Influence of Store Atmosphere and Hedonic Shopping Value on Consumer’s Impulsive Buying Behaviour (A Study on the Consumers of UNIQLO Indonesia)

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ABSTRACT

This study explores the influence of store atmosphere and hedonic shopping value towards consumer’s impulsive buying behavior in one of the famous retail stores, UNIQLO. This is a descriptive study that describes the characteristic of the consumers of UNIQLO. This study used both primary and secondary data. A non-probability sampling technique was used to obtain all samples which are the consumers of UNIQLO. The data were obtained from a total of 200 respondents of UNIQLO consumers. The results of this study show: (1) Store atmosphere positively influence consumer’s impulsive buying behavior; (2) Store atmosphere positively influence consumer’s hedonic shopping value; (3) Hedonic shopping value positively influence consumer’s impulsive buying behavior; and (4) Hedonic shopping value has a mediating effect on store atmosphere and consumer’s impulsive buying behavior. To conclude, the result of this study shows how store atmosphere has a significant positive impact on consumers. Therefore, it is important for retail companies to pay attention towards its store atmosphere to increase the possibility of consumers to do impulsive buying by consumers.

Keywords: Store Atmosphere, Hedonic Shopping Value, Impulsive Buying Behavior

ABSTRAK

Studi ini mengeksplorasi pengaruh atmosfer toko dan nilai belanja hedonis terhadap perilaku pembelian impulsif konsumen di salah satu toko ritel terkenal, UNIQLO. Ini adalah penelitian deskriptif yang menggambarkan karakteristik konsumen UNIQLO. Penelitian ini menggunakan data primer dan sekunder. Teknik pengambilan sampel non-probabilitas digunakan untuk mendapatkan sampel pada konsumen UNIQLO. Data diperoleh dari total 200 responden konsumen UNIQLO. Hasil penelitian ini menunjukkan: (1) Suasana toko secara positif mempengaruhi perilaku pembelian impulsif konsumen; (2) Suasana toko secara positif mempengaruhi nilai belanja hedonis konsumen; (3) Nilai belanja hedonis secara positif mempengaruhi perilaku pembelian impulsif konsumen; dan (4) Nilai belanja hedonis memiliki efek mediasi pada atmosfer toko dan perilaku pembelian impulsif konsumen. Hasil penelitian ini menunjukkan bagaimana atmosfer toko masih memiliki dampak positif yang signifikan terhadap konsumen. Karena itu, penting bagi perusahaan ritel untuk memperhatikan atmosfir tokonya untuk meningkatkan kemungkinan konsumen melakukan pembelian impulsif.

Kata Kunci: Suasana Toko, Nilai Belanja Hedonik, Perilaku Pembelian Impulsi
INTRODUCTION

Shopping has been considered as a major leisure time activity by many people. It is also has been considered as the entertainment aspect in the retail industry. Huddleston and Minahan (2011) define shopping as the activity of examining goods or services to buy; to hunt through a market in search of the best buy; and to make a search. The shopping activities take place in a particular place, over time, and under specific conditions and context.

In consumer behavior, it is known that consumers will go through several stages or processes of decision making. The decision-making process started with the recognition of needs, information search, evaluation of alternatives, choice and post-choice evaluation. Shopping activities play an important role in this decision-making process. Customers might recognize their needs during a shopping activity and create an impulsive buying reaction. Customers might also do the search for information stage by going shopping.

Naturally, marketers are expecting for a purchase to occur in their consumer’s shopping activities. Moreover, with the increasing number of retail stores and the new source of competition from the online retailers, it is necessary for retail business to develop strategies that could maintain their sales and retain its customers. It is necessary for retail companies to create a competitive advantage to attract consumers and make a purchase. One of the strategies to attract consumers is by considering and improving their store atmosphere. Atmospheric affects study done by Kotler (1973) shows that environmental stimuli could highly influence consumer’s shopping behavior, and could maximize their purchasing level. He also found that a consciously planned atmosphere surrounding the customer that contributed to customer’s buying tendency can be a competitive advantage in doing business. Besides Kotler, there are several researchers that have found the importance of store atmospheric towards consumer behavioral intention.

Baker (1987) and Bitner (1992) acknowledge the influence of atmospherics as a tangible indication in customer’s evaluations of service quality that will lead to repeat purchase. Not only maximizing the possibility of a purchase to take place, the store’s atmosphere is also a powerful medium to build the brand’s image, increase customer and staff satisfaction and lead to greater productivity (Vida et al., 2007). It was also discovered that the physical setting might also influence the customer’s ultimate satisfaction with the service (Bitner 1990; Harrel, Hutt and Anderson 1980). Ramlee and Said (2014) state that people who are satisfied with their surroundings have a higher level of pleasure and arousal and tend to come back to the places and spend more time there. Elements in the environment could stimulate several behaviors on the customers. That is why it is necessary for marketers to consider the environment surrounding their customer’s shopping activities.

Babin and Harris (2018) stated that customer’s impulsive buying behavior contributed a lot to a company sales revenue. Also, impulsive purchases often occur on the customer’s shopping activities. Wiyono et. al (2017) states that Indonesian are among the consumers that have high impulsive purchases. A research done by Frontier Consulting in Wiyono et. al (2017) shows that impulsive buying behavior rate in Indonesia relatively higher than America. Impulsive buying rate in Indonesia is around 15 percent to 20 percent. It is also found that 85% of retail shoppers in Indonesia tends to do impulsive buying. This being said, consumers’ impulsive buying behavior is considered one of the most important consumers’ behaviors that could contributed in increasing the company’s sales revenue in Indonesia.

Study by Iyer (1989) found that consumers’ impulsive purchasing behavior is related to knowledge of the store environment and time pressure. Donovan et. al (1994) found that consumers’ pleasure is significantly associated with extra time and impulsive spending in pleasant atmosphere but not when the atmosphere is unpleasant. Impulsive buying refers to any purchase which a shopper makes but has not planned in advance (Stern, 1962). Impulsive buying is consumers’ act of unplanned purchase that happens during consumers’ shopping activities, associated with a sudden urge and does not consider the consequences.

It is also found by Wiyono et. al (2017) that product quality and price does not significantly influence consumers’ impulsive buying and it is shown that the situational environment has a strong impact instead. Based on this prior research, enhancing store atmosphere that can increase the possibility of consumers’ impulsive buying, and therefore it should be considered by sellers.

The other factor that could influence consumers’ impulsive buying behavior is hedonic shopping value. Babin & Harris (2018) state that all
shopping activities are aimed at one key result – value. Consumers are assessing the overall worth of their shopping activity considering the cost and benefit. There are two types of value that a consumer obtained from shopping, namely, utilitarian and hedonic shopping value. Utilitarian shopping value is defined as the worth or value obtained from shopping activities because of some tasks or jobs are done and completed successfully. On the other hand, hedonic shopping value represents the total worth or value obtained from shopping activities because of the time spent doing the activity itself is personally pleasing.

Arnold and Reynolds (2012) state that consumers who have a hedonic tendency are a potential purchaser, because they will seek fun and escape in the shopping activity. Hedonic shoppers are also less considering towards purchase consequences. According to Cinjarevic et. al (2011), hedonic shopping value is highly associated with consumers that tend to do impulsive shopping. A prior study done by Dey and Srivastava (2017) show that consumers’ impulsive shopping is highly associated with five dimensions of hedonic shopping motive in a positive way. The dimensions are novelty, praise from others, fun, escapism and social interaction.

One of the retailers that compete in Indonesia is UNIQLO. UNIQLO is a retail company from Japan that first opened its doors in 1984. They sell a high-quality casual everyday wear for men, women and kids at an affordable price. In 2013, UNIQLO opened its first store in Jakarta and currently, they have 26 stores across Indonesia. UNIQLO is competing in the fast-fashion market with several other widely known companies such as ZARA and H&M. UNIQLO offers a wide range of clothing that could be use by consumers for many purposes, namely work, casual and holiday wear. However, in 2019, the sales revenue of UNIQLO is still below ZARA (Fast Retailing Co., Ltd., 2019). Therefore, it is necessary for UNIQLO to develop strategy to increase their sales.

Consumers’ impulsive buying behavior have been found to contributed a lot to the sales revenue of a business. Despite the fact that several people find it as a negative behavior, impulsive buying behavior can contribute more to the sales revenue than consumers’ planned purchases. Consumers who have planned their purchases might have only buy one or two things in the store, whereas consumers with their impulsive buying behavior could buy three or even more things. Consumers’ impulsive buying behavior could be triggered and thus could make a lot of sales for the company.

The explanation above shows how consumers’ impulsive buying behavior can contributed a lot to businesses’ revenue. Several studies also stated that consumers’ impulsive buying behavior is highly associated with store atmosphere and hedonic shopping value. Therefore, with the explanation and prior studies done in this case, this study is aiming to address the dimension of store atmosphere and hedonic shopping value towards the impulsive buying behavior of the consumer of UNIQLO Indonesia.

According to the argument above, the title of this study is “Influence of Store Atmosphere and Hedonic Shopping Value on Consumer’s Impulsive Buying Behavior (A Study on the Consumers of UNIQLO Indonesia)”.

LITERATURE REVIEW
Impulsive Shopping Activity and Impulse Buying Behavior

Consumers’ impulsive shopping activities happen almost every day, and according to Babin and Harris (2018), many retailers and service providers survive largely as a result of consumers’ impulsive activities. Impulsive consumption is commonly characterized by three factors. It is usually spontaneous and involves consumers’ feeling of liberation or freedom. Impulsive consumption is also highly related to a weakened consideration towards associated costs or consequences. When acting impulsively, the consumer usually motivated by a need for immediate self-fulfillment. It is often involving consumers’ emotion and is highly associated with hedonic shopping value. Several researchers have stated the definition of impulse buying.

Impulse buying is an action undertaken without previously having been consciously recognized or a buying intention formed prior to entering the store (Engel and Blackwell, 1982).

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences (Rook, 1987).

Impulse buying can be defined as a sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate
consideration of alternative information and choices (Bayley and Nancarrow, 1998).

Hausman (2000) states that consumers’ impulse buying behavior is an enigma in the marketing world. Several literatures stated that impulsive buying behavior is normatively wrong. The negative evaluation of impulse buying behavior is mostly based on the psychological studies that characterized impulsive behavior as a sign of immaturity and lack of behavioral control, irrational, risky and wasteful. Despite the fact that it is a negative behavior, consumers’ impulsive buying behavior has contributed to a number of goods sold every year across a wide range of products.

Impulsive buying is often confused with unplanned buying behavior. Although both behaviors share several similar characteristics, impulsive buying is not the same as unplanned buying behavior. Iyer (1989) differentiate that all impulse purchase is unplanned, but unplanned purchases are not always impulsively decided. Unplanned and impulsive buying behavior are both spontaneous, but the value derived from each consumption might be different. Unplanned buying behavior is more of a utilitarian oriented and is commonly characterized by a situational memory.

Store Atmosphere or Atmospheric

The concept of atmospheric as a marketing tool was first introduced by Kotler in 1973 and has been widely sued by marketers ever since. In their decision making-process, customers respond not only to the tangible product or service that is offered, but also to the total product, which include the services, packaging, pleasantries, and other features that come along with the product. Kotler (1973) states that the most significant features of the total product is the place where the product was bought or consumed, specifically the atmosphere of the place.

The term atmosphere can be technically defined as “the air surrounding a sphere”, and commonly used to describe the environment’s quality (Kotler, 1973). Babin and Harris (2018) define atmospheric as the emotional nature of an environment or, more precisely, to the feelings created by the total aura of physical attributes that comprise the physical environment. People captured their surrounding atmosphere through their main sensory senses, namely sight, sound, scent and touch. Influencing consumers through the store atmosphere is believed to have a more immediate effect on consumer’s in-store behavior than other marketing tools, according to Ebster and Garaus (2015).

According to Babin and Harris (2018), the environment has two types of quality, namely, functional quality and effective quality. The environment’s functional qualities refer to attributes that facilitates fostering the efficiency of purpose performed there. The functional quality in a shopping environment includes all forms of convenience such as help from employees, ease of parking and movement through the environment. While effective quality refers to the environment’s emotional meaning, which results from the total effect of all ambient attributes that affect someone’s feels in that place. The environment’s affective quality are includes colors, lights and music.

A consumer could feel a certain way when consuming, and it is determined by their perception of all atmosphere elements. The congruity and appropriateness of atmosphere elements can create feelings that can ultimately result in store’s core competitive advantage. There are numerous kinds of atmosphere elements, but there are several particular elements that have a dominant effect in controlling consumer’s emotions. The elements are elaborated further below:

1. Odors
2. Music
3. Color
4. Lighting
5. Social Settings or Crowding

Hedonic Shopping Value / Hedonic Shopping Motivation

There are six hedonic shopping motivations based on prior study done by Arnold and Reynolds (2003). The hedonic shopping motivations are:

1. Adventure Shopping.
2. Social Shopping.
4. Idea Shopping.
5. Role Shopping.

Another study has identified the dimensions of hedonic shopping value. Yu and Bastin (2010) identified the dimensions of hedonic shopping value as:

1. Novelty.
2. Fun.
3. Praise from Others.
4. Escapism.
5. Social Interaction.
**Hypothesis**

H₁: Store atmosphere has a significant positive impact on consumers’ impulsive buying behavior.

H₂: Store atmosphere has a significant positive impact on consumer’s hedonic shopping value.

H₃: Hedonic shopping value has a significant positive impact on consumers’ impulsive buying behavior.

H₄: Store atmosphere has a significant indirect positive impact on consumers’ impulsive buying behavior through hedonic shopping value.

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**RESEARCH METHOD**

This study is a descriptive research that used both primary and secondary data. This study aimed to describe consumers’ behavior towards the store atmosphere and hedonic shopping value and how it influences their impulse buying. According to Zikmund et al. (2017), descriptive research is conducted to describe characteristic of a population and is usually used to reveal the nature of shopping or another consumer behavior. This study is aimed at discovering the characteristic of the consumers of UNIQLO that have made an impulsive purchase. Therefore, the population of this study was the consumers of UNIQLO in Indonesia. This study used a non-probability sampling technique. Zikmund et. al (2017) divides the non-probability sampling technique into three types: convenience, judgment and quota sampling. Due to the unknown number of overall consumers of UNIQLO this study used a convenience sampling method, which refers to sampling by obtaining the people or units that are most conveniently available.

The sample for this study includes:

1. consumers of UNIQLO in Indonesia, and
2. consumers who, at least, have made one impulsive purchase at UNIQLO Indonesia.

Using the rule of thumb introduced by Roscoe in Zikmund et al. (2017), the sample size used for this study is 200 respondents. It is obtained by calculating the total of items measured (19 items) times 10. Thus, it is obtained that the sample needed is 190 and is being round up to 200 respondents.

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**RESEARCH RESULTS AND DISCUSSION**

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Figure 1 Hypothesis model

Figure 2 Outer Model Evaluation (SmartPLS 2015)
Table 1 Coefficient of Determination

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z</td>
<td>0.374</td>
<td>0.371</td>
</tr>
<tr>
<td>Y</td>
<td>0.553</td>
<td>0.549</td>
</tr>
</tbody>
</table>

Source: Processed Data using SmartPLS (2019)

Table 1 shows that the coefficient of determination (R²) of Hedonic Shopping Value (Z) is 0.374. The coefficient of determination value of 0.374 indicates that 37.4% of the Hedonic Shopping Value (Z) variable is influenced by the Store Atmosphere (X) variable. While the other 62.6% is influenced by another variable outside the variable tested.

Table 1 also shows that the coefficient of determination (R²) of Impulsive Buying Behavior (Y) is 0.553. The coefficient of determination value of 0.553 indicates that 55.3% of the Impulsive Buying Behavior (Y) variable is influenced by the Store Atmosphere (X) and Hedonic Shopping Value (Z) variables. While the other 44.6% is influenced by another variable outside the variables tested in this study.

To calculate the Predictive Relevance (Q²), the formula that will be used is:

\[ Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \ldots \ldots (1 - R_p^2) \ldots \]

Where

- \( Q^2 \) = Predictive Relevance
- \( R_1^2 \) = R Square Hedonic Shopping Value variable
- \( R_2^2 \) = R Square Impulsive Buying Behavior variable

Thus, the Predictive Relevance (Q²) is

\[ Q^2 = 1 - (1 - 0.374)(1 - 0.553) \]

\[ Q^2 = 1 - (0.626)(0.447) \]

\[ Q^2 = 0.72 \]

It is found that the predictive relevance (Q²) of this model is 0.72. It means that the diversity of data from the study that can be explained by the proposed structural model is 72% while the other 28% is explained by other factors outside the model. The result shows that the structural model in this research is good because it is near the value of one.

Unlike the Covariance Based SEM (CBSEM), the goodness of fit in Partial Least Square SEM (PLSSEM) must be calculated manually. According to Tenenhaus (2004) in Hussein (2015), the formula to calculate GoF is:

\[ GoF = \sqrt{\text{AVE} \times R^2} \]

Using the formula above, the Goodness of Fit index of the model can be calculated as:

\[ GoF = \sqrt{0.717 \times 0.464} \]

\[ GoF = 0.5765 (57.65\%) \]

The result of the GoF Index calculation is 0.5765 or 57.65%. It means that the model is already fit to make a prediction. The model has a high capability in describing empirical data.

Figure 3 Bootstrapping Result
Table 2 Bootstrapping Results

|                                      | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|--------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Store Atmosphere -> Impulsive Buying Behaviour | 0.490               | 0.488           | 0.062                      | 7.956                    | 0.000    |
| Store Atmosphere -> Hedonic Shopping Value | 0.611               | 0.612           | 0.044                      | 13.871                   | 0.000    |
| Hedonic Shopping Value -> Impulsive Buying Behaviour | 0.335               | 0.334           | 0.061                      | 5.494                    | 0.000    |

Source: Processed Data using SmartPLS (2019)

The structural equation obtained from the results above is:

\[ Z = 0.611 \times X \]
\[ Y = 0.490 \times X + 0.335 \times Y \]

Table 3 Indirect Effect Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Direct Coefficient</th>
<th>Standard Error</th>
<th>Indirect Coefficient</th>
<th>Se Sobel</th>
<th>t-Statistics</th>
<th>p-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>X→Z→Y</td>
<td>0.611</td>
<td>0.334</td>
<td>0.044</td>
<td>0.061</td>
<td>0.205</td>
<td>4.940</td>
</tr>
</tbody>
</table>

Source: Processed Data (2019)

Therefore, based on the calculation above it can be see that the relation between the Store Atmosphere (X) variable and Impulsive Buying Behavior (Y) variable with Hedonic Shopping Value (Z) as an intervening variable has an indirect path coefficient of 0.205 and t-statistics of 4.940. The t-statistics (4.940) is greater than the t-table (1.960) or p (0.000) < 0.05. The H₀ is rejected and H₄ is accepted.

The Influence of Store Atmosphere (X) towards Impulsive Buying Behaviour (Y)

The path analysis shows that the Store Atmosphere (X) variable is positively influencing consumers’ Impulsive Buying Behaviour (Y) variable. The result of this research shows that UNIQLO’s store environment and arrangement could evoke consumers impulsive buying behaviour. Based on the majority of the respondents of this research, store atmosphere has the most influence on Indonesian female with the age range of below 17-25 and above 45 years old.

This accepted hypothesis supports the previous study done by Ahmed and Riaz (2018) which found that the store atmosphere has a significant positive impact on consumer’s impulsive buying. This findings also supports prior research by Wiyono et. al (2017) that stated environment has a stronger impact on consumers’ impulsive buying behaviour than quality and price. On the other hand, the result of this study does not support the findings of Diah et. al (2018) which found that store atmosphere have no significant impact on consumers’ impulsive buying behaviour.

However, not all five of the dimensions of Store Atmosphere (X) that were measured in those prior study was measured in this study. Based on the pilot study, several items were deleted and makes only music, lighting, cleanliness and crowding were measured in this study. The difference of the item measured may have affected the results of this study.

The Influence of Store Atmosphere (X) towards Hedonic Shopping Value (Z)

Based on the result of the data analysis, the Store Atmosphere (X) variable is proven to have a positive influence on Hedonic Shopping Value (Z) variable. The result of this study shows that UNIQLO’s store environment could also influence consumers’ personal gratification while shopping at the store. In fact, it is shown that store atmosphere has a stronger influence in increasing consumers’ hedonic shopping value than evoking consumers’ impulsive purchase.

This result supports the prior study done by Ratnasari et. al (2015) that have found the significant impact of store atmosphere on hedonic
shopping value in a fast moving consumer goods (FMCG) retailers. The result of this study shows that store atmosphere also have a significant impact on a different object (fashion retailer).

However, a pilot study was done and several items were eliminated. It made only fun and escapism dimensions were measured in this research. The differences of measurement items may have affected the result of this research compared to the other prior studies.

The Influence of Hedonic Shopping Value (Z) towards Impulsive Buying Behaviour (Y)

The result of this research shows how the Hedonic Shopping Value (Z) variable has a significant positive influence on consumers’ Impulsive Buying Behaviour (Y) variable. It is proven that the consumers’ overall personal gratification that they obtained while shopping could increase the consumers’ impulsive purchase. The positive path coefficient shows how the greater the hedonic shopping value a consumers obtained from shopping, the greater the possibility of them doing impulsive purchase.

The results support the prior study done by Dey and Srivastava (2017) that have found how impulsive buying behaviour is positively associated with hedonic shopping value. However, this research explores a broader sample in terms of the age range. Dey and Srivastava (2017), in their study, have only explored Indian youths’ hedonic shopping value and impulsive buying behaviour.

The Influence of Store Atmosphere (X) on Impulsive Buying Behaviour (Y) through by Hedonic Shopping Value (Z)

This research explored the indirect effect of store atmosphere on the consumers’ impulsive buying behaviour through consumers’ hedonic shopping value. Based on the statistical analysis, UNIQLO’s store atmosphere indirectly influence consumers impulsive behaviour through consumers’ hedonic shopping value. However, the indirect effect is relatively smaller than the direct effect. Thus, hedonic shopping value has a partial mediating effects on the relationship between store atmosphere and impulsive buying behaviour.

The result of this study found that for the majority of female Indonesian UNIQLO shoppers at the age of 17 to 25 and above 45, the hedonic shopping value that they obtained while shopping does not significantly mediate the influence of store atmosphere on their impulsive buying behaviour. It is found that the direct influence of store environment have a more significant influence on UNIQLO consumers’ impulsive purchase rather than the indirect effect mediated by their hedonic shopping value.

CONCLUSION & SUGGESTIONS

Conclusions
1. For fashion retail shoppers in Indonesia, the retail’s store atmosphere is still proven to have a significant positive impact on their hedonic shopping value and also impulsive buying behavior. The better the retail’s store atmosphere, the greater hedonic shopping value a consumer will possess and the higher chances an impulsive buying will occur. This research shows that the dimensions of store atmosphere that have the most effective impact are music, lighting, cleanliness and crowding.

2. Indonesian fashion retail shoppers’ hedonic shopping value is also proven to have a significant impact on their impulsive buying behavior. The dimensions of hedonic shopping value that was found to have a significant impact are fun and escapism. The result shows that the bigger the hedonic shopping value that a consumer obtained from a shopping activity, the bigger the possibility of them doing impulsive buying behavior. Hedonic shopping value is also found to have a mediating role between the store atmosphere and impulsive buying behavior.

3. This research has found several findings on the influence on the influence of store atmosphere and hedonic shopping value towards consumer’s impulsive buying behavior. The result of this research has supported several prior studies which covered the same topics. This research has also contributed to add several findings on the influence of a fast-fashion retailers’ store atmosphere on Indonesian consumer’s hedonic shopping value and impulsive buying behavior.

Suggestions
1. The results that show how the store atmosphere has a significant positive impact towards hedonic shopping values shows the importance of store atmosphere in the customer’s shopping experience. It is expected for UNIQLO to pay more attention to the store atmosphere as it will lead to a greater purchase possibility.
2. The dependent variable in this research is Impulsive Buying Behavior with the independent variable of Store Atmosphere and the intervening variable of Hedonic Shopping Value. The result of this research is expected to be used as references for future studies and considers other possible variables that would influence customer’s impulsive buying behavior.

REFERENCES


