Store Environmental Atmosphere on Giant Hypermarket Pekanbaru: Do Effect on Consumers Positive Emotion and Impulse?

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Abstract: The purposes of the study were to analyze influence of the store atmosphere on consumers positive emotions and impulse in buying at Giant Hypermarket Pekanbaru, and finally to analyze effect of store atmosphere on impulse buying by consumers positive emotion as an intervening variable. The sample in this study were 100 consumers who shopped at Giant Hypermarket in last 3 months, with the method of incidental sampling and then do an analysis of the data obtained using the analysis of quantitative data includes: validity and reliability test, regression analysis linear, hypothesis testing via t test, and analysis of the coefficient of determination (R2). The result of the research found that store atmosphere has positive but not significant effect to impulse buying, store atmosphere has positive and significant effect to consumer's positive emotion, positive consumer emotion have positive and significant effect on impulse buying, and positive emotion able to mediate influence of store atmosphere on impulse buying at Giant Hypermarket.

Keywords: Consumer Behavior, Impulse, Store Atmosphere, Positive Emotion

1. Introduction

Retail business can be understood as any activity related to the activity of selling goods directly to the end consumer, which is structured so that the goods can add goods for personal use (Utami, 2008: 2). Today retail business in Indonesia is progressing rapidly. The development of modern retail in Indonesia from 2007 to 2012 experienced an average growth of 17.57% per year. In 2011 the number of modern retail reaches 18,152 outlets spread all over the city in Indonesia (www.marketing.co.id, January 3, 2013).

In today's business competition, there is one modern retailer still able to exist in the competence of retail business that is Giant Hypermarket is a supermarket chain that has many branches in Indonesia. Giant in Indonesia is under the giant retail business, PT. Hero Supermarket Tbk. That has been built strategic alliance with Dairy Farm International in 1999 in the form of direct investment. Cooperation between two and several executive segments of Dairy Farm International as partners to strengthen the management of PT. Hero Supermarket Tbk. It is intended to contribute and professional experience that is useful for knowledge and understanding of the management of PT. Hero Supermarket Tbk.

The creation of a good store atmosphere will be felt comfortable by consumers so that it can be directly on the emotional consumers while in the outlets. Designing an environment through a store atmosphere can lead to consumer perceptions and emotions that will ultimately affect purchasing decisions. Atika Ayu Pragita, et al (2013) conducted research on the influence of store atmosphere on the emotion and its impact on purchasing decision (Survey on Visitors of Baker's Kings at Olimpic Garden Garden of Malang). The results showed that positive positive positive relationship not significant to Emotion, negative effect not significant to Emotion, color proved significant to Emotion, Emotional Music, Aroma proved significant to Emotion. Emotions are significant and positive towards.
According to Levy & Weitz (2004: 521) the influence of the storage atmosphere is a combination of the physical features of the store such as architecture, layout, display color, lighting, air circulation, music and aroma that intact will create an image in the minds of consumers. Fam et al. (2011) explains the longer time consumers spend in the booth will cause the higher the probability that a purchase will occur.

Kurniawan, et al (2013) in his research on the influence of promotion and store atmosphere on impulse buying with shopping emotion as intervening case study variable in the sun department store superm mall branch Surabaya. The type of research used is explanatory research. The sample of the research is the Matahari department store superm nell Surabaya branch, which takes 150 people. This research uses Structural Equation Modeling (SEM) analysis technique. The results show the promotion and atmosphere of the store for emotional shopping, promotions and stores. The atmosphere of stacking up on buying, and spending emotions on impulse buying.

Trisna Dewi and Ketut Giantari (2015) conducted a study of the role of positive emotions in mediating the store's atmosphere towards impulsive purchases (studies on sun consumers department store ambassadors plaza denpasar). The results show that the store atmosphere has a positive and significant influence on impulsive and positive emotional purchases, as well as positive and significant effects on impulsive purchases. The result of calculating the form of partial mediation which means positive emotions to impulsive purchases.

Marianty, Resti (2015). About positive mode respiratory test and hedonic consumption trend toward impulsive purchasing where data analysis using simple regression analysis and multiple regression analysis and hypothesis test using t-test and F-test. Data processing using SPSS version 17.00. The results showed the existence of fashion interest, the trend of hedonic consumption, positive emotions significant and significant to impulse buying.

Based on this, hypothesis can be drawn as follows, H1: Store Atmosphere Influence Positive and Significant to the purchase Impulsif, H2: Store Atmosphere

2. Method

The population in this study is all consumers of Giant Hypermarket in Pekanbaru city. Sampling method used is Incidental sampling. Incidental sampling is a sample determination technique based on chance, ie anyone who by chance / Insidental met with the researcher can be used as a sample (Sugiyono, 2014: 67). Conditions of respondents are consumers who have been shopping at Giant Hypermarket in the last 3 months. According to Roscoe in Sugiyono (2014: 74), the appropriate sample size in accordance with this study is at least 10 times the number of variables studied. So the number of samples worthy in this study is at least 10 x 3 = 30. Taking note of this and some considerations of the ease of data processing, then in this study used a sample of 100 respondents.

In this study using quantitative analysis with linear regression test and multiple regression. The results of the calculation of scores or values are then used in statistical analysis performed with the help of computers, using SPSS program to prove the relationship and influence between research variables. Stages used to analyze data that is Validity test, Reliability test, Deviation Cluster Assumption test, Normality Multicolinearity test, Heteroskedastisitas test. Furthermore, the test coefficient of determination (\(R^2\)), and hypothesis testing with Test F (simultaneously) and Test-t (partially).
3. Results

The form of the multiple regression equation generated is as follows:

\[ Y = 9.527 + 0.039 \text{SA} + 0.234 \text{EP} + e \]

This regression model can also explain the variables that most influence impulse buying. The independent variable of the dependent variable can be seen through its standardized coefficients. In this study can be seen that the variable that has the greatest influence is the positive consumer emotions with standardized coefficients of 0.234.

The resulting linear regression equation is as follows:

\[ Y = 4.997 + 0.575 \text{SA} + e \]

At simultaneous test (Test F) obtained F count equal to 3.506 with significance equal to 0.034. F obtained F table of 2.06. Thus it can be seen F count > F table with significance \(0.034 < 0.05\), meaning that the variable store atmosphere and positive emotions simultaneously consumers significant effect on customer satisfaction variables. It obtained t value arithmetic 0.340 while the value of t table at the level of \(\alpha = 5\%)\, then obtained t table 1.98. These results indicate that t > t table \((0.340 < 1.98)\) and significant \((0.734 > 0.05)\) so H0 and H1 rejected or can be concluded that partial store atmosphere and no significant positive effect on consumer impulse purchases Giant Hypermarket Pekanbaru. Moreover, t value of 2.218 while the value of t table at the level of \(\alpha = 5\%)\, then obtained t table 1.98. These results indicate that t < t table \((6.954 > 1.98)\) and significant \((0.00 < 0.05)\) so H0 accepted or rejected and H3 can be concluded that partial store atmosphere positive and significant impact on consumer impulsive buying in Giant Hypermarket Pekanbaru.

Then it obtained t value of 2.218 while the value of t table at the level of \(\alpha = 5\%)\, then obtained t table 1.98. These results indicate that t > t table \((2.031 > 1.98)\) and significant \((0.4 < 0.05)\) so H0 accepted or rejected and H2 can be concluded that partial positive emotions positive and significant impact consumer to consumer impulse purchases At Giant Hypermarket Pekanbaru. To explain this hypothesis, we calculate the indirect effect of store atmosphere on impulsive purchases through positive consumer emotions by using standardized coefficients values in tables 5.5 and 5.6.

a. The direct effect of SA to EP = 0.575

b. The direct effect of EP to PI = 0.234

c. The indirect effect of SA to PI via EP = 0.575 X 0.234 = 0.135

From these results it appears that the indirect effect on impulsive buying store atmosphere with a score of 0.135 is higher in value than the direct effect of store atmosphere right on impulse purchases with a score of 0.039 and is not significant. This proves that positive emotions are able to mediate the influence of store atmosphere on impulsive purchases. The value of coefficient of determination simultan (R2) equal to 0.067 this matter can be interpreted that variable store atmosphere and positive consumer emotion able to explain equal to 6.7% to impulsive purchasing. While the remaining 93.3% described other factors that are not included in this study. The value of the coefficient of determination simultaneously (R2) of 0.330 this can be interpreted that the variable store
atmosphere can explain by 33% to impulsive purchases. While the remaining 67% described other factors that are not included in this study.

4. Discussions

In this study found results that store atmosphere directly positive but not significant impact on consumer impulsive purchases in Giant Hypermarket Pekanbaru. The results are different from previous research conducted by Kurniawan, et al (2013) where store atmosphere has a positive and significant influence on impulsive purchases at consumers of Matahari Department Store Surabaya. The results of research conducted Trisna Dewi et al (2015) also found that store atmosphere has a positive and significant impact on impulsive purchases. This can occur because the indicators on the variable store atmosphere that exist in this study is a statement relating to the store atmosphere in general only and has been applied also by other modern retailers in Pekanbaru. For consumers, the differentiation factor in product or service is an important factor influencing purchasing decision. According to Schiffman and Kanuk (2007) impulsive purchases are emotional or urgent. Emotions can be very powerful and sometimes act as the basis of dominant purchasing motives.

In this study found the results that store atmosphere has a positive and significant impact on consumer positive emotions. This is in accordance with research conducted Trisna Dewi et al (2015) also found that store atmosphere has a positive and significant impact on consumer positive emotions. Sutisna (2005) said the store atmosphere is “arrangement of space in (instore) and outstore (space outstore) that can create comfort for customers”. According to Utami (2006), Store Atmosphere is the design of the environment through visual communication, lighting, color, music, and perfume to stimulate emotional responses and customer perceptions and to influence customers in buying goods.

In this study found the result that positive consumer emotions have a positive and significant effect on impulsive purchases. This is in accordance with research conducted Trisna Dewi et al (2015) also found that positive consumer emotions affect positively and significantly to impulsive purchases in Matahari Department Store Duta Plaza Denpasar. In addition research kkiawan et al (2013) also found there is a positive consumer emotional impact on consumer purchases impulsif Matahari Department Store Cabang SuperMall Surabaya. Marianti, resti (2015) also found a significant influence of positive emotions towards impulse buying on all students in the city of Yogyakarta who bought fashion products.

In this study found the result that positive consumer emotions are able to mediate the influence of store atmosphere on impulsive purchases. Consumer positive emotions are an important factor in influencing impulsive buying in Giant hypermarket consumers. This is in accordance with research conducted Trisna Dewi et al (2015) also found that Positive Emotions are able to mediate the influence of store atmosphere on impulsive purchases. In addition Ko (1993) in Park et al., (2006) found that emotional factors (positive feelings) led to impulsive-oriented fashion products. In Schiffman and Kanuk (2007) impulsive purchases are emotional or urgent. Emotions can be very powerful and sometimes act as the basis of dominant purchasing motives. Similar sentiment by Shoham and Brencic (2003) say that impulsive purchases are related to behavior to buy based on emotions.

5. Conclusion

In this research can be taken conclusion that store atmosphere have positive but not significant influence to consumer impulsive purchase of Giant Hypermarket Pekanbaru, Store atmosphere have positive and significant influence to positive emotion at consumer of Giant Pekanbaru, positive consumer emotion have positive and significant influence to impulsive purchasing at consumer of
Giant Hypermarket Pekanbaru and positive consumer emotions able to mediate the influence of impulsive purchases on impulsive purchases on consumers of Giant Hypermarket Pekanbaru

6. Suggestions

For Academics, this research can contribute to understanding the extent to which the role of store atmosphere to consumer positive emotions and impulsive purchases to consumers. For Giant Hypermarket Pekanbaru, can pay more attention to the important factors that affect consumer's positive emotions in shopping is increase the buying interest of consumers shopping at Giant Hypermarket Pekanbaru. For the next researchers are expected to use other factors more specific than the store atmosphere that can affect.

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