to Duncan (2008), including:

1. Coupons (coupons)

A coupon is a certificate with a specified value for reducing the price of a particular item.

2. Price Reductions
3. Premiums (gifts)

Premium is an item that is offered for free from the customer. Premium can improve brand image, expand the customer base, increase sales, and reward customers.

4. Sampling

Samples allow potential customers to try certain products before the customer decides to make a purchase.

Store Atmosphere

The store atmosphere is a planned atmosphere by the target market and can attract consumers to buy (Kotler, 2007: 115). Store atmosphere means the environment's design through visual communication, lighting, colors, music, and fragrances to design customer emotional and perceptual responses and influence customers in buying goods (Utami 2010:279).

Atmosphere refers to the store's physical characteristics used to develop an image and draw customers (Berman and Evans (2010)). According to Berman and Evans (2007), store atmosphere consists of five elements as follows:

1. Exterior Facilities

Exterior characteristics have a strong influence on the store's image, so it must be planned and possible. Combining this exterior can make the outside of the store look unique, attractive, stand out and invite people to enter the store.

2. General Interior

General, The interior of a store should be designed to maximize visual merchandising. Advertising can attract shoppers to come to the store, but the most important thing that can make sales after purchase is in the store is the display.

3. Store Layout

Store layouts will invite entry or cause customers to stay away from the store when consumers see the inside of the store through a storefront window or entrance. On the other hand, a good store layout will invite consumers to feel at home longer and spend more money.

4. Interior Display

Each type of point-of-purchase display provides information to customers to influence the atmosphere of the store environment. The main purpose of Interior Display is to increase the sales and profit of the store

5. Social Dimensions

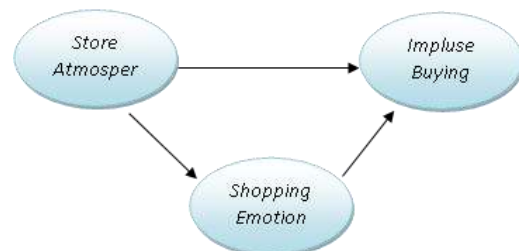
a. Employee Uniforms Employees who are polite, friendly, attractive and polite and have sufficient knowledge about the products being sold will improve the company's image and consumer loyalty.

b. Crowding Convenience of a place determines the image of a store or outlet. For

example, some consumers prefer stores that are not too crowded because it makes them more comfortable when they are in the store. But on the other hand, a busy shop has its market because there is an assumption that the crowd of consumers indicates something special about the shop.

Hypothesis Development

Based on the problem formulation and literature review that has been described previously, the conceptual framework of the research can be described as follows:



Picture 1

Hypothesis Model Development

Hypothesis

H1: Store Atmosphere Affects Impulse Buying

H2: Store Atmosphere Affects Shopping Emotion

H3: Shopping Emotion Affects Impulse Buying

METHOD

The population in this study are consumers who shop at the Indomart Minimarket, Cijoro Pasir Sub-district, Kec. Rangkasbitung Kab. Lebak The number is infinite, so the exact number cannot be calculated due to the consideration that the population is too large, as well as limited cost and time, so this research was conducted by sampling. Two general approaches are usually used in management research, namely probability sampling and non-probability sampling. As explained earlier that if a researcher does not know the population for sure, non-probability sampling can be used (not random). The sample used in this study was determined using the formula (Ferdinand, 2014):.

$$\text{Number of Samples} = \text{Number of Indicators} \times 5 \text{ to } 10$$

Because in this study there are 11 indicators, the number of samples used are:

Minimum sample = Number of indicators X 5 = 11 X 10 = 110 respondents.

So the number of samples used in the study is a total of 110 respondents.

The measurement of variables uses an interval scale, which is a measuring device that can produce data that has a range of values that have meaning and can produce measurements that allow the calculation of the average, standard deviation, statistical parameter tests, correlations and so on (Ferdinand, 2014). In this study, an interval scale was used using the Semantic Differential technique where there was a scale order of 1 (Strongly Disagree) to 10 (Strongly Agree) for all variables. It is done considering the habitual mindset of the Indonesian people accustomed to numbers 1-10, so it will be easier for respondents to assess the questions to be asked (Indriantoro and Supomo, 2002:105).

Data analysis technique

The data analysis technique used in this study uses Structural Equation Modeling (SEM) with WarpPLS (Partial Least Square) software. PLS is a component-based or variant-based Structural Equation Modeling (SEM) equation, model. According to Sholihin and Ratmono (2013), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variant-based approach.

The Partial Least Square (PLS) evaluation model can identify non-linear relationships between latent variables and correct the path coefficient values based on that relationship (Sholihin and Ratmono, 2013). Non-parametric emphasizes the originality of the processed data so that it does not require assumption testing.

SmartPLS SEM Test

The SmartPLS SEM test analysis in this study was used to determine the relationship between Store Atmosphere, Sales Promotion and Impulse Buying variables. The results of the SmartPLS SEM model analysis are as follows:

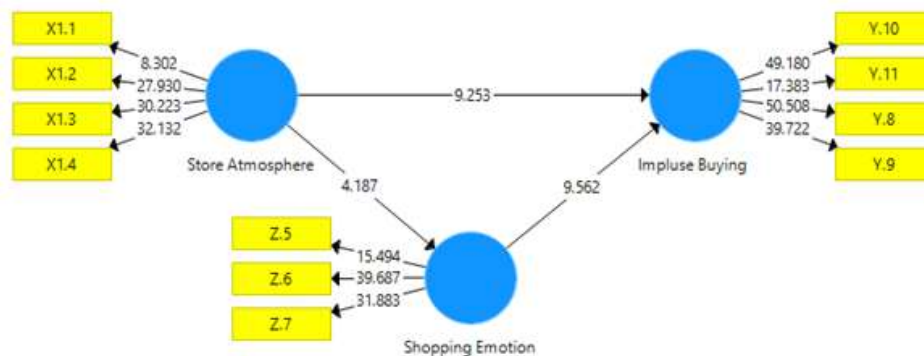


Figure 2. Model Analysis Results

RESULT and DISCUSSION

To answer the research hypothesis, the following P values can be seen:

Tables. 1 Result For Inner Weights

Correlation	Original Sample (O)	Sample Mean (M)	Standard Deviation	T.statistics	P-Values
Shopping Emotion–Impulse	0.528	0.529	0.055	9.562	0.000

Buying					
Store Atmosphere- Impulse Buying	0.453	0.456	0.049	9,253	0.000
Store Atmosphere - Shopping Emotion	0.392	0.395	0.094	4.187	0.000

Based on Table 1 above regarding hypothesis testing, it can be explained that:

1. The results of hypothesis testing on the direction of the influence of the Store Atmosphere (X1) variable on Impulse Buying (Y) is 0.453, as shown by the path coefficient. Judging from the t value of 9.253, which is greater than ttable 1.960 and the probability value of 0.000, Sig 0.000 is smaller than the probability value of 0.05 or the value (0.000 < 0.05) means significant. Therefore, it means a positive and significant effect of the individual Store Atmosphere (X1) variable on Impulse Buying (Y).
2. The results of hypothesis testing on the direction of the influence of the Store Atmosphere (X2) variable on Shopping Emotion is 0.392, as shown by the path coefficient. Judging from the t value of 4.187,

- it is greater than ttable 1.960 and the probability value of sig. 0.000 is greater than the probability value of 0.05, or the value (0.000 > 0.05) means it is significant. Therefore, it means a positive and significant effect of the individual Store Atmosphere (X2) variable on Shopping Emotion (Y).
3. The results of hypothesis testing on the direction of the influence of the Shopping Emotion (X2) variable on Impulse Buying is 0.528, as shown by the path coefficient. Judging from the t value of 9.562, which is greater than ttable 1.960 and the probability value of sig. 0.000, which is greater than the probability value of 0.05 or the value (0.000 > 0.05), is significant. It means a positive and significant effect of the individual Store Atmosphere (X2) variable on Shopping Emotion (Y).

Table 2. Indirect effects

Correlation	Original Sample (O)	Sample Mean (M)	Standard Deviation	T.statistics	P Values
Store Atmosphere – Emotion Shopping – Impulse Buying	0.207	0.207	0.047	4,369	0.000

Based on Table 2 above, based on the mediation calculation results, the value is 0.207, as shown by the path coefficient. The calculated t value of 4.369 is greater than the t table of 1.960, and the probability value of and Sig 0.00 < 0.05 is categorized, the effect is positive and significant.

Discussion

The Relationship between Store Atmosphere and Impulse Buying

According to the first hypothesis proposed, there is a positive and significant effect of the individual Store Atmosphere (X1) variable on Impulse Buying (Y). Therefore, the results of this test indicate that the first hypothesis is accepted. It is in line with the research results (Supriono, 2018) that a pleasant atmosphere for consumers when shopping in stores is very important because it can influence someone to make purchases that are sometimes unplanned (impulse buying).

The Relationship between Store Atmosphere and Shopping Emotion

The second hypothesis proposed in this study is Store Atmosphere (X2) on Shopping Emotion. There is a positive and significant effect, then the proposed hypothesis is accepted. It is in line with the results of research (Bramantyo Wahyu Pratomo

Supriono, 2017 and here (2016) that the atmosphere in the booth describes the moment of truth, namely the situation felt by the consumer and gives a good experience. If the setting of the atmosphere in the store is maximum, it can touch consumers' emotions and provide several pleasant experiences. Joyful emotions and shopping experiences can make consumers feel comfortable when shopping in the store. It means that Indomaret and Alfamart in the Cijoropasir sub-district have succeeded in creating a maximum Atmospheric Store with a clean and tidy appearance, a pan. Then the appearance in the shop is good with a helpful arrangement and makes it easy for consumers to spend.

The Relationship between Shopping Emotion and Impulse Buying

The third hypothesis proposed in this study, namely Shopping Emotion on Impulse Buying, has a positive and significant effect; this shows that the proposed hypothesis is accepted. It means that a person's emotions will influence the purchase decision and what he will buy. If a person's emotions and mood are good, then the possibility for consumers to tend to stay in the store is very high. According to Ma'ruf (2006), the atmosphere in the booth described the moment of truth, namely the situation felt by the consumer while presenting. Therefore, consumers who feel comfortable in the store tend to look through most of the items in the store and carry out Impulse Buying.

CONCLUSION

The results of this study indicate that:

1. Store Atmosphere significant effect on Impulse Buying is shown from the value of

$t_{count} > t_{table}$ ($9.253 > 1.980$) or P-value $<$ ($0.000 < 0.05$), meaning that Store Atmosphere has a positive and significant effect on Impulse Buying.

2. Store Atmosphere, significant effect on Shopping Emotion, is shown from the value of $t_{count} > t_{table}$ ($4.187 > 1.980$) or p-value $<$ ($0.025 < 0.05$), meaning that Store Atmosphere has a positive and significant effect on Emotion Shopping
3. Shopping Emotion significant effect against Impulse Buying is $t_{count} > t_{table}$ ($9,562 > 1,980$) or p-value $<$ ($0.000 < 0.05$). and the mediation calculation that the value is 0.207 as shown by the path coefficient. The calculated t value of 4.369 is greater than t_{table} 1.960, and the probability value of and Sig 0.00 $<$ 0.05. This means that Shopping Emotion has a positive and significant effect on Impulse Buying and Store Atmosphere has a positive and significant effect on impulse buying through Emotion Shopping

Suggestion

1. Indomart Minimarket, Cijoropasir Village, Kec. Rangkasbitung Kab. Lebak should optimize the use of the store atmosphere, namely the general interior, which is still the smallest opinion from consumers, Sales Promotion What must be improved is price reductions, and samples must be frequent every Saturday and Sunday because many consumers come. Shopping Emotion as the spearhead in various activities must be improved, namely, arousal to increase customer impulse buying, to be carried out effectively and efficiently.
2. Optimizing the use of store atmosphere, Sales Promotion expected to always get the manager's attention to increase impulse buying on customers Minimarket Indomart Kel. Cijoropasir Kec. Rangkasbitung Kab. Lebak.

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