

The Effect of Store Atmosphere, Price Discount, and Product Quality on Impulse Buying Through Emotional Response As Mediation

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Abstract- *This study aims to determine the effect of the Store Atmosphere on Emotional Response, the effect of Price Discount on Emotional Response, the effect of Product Quality on Emotional Response, the effect of the Store Atmosphere on Impulse Buying, the effect of Price Discount on Impulse Buying, the effect of Product Quality on Impulse Buying, and the influence of Store Atmosphere. on Impulse Buying through Emotional Response as mediation, the effect of Price Discount on Impulse Buying through Emotional Response as mediation, the effect of Product Quality on Impulse Buying through Emotional Response as a mediation. This type of research is this research using quantitative methods with data collection techniques using questionnaires. The sample in this study amounted to 100 respondents obtained by purposive sampling technique. The data analysis technique used is Structural Equation Modeling (SEM). The results of this study indicate that Emotional Response to Impulse Buying, Product Quality to Emotional Response, and Product Quality to Impulse Buying through Emotional Response as mediation have a significant effect. Meanwhile, Store Atmosphere for Emotional Response, Price Discount for Emotional Response, Store Atmosphere for Impulse Buying, Price Discount for Impulse Buying, Product Quality for Impulse Buying, Store Atmosphere for Impulse Buying through Emotional Response as mediation, Price Discount for Impulse Buying through Emotional Response as mediation had no significant effect.*

Indexed Terms- *Store Atmosphere, Price Discount, Product Quality, Impulse Buying, and Emotional Response*

I. INTRODUCTION

In this era of digitalization, human needs are becoming increasingly diverse. Especially the needs of modern society that always follow trends and keep pace with the technology that is growing rapidly. The change in the needs of life indirectly affects various fields, one of which is the business field of the retail industry.

The increasing demands of consumer needs are the drivers of traditional retail to modern retail. Initially, quite a lot of retail was managed traditionally, without adequate technological support, without a modern management approach, and without looking at consumer desires or consumer behavior.

Changes in consumer behavior are not only to meet needs when shopping but also to meet recreational and relationship needs. This makes business people compete in meeting the needs and desires of consumers. One of the large companies in the modern retail industry today is MR. DIY is a company that specifically provides various types of products such as home appliances, tools, pre-furniture, accessories, and others. Based on the page from the official website of *mr diy. co. id* there are around 18,000 types of products produced by this company every year. Originally MR. DIY opened its first store in 2005 in Malaysia and has now grown to become the largest home furnishings store in several countries, namely, Thailand, Cambodia, the Philippines to Indonesia.

The growth of MR outlets. DIY is increasing year by year. there are more than 300 outlets that have been built in several regions in Indonesia as shown in the picture above, wherein 2017 MR. DIY was first established in Indonesia located in mega Bekasi West Java, then in 2018 after one year MR. DIY can open its 50th store, until the next three years in 2021, and

currently, there are more than 300 branches in Indonesia. The rapid development in 5 years shows that MR's turnover. DIY is increasing, this proves that MR. DIY can answer market demands and the desires of its consumers.

Mr. Cyril Noerhadi *President Director MR. DIY* Indonesia, in his speech mentioned Since the beginning of the presence in Indonesia, MR. DIY actively continues to expand the presence of stores in various regions and adapt to the market situation to present a diversity of household equipment products. This year, even 300 stores have been operating and it has served millions of Indonesian consumers. As a continuously growing home improvement retailer, MR. DIY Indonesia also adapts to market conditions and changes in consumer spending patterns. Retail companies need to pay attention to and study consumer behavior or market conditions, especially in Sumbawa Regency, which is a developing area. Based on the page from the official *website* of the Central Statistics Agency of Sumbawa Regency, there are 457,671 inhabitants. Of that number, 62,763 people were recorded, especially in Sumbawa Kecamatan. One of the consumer behaviors that dominate today precisely in the Sumbawa sub-district is the large number of people who make unplanned purchases or *impulsive purchases*. This is supported by several previous studies that have been carried out on several different objects in Sumbawa, one of which is a research conducted by Adibah (2020) with the results of several variables positively affecting *Impulse Buying*.

According to Utami, (2017) Impulsive purchases, or can be called *unplanned purchases* are consumers' desires in terms of purchasing a product and are made suddenly because consumers get a recommendation and interest in owning the product. Based on the survey that the author conducted on several consumers who shop at MR. DIY found many factors that made them make unplanned purchases. For example, due to the presence of large price discounts, attractive product quality, and convenient storage facilities. Looking at the factors found above, we can say that these factors come from within the consumer and outside the consumer. This is supported by the opinion of Sumetha & Vashanti (2016) in their research alluding that consumers are influenced by internal and

external factors in making unplanned purchases (*Impulse Buying*).

MR. DIY also applies a strategy to attract the attention of its consumers by displaying a modern *Store Atmosphere*, this strategy by involving various store attributes to attract the attention of consumers. Thus, the *Store Atmosphere* strategy is carried out by making arrangements on the *in-store* and *outscore Atmosphere* aspects of the store so that it can influence consumers' purchasing decisions. Some elements of the *Store Atmosphere* contained in MR. DIY first can be seen from the general interior which consists of floor selection, coloring and lighting, store prebiotics, spacing between shelves, employees, product variations, and cleanliness are all neatly installed with planning. Its two *exterior* sections cover the front of the store, signage, and logo that are visible and striking compared to other stores. A store must be able to create a planned atmosphere to attract consumers to make impulsive purchases. *Store Atmosphere* can attract customers to shop in stores, as well as make customers feel comfortable shopping (Mahardika and Suharyono, 2017).

Store Atmosphere is a store state that is designed as attractive as possible to influence consumers in making purchases, through the interior, layout, smell, color, and sound (Kwan, 2016). As said above, it can be understood that *Store Atmosphere* is indirectly able to tempt consumers with attractive store designs and can create an impression on buyers so that they are interested in making transactions. Natasya (2022) that *Store Atmosphere* has a positive effect on *Impulse Buying*.

As for the other thing that makes MR. DIY is favored by its consumers is the provision of discounts on each specific period, just like when it first inaugurated its 304th store in Sumbawa, the company immediately held a massive *price discount* to introduce its products. *Price Discount* is a price-based sales promotion strategy where customers are offered the same product at a reduced price. According to Peter & Olson (2014) that rebates are a pricing strategy that involves a long-term plan to systematically lower prices after introducing products at high prices.

This gives rise to unplanned purchases because consumers are interested in the discounts given. Research conducted by Natasya (2022) that *Price Discount* has a positive effect on *Impulse Buying*.

Then MR. DIY also focuses not only on some of the above but MR. DIY is also always consistent in maintaining product performance to continue to offer quality products for its consumers, in addition to MR. DIY also provides a quality guarantee with a seven-day warranty in case of defective products. For MR. DIY Product Quality is important because with good Product Quality consumers will feel satisfied with the goods they buy. Product Quality is the overall characteristics and properties of goods and services that affect the ability to meet stated and implied needs and desires that are carried out directly or face-to-face between sellers and potential consumers in the process of introducing products, the process of delivering information to consumers and persuading them to buy products through personal communication (Purnama & Rialdy, 2019).

Product quality is the ability of a product to carry out its functions including, the durability of reliability, provisions of ease of operation and repair, as well as other valuable attributes (Habibah & Sumiati, 2016). Product Quality is one of the important factors that a product offered to consumers is of value or not to consumers and product quality is one of the consumer expectations that must be met so that consumers feel satisfied with the quality of the product, with good product quality able to influence consumers to make impulsive purchases. According to research that has been carried out by Daulay, Handayani, and Ningsi (2020) with the results of research that Product Quality affects *Impulse Buying*.

Some of the things described earlier indirectly affect the *Emotional Response* of consumers who shop. Emotion is an effect of *mood* which is an important factor for consumers in purchasing decisions. The emotion factor is a temporary construct because it relates to a particular situation or object (comfort) of the store environment (due to the density and friendliness of employees) and simultaneously has a significant effect on impulsive purchasing behavior. Hetharie (2011) expresses the emotions that consumers feel that is actualized with the positive

attitude of customers in terms of an attitude that feels happy and proud while shopping.

This perception is in the context of the customer's opinion that shopping in modern retail stores is a fun activity and is a favorite activity or activity for individuals so that it can influence impulse purchases. This is supported by research conducted by Putra & Sukawati (2021) that the Emotional Response variable has a positive and significant effect on Impulse Buying.

MR. DIY opened its 304 th store on Street. Dr. Cipto RT01/01 Ex. Seketeng. For the people of Sumbawa, MR. DIY is a new phenomenon present in Sumbawa. A few days after its inauguration, MR. DIY is able to attract a lot of attention from consumers, it is a product marketed by MR. DIY is quite high quality and the shape of the building with a modern concept and its distinctive design makes visitors interested in shopping, the products sold are varied and combined with low prices, so that consumers feel satisfied when shopping this stimulates visitors to make spongy purchases. With this phenomenon, the Company needs to explore more deeply about what things influence its consumers in making impulsive purchases.

Based on the description above, the author is interested in wanting to examine more deeply the variables that affect Impulse Buying in the people of Sumbawa District with Emotional Response as mediation. So that the research raised the title of the study entitled "Influence, Store Atmosphere, Price Discount, and Product Quality on Impulse Buying through Emotional Response as mediation (Case study on Store 304 MR. DIY Sumbawa).

II. THEORETICAL REVIEW

- Impulse Buying

Impulse Buying or *Impulse Buying* is a purchase that consumers do not consider buying, or consider it but have not decided what product to buy. Usually, the decision-making process is done quickly without thinking long and wisely. Consumers will feel a strong urge to buy a product immediately (Kotler, 2019).

According to Sopiah and Sangadji (2018) that impulse purchases have a reasonable basis for consideration.

on the other hand sales with self-service and *open display* have led to a marketing situation where planning can be delayed until the buyer enters the store, for example, a person may go to the grocery store with plans to buy meat and bread. When he arrived at the store, he also bought some fresh peaches because they were cheap or because they were attractive.

- Aspects of Impulse Buying

Two aspects affect impulse buying according to (Kotler, 2019) as follows:

1. Cognitive Aspects

The cognitive aspect is an aspect that refers to a person's psychological mental processes which include thinking, understanding, and interpretation. In the cognitive aspect, impulse buying occurs due to the urge to buy and the lack of consumer ability to consider and plan when making a purchase.

1. Affective Aspect

Affective aspects are aspects that refer to psychological processes in a person towards emotions, feelings, and moods. Affective is an inherent aspect of the consumer when making impulse purchases.

- Types of Impulse Buying

There are four types of impulse purchases, according to (Kotler, 2019) including: (1) *Pure Impulse* (pure impulse buying), Purchases made purely without a plan or seem sudden. It usually happens after seeing the item on display in the store and the desire to own it at that very moment arises; (2) *Reminder Impulse*, Purchases made by consumers without a plan after being reminded when seeing advertisements in stores or shopping places; (3) *Impulse Suggestion*, Purchases are made unplanned at the time of shopping in shopping centers. The buyer is influenced by the seller or friends he meets while shopping; (4) *Planned Impulse*, Consumers make purchases because they are planned, but because the goods in question run out or are not following what is desired, then purchases are made by buying the same type of goods but with different brands or sizes.

- Factors Affecting Impulse Buying

Some of the factors found in *Impulse Buying* (Kotler, 2019), are as follows:

1. Products with characteristics of low price, small or marginal needs, short-term products, and small size.
2. Marketing and marketing which includes distribution in a large number of self-service outlets, *advertising* through mass media that is highly suggestible and continuous, and advertising at the point of sale.
3. Consumer characteristics such as personality, gender, social demographics, or socioeconomic characteristics.

- Impulse Buying *Indicators*

Some of the factors contained in *Impulse Buying* (Kotler, 2019) are as follows: (1) Spontaneous purchases, When a customer makes an unplanned purchase; (2) Often buy without thinking in advance. When a customer purchases without thinking about the consequences of the purchase made; (3) Bought something in a hurry is a situation where customers experience that they are too hasty in buying something.

Purchases influenced by emotional conditions are a condition where customers carry out shopping activities that are influenced by the emotional state felt.

- Store Atmosphere

According to Kotler (2014), *Store Atmosphere* is a planned atmosphere that suits its target market and that can attract consumers to buy. Mood affects the buyer's emotional state which causes or influences the purchase. The emotional state will create two dominant feelings, namely feelings of pleasure and those that arouse desire.

- Factors Affecting Store Atmosphere

According to Lamb (2012), the factors that affect *Store Atmosphere* are: (1) Employee, Employee characteristics, for example, are neat, friendly, broad-minded, and service-oriented which will give the impression of readiness to serve all customer needs and greatly influence the assessment by customers; (2) Types of *fixtures*, Fixed fixtures can be elegant (made of teak), or trendy (of chrome and opaque glass). The equipment must still be consistent with the general atmosphere that the origin created; (2) Music, The sound can be pleasant or irritating to a consumer.

Music can also make consumers stay longer in stores, retailers can adjust the atmosphere of their music to suit the demographic conditions of shopping and merchandise sold. Music can control a store's natural traffic, create an image, and attract attention to direct shopping. (3) Aroma, Smells can both stimulate and disrupt sales Research suggests that people perceive items more positively, spend more time shopping, and generally are in a better mood when there is an agreeable scent. Retailers use fragrances as an extension of their retail strategy and as a key design element; (4) Visual factor , Color can create a mood or focus attention. Red, yellow, and orange are considered warm colors and closeness is desirable. Colors such as blue, green, and violet are used to open up closed places and create an elegant and clean atmosphere.

- Store Atmosphere Indicator

According to Berman and Evans (2013), *Store Atmosphere* indicators include: (1) The exterior of the store It is the entire physical exterior of a store that gives an attractive impression. For example, the front of the store, the entrance, the parking lot, the height and area of the building; (2) Inside the store, The inside of the store gives a comfortable and pleasant impression. For example, with attractive store walls and floor colors, such as inside the store, as well as store facilities between grouping goods, arranging alleys, and allocating space; (3) Store layout, Plan to determine the specific location and arrangement of in-store merchandise equipment, as well as storage facilities between grouping goods, arranging merchandise, and allocating trades; (4) Signs of information, The information is shown to consumers who shop, for example, shelf arrangement, special promo signs, posters, and product displays.

- Price Discount

According to Peter & Olson (2014) rebates are a pricing strategy that involves a long-term plan to systematically lower prices after introducing products at high prices. Meanwhile, according to Kotler & Armstrong (2012) that discounted prices are another type of price reduction from the official price.

- Price Discount Purpose

According to Alma (2012), discounts given to consumers are caused by several things, which are as follows:

1. Consumers pay faster than the specified time
2. Bulk purchases
3. The existence of different scales
4. From the producer's side, it is likely to be a program.

- Types of Price Discounts

According to Alma (2012), the two types of rebates are:

1. Rebate: the discount received is in the form of a price reduction from the official price list.
2. Cash rebates are price reductions for buyers who pay their bills early. This method of deduction is given based on considerations, purchase amount, and payment procedure and depends also on the promotional tactics of the manufacturer or seller.

- Price Discount Indicator

According to Sutisna (2012), stated that *Price Discount* has several indicators, namely as follows:

1. The amount of the discount
The amount of discount given at the time of product *discount*
2. Rebate period
The period is given at the time of the *discount*.
3. Types of products that get discounted prices
Diversity of choices in discounted products.

- Product Quality

Product Quality is the ability of a product to fulfill its functions. Product quality includes durability, ability, ease, and other attributes that have value in a product (Arianty, 2016). according to Almana (2018), Product Quality is a customer will feel satisfied if the results they get show that the products they use are of high quality

- Factors affecting product quality

Tjiptono & Candra, (2012) said that the factors that affect product quality include the following:

1. *Performance* is related to the functional aspects of an item and is the main characteristic that consumers consider in buying the item.

2. *Features* (product diversity) is an aspect of performance that is useful to add basic functions, related to product choices and development.
3. *Reliability* is related to the probability or possibility of an item successfully performing its function every time it is used in a certain period and under certain conditions as well
4. *Conformance* is related to the level of compliance with specifications that have been previously determined based on consumer wishes.
5. *Durability* is a reflection of economic life in the form of a measure of the durability or service life of goods.
6. *Serviceability* is a characteristic related to speed, competence, ease, and accuracy, in providing services for the repair of goods.
7. *Aesthetics* (aesthetics) is a subjective characteristic of aesthetic values related to personal considerations, reflections, and individual preferences.
8. *Perceived quality* is that consumers do not always provide complete information about product attributes.

Meanwhile, according to Assauri (2016), factors that affect product quality are:

1. Functions of a product
The function for which the product is used, the product is everything that is offered to the market to get attention for purchase.
2. Outward existence
The external form factor contained in a product is not only visible from its shape but its color and packaging.
3. Cost
The cost of acquiring an item as well as the cost for that item reaches the buyer.

- **Product Quality Dimensions**

According to Krajewski & Rizman, (2017) that customers or consumers see quality from various dimensions, namely:

1. *Conformance to Specification*
Customers expect the products or services they buy to meet or exceed a certain level of quality as advertised. Certain qualities by their conformity to the specifications offered.

Value:

1. *Value* or value shows how well the product of goods or services achieves the intended goal of the price to which the consumer customer is willing to pay, quality is measured by the price paid for the product of the good or service
2. *Fitness For Use* (suitable for use). Suitability for use is how well the product of goods or services embodies its intended purpose, the customer or consumer considers the convenient mechanical features of the product of goods or services.

Support:

1. often because the support provided by the company to the products of goods and services is very important to customers or consumers, as is the quality of the products of goods and services themselves
2. *Psychological impressions*. People often evaluate the quality of products of goods and services based on psychological impressions: climate, image, or aesthetics. In service, where there is direct contact with the organizer, the appearance and actions of the organizer are very important.

- **Product quality indicators.**

According to Mamang and Sophia (2013), that product quality can be measured using several indicators including the following:

1. *Performance*
Is an element of product quality that is directly related to how a product can carry out its function to meet consumer needs.
2. *Reliability*
Represents the durability of the product during consumption.
3. *Feature*
Are under functions added to a product, for example, remote control features.
4. *Durability*
Product quality dimensions show a measurement of the product cycle, both technically and time. Products are said to be durable if they can withstand repeated use.
5. *Consistent*
Which shows how far a product can meet certain standards or specifications. Products that have consistently high means of compliance with specified standards.

6. Design

It is an emotional aspect to affect consumer satisfaction so the packaging design or product shape will also affect the perception of product quality.

- Emotional Response

The response comes from the word *response* which means response (*reaction*) or reply. The response is a psychological term used to describe reactions to stimuli received by the five senses. The things that support and underlie the size of the response are attitudes, perceptions, and participation. Emotions are feelings that humans experience. Emotion refers to a characteristic feeling and thought a biological and psychological state, and a series of tendencies to act. Emotions are the drive to act. Usually, emotions are reactions to stimuli from outside and inside the individual.

According to Tjiptono (2014), Emotions can be interpreted as awareness of some psychological events followed by behavioral responses along with judgments. Emotions are mood effects that play an important role in purchasing decisions. Customers who have high loyalty will feel an emotional connection with the company, this emotional connection can make customers become loyal customers and urge them to always use products or services produced by the company (Putra & Sukawati, 2015).

- Emotional Response Factors

According to Stern in Samuel Hatane (2006) in unplanned purchases Emotions (mood) consist of three factors, namely as follows:

1. *Pleasure*

It is a level of practice that is described in the form of feeling a person feeling good, full of joy happy, or feeling satisfied with a special situation. Pleasure is measured by an assessment of verbal reactions to the environment (happy as opposed to sad, pleasant as opposed to unpleasant, satisfied as opposed to dissatisfied, hopeful as opposed to discouraged, and relaxed as opposed to bored).

2. *Arousal*

Arousal is defined as varying levels of feeling from feelings of excitement, driven (stimulation), alertness, or showing activeness that makes fatigue

(tired), feelings of weakness, or feelings of sleepy or bored.

3. *Dominance*

Refers to the level of feeling that consumers respond to when controlling or being controlled by the environment.

- Emotional Response Indicator

According to Paul (2012), *Emotional Response* can be measured by the following indicators:

1. *Pleasure* is an objective form of *Emotional Response* that is directly faced with the environment that provides the stimulus.

2. *Arousal (arousal)* can appear in a wide range, from feeling very attracted to being bored, tired, and sleepy.

3. *Dominance* is a form of *Emotional Response* where a person feels free or unhindered to carry out things related to shopping activities comfortably.

- Hypotheses Development

According to Sugiyono (2019), a hypothesis is a temporary answer to the formulation of a research problem, the formulation of a research problem is stated in a statement.

According to Kotler (2014), Store Atmosphere is a planned atmosphere that suits its target market and can attract consumers to buy. The atmosphere affects the emotional state of the buyer causing or affecting the purchase. The emotional state will make two dominant feelings, namely feelings of pleasure and arousing desire. Market participants are required to be smart to offer other things, not only with discounts but also with the experience of buying a product. The use of the right Store Atmosphere will create an aesthetic impression and help to improve the image of the store/retail in customer perception, which will encourage great buying interest (Kotler, 2005). According to Peter & Olson (2014), a rebate is a pricing strategy that involves a long-term plan to systematically lower prices after introducing products at high prices. Kotler & Amstrong (2012), that rebates are another type of price reduction from the official price. The price cut is a strategy given by retailers to influence consumers when shopping to be more impulsive, meaning that the higher the Price Discount is given by the company, the more Emotional

Response the feeling of pleasure so the higher the Impulse Buying carried out by consumers (Devianto, 2013). Kotler (2012), Product quality is the whole characteristic as well as of a product or service on the ability to satisfy stated/implied needs. Almana (2018) Product Quality a customer will feel satisfied if the results they get show that the product they use is of high quality, that the better the quality of a product, it will give a positive emotional impression in the eyes of consumers. Hawkins, Mothersbaugh, and Best (2007), Emotion is a feeling that cannot be controlled but can affect a person's behavior or habits. Hatane (2005), Emotional response is the level of feelings of participants through behavioral means and can be expressed verbally or in written reports about one's condition, after experiencing treatment in this regard after seeing an advertisement in the form of the format he chooses.

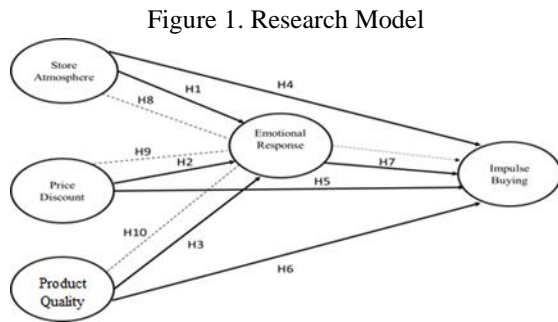
Based on Natasya's research (2021), Store atmosphere has a positive effect on Emotional Response as a mediation variable. Hidayat, Astuti (2017), Store Atmosphere has a positive and significant effect on Emotional Response. Hidayat & Astuti (2017), and Natasya (2021), Price Discount positively affects Emotional Response. Gunawan (2021), Product Quality has a positive and significant effect on Emotional Response. Triana (2017) Store Atmosphere has a positive and significant effect on Impulse buying, and Apriliani (2020), Store Atmosphere affects Impulse Buying. Kurniawati & Restuti (2014), and Natasya (2021), Discount has a positive and significant influence on Impulse Buying. Savira, Ayu, and Adi (2016), product quality has a significant effect on impulsive purchases because the better the quality of the products provided, the more it will provoke consumers. To make a larger repurchase. Dauly, Handayani, and Ningsih (2020), that a significant influence between the quality of the product on Impulse Buying. This means that the quality of the product has a significant effect on impulsivity. Apriliani (2020), Emotional Response has a positive effect on Impulse Buying supported by research conducted by Anggoro (2013), Emotional Response has a positive effect on Impulse Buying. this means that the higher the Emotional Response will increase or the greater the likelihood of consumers making purchases impulsively. Natasya (2021), that a better atmosphere created in the store will be able to

encourage the occurrence of Impulse Buying customers. Hidayat & Astuti (2017), The results of research conducted by Kurniawati & Restuti (2014), and Natasya (2021), Price Discount has a positive and significant influence on Impulse Buying mediated by Emotional Response, which means that the higher the Price Discount applied by the company, it will increase Emotional Response from consumers. Furthermore, the results of the research of Hidayat & Astuti (2017), Price Discount has a positive and significant effect on Emotional Response. According to Dauly, Handayani, and Ningsih (2020), there is a significant influence between the quality of the product on Impulse Buying. Gunawan (2021), that product quality can affect Emotional Response. It can be concluded that the better the quality of the product provided, it will be able to stimulate consumers' emotional response to make impulsive purchases. Store Atmosphere can influence impulse buying. Impulsive purchases often happen suddenly without thinking about the consequences and purchasing decisions are often based solely on the emotions the consequent experienced at the time of the purchase. Emotional Responses can occur, both positively and negatively.

So based on the foregoing can be formulated his research hypothesis as follows:

- H1: Store Atmosphere has a positive and significant effect on Emotional Response
- H2: Price Discount positively affects Emotional Response
- H3: Product Quality has a positive and significant effect on Emotional Response
- H4: Store Atmosphere has a positive and significant effect on Emotional Response.
- H5: Price Discount has a positive and significant effect on Impulse Buying
- H6: Product Quality has a positive and significant effect on Impulse Buying
- H7: Emotional Response has a Positive and significant effect on Impulse Buying.
- H8 : Store Atmosphere has a positive and significant effect on Impulse Buying mediated by Emotional Response.
- H9: Price Discount has a positive and significant effect on Impulse Buying mediated by Emotional Response.

H10: Product Quality has a positive and significant effect on Impulse Buying mediated by Emotional Response



III. RESEARCH METHOD

This research is a type of quantitative descriptive research, with a form of causal relationship because this study aims to determine the causal relationship between variables. Store Atmosphere, Price Discount, product quality, Impulse Buying, and Emotional Response. The research approach uses a causal associative approach, which is an approach that has a relationship or influence on two or more variables that are causal (Sugiyono, 2019). Data source with primary data in the form of statements or questions related to the indicators of each variable in this study were obtained from the distribution of questionnaires to respondents directly, and through online media, namely MR DIY Consumers. the population used was the Sumbawa people who had purchased products, with sample 100 respondents.

In this study, the sampling method used is probability sampling with the method taken is purposive sampling, data analyst used Data analysis techniques in this study using Structural Equation Modeling (SEM) with partial last square PLS. According to (J Hair et al, 2014) and ghozali (2014), processing PLS-SEM using SmartPLS software there are several things that must be done, namely:

- Designing a Measurement Model (Inner Model)
Development of theory-based models or inner models that is, the concept of developers, and based on model theory. analyze the relationship between exogenous and endogenous variables. This relationship is based on the research hypothesis. A theoretical model has

been built, so it will be described in a flowchart that serves to show the relationship between exogenous and endogenous variables (Ghozali, 2014).

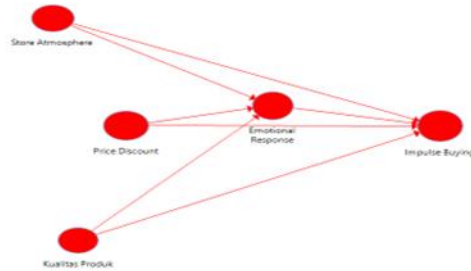


Figure 2: Measurement models (Inner Model)
Source: PLS output, (2022)

- Designing the Outer Model

The design of the outer measurement model on the PLS is important because it relates to whether the indicator is reflective or formative. In designing a theoretical model of development, the thing to do is to conduct a series of exploratory scientific research through literature review to obtain justification for the theoretical model through empirical data. Therefore, a strong theoretical justification is the basis of model development (Ghozali,2014).

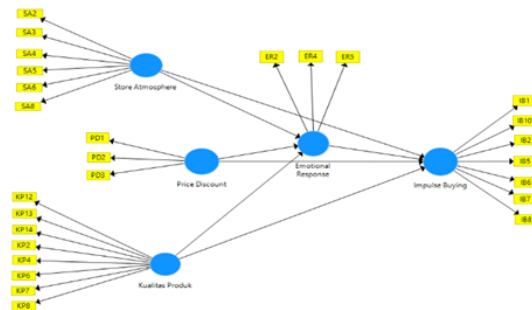


Figure 3. Measurement Model (Outer Model)

- Hypothesis Testing

A measure of hypothesized validity signification can be used to compare T-table values and T-statistical values (Jogiyanto & Abdillah, 2015). If T-statistic is greater than T-table then the hypothesis is supported or accepted. In this study the confidence level was 95% (α=95%), then the T-table value for the one-tailed hypothesis was >1.96.

IV. RESULT AND DISCUSSION

• Outer Model Analysis

The design of this model shows that the indicators of each construct on the outer model in the study are reflective. Reflective indicators assume that it is latent constructs that affect their indicators or manifest constructs (Ghozali, 2014).

• Convergent Validity

Convergent validity aims to determine the validity of each relationship between an indicator and its latent construct or variable. Convergent validity means that the indicator represents one latent variable (Ghozali & Imam, 2016). Convergent validity value measurement can be measured by looking at the outer loading value of each indicator. A reflective manifest variable is said to satisfy convergent validity if it has an outer loading value greater than 0.70 (Hair et al., 2014).

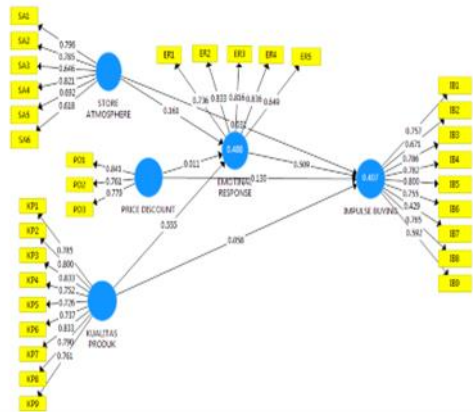


Figure 3. First Calculate Algorithm Results
Source: PLS output, (2022)

In the picture above the SA3, SA6, ER5, IB2, IB7, and IB9 indicators are removed because they still have a nilai of less than 0.70 so they are unable to explain their respective constructs

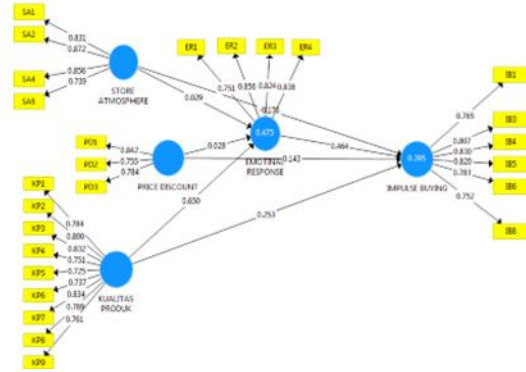


Figure 4. Calculate Algorithm Results After Modification

Source: PLS output, (2022)

After the invalid indicators are removed, and the second stage of outer loading is carried out with the result that all indicators have a loading factor of > 0.70.

• Discriminant Validity

Discriminant Validity is assessed in two stages, namely comparing the results of cross loading and looking at the results of Average Variance Extracted (AVE). Where for the AVE value criterion > 0.50 then the model can be declared valid (Chin, 1998). Hair et al. (2014) state that the model has discriminant validity if the cross loading value of the indicator on a construct > all cross loading values with another construct. The following are the results of cross loading in this study.

Tabel 1. Cross Loading

Indikator	Konstrak					Keterangan
	Emotional Response	Impulse Buying	Kualitas Produk	Price Discount	Store Atmosphere	
ER1	0.751	0.406	0.454	0.370	0.397	Valid
ER2	0.856	0.507	0.652	0.409	0.525	Valid
ER3	0.824	0.521	0.531	0.159	0.392	Valid
ER4	0.838	0.506	0.595	0.345	0.505	Valid
IB1	0.482	0.765	0.407	0.369	0.491	Valid
IB3	0.551	0.807	0.513	0.270	0.417	Valid
IB4	0.412	0.830	0.412	0.344	0.343	Valid
IB5	0.502	0.820	0.344	0.230	0.335	Valid
IB6	0.324	0.783	0.302	0.297	0.411	Valid
IB8	0.507	0.752	0.403	0.268	0.211	Valid
KP1	0.428	0.414	0.784	0.408	0.622	Valid
KP2	0.457	0.389	0.800	0.368	0.608	Valid
KP3	0.590	0.499	0.832	0.424	0.664	Valid
KP4	0.553	0.343	0.751	0.450	0.616	Valid
KP5	0.556	0.437	0.725	0.430	0.567	Valid
KP6	0.480	0.446	0.737	0.491	0.628	Valid
KP7	0.606	0.409	0.834	0.457	0.624	Valid
KP8	0.484	0.249	0.789	0.444	0.671	Valid
KP9	0.625	0.346	0.761	0.295	0.566	Valid
PD1	0.371	0.346	0.434	0.842	0.353	Valid
PD2	0.284	0.263	0.451	0.755	0.467	Valid
PD3	0.262	0.267	0.397	0.784	0.394	Valid
SA1	0.430	0.229	0.651	0.452	0.831	Valid
SA2	0.415	0.306	0.651	0.478	0.872	Valid
SA4	0.579	0.419	0.702	0.383	0.856	Valid
SA5	0.373	0.145	0.616	0.354	0.739	Valid

Source: PLS output, (2022)

Based on the table above, it can be concluded that the correlation of each construct is higher than the correlation of other construct indicators.

• Composite Reliability

Composite Reliability There are two ways to test constructs so that they can be declared reliable, namely by looking at the value of Cronbach alpha and composite reliability. Hair et al. (2014) state that if the value of Cronbach's alpha and composite reliability > 0.70 even though the value of 0.60 is still acceptable the reliability is considered good. The following are the results of the calculation algorithm in this study:

Table 2. Cronbach Alpha Output and Composite Reliability

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Emotional Response	0.835	0.846	0.890	0.670
Impulse Buying	0.882	0.886	0.910	0.629
Kualitas Produk	0.919	0.922	0.933	0.609
Price Discount	0.711	0.731	0.837	0.632
Store Atmosphere	0.848	0.890	0.896	0.683

Source: PLS output, (2022)

Inner Model Analysis

Once the model meets the Convergent Validity, Discriminant validity, and Average Variance Extracted (AVE) criteria. Furthermore, evaluate the Goodness Fit Inner Model or structural model to see the relationship between constructs by looking at the value of R-square, and Q-Square to find out whether the model has predictive relevance and effect size.

R-Square (R2)

Chin (1998) states that the results for R-square > 0.67 indicate a "strong" model, R-square > 0.33 indicate a "moderate" model, and R-square > 0.19 indicate a "weak" model. For R-square results can be seen in the following table.

Table 3. R-Square Output (R²)

	R-Square	Keterangan
Emotional Response	0.475	Moderat
Impulse Buying	0.395	Moderat

Source: PLS output, (2022)

• Effect Size (f²)

Structural models that have a value of f2 > 0.02 then the model is declared small, the value of f2 > 0.15 then the model is declared medium and f2 > 0.35 then the model is declared large. As for the value f2 in this study is as follows:

Table 4. Output f-square

Konstruk	Emotional Response	Impulse Buying	Kualitas Produk	Price Discount	Store Atmosphere	Keterangan
Emotional Response		0.187				Mencengah
Impulse Buying						
Kualitas Produk	0.227	0.028				Mencengah dan Kecil
Price Discount	0.001	0.024				
Store Atmosphere	0.001	0.018				Kecil

Source: PLS output, (2022)

• Hypothesis Test

Based on the data that has been carried out, the results can be used to answer the hypothesis in this study. Hypothesis testing between exogenous constructs against exogenous constructs and exogenous constructs against endogenous constructs is carried out by the bootstrapping resampling method. Hypothesis test is carried out by looking at the T-statistical value or the t>-test.

To test the hypothesis can look at the value of Path Coefficients in PLS. The following are the results of the Path Coefficients output on PLS Bootstrapping as follows:

Table 5. Hypothesis Test Results

Konstruk	Original Sampel	T-Statistic	P-Value < 0.05	Keterangan (T-Statistic > 0.196)
Store Atmosphere → Emotional Response	0.029	0.258	0.797	Tidak Signifikan
Price Discount → Emotional Response	0.028	0.334	0.739	Tidak Signifikan
Kualitas Produk → Emotional Response	0.650	5.392	0.000	Signifikan
Store Atmosphere → Impulse Buying	-0.176	1.142	0.254	Tidak Signifikan
Price Discount → Impulse Buying	0.143	1.348	0.178	Tidak Signifikan
Kualitas Produk → Impulse Buying	0.253	1.662	0.097	Tidak Signifikan
Emotional Response → Impulse Buying	0.464	4.515	0.000	Signifikan
Store Atmosphere → Emotional Response → Impulse Buying	0.013	0.319	0.811	Tidak Signifikan

Source: PLS output, (2022)

Based on the table above, it shows that of the five hypotheses that have a direct effect, there are three hypotheses that are accepted, namely H3, H7 and H10, the rest are rejected because the T-Statistical value < 1.96 and the P-Value > 0.5.

DISCUSSION

- The Effect of Store Atmosphere on Emotional Response

Based on the results of the questionnaire distribution with the respondents' answer score, which is the highest average of 3.4. *Store Atmosphere* MR. DIY Sumbawa is good enough, but at the same time, it is still unable to affect the *Emotional Response* of Visitors. This could be caused because the expectations imagined by visitors are still far from reality like in other outlets located in big city areas such as Jakarta.

The results of this study are appropriate and relevant to the research conducted by Trihudiantanto (2020) which states that *Store Atmosphere* has no positive or significant effect on *Emotional Response*. Thus it can be concluded that a person's *Emotional Response* does not depend on whether or not the *Store Atmosphere* is displayed.

- Effect of Price Discount on Emotional Response

Remembering the jargon from MR. DIY reads always *have low prices* which means the price is always cheap, so there are rarely discounts. Then from the MR side. DIY Sumbawa may have done a discount but, because of MR. DIY Sumbawa has not been established for too long so the people of Sumbawa are not used to and know when it is usually MR. DIY provides discounts.

According to Kotler & Keller (2016) is the savings offered to consumers from the normal price of a product indicated on the label or packaging of a product. It would be nice if MR. DIY Sumbawa if holding a *discount* should be signs of information about the *Price Discount* placed in the part that is most often passed by visitors as well as on the packaging or label on the product that is given a *discount*. So that visitors can know the existence of discounts and thus will foster the desire of visitors to be interested in buying products. According to Tolisindo (2017), it is stated that the size and duration of the price discount period have a role in generating a desire to make a purchase.

The results of the study are in line with the results of research conducted by Robikayati (2021) which states that *the Price Discount* does not have a positive and significant effect on *Emotional Response*. Thus it can be concluded that a person's *Emotional Response* does not depend on whether or not the *Store Atmosphere* is displayed.

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- Effect of Product Quality on Emotional Response Product Quality is the ability of a product to fulfill its functions. Product quality includes durability, ability, convenience, and other attributes that have the value of a product (Arianty, 2016). Product Quality on MR. DIY Sumbawa has been very good, as evidenced by the results of the distribution of questionnaires with respondents' answer scores with an average score above 3, the lowest average score of 3.1, and the highest average score of 3.3. The quality of the product here uses six indicators, namely performance, reliability, features, durability, constitution, and design. All these indicators can explain their respective constructs and no statement items of Product Quality are eliminated.

So it can be concluded that the Quality of the Products sold by MR. DIY has met its standards on average and is quite satisfying for visitors, which is in line with MR's mission. DIY is contained on the official website page, one which maintains product quality. This means Product Quality for MR. DIY is very important.

So it can be concluded that the better the quality of a product, the more likely it will be able to affect the consumer's Emotional Response. this is following and

relevant to the results of research conducted by Gunawan (2021) which states that Product Quality has a positive and significant effect on Emotional Response.

The Effect of Store Atmosphere on Impulse Buying. According to Kotler (2014), Store Atmosphere is a planned atmosphere that suits its target market and that can attract consumers to buy. The mood affects the emotional state of the buyer causing or influencing the purchase. Store Atmosphere at MR outlets. DIY Sumbawa is already quite good, this can be seen from the results of the distribution of questionnaires with an average value of above 3, with the most lace average value of 3.1 and the highest average value of 3.4. But in reality Store Atmosphere on MR. DIY Sumbawa has not been able to influence visitors to make purchases impulsively.

The results of this study, following the research conducted by Trihudiyatmanto (2020) which states that Store Atmosphere does not have a significant influence

- Effect of Price Discount on Impulse Buying The truth found in this study or in the field is based on direct observations from the MR. DIY Sumbawa, regarding Price Discount or discount where MR. DIY in promoting its products is still fairly rare to provide discounts to its consumers.

This is based on the distribution of questionnaires with respondents' answer score results obtained with the lowest average score of 2.7 and the highest average of 3.0. First, it can happen because you remember the jargon from MR. DIY which reads always low price means the price is always cheap, so there is rarely a discount. The results of this study are following and relevant to the results of a study conducted by Lestari (2019) which states that Price Discount does not have a significant effect on Impulse Buying.

- Effect of Product Quality on *Impulse Buying*. In reality, it's MR. DIY does have good Product Quality, but it has not been able to influence the spontaneous purchasing decisions of MR consumers. DIY, because this could be caused because Sumbawa is considered an area that is not very developed, therefore most residents are still considered middle

and lower income so to make decisions in making impulsive purchases still think again.

The results of the discussion above about the assessment of Product Quality to *Impulse Buying* indicate that the Product Quality on MR. DIY is less able to encourage consumers to make impulsive purchases. this is following the results of research conducted by Maulana (2020) which states that Product Quality does not have a significant influence on *Impulse Buying*.

The Indirect Influence Of Store Atmosphere On Impulse Buying Through Emotional Response As Mediation

Mr. group DIY Sumbawa needs to pay attention to the use of the right *Store Atmosphere* so that it will create an aesthetic impression and be able to make consumers feel comfortable when inside the outlet, that way an *Emotional Response* will be formed and indirectly able to influence consumers to make impulsive purchases.

The results of the study above are in line with the results of research conducted by Trihudiyatmanto (2020) which states that *Store Atmosphere* does not have a positive and significant influence on *Impulse Buying* through *Emotional Response* as mediation.

Indirect Effect of *Price Discount* on *Impulse Buying* through *Emotional Response* as mediation

Making a person's decision to buy there are many causes, one of which is *Emotional Response*. With the *discount*, the emotional response from buyers increases. So a good emotional response to discounts can be used to increase *impulse* purchases from consumers.

Impulsive Buying or *Impulse Buying* is a purchase where consumers do not consider buying, or consider it but have not yet decided what product to buy. Usually, the decision-making process is done quickly without thinking and wisely. Consumers will feel a strong urge to buy a product immediately (Kotler,2019). The unplanned purchase is caused by the emotions felt by consumers (Idris, 2018). The truth found in this study or the field is based on direct observations from the MR. DIY Sumbawa, regarding *Price Discount* or discount where MR. DIY

in promoting its products is still fairly rare to provide *discounts* to its consumers.

The results of this study are in line with research conducted by Robikayati and Sumarsono (2021) which states that *Price Discount* has a positive and significant influence on *Impulse Buying* with *Emotional Response* as a mediation variable.

Indirect Effect of Product Quality on *Impulse Buying* through *Emotional Response* as mediation

Product Quality sold by MR. DIY has met its standards on average and is quite satisfying for visitors, which is in line with MR's mission. DIY is contained on the official *website* page, one which maintains product quality. So it can be concluded that the better the quality of the product in an eating company, it will affect the emotional state which will make two dominant feelings, namely feelings of pleasure and arousing desire so that it can make consumers interested in making purchases and create aesthetic impressions and help improve the image of the store/retail in customer perception, which will certainly encourage great buying interest.

The results of this study are in line with research conducted by Daily, Handayani, and Ningsih (2020) they stated that there is a significant influence between the quality of the product on *Impulse Buying*. In addition, the statement in the research conducted by Gunawan (2021) is that product quality can affect emotional *response*.

V. CONCLUSIONS AND SUGGESTIONS

- Conclusion
 - a. The results of the hypothesis test show that *the Store Atmosphere* construct does not have a significant influence on *Emotional Response*.
 - b. The results of the hypothesis test show that *the Price Discount* construct does not have a significant effect on *Emotional Response*
 - c. The results of the hypothesis test show that the Product Quality construct has a significant effect on *Emotional Response*
 - d. The results of the hypothesis test show that *the Store Atmosphere* construct does not have a significant effect on *Impulse*

- e. The results of the hypothesis test show that *the Price Discount* construct does not have a significant effect on *Impulse Buying*
- f. The results of the direct hypothesis test show that the Product Quality construct does not have a significant influence on *Impulse Buying*
- g. The results of the hypothesis test show that the *Emotional Response* construct has a significant effect on *Impulse Buying* with
- h. The results of the indirect influence hypothesis test show that *the Store Atmosphere* construct does not have a significant influence on *Impulse Buying* through *Emotional Response* as mediation
- i. The results of the hypothesis test of indirect influence show that *the price discount* construct does not have a significant influence on *impulse buying* through the *emotional response* as mediation
- j. The results of the hypothesis test of indirect influence show that the Product Quality construct has a positive and significant effect on *Impulse Buying* through *Emotional Response* as mediation.

- Suggestion

Based on the results of the research conducted, several suggestions can be considered, namely:

For future researchers

It was suggested to shepherd the results of this study by increasing the number of samples and modifying the questionnaire statements that affect *Impulse Buying*.

It is recommended that you can add other variables that can affect *Impulse Buying* that were not covered in this study.

For companies

From the results of hypothesis testing, it is known that the *Store Atmosphere* variable has a negative and insignificant influence on *Emotional Response* or *Impulse Buying*, it would be nice if the outlet played music that is again popular today so that consumers will feel comfortable and at home in the outlet.

From the results of hypothesis testing, it is known that the *Price Discount* variable has a negative and insignificant influence on *Emotional*

Response and Impulse Buying. If you hold a discount, it is expected for MR. DIY to put up information signs about discounts in strategic places such as in front of outlets or roads to attract people's attention to enter the inside. So that way it can make the perspective of the people that MR. DIY has discounted products.

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