

# The Influence of Hedonic Shopping Value and Store Atmosphere and Promotion of Impulse Buying through Positive Emotion on the consumer of Sogo Department Store in Samarinda

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**Abstract** *The purpose of this paper is to analyze the influence of Hedonic Shopping Value and Store Atmosphere and Promotion of Impulse Buying through Positive Emotion on the consumer Sogo department store in Samarinda. This study uses a quantitative approach using path analysis processed with IBM SPSS Statistic 20 and Structural Equation Modeling (SEM) software with IBM AMOS 05 software. This study used 115 samples of samples taken from a number of consumers who had been shopping at Sogo Samarinda. Measurement scale using Likert scale with score 1-5. Based on the structural model it can be proved that Hedonic Shopping Value has no significant effect directly on Positive Emotion, Store Atmosphere has significant effect on Positive Emotion, Promotion has no significant effect on Positive Emotion, Hedonic Shopping Value has significant effect to Impulse Buying, Store Atmosphere has no significant effect to Impulse Buying, Promotion have a significant effect on Impulse Buying, and Positive Emotion have significant effect to Impulse Buying.*

**Keywords:** *Hedonic Shopping Value, Store Atmosphere, Promotion, Positive Emotion, Impulse Buying.*

## I. INTRODUCTION

Unplanned buying behavior or impulsive buying is attractive to producers and retailers, because it is the largest market share in a modern market.

The phenomenon of "impulse buying" is something that must be created. Creating emotional interest is like liking consumers to buy and consume a particular product or brand. Consumers who are emotionally attracted often do not involve rationality in the buying decision process.

Several factors that influence impulse buying according to [1] are Store Environment & Personalty Characteristic and Positive mood. Meanwhile, [3], factors that influence impulse buying are hedonic value, utilitarian value, and shopping lifestyle. [13] that impulse buying are

Store Atmosphere and Promotion. And the factors that influence impulse buying, according to [20], are product involvement. where researchers will take some of these variables into my exogenous variables, Hedonic shopping value, Store Atmosphere, Promotion. And for the Intervening variable the researcher chose the Positive emotion variable.

According to [2], the existence of impulse shopping or impulse buying or impulse purchasing is an opportunity for retailers to introduce new products. Through effective communication within stores and promotional programs, this will affect the choice of brands that consumers buy and encourage decisions to spend more. Where at present the development of modern retail with various types, such as Hypermarkets, Supermarkets, Mini Markets and also Department Stores.

Sogo Department Store is supported by the presence of specialties stores such as Planet Sport which provide sports equipment products, fashion products featuring many famous brands and children's clothing. With that uniqueness, Sogo can be called a one stop Department Store and a family recreation center.

As seen from the variable Store Atmosphere, Sogo has a very exclusive place where consumers will feel a very different atmosphere such as floor design, room perfume, lighting that can make it easier for consumers to find products. Lay-out arrangement which is one indicator of impulse buying can create someone buying without being planned, when the display of goods is placed in a place that is easily seen by people passing by, usually they just remember they need, when looking at the display of the items, these are related to suggestion impulse buying which is an unplanned purchase because suddenly you remember the need like giving a gift to someone.

In addition, the Promotion variable also relates to Sogo, when Sogo Department Store provides a year-end discount. Because with the offer of price discounts consumers become more impulsive or buy without planning, especially if the discounted product is a high quality product or branded product, consumers will not think for a long time to buy products at Sogo Department Store. Whereas when consumers enter Sogo they do not necessarily plan to buy products at Sogo, but with the availability of exclusive items, as well as discounts offering, and the atmosphere inside Sogo can make consumers buy without planning in advance. Sogo often attractive offers at certain events such as anniversary, valentine, marry christmas, Eid al-Fitr, new year etc. So that people who previously did not plan to buy will buy because of spontaneity related to indicators of impulse buying, spontaneous behavior is a response to visual stimuli that are directly sold.

Based on the explanation above, the research is directed to see the relationship to these variables with the object of research is the Sogo Department Store product in Samarinda.

## II. LITERATURE REVIEW

Consumer behavior by [8] that the study of individuals, groups, or organizations, and the process they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and impacts that these processes have on the consumer and society.

Hawskin et al. in 2000 [8] also defines emotion as "a strong, and relatively uncontrollable feeling that affects our behavior). Emotions are generally triggered by environmental events, anger, excitement, and sadness are most often a response to a series of external events. But emotional reactions can begin with internal processes.

According to [19] consumer behavior is a process through which a person searches, buys, uses, evaluates, and acts after the consumption of products, services and ideas that are expected to meet his needs. So, it can be said that consumer behavior is a study of how decision makers (decision units), both individuals, groups, or organizations, make buying decisions and make purchases of a product and consume it.

The desire to experience emotions can also be said to be hedonism (hedonism) refers to the acquisition of pleasure through feelings. However, in the context of consumer behavior from [19] the term is more complex, namely the feeling that consumers seek may not be same pleasure. People seek various emotional experiences, including feelings of love, hate, fear, sadness, anger and disgust.

This situation involves emotional factors in decision making. They are required to fulfill their life needs immediately. Emotions can be the basis of dominant purchases. This encourages customers to act because of the attraction of certain sentiments or passions. This means that impulse buying is a behavior of people who do not plan something in shopping. Consumers who do impulse buying do not think to buy a particular product or brand. They immediately make purchases because of the interest in the brand or product at that time.

Kotler and Keller in 2012 [10], said that, consumers before deciding to buy or not a product, consumers go through five stages in the consumer purchasing process described as follows:



Figure 1. The five-stage model of the consumer purchase process

Source: (Kotler and Keller, 2012)

Schiffman Leon G and Leslie Lazar Kanuk in 2010 [18] that is a purchase plan without a plan based on emotional purchase motives, as stated, that impulse buying is a decision to buy something according to the heart's urges that occur immediately.

According to [17] define Impulse Buying as the tendency of consumers to buy spontaneously, reflexively, suddenly, and automatically. From this definition it can be seen that Impulse Buying is a natural and fast reaction.

Based on the opinions of the experts above, the most prominent factors that lead to impulsiveness (impulsive buying) are various marketing strategies undertaken by producers to attract consumers by creating a positive mood for a product. One of them is advertising through continuous mass media, adverts at the point of sale, display positions and prominent store locations that influence consumers to make impulsive buying. From some of the understanding above, it can be concluded that impulsive buying or unplanned purchase is an irrational purchase and occurs spontaneously because of the emergence of a strong urge to buy immediately at that moment and a strong positive feeling about an object, so purchases based on these impulses tend to occur with attention and ignore negative consequences.

## III. RESEARCH METHOD

### 1. Population, Samples and Sampling Technique

The population of this research is Sogo Department Store consumers in samarinda, East Kalimantan. The samples of this research is the responden of Sogo Department store in Samarinda.

The Sampling Technique is accedental sampling technique which can be formulated

$$\begin{aligned} \text{Samples} &= \text{Indicators} \times (5 \text{ to } 10) \\ &= 23 \times 5 \\ &= 115 \text{ samples} \end{aligned}$$

### 2. Collecting Data Methods

Fields work research method used for collecting data. It is designed the quistionares based on the indicators each variable. In this study researchers examined the relationship between variables consisting of exogenous variables are Hedonic Shopping Value, Store Atmosphere, and Promotion. The intervening variable included is Positive Emotion. While the endogenous variable is Impulse Buying. As variable operation can be used to research and operate the extracts, making it possible for other researchers to replicate measurements in the same way or develop better methods of measuring extracts The quistionares distributed follow the sampling technique,

### 3. Conceptual Framework

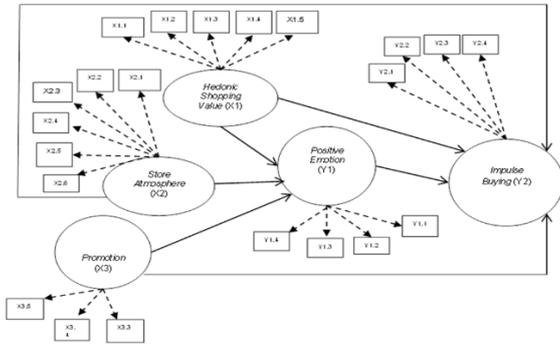


Figure 2. Design of the Research Model  
Confirmation Equation:

Hedonic Shopping Value (X1)

$$\begin{aligned} X1.1 &= \alpha_1 x1 + e1 \\ X1.2 &= \alpha_2 x1 + e2 \\ X1.3 &= \alpha_3 x1 + e3 \\ X1.4 &= \alpha_4 x1 + e4 \\ X1.5 &= \alpha_5 x1 + e5 \end{aligned}$$

Store Atmosphere (X2)

$$\begin{aligned} X2.1 &= \alpha_5 x2 + e5 \\ X2.2 &= \alpha_6 x2 + e6 \\ X2.3 &= \alpha_7 x2 + e7 \\ X2.4 &= \alpha_8 x2 + e8 \\ X2.5 &= \alpha_9 x2 + e9 \\ X2.6 &= \alpha_{10} x2 + e_{10} \end{aligned}$$

Promotion (X3)

$$\begin{aligned} X3.1 &= \alpha_{10} x3 + e_{10} \\ X3.2 &= \alpha_{11} x3 + e_{11} \\ X3.3 &= \alpha_{12} x3 + e_{12} \end{aligned}$$

Positive Emotion (Y1)

$$\begin{aligned} Y1.1 &= \alpha_{14} y1 + e_{14} \\ Y1.2 &= \alpha_{15} y1 + e_{15} \\ Y1.3 &= \alpha_{16} y1 + e_{16} \\ Y1.4 &= \alpha_{17} y1 + e_{17} \end{aligned}$$

Impulse Buying (Y2)

$$\begin{aligned} Y2.1 &= \alpha_{18} y2 + e_{18} \\ Y2.2 &= \alpha_{19} y2 + e_{19} \\ Y2.3 &= \alpha_{20} y2 + e_{20} \\ Y2.4 &= \alpha_{21} y2 + e_{21} \\ Y2.5 &= \alpha_{21} y2 + e_{22} \end{aligned}$$

Line Equation:

$$\begin{aligned} Y1 &= \beta_1 x1 + \beta_2 x2 + \beta_3 x3 + e22 \\ Y2 &= \beta_4 x1 + \beta_5 x2 + \beta_6 x3 + \beta_7 y1 + e22 \end{aligned}$$

4. Road Map of Research

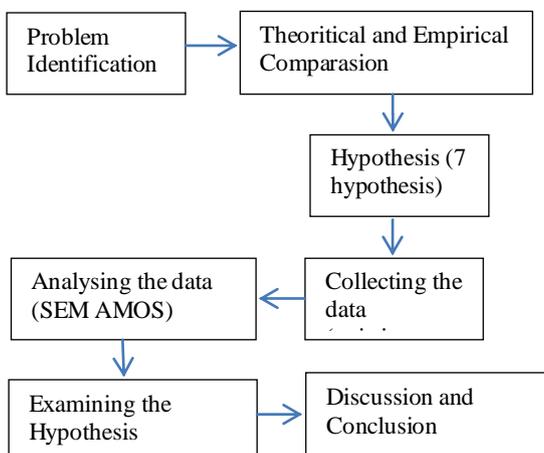


Figure 3. Road Map of Research

The gap of the research needs to be identified for figuring out is the research needs to be done or no need to be done. Then the theoretical and the empirical comparisons should do because for generating the hypothesis must supported by these comparisons. Collecting the data is done for supporting the data analysis, examining the hypothesis and discussion.

5. Analysis Instruments

For analyzing the data, there are several instruments can be used as follow:

- SPSS for Validity and Reliability analysis.
- SEM AMOS for examining fit model and path analysis.

The step of using the instrument analysis can be figured as follows:

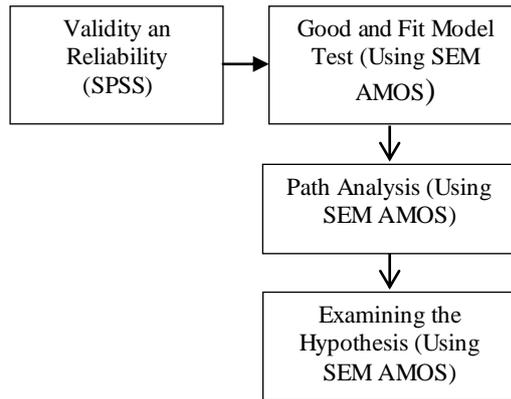


Figure 4. Using Analysis Instrument

Before analysing the data, validity and reliability instrument (questionnaires) need to be done using SPSS. Since all the instruments valid and reliable, then good and fit model test needs to be done by using SEM AMOS. Since the model is fit, path analysis is the next analysis using SEM AMOS with examining the hypothesis with the criteria as follow:

- Level of confidence (LOC) is 95 percent or  $\alpha = 0,05$
- Degree of freedom (df) is  $n - k$ , where n is number of respondents and k is the number.

Another method to examining the hypothesis is to compare probability and  $\alpha = 0,05$ , since probability  $< 0,05$ , so Hypothesis is accepted.

IV. RESULT

Based on the results of analysis using SPSS and SEM AMOS, it could be mentioned that all of the item of questionnaires are valid and reliable, while the model are marginal fit and fit. The next step of analysis is to examine the hypothesis using SEM AMOS.

Table 1: The Result of Goodness of Fit Index Overall Model

Goodness of Fit index	Cut of Value	Result of Model	Description
Chi-square	Kecil	289.450	Not Fit
Significance Probability	$\geq 0.05$	0.002	Not Fit
CMIN/ DF	$\leq 2.00$	1.298	Fit
GFI	$\geq 0,90$	0.835	Marginal Fit

AGFI	≥ 0,90	0.796	Marginal Fit
RMSEA	≤ 0.08	0.051	Fit
TLI	≥ 0,95	0.801	Marginal Fit
CFI	≥ 0,95	0.825	Marginal Fit

The results of testing the goodness of fit index meet the cut of value, namely  $CMIN / DF \leq 2.00$  which is equal to 1,298, and has fulfilled the requirements. So, It is fit.  $RMSEA \leq 0.08$  which is equal to 0.051 and has fulfilled the requirements so It is fit as well. Chi-square is expected to be small or close to DF, which is 289,450. GFI (Goodness of Fit Index)  $0.08 < 0.90$  including marginal fit, which is equal to 0.835. AGFI (adjusted goodness of fit index)  $0.8 \leq AGFI \leq 0.90$  is often referred to as marginal fit (good enough model) which is equal to 0.796. TLI (Tucker-Lewis Index)  $0.08 < 0.90$  is marginal fit which is equal to 0.801 and CFI (Comparative Fit Index)  $0.08 < 0.09$  is marginal fit which is equal to 0.825.

Table 2: Result of Data Analysis

Variab les	Standardi zed Coeficie nt	C.R. (Critic al Ratio)	Probabil ity	Descript ion
PE→H SV	0.043	318	0.751	Not Signific ant
PE→S A	0.300	1976	0.048	Signific ant
PE →PR	0.036	432	0.666	Not Signific ant
IB →PR	0.220	2128	0.033	Signific ant
IB→PE	0.355	1984	0.047	Not Signific ant
IB →SA	0.090	676	0.499	Signific ant
IB→HS V	0.359	2423	0.015	Signific ant

Source: quisionare processed, 2018

1. The Influence of hedonic shopping value (X1) on positive emotion (Y1)

Based on hypothesis examining, it can be decided that hedonic shopping value (X1) has no significant effect on positive emotion (Y1) on the consumer Sogo Department Store in Samarinda. Sogo Department Store’s consumers consider that hedonic shopping values as reflected by role shopping indicators are motivated to buy for others such as buying for gift, because Sogo does not have a unique gift,

Sogo is only oriented to the brands so it is unable to provide positive emotions good to consumers. So that makes hedonic shopping value to positive emotion not significant.

This is not related with the theory of [7] and also the research conducted by [3] which states that hedonic shopping value has a significant effect on positive emotion.

2. The Influence of store atmosphere (X2) on positive emotion (Y1).

Based on hypothesis examining, it can be decided that store atmosphere (X2) has a significant influence on positive emotion (Y1) on the consumer Sogo Department Store in Samarinda. This is shown by the results of the first hypothesis (H2) which is the calculation of the parameter coefficient between the hedonic shopping value (X1) and positive emotion (Y1).

Sogo Department Store Consumers consider the atmosphere of the store as displaying clean of the products can also arouse a sense of pleasure, comfort and enjoy when shopping inside Sogo. The results of the characteristics of these respondents also support that the number of respondents based on gender is a woman where this woman likes beauty and cleanliness.

This is supported by Solomon's in 2007 theory and previous researchers [12] who show store atmosphere has a positive and significant relationship to positive emotion.

3. The influence of promotion (X3) on positive emotion (Y1)

Based on hypothesis examining, it can be decided that promotion (X3) has no significant influence on positive emotion (Y1) on the consumer Sogo Department Store in Samarinda. Sogo department store consumers consider that promotion is reflected in the sales promotion indicator, because Sogo only discounts when certain days and unable to provide positive emotions to consumers. Besides that Sogo employees are less sensitive, and deft in serving customers, so that it can affect a person's mood.

This is not in accordance with the theory of [9] and research conducted by [11], that promotion has a significant effect on positive emotion.

4. The influence of hedonic shopping value (X1) on impulse buying (Y2)

Based on hypothesis examining, it can be decided that Hedonic Shopping Value (X1) has a significant effect on Impulse Buying (Y2). Sogo consumers assume that impulsive buying can be influenced by others such as shopping with their closest relatives, easier to make choices. This supports also the characteristics of respondents who are the most dominant are women aged 21-30 years, who have identical squad collection prefer to shop with friends.

This is consistent with the theory of [16] and research conducted by [3] which states that hedonic shopping value has a significant effect on impulse buying.

5. The Influence of store atmosphere (X2) on impulse buying (Y2).

Based on hypothesis examining, it can be decided that store atmosphere (X2) does not have a significant influence on impulse buying (Y2) on the consumer Sogo Department Store in Samarinda. Sogo department store consumers assume that store atmosphere which is reflected in the clean indicator of cleanliness at Sogo is not able to cause impulse buying to consumers because even though Sogo is

guaranteed its cleanliness will not affect consumers to buy without being planned in advance. The arrangement of products in Sogo is difficult to find and have to ask the employees first, this is in accordance with the characteristics of respondents based on the number of respondents who buy clothes, because in Sogo there are many types of clothing that are very difficult to find out. Thus it can be concluded that the emergence of impulse buying behavior does not depend on whether or not the store atmosphere is clean in Sogo.

This is not supported by [5] and research conducted by [41] which states that store atmosphere has a significant influence on impulse buying.

#### 6. The influence of promotion (X3) on impulse buying (Y2)

Based on hypothesis examining, it can be decided that promotion (X3) has a significant influence on impulse buying (Y2) on the consumer Sogo Department Store in Samarinda. The promotion carried out by Sogo Department Store is quite in demand by customers because it has offered various kinds of promotions favored by customers that can lead to impulse buying, such as 50% + 20% discount, Buy 1 get 1 etc. This is consistent with the characteristics of respondents based on sex, namely women aged 21-30 who are identical to women who like to shop.

This study is in accordance with the theory of [14] conducted by [4], and [11], namely Promotion has a significant influence on impulse buying.

#### 7. The influence of positive emotion (Y1) on impulse buying

Based on hypothesis examining, it can be decided that positive emotion (Y1) has a significant influence on impulse buying (Y2) on the consumer Sogo Department Store in Samarinda. This shows that if consumers who shop at Sogo experience relatively high enjoyment and move in general to spend more time in the store with a positive mood felt by consumers, so that consumers want to make purchases that were not previously planned. What it is more if new consumers get monthly salary. This is consistent with the characteristics of respondents based on women aged 21-30 years with the work of private employees who like to shop based on positive emotions.

This is related by the theory of [15] and the research conducted by [6] and [20] states that positive emotion has a significant effect on impulse buying.

### V. CONCLUSION AND RECOMMENDATION

Related to the discussion in this research, it could be concluded that:

1. The higher of the Hedonic Shopping Value will not influence on the Positive Emotion of someone in shopping at the Sogo department store in Samarinda. Nevertheless, Store Atmosphere at the Sogo department store will further enhance Positive Emotion when shopping at Sogo.
2. Even though the promotion carried out by Sogo department store in Samarinda is high, it will not affect someone's Positive Emotion. But the higher of the Hedonic Shopping Value, the more improve Impulse Buying when shopping at Sogo department store in Samarinda.

3. The higher of promotion made by Sogo will increase Impulse Buying and the Positive Emotion of a person when shopping at the Sogo department store in Samarinda.

Based on the it needs to recommended that the Sogo Department Store Management's team can provide unique products, not just products that are well-known so that they can provide positive emotions to their customers. It is necessary to increase sales personnel, so that Sogo employees pay attention to their customers, it is better to do training first such as doing excellent service in order to provide positive emotions to customers as well.

### VI. LIMITATION OF THE STUDY

1. The intervening variables used in this study is still limited to positive emotion variables only, so it is necessary to consider other variables that are strongly related, such as available of money.
2. This research is still limited to urban communities only in East Kalimantan Province, not including the regencies as well.

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