



The Effect of Hedonic Shopping Value and Atmosphere Store on Impulse Buying with Positive Emotion as Intervening Variables on Ketos Consumers (Kediri Town Square)

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ABSTRACT

This study aims to explain and analyze the effect of hedonic shopping value and store atmosphere on impulse buying with positive emotion as an intervening variable on Kediri Townsquare consumers. The population in this study are consumers who have shopped and visited Kediri Townsquare. This research is a quantitative descriptive type for the sampling technique using judgmental sampling which is part of purposive sampling with 100 respondents. The data source uses primary data in the form of an online questionnaire via a google form link. The analytical technique used is path analysis, F test and coefficient of determination, and hypothesis testing (T test) using the SPSS version 24 application. The results of this study indicate that hedonic shopping value has a positive and significant effect on positive emotion, the store atmosphere variable has a positive effect on positive emotion, the positive emotion variable has no significant effect on impulse buying, then the hedonic shopping value variable has a positive and significant effect on impulse buying and the store atmosphere variable has no negative effect on impulse buying.

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1. Introduction

In this modern era of globalization with intense competition, the construction of malls or shopping centers has increased in its development, along with this it provides opportunities for retail businesses to show their ability and compete with other retail businesses. The rapid development of the modern retail business is based on the company's desire to fulfill consumer desires and realize consumer expectations when shopping. Retail business actors must be able to understand consumer spending behavior which is always changing, as well as intelligently determine and formulate appropriate strategies to maintain and improve their sales position, so that they are always profitable, competitive and the products offered are acceptable to consumers.

Changes in consumer behavior in terms of consumption or shopping that are erratic and tend to change require retail companies to strive to create interesting experiences for consumers in shopping. The development of the modern retail business is now a form of changing people's styles in shopping destinations which are currently not only to meet daily needs but have become a lifestyle. Shopping activities have become a routine or habit in the daily life of the wider community. By positioning the value of spending as the primary outcome of the shopping experience, consumer views become part of the experience (Picot-Coupey et al, 2016). In addition, consumers need it to fulfill their emotions. This is a change in consumer behavior, namely from planned shopping behavior to unplanned shopping (impulse buying).

The lifestyle of today's people who prefer to spend time with family, friends or business partners in places that have a comfortable atmosphere to just relax or relieve fatigue such as city parks, shopping centers or restaurants. Various aggressive marketing strategies make people increasingly affected by a consumptive lifestyle that is impulsive or emotional without careful consideration (Midori et al, 2017). Emotionally attracted consumers often do not involve rationality in decision making. Most of what is experienced by consumers, they buy items that are not included in the shopping list even more than what has been planned.

Someone will experience the urge to make an impulse purchase in shopping without considering the value of the product being purchased (Syastira & Wangdra, 2018). Half of the millennial generation in Indonesia are the most impulsive customers in Asia Pacific, where at least half of luxury goods purchases are made spontaneously and above the regional average of 26% percent (Afandi & Hartati, 2019). This shows that consumers tend to do impulse buying when they go to a shopping center so that the phenomenon of impulse buying is something that should be created. To create the phenomenon of impulse buying, retail businesses must know the factors that influence consumers to do impulse buying (Utami, 2017). The indicators in this study that affect impulse buying are Hedonic shopping value, Store atmosphere, and Positive emotion (Wahyuningsih et al, 2016).

Kediri Town Square or commonly known as KETOS is one of the largest shopping centers in Karisedenan Kediri which is able to answer the needs of the Kediri community by presenting complete and well-known tenants with good quality goods at affordable prices so that it becomes the main attraction for visitors to visit. consumers in deciding to visit or just as a means to relieve fatigue and relax with the people closest to them. At least there are several tenants consisting of several fashion brands, electronics, fast food restaurants, cosmetics, to accessories. Consumers are not only based on the concept that is carried out by Kediri Town Square, but there are also other factors that influence customer satisfaction, such as location, price, venue facilities, entertainment, and in terms of the services provided.

One of the factors that encourage consumers' impulsive behavior when shopping is hedonic shopping value. Consumer orientation in shopping today is recreation, no longer fulfilling their daily needs. Likewise, consumers today are more concerned with hedonic values when shopping, namely a sense of pleasure and happiness from the experience when



shopping. Hedonic shopping value has an important role in impulse buying activities (Eun Joo Park, Eun Young Kim, Judith Cardona Fourney, 2006). In fact, various shopping centers deliberately create a hedonistic atmosphere with the intention of attracting visitors and making them feel satisfied so that they can last longer in the shopping center and can spend their money so that there is a high probability of the emergence of the phenomenon of impulse buying (Darma & Japarianto, 2014). A person's hedonic shopping value can be influenced by the existence of various attractive offers from sales or stores so that it can encourage and make it easier for consumers to fulfill their needs by shopping hedonic without thinking about the benefits of the product to be purchased but only thinking about the pleasure (Hursepuny). et al, 2018). Many needs that have not been met previously will give rise to new needs, even the new needs are more than the previous needs, which is the reason for someone to have a hedonic attitude. Hedonic shopping explores how consumers can satisfy their curiosity about products, they make purchases because Kediri Townsquare always offers new products, and quality ingredients.

Kediri Townsquare offers products that suit the needs and requirements of visitors. In addition, many visitors also tend to do impulse buying because a lot of items that are unplanned needs are served so that visitors tend to make purchases spontaneously. Previous research conducted by Shaleha et al (2020) found that Hedonic shopping value has a positive effect on impulse buying, this is possible because this shopping lifestyle allows someone to buy something unplanned at a low price that meets a shopping lifestyle.

Unplanned buying behavior is also influenced by external factors such as store atmosphere (Kurniawan & Maskan, 2019). One way to increase someone's interest in visiting a shopping center or retail store can be through the Store atmosphere at the store. Consumers' emotions and cognitions that are influenced by the store atmosphere facilitate buying behavior (Helmefalk & Hultén, 2017). Store atmosphere plays an important role in influencing consumers to make purchases. With a good store atmosphere, it can cause positive emotions for a consumer in a store. If retail business people can create an attractive, pleasant and comfortable store atmosphere, it will most likely increase the chances of buying made by consumers. Store atmosphere at Kediri Townsquare which provides facilities and services that are attractive to visitors, it can be seen from the stores that are in it are very diverse and have different functions. Ketos also has a large area so that visitors feel free to walk and also provides many alternative choices that make visitors not feel bored when they are in Ketos for a long time. This is what makes visitors interested in visiting Ketos. Stimulation of a supportive store atmosphere can influence someone to do impulse buying so that an unplanned purchase decision occurs. Even according to Kwan (2016), the creation of a supportive and good store atmosphere will influence and increase a person's impulsive purchases.

One of the factors that influence impulse buying is the emotions of consumers when shopping. Positive emotions are someone's moods such as happy, happy and excited that someone feels so that they can influence purchasing decisions without thinking long about a product (Leba, 2015). Consumers will show a greater urge to make purchases because they have positive emotions so that they have feelings that are not limited by the surrounding environment, even a consumer will feel more appreciated by others if they have bought and owned the product (Andriyanto et al, 2016). When consumers feel positive emotions, they will spend longer time in the shopping center, resulting in the tendency of consumers to buy something.

Kediri Townsquare offers elite places that are favorite destinations for visitors such as workers to students to conduct meetings, study together or just relax. In addition, consumers tend to be eager to shop at Ketos because many discount exhibition events are held

H1: Hedonic shopping value has an effect on Positive emotion in Kediri Townsquare consumers

Hedonic shopping value is a consumption experience related to the five senses and a pleasant fantasy, where the experience affects one's emotions. In order to reduce or even eliminate negative emotions towards consumers, it is possible to present a pleasant experience when shopping by fulfilling emotional needs (Utami, 2016). The indicators that can be used to measure Hedonic shopping value are: (1) Fun (2) Novelty (3) Entertainment (4) Social interaction (Effendi, 2014). Rahmawati (2018) in her research stated that Hedonic shopping value and shopping lifestyle each had a positive and significant effect on positive emotions in accordance with research conducted by Nurlinda et al, (2020) which stated that hedonic shopping had a direct effect on Positive emotion.

H2 : Store atmosphere has an effect on Positive emotion in Kediri Townsquare consumers

Store atmosphere is created to influence customers in buying a product and to design the emotional and perceptual responses of consumers. Through this store atmosphere, retailers convey information related to service, price, quality, and availability of goods. Store atmosphere involves affection in the form of an emotional state in a store that may not be fully realized by consumers when shopping.

The three main decision concepts in determining an effective store atmosphere are store location, store layout, and in-store stimuli (Peter et al, 2019). According to Effendi (2014) indicators of Store atmosphere are: (1) The outside of the store (exterior) (2) The inside of the store (general interior) (3) Store layout (store layout). To increase sales and profits for the store according to Kwan (2016) the elements of the store atmosphere are divided into four dimensions, namely: exterior, general interior, store layout and store facilities. In this study, researchers used indicators according to Mekdaria (2010) covering the outside of the store or exterior, the inside of the store or interior, the layout of the room or store layout, and decoy decoration or interior point of purchase. Sutanto (2017) in his research says that Store atmosphere has a significant positive effect on Positive emotion in line with research conducted by Chandra and Nurcahya (2020) whose research results show that Store atmosphere has a positive and significant effect on Positive emotion.

H3: Positive emotion has an effect on Impulse buying on consumers of Kediri Townsquare

Positive feelings refer to positive affect, which reflects a person's level of proactiveness and alertness. A person's positive emotions when shopping is related to the urge to buy impulsively. When consumers are excited in a positive way, consumers will spend more time shopping so consumers are more likely to buy goods. Compared to dissatisfied or unmoved consumers, consumers with high levels of entertainment and activity generally spend more time in stores and are more willing to make purchases. Consumers with more positive emotions than negative emotions usually have a greater desire to make impulse buying, because their feelings are not limited and they have higher energy to respect consumers themselves. The indicators used to measure the Positive emotion variable were adapted from previous studies by Baron et al (2016), namely feeling happy, feeling satisfied, feeling comfortable, and feeling full of enthusiasm. The positive emotion variables that make up shopping emotions according to Rosyida and Anjarwati (2016) have dimensions, namely pleasure (happy is a feeling without



feeling frustrated and disappointed), satisfied more than enough, relaxed (feeling free), passion (something that can evoke certain feelings), and excited According to Anggriawan, Suardana, and Sendra, (2016) when consumers feel positive emotions, these positive emotions will encourage consumers to immediately make purchases without prior planning, and vice versa if consumers feel negative emotions then these emotions will not encourage someone to make purchases directly. impulsive. This opinion is also supported by the results of research conducted by Darma & Japariato (2014) which showed that positive emotion had a significant effect on impulse buying in line with research conducted by which stated that there was a positive and significant influence between positive emotion and impulse buying.

H4: Hedonic shopping value affects Impulse buying on Kediri Townsquare consumers

Hedonic shopping values reflect tools that can directly indicate the joys of the shopping experience, such as fun and novelty. This role supports the conceptual relationship between hedonistic shopping motivation and impulse buying behavior, suggesting that consumers are more likely to impulse buy when they are motivated by hedonistic desires or economic reasons (such as fantasy and social pleasure or emotional satisfaction). Because the purpose of the shopping experience is to satisfy a hedonic need, the product to be purchased seems to be chosen without a plan, and impulse buying events occur. Several indicators were adopted from research conducted by francisco., et al, (2016) 1) Exploration 2) Sensation seeking/entertainment 3) visual attraction 4) Escape 5) Intrinsic Enjoyment 6) Hang out 7) Relaxation 8) Social Shopping 9) Role Shopping 10) Self-Expression 11) Enduring involvement with a product/service. However, in this research, the researcher only adopted several indicators, namely 1) Sensation seeking 2) Intrinsic Enjoyment 3) Relaxation 4) Social shopping 5) Self Experience. According to Shaleha et al, (2020) which proves that hedonic shopping value has a positive effect on impulse buying, Wahyuningsih et al (2016) stated that hedonic shopping value has a significant effect on impulse buying.

H5: Store atmosphere affects Impulse buying for Kediri Townsquare consumers

Store atmosphere is the state of the store which includes visual communication, lighting, music, colors, and fragrances to influence customer opinions and influence customers to buy products (Nofiwaty and Yuliandi, 2014). The environmental impact of these stores applies to the spending related to individual stores, even if they are not in the retail industry. It can be concluded that for any retail business, the character environment is the most important feature, because this atmosphere is designed to meet functional needs while providing a pleasant shopping experience to support consumer shopping decisions. According to Ch (2018) there is a significant positive effect of store atmosphere on impulse buying in line with research conducted by Yulianto, n.d.(2017) which states that store atmosphere has a significant positive effect on impulse buying.

2. Research Methods

The type of research used by this researcher is quantitative which consists of independent variables including Hedonic shopping value and Store atmosphere, the dependent variable includes Impulse buying, and the intervening variable includes Positive emotion. This research was conducted at Kediri Townsquare which is located at Jl. Hasanuddin No. 02, Baluwerti, Kec City of Kediri, Kediri, East Java.

The population in this study are consumers who have shopped and visited Kediri Townsquare so that the population is infinite. The criteria of the population in this study are 1) Consumers who have made shopping transactions or visited Kediri Townsquare 2) Respondents are at least 17 years old, because respondents with that age are considered to have been able to understand the contents of the questionnaire given and personally and economically so that they have the desire to fulfillment of needs by making purchasing decisions. Because the research population is not known, the research sample is determined from a mathematical formula (Lameshow, 1997), namely:

$$n = z^2 \cdot \alpha / 2P(1-P)$$

d2

Information :

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = alpha (0,10) or sampling error = 10%

Based on this formula, a minimum sample of 96.04 can be obtained so as to facilitate researchers the number of samples is rounded up to 100 respondents. The sampling method used is judgmental sampling which is part of purposive sampling because the chances of members of the population being selected as samples are based on considerations of the researcher's decision. This method is part of the non-probability sampling method, where the sample is taken based on the criteria determined by the researcher, that is, anyone who happens to meet the researcher and meets the criteria can be used as a sample.

Data collection using a questionnaire instrument made in the form of a google form link <https://hedonicshoppingvalue> then distributed and sent online via whatsapp, Instagram direct message, telegram, and other social media. The test of the instrument test is the validity test and the reliability test. While the analysis test uses path analysis by performing classical assumption tests including: normality test, multicollinearity test, and heteroscedasticity test with the help of SPSS version 24 application.

The following is an overview of the research design

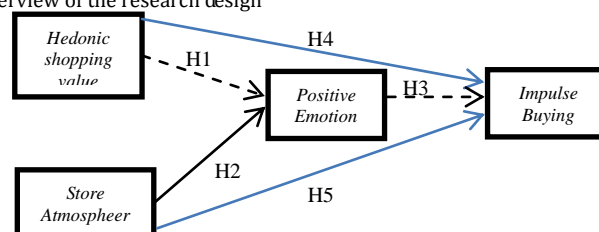
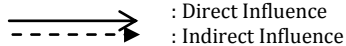


Fig 1. Research Design



Information :



From the picture, it is explained that Hedonic shopping value and Store atmosphere are independent variables, while Positive emotion is an intervening variable and Impulse buying is a dependent variable.

2.1 Validity Test and Reliability Test

Validity test is a measurement of data that can be viewed using the person correlation method, the data can be said to be valid if the coefficient value obtained is R Count R Table. From the results of the validity test, all sub-indicator items have a calculated R value > R table, so that all items in the statement hedonic shopping value, store atmosphere, positive emotion and impulse buying are declared valid. The reliability test can be seen from the Cronbach alpha column. From the results of the reliability test, the Cronbach alpha value is 0.892, this shows that all variables in this study are declared reliable because $0.892 > 0.6$, so all statement items can be trusted and used in research.

2.2 Classic assumption test

a. Normality test

The normality test uses the Kolmogorov-Smirnov method which aims to determine the data that is normally distributed, with guidelines if the Asymp value. Sig > 0.05. From the results of the normality test in this study, the significant value of the unstandardized residual is $0.198 > 0.05$ so that the residual value is declared to be normally distributed and the data can be said to be normal.

b. Multicollinearity Test

. From the results of the multicollinearity test seen in the tolerance table and the VIF in the X1 hedonic shopping value coefficient table, the tolerance value is 0.290 with a VIF of 3.499, the tolerance value of X2 store atmosphere is 0.789 with a VIF value of 1.268 and a tolerance value of Z positive emotion 0.265 with a VIF value of 3.720. So it can be concluded that the four variables have a tolerance value > 0.10 and a VIF value < 10 which means that all variables do not have multicollinearity symptoms.

c. Heteroscedasticity Test

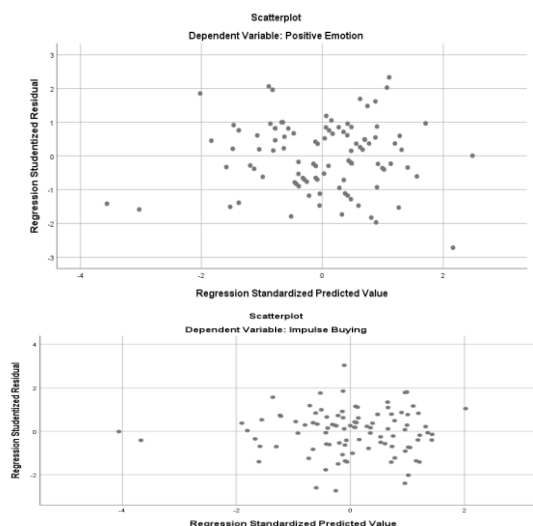


Fig 2. The results of the heteroscedasticity test of equations 1 and 2

From the picture above, it can be seen that the points spread randomly and do not form a certain pattern, besides that the points also spread above and below the number 0 on the Y axis, so it can be concluded that equations 1 and 2 do not occur heteroscedasticity.

4. Results and Discussion

Through the results of the research, the results of the research carried out can be known through the distribution of questionnaires totaling 100 respondents. The distribution of the questionnaires that have been filled in by the respondents get the following results:

Table 1.
Characteristics of Respondents

No	Category	Amount	Percentage
1	Gender		
	a. Man	27	27%
	b. Woman	73	73%
2	Profession		
	a. College student	70	70%
	b. PNS	3	3%
	c. Employee.Employee	19	19%



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No	Category	Amount	Percentage
3	d. Other	8	8%
	Age		
	a. 17-25 year	88	88%
	b. 26-35 year	11	11%
	c. > 35 year	1	1%

Source: Processed by researchers, 2021)

Based on the data above, the characteristics of respondents based on gender who most visited Kediri Town square were women with a percentage of 73%. Thus, visitors to Kediri Town square are dominated by female consumers compared to male consumers. This is because women prefer to spend their time shopping. The characteristics of respondents who visited Kediri Town square were dominated by students with a percentage of 70%. This is because students have more free time to shop, relax and take a walk. Characteristics of respondents based on age who most visited Kediri Town square were the age range of 17-25 years with a percentage of 88%. This shows that Kediri Townsquare is a favorite place for teenagers and adults because Kediri Townsquare provides various favorite brands for young people.

The following are the results of multiple regression analysis:

4.1 Multiple Linear Regression

a. Correlation Coefficient Test (R)

The correlation coefficient test aims to detect whether there is a relationship between 2 variables, has a significant relationship or not.

Table 2.

Correlation Coefficient Test Results (R) Model 1

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.562	2.587		-0.99	0.324
	HSV	0.494	0.036	0.779	13.885	0
	Store A.	0.173	0.056	0.173	3.082	0.003

(Source: Processed by researchers, 2021)

From the data above, we get the following equation:

$$Y = -2.562 + 0.494 + 0.173$$

- The constant value of -2.562 can be interpreted if all the independent variables (Hedonic shopping value and Store atmosphere are considered non-existent, then the Positive emotion value will decrease
- The regression coefficient value of the Hedonic shopping value (X1) variable of 0.494 is positive, meaning that if the Hedonic shopping value has increased, the Positive emotion will also increase.
- The value of the regression coefficient of the Store atmosphere variable (X2) of 0.173 is positive, meaning that if the Store atmosphere is getting better or increasing, then Positive emotion will also increase.

Table 3.

Correlation Coefficient Test Results (R) Model 2

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.973	3.791		1.576	0.118
	Hedonic S. V.	0.358	0.090	0.545	3.988	0.000
	Store A.	-0.118	0.086	-0.114	-1.373	0.173
	Positive E.	0.218	0.148	0.211	1.475	0.143

a. Dependent Variable: *Impulse buying*

(Source: Researcher, 2021)

The equation of the results of the analysis produced are:

$$Y = 5.973 + 0.358 - 0.118 + 0.218$$

- The constant value of 5.973 is interpreted if the Hedonic shopping value, Store atmosphere and Positive emotion do not exist or remain or do not change then Impulse buying will still occur
 - The regression coefficient value of the Hedonic shopping value variable (X1) of 0.358 is positive, it means that if the Hedonic shopping value is getting better or increasing, the impulse buying will also increase.
 - The regression coefficient value of the Store atmosphere variable (X2) is -0.118 is negative, it means that if the Store atmosphere is getting worse, Impulse buying will also decrease.
 - The positive emotion (Z) regression coefficient value of 0.218 is positive, it means that if Positive emotion is getting better or increasing, then Impulse buying will also increase.
- b. **Multiple Coefficient of Determination Test (R²)**
The multiple determination coefficient test was conducted to determine the percentage between the independent variable (free) and the dependent variable (bound). If the value of R² is close to 0 then the effect will be smaller, whereas if the value of R² is close to 1, the effect will be greater.

**Table 4.**

Results of the Coefficient of Determination

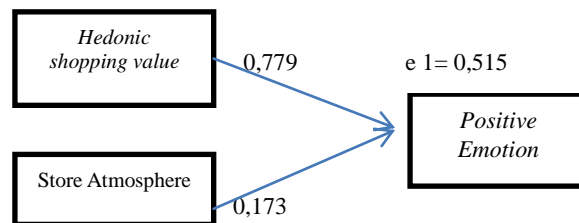
Regresi	Independent Variable	Dependent variable	R Square
Equation 1	HSV, SA	Positive E.	0,735
Equation 2	HSV,SA,PE	Impulse b.	0,481

(Source: Processed by researchers, 2021)

From the data above, equation 1 has an Rsquare value of 0.735, meaning that 73.5% of the Positive emotion variable is influenced by the Hedonic shopping value and Store atmosphere variables, while the remaining 26.5% is influenced by other variables. Equation 2 has an Rsquare value of 0.481 which means that 48.1% of the Impulse buying variable is influenced by the Hedonic shopping value, Store atmosphere, and Positive emotion variables while the remaining 51.9% is influenced by other variables.

4.2 Path Analysis Test (Path Analysis)

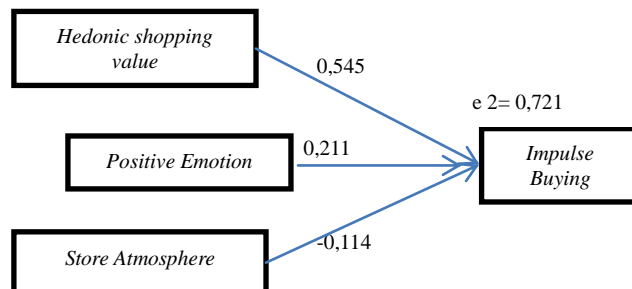
Path analysis is used to test the intervening variable or the relationship between more than two variables. Ghazali (2013). Path analysis is used to examine the contribution between the coefficients on each path and also the causal relationship between variables

**Fig 3.** Results of Path Analysis Equation 1

(Source: Processed by Researchers, 2021)

The equation of the path of the first stage is obtained:

$$Z = 0.779X_1 + 0.173X_2 + 0.515$$

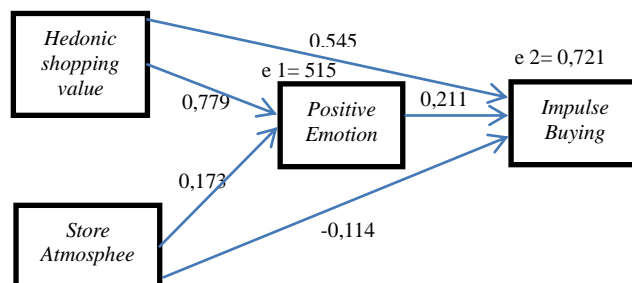
**Fig 4.** Results of Path Analysis Equation 2

(Source: Processed by researchers, 2021)

The equation for the path of the second stage is obtained:

$$Y = 0.545X_1 - 0.114X_3 + 0.211Z + 0.721$$

So it can be seen, the full path analysis model is as follows:

**Fig 5.** Path Analysis Results

(Source: Processed by researchers, 2021)

4.3 Hypothesis Test (T Test)

The T test is carried out with the aim of knowing whether or not there is a partial (own) effect given by the independent variable on the dependent variable by looking at the significance value, if the value is <5% then H_a is accepted and H_0 is rejected and produces independent variables that affect the dependent variable.



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Table 5.

Hypothesis Test Results (T Test)

Influence	Direct Influence	Indirect Influence	Total Influence	Sig.
X1-Z	0,779	-	0,779	0,000
X2-Z	0,173	-	0,173	0,003
Z-Y	0,211	-	0,211	0,143
X1-Y	0,545	-	0,545	0,000
X2-Y	-0,114	-	-0,114	0,173

(Source: By researcher, 2021)

From the table above, it can be concluded and explained as follows:

In testing hypothesis 1, it can be concluded that there is an effect of Hedonic shopping value (X1) on Positive emotion (Z) with a positive coefficient value of 0.779 with a significance value of 0.000, then H1 is accepted and received support in this study.

In testing hypothesis 2, it can be concluded that there is an influence of Store atmosphere (X2) on positive emotions (Z) with a positive coefficient value of 0.173 with a significance value of 0.003, then H0 is rejected and H1 is accepted.

In test 3 it can be concluded that there is a positive emotion (Z) effect on impulse buying (Y) with a positive coefficient value of 0.211 with a significance value of 0.143, then H0 is accepted and H1 is rejected.

In testing hypothesis 4, it can be concluded that there is an effect of Hedonic shopping value (X1) on Impulse buying (Y) with a positive coefficient value of 0.545 with a significance value of 0.000, then H0 is rejected and H1 is accepted.

In testing hypothesis 5, it can be concluded that there is an effect of Store atmosphere (X2) on Impulse buying (Y) with a negative coefficient value of -0.114 with a significance value of 0.173, then H0 is accepted and H1 is rejected.

4.4 Effect of Hedonic shopping value on Positive emotion

Based on the results of this study, it shows that there is a significant positive effect of Hedonic shopping value on Positive emotion. Hedonic shopping value also refers to the level of perception where shopping is considered emotionally useful which ultimately gives a variety of positive feelings. In the questionnaire that has been distributed to respondents, it can be concluded that hedonic shopping has an important role in increasing a person's positive emotions when visiting Kediri Townsquare. This indicates that positive emotions strengthen this relationship, this can happen because when consumers see promotions, advertisements or events held by Kediri Townsquare, it creates hedonic values in consumers so as to encourage consumer feelings to make purchases.

Kediri Townsquare offers products that are in accordance with the wishes and needs of consumers so that when shopping someone will have positive emotions and want to buy the product without prior planning. Consumers will certainly feel happy when they see discounted advertisements, promotional programs, consumers will be willing to shop for the promotion even though they shop not because of need and when the hedonic value appears, consumers no longer think about the benefits of the products that have been purchased. The results of this study are supported by previous research by Rachmawati et al., (2009) explaining that hedonic shopping value has a significant positive effect on hedonic positive emotion.

4.5 Effect of Store atmosphere on Positive emotion

The results of this study also show that Store atmosphere has a significant effect on Positive emotion. This indicates that the consumer's assessment of the design of the Store atmosphere at Ketos through visual communication is quite conducive, the design of the store environment (Store atmosphere) that is presented is able to stimulate positive perceptions and emotions so that it affects consumer behavior when shopping at Ketos. Consumers consider Ketos to meet the standards of a store design system that is both in-store and out-store so that consumers feel comfortable. In the future, it is likely that consumers will make Ketos a reference place for shopping or just taking a walk in their spare time. The results of this study are not in line with the research of Kwan (2016) which states that the store atmosphere variable has a significant effect on positive emotion.

4.6 Effect of Positive emotion on Impulse buying

The results of the analysis showed that positive emotion had no significant effect on impulse buying. Based on the results of this study, positive emotion does not affect impulse buying because these feelings have no impact on making a purchase. Respondents tend to buy products that are not based on positive emotion because it causes product purchases that are not as expected. In general, respondents spend more time in Ketos but do not want to do impulse buying because they enjoy the atmosphere of Ketos more than just taking a walk or relaxing themselves without making a purchase.

The results of this study are supported by Rinto (2017) who states that positive emotion has no effect on impulse buying. However, this is not in line with the research conducted by Nurlinda et al., (2020) which found that the Positive emotion variable had a positive and significant effect on impulse buying. This finding explains that how strong consumers' positive emotions towards fashion products does not affect impulse buying behavior.

4.7 The effect of hedonic shopping value on impulse buying.

Based on the results of this study, it is known that there is a significant positive effect of Hedonic shopping value on impulse buying because when someone has increased shopping potential, it will encourage impulse buying. This is in line with the opinion of Rachmawati (2009) that the shopping experience aims to meet the hedonic needs, the product to be purchased looks like a product purchased without planning and consumers inadvertently engage in impulse buying behavior.

Kediri Townsquare provides quality products ranging from fashion, foodcourt, electronic equipment, to daily necessities at affordable prices, the latest and complete models, as well as supporting facilities and infrastructure so that consumers will enjoy their shopping trip. These facilities and infrastructure will provide a sense of pleasure and comfort to the buyer so that it will automatically encourage him to do impulse buying. The results of this study are supported by research by Jpariato and Monika (2020) who found that hedonic shopping value has a positive effect on impulse buying, but this statement is not relevant to the results of research conducted by Study et al (2019) which stated that there was no significant effect from Hedonic shopping value to Impulse buying.



4.8 Effect of Store atmosphere on Impulse buying

Based on the test results, Store atmosphere has no negative and insignificant effect on Impulse buying because consumers at Kediri Townsquare do not attach importance to Store atmosphere for Impulse buying. Respondents tend to do impulse buying because of the promotion factor in Ketos. This is supported by research conducted by Ismu (2011) explaining that the promotion factor is one of the most influential factors in the occurrence of impulse buying. This is also proven in research conducted by Chandra and Purnami (2014) in the journal. that promotion, gender and materialism are factors that affect impulse buying, but sales promotion factors are the most significant factors that can cause impulse buying than the other two factors. However, the results of this study are not in line with the research of Ch (2018) and the research of Saputro (2019) which states that store atmosphere has a positive and significant effect on impulse buying.

5. Conclusions

Based on the results of the data obtained, Hedonic shopping value has a positive and significant effect on Positive emotion, Store atmosphere has no significant effect on Positive emotion, then Positive emotion has no effect on Impulse buying, Hedonic shopping value has a positive and significant effect, and Store atmosphere has no significant effect. negative and not significant to Impulse buying.

Based on the description above, Kediri Town Square should improve and improve again in terms of its Store atmosphere so that consumers are more comfortable and interested in shopping. Kediri townsquare can implement strategies to increase consumer positive emotions by increasing the enthusiasm of visitors to visit Kediri Townsquare through participating in various annual promotional programs such as Kedirifest and increasing internal mall promotions such as those that have been held and other interesting programs so that visitors feel happy and interested in come and shop at Kediri Townsquare.

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