

The role of shopping lifestyle in mediating store atmosphere towards impulse buying

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A b s t r a k

Penelitian ini bertujuan untuk menganalisa pengaruh store atmosphere terhadap shopping lifestyle, menganalisa pengaruh store atmosphere terhadap impulse buying, menganalisa pengaruh shopping lifestyle terhadap impulse buying, dan menganalisa peran shopping lifestyle dalam memediasi hubungan store atmosphere terhadap impulse buying pada Suzuya Kota Langsa. Populasinya adalah seluruh konsumen Suzuya Kota Langsa dan sampel berjumlah 97 responden. Teknik sampel menggunakan accidental sampling. Metode analisa data menggunakan PLS-SEM. Hasilnya menunjukkan bahwa store atmosphere berpengaruh positif dan signifikan terhadap shopping lifestyle, store atmosphere berpengaruh positif dan tidak signifikan terhadap impulse buying, shopping lifestyle berpengaruh positif dan signifikan terhadap impulse buying dan shopping lifestyle mampu berperan dalam memediasi pengaruh store atmosphere terhadap impulse buying pada Suzuya Kota Langsa. Penelitian ini diharapkan: Suzuya Kota Langsa hendaknya menambahkan program marketing untuk meningkatkan para pelanggan, dan Suzuya Kota Langsa perlu memberikan perhatian khusus saat pelanggan mulai kebingungan berada di dalam toko, karena kenyamanan pelanggan pada dasarnya adalah yang utama.

Kata kunci: store atmosphere; shopping lifestyle; impulse buying

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A b s t r a c t

This study aims to analyze the effect of store atmosphere on shopping lifestyle, analyze the influence of store atmosphere on impulse buying, analyze the influence of shopping lifestyle on impulse buying, and analyze the role of shopping lifestyle in mediating the relationship between store atmosphere and impulse buying at Suzuya, Langsa City. The population is all consumers of Suzuya Kota Langsa and the sample is 97 respondents. The sample technique uses accidental sampling. Data analysis method using PLS-SEM. The results show that store atmosphere has a positive and significant effect on shopping lifestyle, store atmosphere has a positive and insignificant effect on impulse buying, shopping lifestyle has a positive and significant effect on impulse buying and shopping lifestyle can play a role in mediating the effect of store atmosphere on impulse buying at Suzuya, Langsa City. This research is expected: Suzuya Kota Langsa should add a marketing program to increase customers, and Suzuya Kota Langsa needs to pay special attention when customers start to get confused in the store, because customer convenience is basically the main thing.

Keywords: store atmosphere; shopping lifestyle; impulse buying

Introduction

The development of an increasingly modern era makes business competition in Indonesia grow rapidly. One that is occupied by many entrepreneurs in Indonesia is the retail business. Retail business is a business activity that sells goods or services to consumers in the form of fulfilling their own and household interests. One of the growing business ventures in Langsa City is the Suzuya Langsa retail business. Based on the observations of researchers, Suzuya is visited by consumers more. This is because Suzuya, Langsa City, is the only complete shopping center in the Langsa City area, carrying the theme of one step shopping, namely shopping for various needs in only one place, starting from food, fashion, kitchen needs and various equipment, supplies and so on.

One form of consumer behavior that makes purchases without prior planning is called impulse buying (Beatty & Ferrell, 1998). Impulse buying has a very important role for the marketing world in increasing product sales, especially new products (Cobb & Hoyer, 1986). Basically, impulse buying is often equated with unplanned purchases, but actually these are two different things, where impulse buying is an unplanned purchase that has a very strong emotional side. If a consumer experiences impulse buying, the desire to buy a product is almost uncontrollable, so that the consumer will make unplanned purchases of the product (Mattia et al., 2021).

Suzuya, Langsa City, was chosen as the object of research because it was designed in such a way, such as a combination of red and white that dominates so as to create the impression of love and freedom in choosing products or services and is supported by bright lighting plus a pleasant aroma and accompanied by non-monotonous music. This forms the atmosphere of the Suzuya store in Langsa City which gives a warm and friendly impression to the customers who come.

Theoretically, the atmosphere at Suzuya, Langsa City, has a positive impact on the impulse buying of consumers who come. In addition, the products and services offered are closely related to the lifestyle of consumers. The link between store atmosphere and consumer shopping lifestyle is the focus of the values of Suzuya Kota Langsa which represents all of the previous research variables, namely shopping lifestyle (Bashir et al., 2013) and store atmosphere (Bhatti & Latif, 2014).

Based on the explanation above, this research was conducted to examine the influence of the factors that influence impulse buying on consumers of Suzuya Langsa City, which consists of shopping lifestyle and store atmosphere, so that from the above phenomenon it can be concluded several research objectives as follows:

1. To analyze the effect of store atmosphere on shopping lifestyle at Suzuya, Langsa City,
2. To analyze the effect of store atmosphere on impulse buying at Suzuya, Langsa City,
3. To analyze the effect of shopping lifestyle on impulse buying at Suzuya, Langsa City, and
4. To analyze the role of shopping lifestyle in mediating the relationship between store atmosphere and impulse buying at Suzuya, Langsa City.

The atmosphere of the store is the design of the environment through visual communication, lighting, color, music and fragrances to design emotional and perceptual customer responses and to influence customers to buy goods (Utami, 2017). Sumarwan in (Imbayani & Novarini, 2018) defines that lifestyle is a pattern in which people live and use money and time, lifestyle better describes a person's behavior, namely how they live, use their money and make use of the time they have. Lifestyle is often described by activities, interests, and opinions of a person (activities, interests, and opinions). Then, impulse buying is defined as an act of buying that was not consciously recognized as a result of a consideration or purchase intention that was formed before entering the store (Kurniawan & Kunto, 2013).

The conceptual framework in this study can be shown in Figure 1 below.

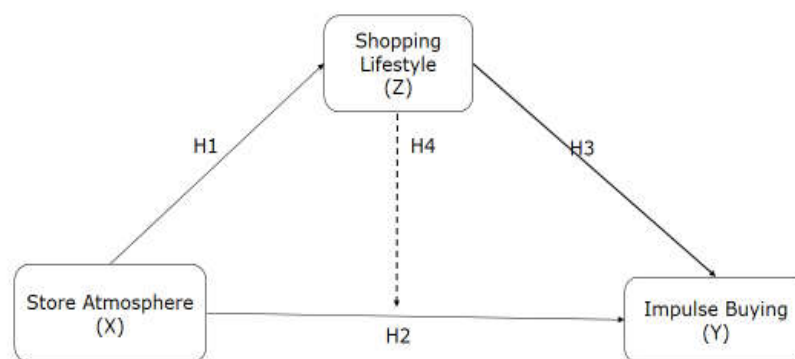


Figure 1. Conceptual Framework

Hypothesis

- H1: Store atmosphere has a positive and significant effect on shopping lifestyle.
 H2: Store atmosphere has a positive and significant effect on impulse buying.
 H3: Shopping lifestyle has a positive and significant effect on impulse buying.
 H4: Shopping lifestyle is able to mediate store atmosphere towards impulse buying.

Research methods

This research was conducted on Suzuya consumers in Langsa City who are located at Jalan Ahmad Yani No. 2. Paya Bujok Seuleumak, Langsa Baro District, Langsa City, Aceh. The time of the research was conducted from May 2020 to November 2020. This research used quantitative and qualitative data. Source of data used primary data and secondary data.

The operational definitions of the variables used in this study consist of 3 variables, namely: (1) Store atmosphere with indicators namely store design, visual communication and merchandise presentation; (2) Shopping lifestyle with indicators, namely the influence of advertising, the latest models, brands and personalities; and (3) Impulse buying with indicators namely spontaneous purchases, purchases without thinking about the consequences, purchases in a hurry, and purchases influenced by emotion.

The population in this study were Suzuya consumers from Langsa City whose exact number was not known, so that the determination of the number of samples used the Unknown population formula (Frendy, 2011), totaling 97 respondents using accidental sampling technique. Furthermore, this study uses the PLS-SEM method, so the recommended sample size ranges from 30 to 100 sample sizes (Ghozali, 2013). The data collection method in this study was in the form of a field method consisting of observation, interviews and questionnaires, as well as a library method which included books and journals related to this research.

The data analysis method uses Structural Equation Modeling (SEM) through the Partial Least Square (PLS) approach which is processed with SmartPLS software. The analysis technique used includes: descriptive statistical analysis, data quality test (outer model), namely validity and reliability tests, model feasibility test (inner model), namely goodness of fit and hypothesis testing as seen from tcount and the significance level of the path coefficient.

Results and discussion

Description of Respondent Characteristics

In this study, the characteristics of the respondents were Suzuya consumers who had purchased at Suzuya, Langsa City, totaling 97 respondents. For more details, the profiles of respondents in this study can be seen in the following table.

Table 1. Profile of Respondents

No.	Gender	Amount	Percentage (%)
1.	Man	10	10.3
2.	Woman	87	89.7
Total respondents based on gender		97	100
No.	Age	Amount	Percentage (%)
1.	18 – 22 Years	4	4.1
2.	23 – 27 Years	42	43.3
3.	28 – 32 Years	39	40.2
4.	>32 Years	12	12.4
Total respondents based on age		97	100
No.	Income	Amount	Percentage (%)
1.	Rp 200.000 – Rp 1.000.000	12	12.4
2.	>Rp 1.000.000 – Rp 2.000.000	27	27.8
3.	>Rp 2.000.000 – Rp 3.000.000	44	45.4
4.	>Rp 3.000.000	14	14.4
Total respondents based on income		97	100
No.	Work	Amount	Percentage (%)
1.	Student	28	28.9
2.	Civil servant	13	13.4
3.	Self-employed	39	40.2
4.	Other	17	17.5
Total respondents based on work		97	100

No.	Education	Amount	Percentage (%)
1.	SMA	28	28.9
2.	S1	13	13.4
3.	S2	5	5.1
4.	Other	51	52.5
Total respondents based on education		97	100

Validity and Reliability Test

Convergent validity is measured by looking at the outer loading with the rule of thumb (> 0.70) and the Average Variance Extracted (AVE) with the rule of thumb (> 0.50). According to (F. Hair Jr et al., 2014) for the initial examination of the matrix loading factor is approximately 0.30 considered to have met the minimum level, and for a loading factor of approximately 0.40 is considered better, and for a loading factor greater than 0.50 is generally considered significant. This research resulted in all outer loadings greater than 0.50 and AVE greater than 0.50.

Table 2. Outer Loading

Indicator	X	Y	Z
X1	0.828		
X2	0.832		
X3	0.598		
Y1		0.778	
Y2		0.734	
Y3		0.713	
Y4		0.717	
Y5		0.807	
Z1			0.804
Z2			0.735
Z3			0.739
Z4			0.875

Discriminant validity is measured by using "Crossloading" shown by looking at the correlation of research variables with research variables the indicators are greater if these indicators are correlated with other variables, this study shows the loading value of each indicator of the variable is greater than crossloading to other variables.

Table 3. Crossloadings

Indicator	X	Y	Z
X1	0.828	0.158	0.261
X2	0.832	0.226	0.160
X3	0.598	0.204	0.070
Y1	0.267	0.778	0.520
Y2	0.107	0.734	0.334
Y3	0.206	0.713	0.465
Y4	0.148	0.717	0.461
Y5	0.182	0.807	0.449
Z1	0.014	0.445	0.804
Z2	0.201	0.387	0.735
Z3	0.189	0.497	0.739
Z4	0.267	0.557	0.875

Goodness of Fit

Goodness of fit is done to find out whether the model is acceptable. If the model is acceptable then the model can be used to test the research hypothesis. GoF is determined by calculating the root of the average AVE multiplied by $R^2 = \sqrt{(AVE \times R^2)}$, with GoF criteria being: 1) 0.10 = small, 2) 0.25 = moderate, and 3) 0.36 = large. The results showed that the GoF value was equal to 0.36.

Table 4. Goodness of Fit

Variable	AVE	R ²
X	0.579	
Z	0.564	0,052
Y	0.625	0,380
Average	0.589	0,216
AVE X R²	0.127	
GoF	$\sqrt{(AVE \times R^2)}$	
= 0,36	0,36	

Hypothesis testing

The hypothesis testing used is tcount and the significance level of the path coefficient. The value of tcount is compared to ttable (1.96) at a significance level of 5%, then the path coefficient is significant.

Table 5. Path Coefficient Value, T-count, and Significance Level

	B (Path Coefficient)	T Statistics	P Value	Hypothesis
$X \rightarrow Z$	0.228	2.497	0.013	Accepted
$X \rightarrow Y$	0.121	0.696	0.487	Rejected
$Z \rightarrow Y$	0.578	2.712	0.007	Accepted

Based on table 5 it shows that the T value is greater than 1.96 but there are also T values that are smaller than 1.96. The conclusions obtained in the table above are (1) store atmosphere has a positive and significant effect on shopping lifestyle, shown by the value of T statistics 2.497; (2) store atmosphere has a positive and insignificant effect on impulse buying, shown by the T statistics value of 0.696; and (3) shopping lifestyle has a positive and significant effect on impulse buying, shown by the T statistics value of 2.712.

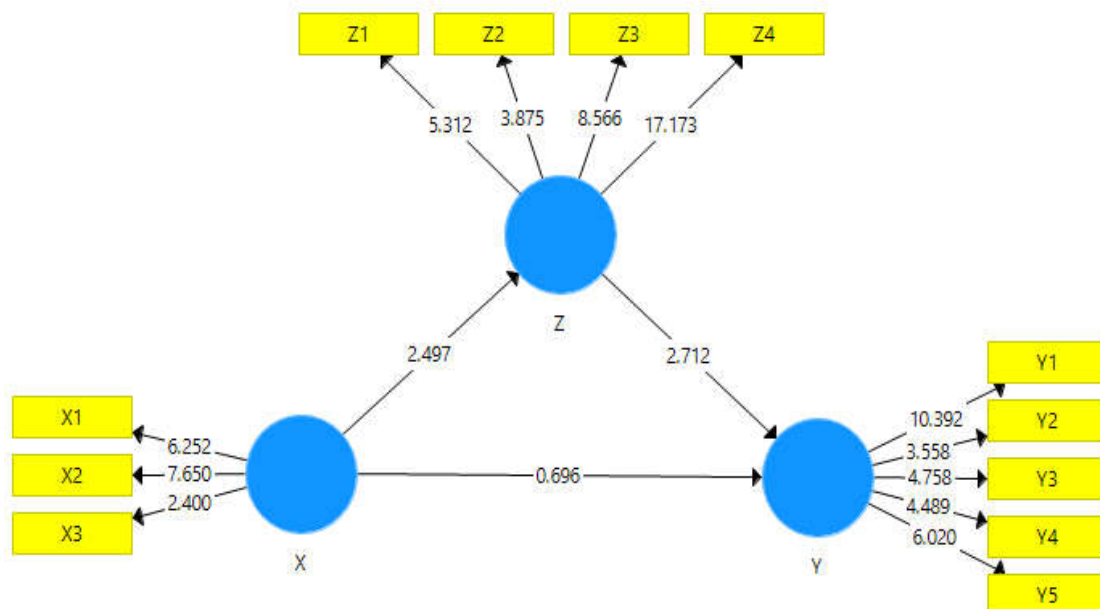


Figure 2. Inner Model

Shopping lifestyle is able to mediate store atmosphere towards impulse buying, so the results of the analysis can be shown in the following table.

Table 6. Path Coefficient Value, T-count, and Significance Level of Indirect Effect

	B (Path Coefficient)	T Statistics	P Value	Hypothesis
$X \rightarrow Z \rightarrow Y$	0.132	2.091	0.037	Accepted

Based on table 6, it shows that the role of shopping lifestyle is able to mediate the influence of store atmosphere significantly on impulse buying, shown by the T statistics value of 2.091.

Discussion

The Influence of Store Atmosphere on Shopping Lifestyle

Based on the results of the study, it shows that store atmosphere has a positive and significant effect on shopping lifestyle. These findings indicate that the better the store atmosphere implemented by Suzuya Langsa City, it will increase the shopping lifestyle of consumers at Suzuya Langsa City. This means that shopping lifestyle can be interpreted as consumer shopping behavior that occurs because of interest and interest in a product. This interest occurs because of interactions between consumers and external factors that provide stimuli to consumers (Sarli & Tat, 2011). The results of this study are in accordance with the research of (Gunadhi & Japariato, 2015) which suggests that store atmosphere has a positive and significant effect on shopping lifestyle.

The Effect of Store Atmosphere on Impulse Buying

Based on the results of the study, it shows that store atmosphere has a positive and insignificant effect on impulse buying. This finding means that Suzuya Kota Langsa has not been able to consistently make consumers make impulse purchases even though it has been supported by a good store atmosphere. The results of this study are in contrast to (Anggoro, 2012) which explains that store atmosphere has a positive and significant effect on impulse buying.

The Effect of Shopping Lifestyle on Impulse Buying

Based on the results of the study, it shows that shopping lifestyle has a positive and significant effect on impulse buying. This finding means that when Suzuya consumers in Langsa City can manage their finances, these consumers can fulfill their shopping needs, so that when they are in a shopping area they like, they will make purchases without prior planning when they see the product they want to buy. The results of this study are in accordance with the research of (Bashir et al., 2013) which suggests that shopping lifestyle has a positive influence on impulse buying.

Shopping Lifestyle Mediates Store Atmosphere to Impulse Buying

Based on the results of the study, it shows that shopping lifestyle is able to significantly mediate the effect of store atmosphere on impulse buying. This means that the presence of shopping lifestyle as a mediating variable is able to influence the store atmosphere of impulse buying. Suzuya Kota Langsa has implemented a good store atmosphere indirectly by involving a shopping lifestyle so that consumers will buy products or services without planning and without thinking about it first.

Based on the research results obtained, this research has an important contribution to Suzuya Langsa City in increasing the factors that influence impulse buying for Suzuya Langsa City consumers so that Suzuya can optimally maximize profits. This study has differences with the research of (Gunadhi & Japariato, 2015) where shopping lifestyle has a role and can be used as a mediating variable between store atmosphere variables and impulse buying variables.

Conclusion

Based on the results of the research and discussion, the following conclusions can be drawn: (1) Store atmosphere has a positive and significant effect on shopping lifestyle. The results show that the better the store atmosphere implemented by Suzuya Langsa City, it will increase the shopping lifestyle of consumers at Suzuya Langsa City; (2) Store atmosphere has a positive and insignificant effect on impulse buying. This shows that Suzuya Kota Langsa has not been able to consistently make consumers do impulse buying even though it has been supported by a good store atmosphere; (3) Shopping lifestyle has a positive and significant effect on impulse buying. This shows that when Suzuya consumers in Langsa City are able to manage their finances, these consumers can fulfill their shopping needs, so that when they are in a

shopping area they like, they will make impulse purchases; and (4) Shopping lifestyle can be a store atmosphere mediating variable for impulse buying. This shows that shopping lifestyle as a mediating variable store atmosphere has an influence on impulse buying.

This research is still limited to using store atmosphere and shopping lifestyle variables that affect impulse buying, it is hoped that future researchers can use other variables so that they can enrich what factors can be predictors for the creation of impulse buying. It is also recommended that the number of samples used be larger for subsequent research in order to better represent the population in the study.

This study recommends: (1) Suzuya Kota Langsa should add marketing programs to increase customers such as holding appropriate promotions, or holding certain events that directly establish relationships with customers; and (2) Suzuya Kota Langsa needs to pay special attention when customers start to get confused in the store, because customer comfort is basically the main thing.

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