

The Role of Positive Emotion in Mediating the Effect of the Atmosphere Store on Impulse Buying at Mayhem Store Denpasar

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Abstract: This research was conducted with the aim of explaining the role of positive emotion in mediating the effect of store atmosphere on impulse buying at the Mayhem Store Denpasar. The sample set in this study amounted to 100 respondents using purposive sampling. Data were collected using a questionnaire and measured with the help of a Likert scale, then analyzed using path analysis to determine the direct and indirect effect of the variable and the Sobel test to determine whether there was an effect of mediation. This study shows that store atmosphere and positive emotion have a positive and significant effect on impulse buying, and positive emotion has a positive and significant effect in mediating the effect of store atmosphere on impulse buying.

Keywords: store atmosphere, positive emotion, impulse buying.

I. INTRODUCTION

Ningrum et al (2020) in their research stated that the city of Denpasar, which is the capital of Bali Province, is a shopping destination for people from other regions, especially in terms of fashion. This event triggered the growth of Micro, Small and Medium Enterprises (MSMEs) to increase. Based on information compiled through highlight.id (2020) Mayhem is one of the well-known brands in Bali and is a local brand whose products are considered to suit the tastes of young people. The choice of research location at Mayhem Store Denpasar is because this store is one of the famous ones in Bali and a strategic location in the city of Denpasar, where Denpasar is an area with busy shopping destinations and a shopping center making this area an attraction when you want to shop. Increasingly fierce business competition and the development of clothing outlet businesses that increasingly require business people to think of good strategies in competition.

An effort to increase sales turnover is to study how consumers buy behavior. One of the consumers buying behaviors is unplanned purchases or what is called impulse buying. Impulse buying can be defined as a quick, spontaneous and unplanned purchase, generally accompanied by conflicting thoughts and emotional drives related to feelings of buying products immediately without thinking about negative consequences (Makal, 2018). Impulse buying activities are very dominant, this is known from the results of a survey conducted by AC Nielsen, it is known that on average 64% of consumers sometimes or always buy something that was not planned beforehand. Meanwhile, the number of consumers who spend according to what has been previously planned is only around 15% (Diany et al, 2019). The trend of impulsive buying of Indonesian consumers tends to increase, which means that impulsive behavior occurs a lot in consumer shopping behavior (Diany et al, 2019). Impulse buying often occurs whenever a customer has an unexpected experience to buy a product without a long thought. Evidence shows that impulse buying can reduce unpleasant psychological conditions and there is also a sense of pleasure when engaging in impulse buying behavior (Gumilang and Nurcahya, 2016).

Research on impulsive buying behavior among young people is very relevant considering that young people are the largest market segmentation and continue to increase (Dey and Srivastava, 2017). Impulse buying is a phenomenon that occurs quite often, so companies hope that this phenomenon can increase sales (Utami and Utama, 2017). The phenomenon of impulse buying does not just happen, companies need to create emotional interest in consumers, thus consumers tend to no longer pay attention to rationality in the purchasing decision-making process (Diany et al, 2019).

A temporary survey was conducted at the research location of Mayhem Store consumers using 10 respondents. The results of this pre-survey are in statement No. 3 “I usually plan what I want to buy but sometimes buy additional items without planning” with the highest score of 40 percent, this shows that the average consumer makes purchases pre-planned, but followed also by unplanned buying behavior on the purchase of additional products.

TABLE 1: PRELIMINARY SURVEY ON MAYHEM CONSUMERS

No	Statement	Response	Percentage
1	I usually never plan what I want to buy before shopping at the Mayhem Store	2	20%
2	I usually never think long when shopping	2	20%
3	I usually plan what I want to buy but sometimes buy additional items without planning	4	40%
4	I usually plan what I want to buy and never buy additional items	2	20%
Total		10	100%

Products with a neat arrangement and good placement make a special attraction for making purchases without any planning. This can give an idea that impulse buying occurs due to the influence of a good shop atmosphere, which will also affect the positive emotions of consumers built by the atmosphere or atmosphere of the store itself.

A comfortable shop atmosphere can make consumers feel comfortable and will stay longer so that it can trigger purchases. A pleasant atmosphere for consumers when shopping at a store is called a store atmosphere (Pratomo and Supriono, 2017). Store atmosphere plays an important role in influencing consumers to make purchases. Store atmosphere is an inner and outer environment of a store related to store design, layout, color, lighting, and aroma that can attract consumer interest in creating a good impression (Devi and Jatra, 2020). Store atmosphere will not only provide a pleasant purchasing environment, but can also provide added value to the product and image of the store itself (Pratomo and Supriono, 2017). Impulse buying can occur because of a stimulus originating from the store that makes consumers make unplanned purchases (Asrinta, 2018).

Maulana's research (2018) states that store atmosphere has a positive and significant effect on impulse buying for Aeon Mall Serpong consumers. Cakraningrat's research (2016) also states that store atmosphere has a positive and significant effect on impulse buying. Other research conducted by Pratomo and Supriono (2017), Diany et al (2019), Jauhari (2017) shows that store atmosphere has a positive and significant effect on impulse buying behavior. This means that the better the store atmosphere, the more impulse buying consumers will be when they are at Discovery Shopping Mall. However, it is different from the results of research conducted by Diah et al., (2019) which concluded that store atmosphere does not have a significant effect on impulse buying on consumers of Sogo Department Store Samarinda. This research is in line with the results of research obtained by Diah et al., (2019), Makal (2018) which concluded that there was no significant influence between store atmosphere and impulse buying. These results can refute previous research which states that store atmosphere can significantly influence impulse buying. The creation of a shop atmosphere can affect consumers not only on the engagement but also emotionally (Diany et al, 2019). In general, unfulfilled needs and desires can lead to negative emotions. Nurcaya and Rastini (2018) in their research defined emotion as an assessment reaction (positive or negative) of the human nervous system to external and internal stimuli and often conceptualized as a general dimension such as things that have positive or negative influences. Emotions that arise in consumptive behavior as a result of negative emotions are feelings of boredom, hate, doubt, anger, sadness, and so on. Several experts and research that has been done previously show that when consumers have positive emotions, this will affect impulse buying behavior (Andani and Wahyono, 2018). Building one's emotional atmosphere well will also have a good effect on business people, where with a

positive mood or emotion a consumer will easily do whatever he wants. Based on the findings of research by Andani and Wahyono (2018) which shows that when consumers have positive emotions it will affect impulse buying behavior, then it should be that the Mayhem Store by building positive emotions for consumers, will easily influence these consumers to make the purchase process, especially unplanned product purchases. Thus, creating positive emotions is a good strategy to achieve the goals of this store.

Positive emotions can arise because someone's needs or desires are fulfilled, the positive emotions that are felt can create unplanned buying behavior due to feelings of joy and pleasure that are influenced by the environment around the store (Devi and Jatra, 2020). Positive emotions felt by consumers will encourage consumers to acquire a product immediately without any prior planning (Diany et al, 2019). In every shopping place, consumers always expect a pleasant feeling when shopping at that place. With a happy feeling and a pleasant shop atmosphere, consumers can easily carry out the process of buying the products they want and like.

II. CONCEPTUAL MODEL AND HYPOTHESES

Many factors influence impulse buying, based on research conducted by Mamuaya (2018) that store atmosphere positively and significantly affects impulse buying, meaning that an increase in store atmosphere results in an increase in impulse buying for Hypermart consumers in Manado City. Research conducted by Widyastuti (2018) concluded that store atmosphere as measured by lighting, layout, visual communication, and aroma in stores has a positive and significant effect on impulse buying. The results of this study are in line with the results of research conducted by Darmayasa and Sukaatmadja (2017), Hasanah et al., (2017), Pratomo and Supriono (2017), Jauhari (2017), Pontoh et al (2017), Supriono (2018), Maulana (2018), Sari (2019), Diany et al (2019). Other research conducted by Hidayat and Erika (2017) concluded that store atmosphere has a positive effect on impulse buying, which means that store convenience has a direct impact on unplanned purchases by consumers at Halimah Supermarkets. The increase in store atmosphere refers to improvements in in-store, layout, and design and payment places. Similar research results were also obtained by Asrinta (2018) in his research which concluded that store atmosphere has a positive effect on impulse buying.

H₁: Store atmosphere has a positive and significant effect on impulse buying

A good store atmosphere will bring a positive atmosphere for consumers to start shopping. Diah et al., (2019) concluded that the store atmosphere has a positive and significant effect on the positive emotion of consumers at Sogo Department Store Samarinda. Diah et al., (2019) explained that consumers of Sogo Department Store Samarinda consider the shop's atmosphere that displays the cleanliness of products that can also inspire a sense of pleasure, comfort, and pleasure when shopping in it. The results of his research are in accordance with the characteristics of the respondents who are dominated by women, where women really like beauty and cleanliness. This result is supported by research conducted by Choirul and Artanti (2019), Diany et al (2019), Hasanah et al., (2017) which states that store atmosphere has a positive and significant effect on positive emotion.

H₂: Store atmosphere has a positive and significant effect on positive emotion

Positive emotion has a significant effect on consumer impulse buying behavior. This has been strengthened by previous research conducted by Utami and Utama (2017) which states that positive emotion has a positive influence on impulse buying. Likewise with Sudarsono (2017), Akyuz (2018), Devi and Jatra (2020) who state that positive emotion has a positive and significant effect on impulse buying. Diah et al., (2019) in their research concluded that there is a significant influence between positive emotion and impulse buying, these results indicate that if consumers who shop at Sogo experience relatively high enjoyment and spend time in stores with positive feelings, consumers want to do it. purchases that were not previously planned are added when the customer has just received a salary.

H₃: Positive emotion has a positive and significant effect on impulse buying

The creation of positive emotion that occurs to consumers about a product and even a store atmosphere can increase the consumer's motive for impulse buying. In research conducted by Asrinta (2018) states that the role of positive emotion in mediating the effect of store atmosphere on impulse buying significantly. Devi and Jatra (2020) also state that the role of positive emotion significantly mediates the effect of store atmosphere on impulse buying.

H₄: Positive emotion mediates significantly the effect of store atmosphere on impulse buying

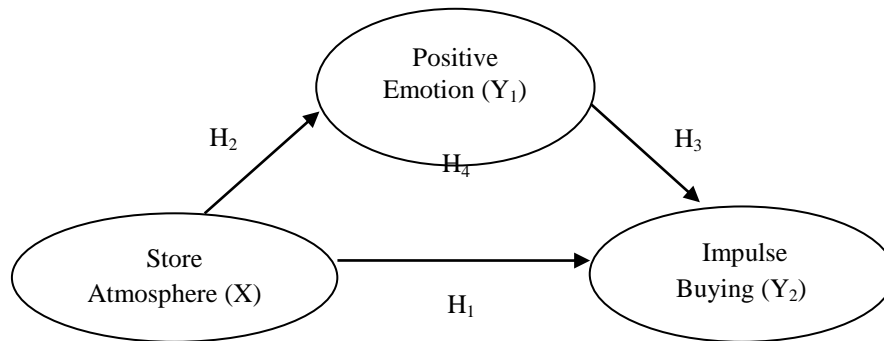


Figure 1: Conceptual Model

III. RESEARCH METHODS

This research was conducted at the Mayhem Store Denpasar. Researchers chose Mayhem Store Denpasar as the research location because Mayhem Store Denpasar is one of the most well-known fashion store in Bali and a strategic location in the city of Denpasar, where Denpasar is an area with busy shopping destinations as well as a shopping center making this area an attraction. when you want to shop. This study uses 15 indicators, so the sample size is vulnerable 75-150. Based on these considerations, the sample size of this study was determined to be 100 respondents. The sampling method used was non-probability sampling with purposive sampling technique. The method used to collect data is by distributing questionnaires which are measured using a Likert scale. The analysis technique used is the path analysis technique.

IV. RESULTS AND DISCUSSION

Based on the results of research conducted on Mayhem consumers, it can be seen that the characteristics of the respondents include gender, age and latest education, which are described in Table 2.

TABLE 2: RESPONDENT CHARACTERISTIC

No	Respondent Characteristic	Total	
		Person	Percentage
Based on Gender			
1	Male	67	67%
2	Female	33	33%
	Total	100	100%
Based on Age			
1	16-20 years old	49	49%
2	21-25 years old	33	33%
3	26-30 years old	14	14%
4	31-35 years old	4	4%
5	> 35 years old	0	0%
	Total	100	100%
Based on Latest Education			
1	Senior High School	49	49%
2	Diploma III	24	24%
3	D IV/S1	27	27%
	Total	100	100%

Source: Primary data processed, 2020

Based on Table 2, it can be seen that the number of consumer respondents in Mayhem Denpasar, Bali. Based on gender, male gender dominates in this study with a percentage of 67 percent. This can be explained because most of the products provided by Mayhem are products intended for male consumers. Based on age, 16-20 years old dominate with a

percentage of 49 percent. This can be explained that the age of the respondent describes the condition of adolescents who begin to pay attention to appearance to increase their self-confidence. If look at the latest education, the last education level is Senior High School which dominates with a percentage of 49 percent. It can be explained that the educational environment also has an influence on the products used by the community. In general, the higher a person's education level, the need for clothing will increase, considering that clothing is a means that can increase the confidence of those who use it.

The Results of Path Analysis

1) Formulate hypotheses and structural equations

a) The effect of store atmosphere and positive emotion on impulse buying

TABLE 3: RESULTS OF PATH ANALYSIS OF REGRESSION EQUATION I

Model	Standardized Coefficients		
	Beta	t	Sig
(Constant)		3,368	0,001
Store Atmosphere (X)	0,314	2,827	0,006
Positive Emotion (Y ₁)	0,269	2,420	0,017
Dependent Variabel: Impulse Buying (Y ₂)			
R ²	: 0,278		

Source: Primary data processed, 2020

Equation of sub-structure 1:

$$Y_2 = \beta_1 X + \beta_3 Y_1 + e_2$$

$$Y_2 = 0,314 X + 0,269 Y_1 + e_2$$

The store atmosphere variable has a coefficient of 0.314 which means that store atmosphere has a positive influence on impulse buying, this means that if the store atmosphere is good, impulse buying will increase by 0.314. The positive emotion variable has a coefficient of 0.269 which means that positive emotion has a positive influence on impulse buying. This means that if positive emotion is good, impulse buying will increase by 0.269.

b) The effect of store atmosphere on positive emotion

TABLE 4: RESULTS OF PATH ANALYSIS OF REGRESSION EQUATION II

Model	Standardized Coefficients		
	Beta	t	Sig
(Constant)		2,230	0,028
Store Atmosphere (X)	0,630	8,037	0,000
Dependent Variabel: Positive Emotion (Y ₁)			
R ²	: 0,397		

Source: Primary data processed, 2020

Equation of sub-structure 2 :

$$Y_1 = \beta_2 X + e_1$$

$$Y_1 = 0,630 X + e_1$$

The store atmosphere variable has a coefficient of 0.630 which means that store atmosphere has a positive influence on impulse buying, this means that if the store atmosphere is good, impulse buying will increase by 0.630.

2) The form of the path coefficient diagram

(1) Direct Effect

- a) The effect of the store atmosphere (X) variable on impulse buying (Y₂) is shown by the regression coefficient $\beta_1 = 0.314$
- b) The effect of the store atmosphere (X) variable on positive emotion (Y₁) is shown by the regression coefficient $\beta_2 = 0.630$

- c) The effect of the positive emotion (Y_1) variable on impulse buying (Y_2) is shown by the regression coefficient $\beta_3 = 0.269$

(2) Indirect Effect

The effect of the store atmosphere (X) variable on the impulse buying (Y_2) variable with positive emotion (Y_1) as the mediating variable:

$$Y_2 = \beta_2 \times \beta_3$$

$$Y_2 = 0,630 \times 0,269$$

$$Y_2 = 0,17$$

The indirect effect of 0.17 shows that positive emotion has an indirect effect of 17 percent on the relationship between store atmosphere and impulse buying.

(3) Total Effect

The total influence of the store atmosphere (X) variable on the impulse buying (Y_2) variable with positive emotion (Y_1) as the mediating variable:

$$Y_2 = \beta_1 + (\beta_2 \times \beta_3)$$

$$Y_2 = 0,314 + (0,630 \times 0,269)$$

$$Y_2 = 0,483$$

The total effect of 0.483 shows that the total store atmosphere is able to influence impulse buying mediated by positive emotion of 48.3 percent.

3) Calculating the Value of the Determination Coefficient (R_2) and Standard Error (E)

In this test, we will see the value of each coefficient of determination for structure 1 and structure 2 and the value of each error variable in each structure with the aim of compiling the final path diagram model. The following are the results of the calculation of the error variable values for each structure.

$$e_1 = \sqrt{1 - R_1^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,278} = 0,85$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,397} = 0,78$$

In calculating the effect of error (e), the results for the effect of structural error 1 (e_1) are 0.85 and the effect of structural error 2 (e_2) is 0.78. Furthermore, the total coefficient of determination will be calculated as follows:

$$\begin{aligned} R_m^2 &= 1 - (Pe_1)^2 (Pe_2)^2 \\ &= 1 - (0,85)^2 (0,78)^2 \\ &= 1 - (0,7225) (0,6084) \\ &= 1 - 0,44 = 0,56 \end{aligned}$$

In calculating the total coefficient of determination is 0.56, the conclusion is that 56 percent of the impulse buying variable at Mayhem Store Denpasar is influenced by the store atmosphere and positive emotion, while the remaining 44 percent is influenced by other factors that are not included in the research model or outside the research model.

4) Calculating the partial path coefficients (Hypothesis Testing)

(1) The effect of store atmosphere on impulse buying

H_0 : store atmosphere has no significant effect on impulse buying

H_1 : store atmosphere has a positive and significant effect on impulse buying

The results of the analysis shown in Table 3 show that the effect of store atmosphere on impulse buying has a coefficient of $\beta_1 = 0.314$ and a p value or significance of 0.006. The coefficient value $\beta_1 = 0.314 > 0$ and p value = $0.006 \leq 0.05$ so that H_1 is accepted and H_0 is rejected. That means store atmosphere has a positive and significant effect on impulse buying.

(2) The effect of store atmosphere on positive emotion

H_0 : store atmosphere has no significant effect on positive emotion

H_2 : store atmosphere has a positive and significant effect on positive emotion

The results of the analysis shown in Table 4 show that the effect of store atmosphere on positive emotion has a coefficient of $\beta_2 = 0.630$ and a p value or significance of 0.000. The coefficient value $\beta_2 = 0.630 > 0$ and p value $0.000 \leq 0.05$ so that H_2 is accepted and H_0 is rejected. That means store atmosphere has a positive and significant effect on positive emotion.

(3) The effect of positive emotion on impulse buying

H_0 : positive emotion has no significant effect on impulse buying

H_3 : positive emotion has a positive and significant effect on impulse buying

The results of the analysis shown in Table 3 show that the effect of positive emotion on impulse buying has a coefficient of $\beta_3 = 0.269$ and a p value or significance of 0.017. The coefficient value $\beta_3 = 0.269 > 0$ and p value $0.017 \leq 0.05$ so that H_3 is accepted and H_0 is rejected. That means positive emotion has a positive and significant effect on impulse buying.

5) Simultaneous calculation of path coefficients

The test results obtained a significance coefficient of $F \leq 0.05$ with a significant coefficient of $0.000 \leq 0.05$, so that H_0 is rejected and H_1 is accepted. These results indicate that store atmosphere and positive emotion have a significant effect on impulse buying at Mayhem Store Denpasar.

6) Summarize and conclude

In this final step, the results of the value of the path coefficient calculation are shown through the Beta standardized coefficient value for each effect of the relationship between variables. In the following, the path coefficient values of each variable influence are presented in Figure 2.

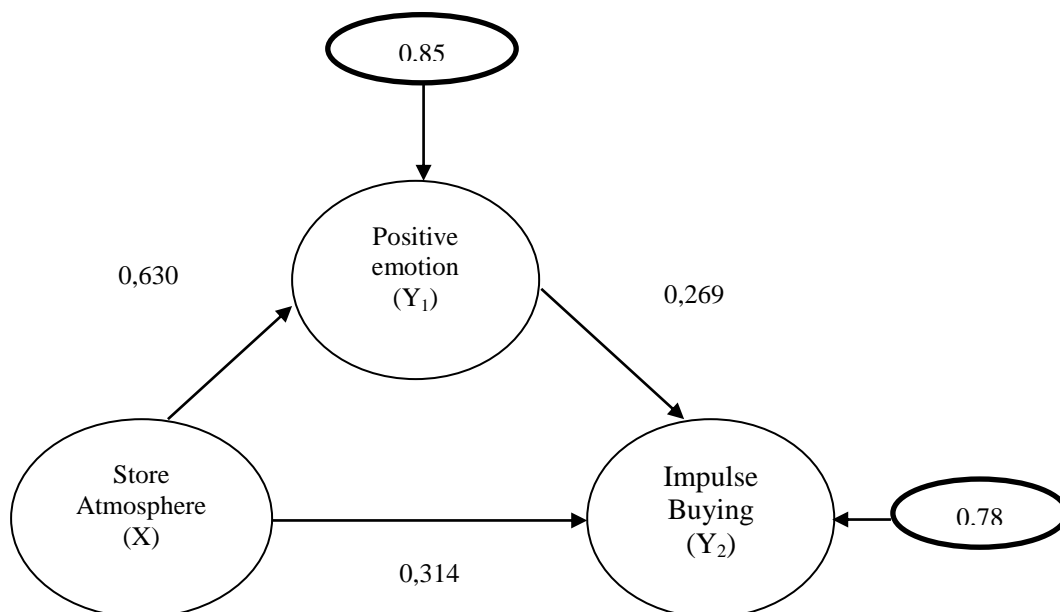


Figure 2: Causal Relationship Structure

Sobel Test

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable.

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

$$Z = \frac{ab}{Sab}$$

Information :

$$a = 0,314$$

$$S_a = 0,107$$

$$b = 0,269$$

$$S_b = 0,094$$

$$Sab = \sqrt{((0,269)^2(0,107)^2) + ((0,314)^2(0,094)^2) + ((0,107)^2(0,094)^2)}$$

$$Sab = \sqrt{0,001672}$$

$$Sab = 0,041$$

$$Z = \frac{ab}{Sab}$$

$$Z = \frac{(0,314)(0,269)}{0,041}$$

$$Z = \frac{0,085}{0,041}$$

$$Z = 2,07$$

The Sobel test results show that the z coefficient value is 2.07 > 1.96 which indicates that H₀ is rejected and H₁ is accepted. These results can be interpreted that the positive emotion variable is able to mediate the effect of the store atmosphere variable on impulse buying.

Based on the path diagram in Figure 2, it can be summarized the calculation of the direct effect, indirect effect and total effect of each structural equation which will be presented in Table 5 below.

TABLE 5: DIRECT EFFECT, INDIRECT EFFECT OF STORE ATMOSPHERE (X), ON IMPULSE BUYING (Y₂) AND POSITIVE EMOTION (Y₁)

Influence of variables	Direct Effect	Indirect influence through Y1	Total Effect
X→Y ₂	0,314	0,17	0,484
Y ₁ →Y ₂	0,269		0,269
X→Y ₁	0,630		0,630

Source: Primary data processed, 2020

The Effect of Store Atmosphere on Impulse Buying

The results of hypothesis testing show that store atmosphere has a positive and significant effect on impulse buying. This result means that the better the store atmosphere felt by consumers at Mayhem Store Denpasar, the higher the impulse buying made by consumers. From the description of respondents' answers about store atmosphere, it shows that the store atmosphere owned by Mayhem Store Denpasar is very good. This assessment is supported by respondents' statements regarding the Mayhem Store Denpasar having good air circulation, in arranging the Mayhem Store Denpasar products considering the ease of choosing and shopping, having excellent lighting, playing music that can provide comfort to

consumers when shopping, as well as choosing color decorations. which is very good. So that from the convenience offered by the Mayhem Store Denpasar, it will certainly increase the impulse buying behavior of consumers.

The results of this study are also in line with the results of research conducted by Mamuaya (2018), Widyastuti (2018), Darmayasa and Sukaatmadja (2017), Hasanah et al., (2017), Pratomo and Supriono (2017), Jauhari (2017), Pontoh et al (2017), Supriono (2018), Maulana (2018), Sari (2019), Diany et al (2019) which show that the results of store atmosphere have a positive and significant effect on impulse buying.

The Effect of Store Atmosphere on Positive Emotion

Hypothesis testing results show that store atmosphere has a positive and significant effect on positive emotion. This result means that the better the store atmosphere felt by consumers at Mayhem Store Denpasar, the better emotion perceived by consumers will be. From the description of the respondents' answers about the store atmosphere owned by Mayhem Store Denpasar, it is categorized as very good. This is supported by the statement that the Mayhem Store Denpasar has good air circulation, in arranging the Mayhem Store Denpasar products considering the ease of choosing and shopping, having very good lighting, playing music that can provide comfort to consumers when shopping, as well as choosing a very color decoration. good. From the convenience created through the store atmosphere by the Mayhem Store Denpasar, it will give a positive feeling or positive emotion to consumers who visit or make purchases at the Denpasar Mayhem store.

Sopiah and Syihabudhin (2008: 148) in their book state that the shop environment or atmosphere will have an important effect on management objectives in attracting, informing, attracting, or encouraging consumers to shop and come to the store. This statement is in line with the results obtained in this study, the results of this study indicate a positive emotion felt by consumers while at the Mayhem Store Denpasar. The results of this study are in line with the results of previous studies conducted by Diah et al., (2019), Choirul and Artanti (2019), Diany et al (2019), Hasanah et al., (2017) which concluded that store atmosphere has a positive and positive effect. significant towards positive emotion.

The Effect of Positive Emotion on Impulse Buying

The results of hypothesis testing show that positive emotion has a positive and significant effect on impulse buying. This result means that the better the positive emotion felt by consumers at Mayhem Store Denpasar, the higher the impulse buying behavior by consumers. From the description of the respondent's answer about the positive emotion he got while at the Denpasar Mayhem Store was very good. This is supported by a statement regarding the satisfaction that consumers get when buying Mayhem products at the Denpasar Store, a sense of pleasure, comfort, enthusiasm and happiness when shopping at Mayhem Store Denpasar so that from the positive emotion that consumers feel, consumers will carry out impulse buying.

The results of this study are in line with previous research conducted by Utami and Utama (2017), Sudarsono (2017), Akyuz (2018), Devi and Jatra (2020) which concluded that positive emotion has a positive and significant effect on impulse buying.

The Role of Positive Emotion in Mediating the Effect of Store Atmosphere on Impulse Buying

The results of hypothesis testing show that positive emotion significantly mediates the effect of store atmosphere on impulse buying. Therefore, the better the store atmosphere felt by consumers or created by the Mayhem Store Denpasar, the better the positive emotion felt by consumers, thus it can be assumed that Store atmosphere and positive emotion will both increase impulse buying behavior by consumers at Mayhem Store Denpasar. . This is supported by the store atmosphere statement created by the Mayhem Store Denpasar through good air circulation, product layout that makes it easy for consumers to purchase activities, lighting arrangements, music selection, and room color decorations that will give a sense of satisfaction, pleasure, comfort, excited and happy (positive emotion) when visiting and buying products from Mayhem Store Denpasar and in the end being able to influence consumer behavior in buying products that were not previously planned. The results of this study are in line with research conducted by Asrinta (2018), and Devi and Jatra (2020) who concluded that the role of positive emotion in mediating the effect of store atmosphere on impulse buying.

V. CONCLUSION AND SUGGESTIONS

The results of this study can practically be used by Mayhem Store in increasing sales turnover by paying attention to the store atmosphere that is formed which will provide positive emotions to consumers and ultimately will influence consumer behavior in buying products that he had not previously planned. Based on the research results, it can be concluded that the store atmosphere has a positive and significant effect on impulse buying at the Mayhem Store

Denpasar. This means that the better the store atmosphere perceived by consumers, the higher the impulse buying behavior carried out by consumers. Store atmosphere has a positive and significant effect on positive emotion at Mayhem Store Denpasar. This means that the better the store atmosphere felt by consumers, the better the positive emotion felt by consumers when making a purchase or visiting the Mayhem Store Denpasar. Positive emotion has a positive and significant impact on impulse buying at the Mayhem Store Denpasar. This means that the better the positive emotion felt by consumers, the higher the impulse buying behavior carried out by consumers. Positive emotion mediates the effect of store atmosphere on impulse buying at Mayhem Store Denpasar in a positive and significant way. This means that the impulse buying behavior carried out by consumers at the Mayhem Store Denpasar is influenced by the positive emotion and store atmosphere they feel when they are at the Mayhem Store Denpasar. For the next researcher, it is hoped that it can improve the quality of research by expanding the scope of research and adding several other variables. In addition, researchers can also test this model in other companies and different industries.

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