

THE INFLUENCE OF POSITIVE EMOTION ON IMPULSE BUYING WITH STORE ATMOSPHERE AS A MODERATING VARIABLE

Ade Nurhayati¹⁾, Cahyaning Raheni²⁾, Syarifuddin Arief³⁾, Indra Maulana⁴⁾,
Efti Novita Sari⁵⁾

¹ STIE DR. KHEZ Muttaqien, Indonesia

E-mail: adenurhayatikd@gmail.com

² Universitas Muhammadiyah Palu, Indonesia

E-mail: cahyaningraheni@gmail.com

³ Politeknik Lembaga Pendidikan dan Pengembangan Profesi, Indonesia

E-mail: syarifuddinrief0105@gmail.com

⁴ STIE DR. KHEZ Muttaqien, Indonesia

E-mail: indra.maulana1177@gmail.com

⁵ Universitas Pahlawan Tuanku Tambusai, Indonesia

E-mail: efti@universitaspahlawan.ac.id

Abstract

Researchers believe that Positive Emotions can significantly influence the Impulse Buying variable because the more emotional a person is, the more emotional they are because they have no financial problems, get good religious and social studies, and have a happy family who no longer think about prices when shopping. Apart from that, researchers also have a second belief, namely that the Store Atmosphere variable is able to moderate these two variables. This research is quantitative research with an exploratory approach. The data collected in this research used a questionnaire method for 300 people who had incomes above 20 million. This data is called primary data. The data used and collected were analyzed with Smart PLS 4.0. The research results showed that the Positive Emotions variable had a positive relationship and a significant influence on Impulsive Buying and the Store Atmosphere variable could moderate the relationship between these two variables.

Keywords : *Emotion Positive, Buying Impulse, Store Atmosphere*

1. INTRODUCTION

According to (Mangkunegara, 2012) consumer behavior is actions carried out by individuals or organizations related to the decision-making process in obtaining, using economic goods or services that can be influenced by their environment. However, sometimes purchases are simply made when consumers see a product. This type of purchase is called impulse buying or unplanned purchases. According to Utami in (Wijaya, 2016) impulsive purchases are purchases that occur when consumers see a particular product or brand, then the consumer becomes interested in buying it, usually because of attractive stimulation from the shop. Impulse buying by consumers is nothing new in marketing, but the explanation of why this happens is not widely known by business people. For this reason, business people must learn what things can trigger impulse buying. This strategy is carried out so that business people can carry out further marketing strategies to attract more consumers so that it will bring in a lot of turnover for the company.

Impulse buying is buying behavior that is based on direct stimulus, and is accompanied by feelings of joy, pleasure, or a strong urge to buy (Hursepuny, 2018) Rook also argues that impulse buying is emotional rather than rational. According to Rook in (Hetharie, 2012) it is not surprising that consumers also experience negative consequences as a result of buying impulsively, and from one study, 80 percent of respondents indicated that there were some negative consequences from their impulse purchases.

According to Kollat & Willett, 1967 in (Sudarsono, 2017) Impulse buying is a purchasing decision made in a shop without explicit recognition of the need for the purchase before entering the shop. Impulse buying usually arises when consumers are in a shop and are stimulated by external stimuli (in the form of products they see) so that they have a desire to immediately buy the product. According to (Darma, 2014) impulse buying is an unplanned and direct purchase without having any intention before shopping, whether it is buying based on categories of goods to fulfill the desire to purchase certain goods. (Nuryani et al., 2022) define three items, namely buying items that were not planned to be bought, feeling a sudden urge to buy something, and feeling the joy of shopping. In research conducted (Darma, 2014) interpreted five indicators to measure impulsive buying, namely buying products that are not on the shopping list, someone making unplanned purchases, buying without considering the consequences, and happy to buy spontaneously (Choirul, A., & Artanti, 2019).

There are several factors that can influence consumer impulse buying, including positive emotions. (Pradiatiningsyas, 2019) believes that positive emotions are emotions that are able to bring positive feelings to someone who experiences them. Positive emotions can be generated from before a person's mood occurs, a person's affective tendencies and reactions to a supportive environment such as interest in goods, services provided to consumers, or sales promotions. Consumers with positive emotions show greater encouragement in purchasing because they have feelings that are not limited by the surrounding environment, have a desire to respect themselves, and have higher energy levels. This high level of encouragement is likely to result in impulsive purchases.

According to (Rachmawati, 2009) there are three variables that can be used to characterize how the environment influences consumer behavior, in particular: a. Pleasure refers to the degree to which a person feels good, happy, and satisfied considering the circumstances. Evaluation of vocal reactions to the environment (happy versus sad, pleasant versus unpleasant, satisfied versus dissatisfied, hope versus despair, and comfort) serves as a proxy for measuring pleasure. vs boredom. The idea of pleasure is also referred to as the idea of enjoying, appreciating, and pleasurable behavior. b.) Arousal Refers to how much a person feels awake, excited, or energetic. When a person is stimulated, resisted, or released, this is referred to as stimulation and is the respondent's report. There are a number of nonverbal behaviors that have been found to relate to and even limit levels of desire in social contexts. c.) Dominance Respondents' statements that they feel in control rather than controlled, influenced rather than influenced, controlled rather than observed, that what is more important is admiration than submission, and that self-control is more important than guidance characterizes this variable.

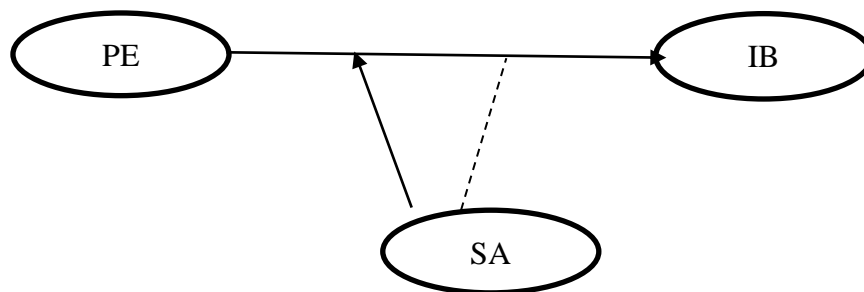
There are a number of studies that show the Positive Emotion variable can influence the Impulsive Buying variable (Heridiansyah et al., 2023); (Nuryani et al., 2022); (Mangundap, 2023) & (Pipih Sopiyan & Neny Kusumadewi, 2020) show that the Positive Emotions variable has a negatif relationship and a significant influence on the Impulsive Buying variable.

Different from the five studies above, this research adds the store atmosphere variable as a moderating variable.

2. RESEARCH METHODS

Positive emotions raise a number of questions whether they can influence consumers' impulse purchases positively or negatively (Sugiyono, 2019). On the one hand, positive emotions can negatively influence impulsive purchases/those who don't think about price because there are many other considerations and more urgent needs (Hair, 2010). On the other hand, researchers believe that impulse buying can have a positive effect because usually someone who has positive emotions does not have financial problems, has a happy family, and is close to religion and social activities. So the better the positive emotions, the greater the level of impulsive shopping. This research is a quantitative research with an exploratory approach (Abdurahman, 2016). The data used in this research is primary data which is distributed to all employees who have an income of more than 15 million with a total of 300 employees (Jonathan Sarwono, 2016). The data was analyzed using the smart PLS 4.0 analysis tool with the following research model:

Figure 1
Model



Note:

PD : Positive Emotion
PRM: Impulse Buying
SA: Store Atmosphere

Hypothesis:

H1: The Effect of Positive Emotion on Impulse Buying

H2: Store Atmosphere Can Moderates The Effect of Positive Emotion on Impulse Buying

3. RESULT

Convergent Validity

Researchers have a number of beliefs that experimental researchers believe in, namely that the Positive Emotion variable has a positive relationship and a significant influence on the Impulse Buying variable. Apart from that, the next experiment that researchers believe is that the Store Atmosphere variable is able to moderate the relationship between the two variables above. This experiment must be tested for validity by testing the 16 question items as follows (Sarstedt et al., 2014):

Table 1
Convergent Validity

Variable	Item Question	Loading Factor
Positive Emotion (X1)	Positive emotions are obtained from stable financial conditions	0.808
	Positive emotions are obtained from a happy family	0.813
	Positive emotions are obtained from good religious lessons	0.809
	Positive emotions are obtained from good social learning	0.819
	Positive emotions are obtained from calm in everything	0.805
	Positive emotions are obtained from satisfaction	0.817
Impulse Buying (Y)	Impulse buying is not necessarily a negative thing	0.821
	Impulse buying is obtained from positive emotions	0.829
	Impulse purchases are made by someone who has no financial problems	0.830
	Impulse purchases are made by people who understand religious and social studies well	0.834
Store Atmosphere (Y)	Someone prefers to shop at a store that has a good atmosphere	0.849
	Store atmosphere influences positive emotions	0.852
	Store atmosphere influences impulse buying	0.858
	Store atmosphere can moderate the relationship between positive emotions and impulse buying	0.859

Valid : > 0.70

Realibility Test

The researchers believe that the two experiments can be concluded as valid because the 14 question items consisting of 6 Positive Emotion variable questions, 4 Impulsive Buying variable questions, and 4 Soter Atmosphere variable questions are above 0.70/standard value to be said to be valid. The next stage is to ensure that each variable is reliable with the following reliability test results (Ghozali, 2016):

Table 2
Realibility Test

Variable	Composite Realibility	Cronbach Alfa
Positive Emotion	0.805	0845
Impulse Buying	0.829	0.870
Store Atmosphere	0.846	0.886

Valid : > 0.70

4. DISCUSSION

Path Coefisien

Experimental researchers who believe that the Positive Emotion variable can have a positive relationship direction and significant influence and the Store Atmosphere variable is able to moderate these two variables can almost be declared correct and successful if they can go through the last stage, namely the path coefficient to find out the direction of the relationship, whether the independent variable has an influence. which is significant to the dependent variable, and whether the moderating variable is able to moderate these two variables with the path efficiency results as follows (Sarstedt et al., 2014):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	PE-> IB	0.026	Accepted
Indirect Influence	SA*PE->IB	0.000	Accepted

Significant Level> 0,05

Based on the results from table 3 of the path coefficients in this research, a solid and clear conclusion can be drawn if the researcher's first experiment can be declared correct if the Positive Emotion variable has a positive relationship direction and a significant influence on the Impulse Buying variable due to the Positive Emotions that people usually have. A person who does not have financial problems, gets good religious and social education, and has a happy family will make impulse purchases more often. Similar results are addressed by the first hypothesis in the table above, the Positive Emotions variable has a positive relationship and a significant influence on Impulse Buying because the P-Values are positive and are below the 0.05 significance level, namely 0.026. However, these results are not in line with research (Heridiansyah et al., 2023); (Nuryani et al., 2022); (Mangundap, 2023) & (Pipih Sopiyan & Neny Kusumadewi, 2020) which shows the opposite result.

Apart from that, the Store Atmosphere variable is able to moderate the two variable relationships above because the P-Values are positive and are below the 0.05 significance level, namely 0.000, more significant than the direct test results of 0.026. A good store atmosphere can make consumers satisfied and calm. Ultimately it can increase positive emotions and impulsive purchases.

5. CONCLUSION

Based on the results from table 3 of the path coefficients in this research, a solid and clear conclusion can be drawn if the researcher's first experiment can be declared correct if the

Positive Emotion variable has a positive relationship direction and a significant influence on the Impulse Buying variable due to the Positive Emotions that people usually have. A person who does not have financial problems, gets good religious and social education, and has a happy family will make impulse purchases more often. Similar results are addressed by the first hypothesis in the table above, the Positive Emotions variable has a positive relationship and a significant influence on Impulse Buying because the P-Values are positive and are below the 0.05 significance level, namely 0.026. However, these results are not in line with research (Heridiansyah et al., 2023); (Nuryani et al., 2022); (Mangundap, 2023) & (Pipih Sopiyan & Neny Kusumadewi, 2020) which shows the opposite result.

Apart from that, the Store Atmosphere variable is able to moderate the two variable relationships above because the P-Values are positive and are below the 0.05 significance level, namely 0.000, more significant than the direct test results of 0.026. A good store atmosphere can make consumers satisfied and calm. Ultimately it can increase positive emotions and impulsive purchases.

REFERENCES

- Abdurahman, S. (2016). *Metodologi Penelitian*. Sinar Grafika.
- Choirul, A., & Artanti, Y. (2019). Millennia's Impulsive Buying Behavior: Does Positive Emotion Mediate? Achmad. *Journal Of Economics, Business, And Accountancy Ventura*, 22(2), 223–236.
- Darma, L. A. (2014). Analisa Pengaruh Hedonic Shopping Value Terhadap Impulse Buying Dengan Shopping Lifestyle Dan Positive Emotion Sebagai Variabel Intervening Pada Mall. *Jurnal Manajemen Pemasaran*, 8(2), 80–89.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program (Ibm. Spss)*. Univrsitas Dipenogoro.
- Hair. (2010). *Multivariate Data Analysis, Seventh Editions*. New Jersey.
- Heridiansyah, J., Melati, E. R., & Budiyo, R. (2023). Pengaruh Shopping Lifestyle, Hedonic Shopping Motivation Dan Promosi Penjualan Terhadap Pembelian Impulsif Pada Konsumen Shopee. *Jurnal Stie Semarang (Edisi Elektronik)*, 15(2), 190–206. <https://doi.org/10.33747/Stiesmg.V15i2.629>
- Hetharie, J. A. (2012). Peran Emosi Positif Sebagai Mediator Stimulus Lingkungan Toko Dan Faktor Sosial Terhadap Impulse Buying Tendency Pada Matahari Departement Store Kota Ambon. *Jurnal Aplikasi Manajemen*, 10(4), 890–899.
- Hursepuny. (2018). Pengaruh Hedonic Shopping Motivation Dan Shopping Lifestyle Terhadap Impulse Buying Pada Konsumen Shopee_Id. *Eproceedings Of Management*, 5(1), 17.
- Jonathan Sarwono. (2016). *Meode Penelitian Kualitatif Dan Kuantitatif*. Graha Ilmu.
- Mangkunegara, A. A. A. . (2012). *Perilaku Konsumen*. Pt Refika Aditama Bandung.
- Mangundap, B. E. (2023). Pengaruh Emosi Positif Sebagai Variabel Lain Pada Pembelian Impulsif Di Toko Offline Produk Fashion Merek Nike. *6th Ncbma (Universitas Pelita Harapan, Indonesia)*, 2(1), 560–588.
- Nuryani, S., Pattiwael, W. P., & Iqbal, M. (2022). Analisis Faktor-Faktor Yang

- Mempengaruhi Pembelian Impulsif Pada Pengguna Aplikasi Tiktokshop. *Ekonomis: Journal Of Economics And Business*, 6(2), 444. <https://doi.org/10.33087/Ekonomis.V6i2.567>
- Pipih Sopiyan, & Neny Kusumadewi. (2020). Pengaruh Shopping Lifestyle Dan Positive Emotion Terhadap Impulse Buying. *Coopetition : Jurnal Ilmiah Manajemen*, 11(3), 207–216. <https://doi.org/10.32670/Coopetition.V11i3.115>
- Pradiatiningtyas, D. (2019). Analisa Pengaruh Hedonic Shopping Value, Shopping Lifestyle, Dan Positive Emotion Terhadap Impulse Buying Konsumen Dalam Melakukan Pembelian Online Di Marketplace. *Ournal Speed – Sentra*, 2(1), 16.
- Rachmawati. (2009). Hubungan Antara Hedonic Shopping Value, Positive Emotion, Dan Perilaku Impulse Buying Pada Konsumen Ritel. *Majalah Ekonomi*, 19(2), 192–209.
- Sarstedt, M., M. Ringle, C., Smith, D., Reams, R., & Hair Jr, J. F. (2014). Partial Least Squares Structural Equation Modeling (Pls-Sem): A Useful Tool For Family Business Researchers. *Journal Of Family Business Strategy*, 5(1), 105–115.
- Sudarsono, J. G. (2017). Pengaruh Visual Merchandising Terhadap Impulse Buying Melalui Positive Emotion Pada Zara Surabaya. *Jurnal Manajemen Pemasaran*, 11(1), 16–25.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, R&D*.
- Wijaya, A. M. (2016). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying (Studi Kasus Pembelian Hijab Pada Mahasiswi Fakultas Ekonomi Universitas Islam Malang). *E – Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi Unisma*, 4(1), 21.