The Role of Hedonic Value Mediate Store Atmosphere on Impulsive Buying

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Abstract: Economic growth and the development of an increasingly modern era, have an impact on the shifting culture of public spending. This phenomenon can be proven by the changing lifestyles of people who used to shop in traditional markets, but nowadays people prefer to shop at modern markets such as supermarkets and department stores. Companies need to develop strategy strategies to attract consumer impulse purchases. The purpose of this study is to examine the role of hedonic values in mediating the effect of outlet atmosphere on impulsive purchases. The variables examined in this study are store atmosphere, hedonic value, and impulsive buying. The sample is 104 respondents with a purposive sampling method where respondents had the criteria of domicile in the city of Denpasar, minimum education at high school or equivalent, and had made impulsive buying at the Tiara Dewata Supermarket. Data was collected through questionnaires. The analysis technique used is path analysis and sobel test. Based on the results of the analysis found that store atmosphere variables have a positive and significant effect on hedonic value, store atmosphere variables have a positive and significant effect on impulsive buying, hedonic value variables have a positive and significant effect on impulsive buying, and hedonic value variables significantly mediate the effect of store atmosphere on impulsive buying. The advice that can be given to the Tiara Dewata Denpasar is to continue to provide products that are needed and desired by their customers and always offer the latest products so that later they can encourage increasing impulsive buying.

Keywords: Store Atmosphere, Hedonic Value, Impulsive Buying, Supermarket, Tiara Dewata.

I. INTRODUCTION

Economic growth and the development of an increasingly modern era, have an impact on the shifting culture of public spending. This phenomenon can be proven by the changing lifestyles of people who used to shop in traditional markets, but nowadays people prefer to shop at modern markets such as supermarkets and department stores. Consumer behavior is one of the factors that trigger the development of the retail business. Sopiah and Syihabuddin (2008: 121) revealed that globalization is also a major factor in creating demand or increasing demand for retail goods and services, which has made the development of national retail companies increasing. The development of retail companies now makes competition for similar companies in the country to be very competitive.

Many businesses in Bali, especially Denpasar, have developed, this has an impact on shopping behavior and the value of consumer spending, so that people prioritize the efficiency and effectiveness of purchasing needs for goods and services. This condition is a driving force for the growth of the trading business. Retail is an effort made by manufacturing companies in distributing their goods in large quantities to be consumed by consumers in meeting their needs (Utami, 2010: 5). Carrefour, Robinson, Matahari, Ramayana, Tiara, Hardy's are several retail businesses in the city of Denpasar. One of the local retailers that is able to maintain its existence in the retail business competition in Denpasar is the Tiara Dewata. Retail companies in general are competing to attract the attention of consumers by holding promotions such as discounts, so that consumers make purchases, both planned and unplanned purchases. Planned purchase is a buying behavior where purchasing decisions have been considered before entering into the retail company, while unplanned purchases are buying behavior without prior consideration or called impulsive buying. Tiara Dewata itself carries out strategies that encourage consumers to do impulsive buying such as displaying fresh products, arranging products that are sold in line with the eyes and sorted vertically from items that are rarely bought by consumers until items that are often purchased.

Based on the results of the pre-survey conducted, the researchers concluded that in Tiara Dewata there was impulsive buying behavior, where impulsive buying occurred due to the presence of consumer hedonic values and the good store atmosphere of the Tiara Dewata. Impulsive buying is shopping behavior that occurs accidentally where purchasing decisions are made quickly and without thinking wisely on existing considerations. Harmancioglu et al. (2009) states, unplanned purchases are all purchases made without prior recommendations, including impulsive buying behavior. In carrying out shopping activities, consumers are initially influenced by rational motives, which are related to the benefits provided by the product. Other values that affect shopping activities carried out by consumers are values that are emotional or known as hedonic value. Consumers also pay attention to the aspects of enjoyment and pleasure (hedonism) that can be obtained in addition to the benefits of the products they will enjoy in the shopping activities they do. Indirectly hedonic value influences consumer shopping decisions. According to Silvera et al. (2008) impulsive buying is a pleasure driven by the achievement of hedonic goals. So if the customer feels happy and comfortable when shopping at a store, it will increase the impulsive purchase.

Most consumer decisions are made while inside outlets (Fam et al., 2011). The desire of consumers to shop can be realized through the store atmosphere presented by the store. One way to attract consumer interest is to consider store atmosphere so that it can influence consumer purchasing decisions such as light, music, color and smell. Utami (2010) states that there are two kinds of shopping motivations that concern retailers in providing the atmosphere in an appropriate outlet. The first is a group that is oriented to the utilitarian motif that emphasizes the functional aspects. The second group is recreation oriented groups, ambience, visual merchandising, and complete facilities are the determinants of consumer decisions. Good store atmosphere planning can affect consumers to make unplanned purchases. The atmosphere of the store that supports it will increase the enjoyment and pleasure (hedonism) of consumers when shopping. Zhang et al. (2011) states that consumers who experience a greater hedonic shopping experience tend to spend more time checking products, enjoying shopping activities.

Hedonic value gives a feeling of pleasure and satisfaction to consumers when shopping, consumers who feel happy when shopping tend to repeat the activity, because consumers feel this hedonic value can provide a shopping experience that can eliminate fatigue. Consumers who are more oriented to hedonic motives assume that outlets are not only seen as a place to shop but also a place for recreation and entertainment (Zhang et al., 2011), therefore, these consumers will look for a shopping environment that provides a high level of comfort so that shopping activities are more fun.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect of Store Atmosphere on Hedonic Value

Ballantine et al. (2010) suggested that Atmospheric elements of outlets can make consumers' shopping experiences pleasant so they arouse consumer emotions and create hedonic value. Research from Yistiani et al. (2012) also found that the outlet atmosphere had a significant effect on hedonic values, which meant that the better the atmosphere created in the store could increase the emergence of customer hedonic values at the outlets in question. As well as research from Prasetyo (2016) which states that Store Atmosphere has a significant effect on Hedonic shopping value. Based on previous research, the hypothesis can be constructed as follows.

H1: Store atmosphere has a positive and significant effect on hedonic value

The Effect of Store Atmosphere on Impulsive Buying

According to Yudhistira's research (2018), the store atmosphere has a significant effect on impulsive buying. Prasetyo (2016) has also proven that there is a significant influence between store atmosphere on impulse buying, Pemayun (2016) found that the increasing **Store Atmosphere** will also increase impulsive buying, as well as research from Youn and Faber (2000) which stated that the availability of service facilities in a store will encourage impulsive buying. Based on previous research, the following hypothesis can be built.

H2: Store atmosphere has a positive and significant effect on impulsive buying

The Effect of Hedonic Value on Impulsive Buying

Based on this study Prasetyo (2016) the variable hedonic shopping value has a significant effect on Impulse Buying, as well as research by Ratnasari (2015) which states that the hedonic shopping value variable has a significant effect on the variable impulse buying, and research from Yistiani et al. (2012) found that hedonic values have a significant effect on impulsive buying, which means that the greater the hedonic value perceived by the customer will be possibility of increasing impulsive buying at the outlets concerned. Based on previous research, the following hypothesis can be built.

H3: Hedonic value has a positive and significant effect on impulsive buying

The Role of Hedonic Value Mediate The Store Atmosphere on Impulsive Buying

Based on research from Yistiani et al. (2012) shows that the hedonic value as the mediating variable between store atmosphere and impulsive buying did not seem to have a significant effect. Then, Setiawati (2017) refers the store atmosphere has an indirect positive and significant influence on impulsive buying with hedonic values as an intervening variable. As well, research from Prasetyo (2016) refer to hedonic shopping value proved to be an intervening variable in the relationship between store atmosphere and impulse buying. Based on previous research, the following hypothesis can be constructed.

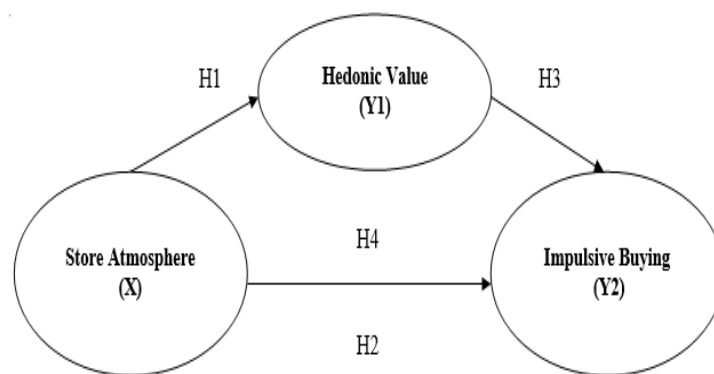**H4: Hedonic value mediates the effect of store atmosphere on impulsive buying**

Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This research is classified into associative causality research, namely research that aims to determine the effect of causation on the variables examined (Sugiyono, 2017: 20). This study aims to examine and explain the effect of hedonic value mediating store atmosphere on impulsive buying. The location of this study was conducted at the Tiara Dewata Denpasar, having its address at Mayjen Sutoyo No.55 Denpasar-Bali. The population in this study were all consumers who had carried out impulsive buying at the Tiara Dewata Denpasar. Determination of the sample of this study using a non-probability sampling method with sampling taken through purposive sampling technique. The sample used in this study was 104 respondents. The data collection method uses a questionnaire with a measurement scale using a Likert scale.All indicators in this study are summarized in Table 1.

TABLE 1: RESEARCH VARIABLE INDICATORS

Variable	Indicator	Reference
Store Atmosphere (X)	a) Lighting (X.1) b) Product Grouping(X.2) c) Air Regulating System(X.3) d) Product Display (X.4)	Ma'ruf (2006), Ballantine *et al* (2010) and Yistiani *et al.* (2012)
Hedonic Value (Y1)	a) Enjoyment (Y1.1) b) Fun (Y1.2)Curiosity (Y1.3) c) Entertainment (Y1.4) d) Social Interaction (Y1.5)	Scarpi (2016) and Yistiani *et al.* (2012)
Impulsive Buying (Y2)	a) Spontaneous purchases (Y2.1) b) Purchases without thinking due to (Y2.2) c) Rush purchases (Y2.3) d) Purchases are influenced by emotional states (Y2.4)	Bayley and Nancarrow (1998), Yistiani *et al,* (2012), and Purwa (2014)

Source: previous research study

IV. RESEARCH FINDING AND DISCUSSION

Based on the results of research on 104 respondents, the characteristics of respondents in this study can be seen based on gender, age, and occupation. In detail, can be seen in Table 2 below.

TABEL 2: CHARACTERISTIC RESPONDENT

No	Characteristic	Classification	Respondent	(%)
1	Age	18-23	72	69,2
		24-30	20	19,2
		31-40	5	4,8
		>40	7	6,7
	Total		104	100
2	Gender	Male	46	44,2
		Female	58	55,9
	Total		104	100
3	Occupation	Student	71	68,3
		Civil Servant	2	1,9
		private employee	22	21,2
		Entrepreneur	9	8,7
	Total		104	100
4	Education	High School	71	68,3
		Diploma	4	3,8
		Bachelor	25	24,0
		Postgraduate	4	3,8
	Total		104	100
5	Income (IDR)	<1000.000	42	40,4
		1.000.000 - < 3.000.000	41	39,4
		3.000.000 - < 5.000.000	14	13,5
		5.0000.000 - < 7.000.000	3	2,9
		≥ 7.000.000	4	3,9
	Total		104	100

Source: Primary Data processed, 2018

Based on table 2, the majority of respondents aged 18-23 years were 69.2 percent. Female respondents dominated more than 55.9 percent. The work of respondents is dominated by students with a percentage of 68.3 percent. In terms of education, respondents with high school education dominated with a percentage of 68.3 percent. It can also be seen that respondents with income of < 1,000,000 IDR dominating with a percentage of 40.4 percent.

The results of the validity test show that all variables have a correlation coefficient value with a total score of all statement items greater than 0.30 (r ≥ 0.30). This shows that the remaining statement items in the research instrument are valid. The reliability test results showed that the three research instruments had Cronbach's Alpha coefficients of more than 0.60. This can be said, if all research instrument variables are coefficient> 0.60 then the instrument is reliable, so that it can be used in this study.

Testing the data in this study using path analysis techniques, where path analysis is an extension of multiple linear regression analysis to test the causality relationship between 2 or more variables that will be shown in Table 3 and Table 4.

TABLE 3: THE RESULT OF PATH ANALYSIS STRUCTURE 1

Variable	*Standardized Coefficients*	*Std. Error*	t statistic	Sig. t
(Constant)		0,212	2,470	0,000
Store Atmosphere (X)	0,820	0,057	14,491	0,000
R *Square*	0,673			
F Statistic	209,983			
Sig. F	0,000			

Source: Primary Data processed, 2018

Based on the results of analysis of substructure 1 path analysis as presented in Table 3, the structural equations are as follows:

$Y1 = \beta_1 X + e_1$

$Y1 = 0,820X + e_1$

TABLE 4: THE RESULT OF PATH ANALYSIS STRUCTURE 2

Variable	Standardized Coefficients	Std. Error	t statistic	Sig. t
(Constant)		0,232	-1,207	0,230
Store Atmosphere (X)	0,608	0,105	6,659	0,000
Hedonic Value (Y1)	0,278	0,105	3,050	0,003
R *Square*	0,725			
F Statistic	132,993			
Sig. F	0,000			

Source: Primary Data processed, 2018

Based on the results of analysis of substructure 2 path analysis as presented in Table 4, the structural equations are as follows:

$Y2 = \beta_2 X + \beta_3 Y1 + e_1$

$Y2 = 0,608X + 0,278Y1 + e_1$

Based on substructure 1 model and substructure 2 model, the final path diagram diagram can be arranged. Before compiling the final path diagram model, the standard error value is calculated as follows:

$e = \sqrt{1 - R^2}$

$e_1 = \sqrt{1 - R1^2} = \sqrt{1 - 0,675} = 0,570$

$e_2 = \sqrt{1 - R2^2} = \sqrt{1 - 0,725} = 0,524$

Based on the calculation of the effect of error (e), the result of the effect of error (e1) is 0.570 and the effect of error (e2) is 0.524.

The results of the total coefficient of determination are as follows:

$R^2m = 1 - (Pe_1)^2 (Pe_2)^2$

$= 1 - (0,570)^2 (0,524)^2$

$= 1 - (0,325) (0,274)$

$= 1 - 0,089$

$= 0,911$

The total determination value of 0.911 means that 91.1% percent of impulsive buying variation is influenced by store atmosphere variations and hedonic value variations, while the remaining 8.9 percent is explained by other factors not included in the model.
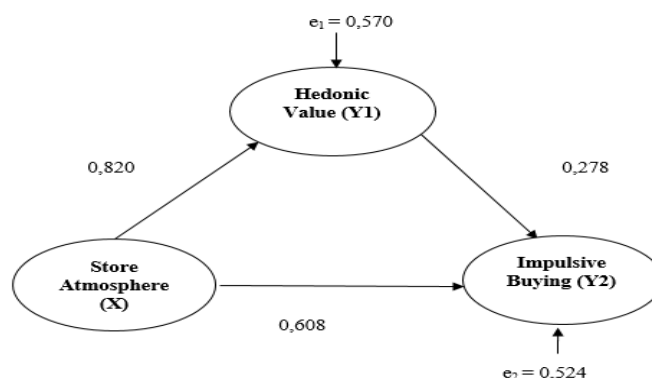

Figure 2: Final Path Diagram Model

TABLE 5: DIRECT EFFECT, INDIRECT EFFECT AND TOTAL EFFECT

Variable Effect	Direct Effect	Indirect Effect $(Y2) = (\beta_1 \times \beta_3)$	Total Effect
Store Atmosphere (X) → Hedonic Value (Y1)	0,820	-	0,820
Store Atmosphere (X) → Impulsive Buying (Y2)	0,608	0,227	0,835
Hedonic Value (Y1) → Impulsive Buying (Y2)	0,278	-	0,278

Source: Primary Data processed, 2018

Variance Acconted For (VAF)

$\text{VAF} = (\beta1 \times \beta3) : (\beta1 \times \beta3 + \beta2)$

$= (0,820 \times 0,278) : (0,820 \times 0,278 + 0,608)$

$= (0,227) : (0,835)$

$= 0,271 = 27,1\%$

If the VAF value is above 80%, then it shows the full mediation role. If VAF is worth between 20% - 80%, it can be categorized as a partial mediator, and if the value of VAF is less than 20%, it can be concluded that there is almost no mediating effect (Solomon and Dwi, 2013: 82). It can be concluded that the VAF test results are 27.1%, including partial mediation or partial mediation. If the Z calculation value is greater than 1.96, the mediator variable is assessed to significantly mediate the relationship between endogenous variables and exogenous variables.

The Sobel test is used by testing the strength of the indirect effect of service quality variables (X) on customer loyalty variables (Y2) through the customer satisfaction variable (Y1). The sobel test is formulated with the following equation:

Information :

$Sa2b = \sqrt{a^2 Sb^2 + b^2 Sa^2 + Sa^2 Sb^2}$

information:

a = 0,820

Sa = 0,057

b = 0,278

Sb = 0,105

$Sa2b = \sqrt{0,820^2 0,105^2 + 0,278^2 0,057^2 + 0,057^2 0,105^2}$

$= \sqrt{0,0073 + 0,0002 + 0,0000}$

$= \sqrt{0,0075}$

$= 0,086602$

$Z = \dfrac{ab}{Sa2b}$

$= \dfrac{0,2276}{0,086602}$

$= 2,6281$

Based on the results of the Sobel Test in this study, the results of tabulation Z = 2.6281> 1.96 with a significance level of 0,000 <0.05, which means that the mediation variable, Hedonic Value, is significantly able to mediate the influence of Store Atmosphere on Impulsive Buying at Tiara Dewata Denpasar.

The Effect of Store Atmosphere on Hedonic Value

The purpose of this study is to determine the effect of store atmosphere on hedonic value. Based on the results of the data obtained positive beta coefficient value of 0.820 with a significance level of 0.000 (less than 0.05) which means H1 is accepted. This indicates that the Store atmosphere variable is positively and significantly influences the hedonic value variable. This result means that the better store atmosphere that is owned by the Tiara Dewata Denpasar outlets, it will increase the consumer's hedonic value at the outlets in question. The results of this study support the results of previous studies conducted by Ballantine et al. (2010), Yistiani et al. (2012), as well as research from Prasetyo (2016) which shows positive and significant results between store atmosphere and hedonic value.

The Effect of Store Atmosphere on Impulsive Buying

The purpose of this study is to determine the effect of store atmosphere on consumer impulsivity. Based on the results of the data obtained positive beta coefficient value of 0.608 with a significance level of 0.000 (less than 0.05) which means H1 is accepted. This indicates that store atmosphere variables are positive and significantly influence the variable impulsive buying. This result means that the better store atmosphere that is owned by Tiara Dewata Denpasar outlets, it will increase the impulsive buy-in at the outlets in question.,The results of this study support some of the results of previous studies conducted by Prasetyo (2016, Ratnasari (2015), Yistiani et al. (2012) which showed positive and significant results between store atmosphere on impulsive buying.

The Effect of Hedonic Value on Impulsive Buying

This study aims to determine the effect of hedonic value on impulsive buying. Based on the results of the data obtained positive beta coefficient value of 0.278 with a significant level of 0.003 (less than 0.05) which means H1 is accepted. This indicates that the hedonic value variable is positive and significantly influences the variable impulsive buying. This result means that the greater the hedonic value felt by consumers of Tiara Dewata Denpasar will increase the likelihood of impulsive purchases at the outlets concerned. The results of this study are consistent with the results of previous studies conducted by Prasetyo (2016), Ratnasari (2015), Yistiani et al. (2012) which showed a positive and significant result between hedonic value towards impulsive buying.

The Role of Hedonic Value Mediate The Store Atmosphere on Impulsive Buying

Hypothesis testing on the role of hedonic value mediating store atmosphere on impulsive buying by using the Sobel Test shows that the results of tabulation Z = 2.6281> 1.96 with a significance level of 0,000 <0.05, which means that the mediation variable Hedonic value is significantly able to mediate the Store's influence atmosphere towards Impulsive buying in Tiara Dewata Denpasar. The results of the study are in line with previous research conducted by Yistiani et al. (2012), Setiawati (2017), as well as research from Prasetyo (2016) show that the hedonic value can mediate store atmosphere towards impulsive buying in the Tiara Dewata Denpasar.

Implications of Research Results

The implications of this study emphasize the real benefits of the results of research to encourage newly developing companies and especially companies that have had a positive assessment in the eyes of the community in order to be able to have stronger competitiveness in the market and still be able to increase public trust in their products . Some strategic implications of the research results are as follows.

1) Store atmosphere has been shown to positively and significantly affect hedonic value and impulsive buying, therefore store atmosphere should be managed in such a way that makes consumers feel comfortable and will eventually be interested in making purchases at the outlets in question.

2) Positive consumer hedonic value can also make consumers impulsive buying, this statement of respondents about good store atmosphere shows that a good store atmosphere will make consumers have a positive hedonic value, so they can make consumers do impulsive buying, this is one reason why the Tiara Dewata Denpasar must be able to maintain and make a good store atmosphere.

3) The relationship between store atmosphere, hedonic value, and impulsive buying can be used as a benchmark for the management of the company Tiara Dewata Denpasar in seeing market opportunities by studying consumer behavior to still be able to make consumers make purchases unplanned.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion as described in the previous chapter, it can be concluded as follows:

1) Store atmosphere has a positive and significant effect on hedonic value, this means that the better store atmosphere will increase consumer hedonic value in Tiara Dewata Denpasar.

2) Store atmosphere has a positive and significant effect on impulsive buying. This shows that the better store food atmosphere will increase impulsive buying in the Tiara Dewata Denpasar.

3) Hedonic value has a positive and significant effect on store atmosphere, this shows that the better the hedonic value perceived by consumers will increase impulsive buying in the Tiara Dewata Denpasar.

4) Hedonic value significantly mediates the relationship between store atmosphere and impulsive buying in Tiara Dewata Denpasar. This means that the better store atmosphere in a store will be able to strengthen consumer hedonic value towards impulsive buying.

Based on the results of the analysis of the study, discussion and conclusions there are several suggestions that can be used as consideration in determining the policies of the Denpasar Tiara Dewata in the future, including:

1) In an effort to improve the store atmosphere at Tiara Dewata Denpasar, it is expected that the management of the Tiara Dewata Denpasar will pay more attention to product displays at the store, such as classifying products according to their respective categories and neatly and cleanly managing the product.

2) In an effort to increase the hedonic value at the Tiara Dewata Denpasar, the Tiara Dewata should provide new and unique product products so as to provide consumers with curiosity which leads to unplanned purchases

3) In an effort to increase impulsive buying in Tiara Dewata Denpasar, it is better for Tiara Dewata to provide products that are needed and desired by their customers and always offer the latest products so that later they can encourage increasing impulsive buying.

4) The results of this study are expected to help consumers to be smart and selective in making or deciding on purchasing products at the Tiara Dewata Denpasar.

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