

**THE INFLUENCE OF PERSONAL FACTORS AND IN STORE FACTORS
TOWARD IMPULSE BUYING BEHAVIOR TO URGE TO BUY
IMPULSIVELY AT SEPHORA PAKUWON MALL SURABAYA**

By:

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Abstract

This research aims to examine the influence of Personal Factor (Money Availability, Time Availability, Family Influence, Economic Well Being, Credit Card Use) and In-Store Factor (Sales Promotion, Store Environment, Music, Friendly Employee) Toward Impulse Buying Behavior to Urge to Buy Impulsively on the consumer of SEPHORA Pakuwon Mall Surabaya. This research was conducted on consumers of SEPHORA Pakuwon Mall Surabaya by using the primary data method. The questionnaires were distributed directly to the consumers of SEPHORA Pakuwon Mall Surabaya using *Google docs/form*. This questionnaire had been distributed to as much as 161 selective respondents who experienced impulsive buying at SEPHORA Pakuwon Mall Surabaya. The sampling technique used was purposive sampling and the research instruments were tested using PLS analysis which employed steps of the outer model test, inner model test and hypothesis test. The result of the data analysis from PLS showed that The Personal Factors has insignificant influence toward Impulse Buying Behavior and Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya, In-Store Factor has significant influence toward Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya, and Urge to Buy Impulsively give insignificant effect toward Impulse Buying Behavior on the consumers of SEPHORA Pakuwon Mall Surabaya.

Keywords: Impulsive buying, Consumer behavior, Urge to buy impulsively, Situational factor personal factor and in store factor.

1. INTRODUCTION

The current condition of Indonesia's economic growth is still running at a fairly high rate and continues to be positive even though there is a kind of uncertainty in the world's economy. According to Indonesia Economic Quarterly (2018), the Indonesian Economy in the fourth quarter of 2018 forth grew up to 5.2% and this has undergone an increase compared to the previous year of 2017 which reached 5.1%.

Cosmetics products have certainly created a great impact on our history, culture, lives and even fashion. According to Canadian health page Government of Canada, (2011) it is believed that cosmetic is defined as a substance that are used for improving and change complexion of the humans' skin, hair, teeth or even nails. That is why cosmetics, are one of the tools that includes make-up, fragrances, nail polish, grooming aids and skin cream. In the last years Global Cosmetics Industry Market, has shown a significant increase and growing market according to Bonacina & Mazzucchelli (2016), the growth of global economies, the rising demands, changing lifestyles of skin and also the sun care products due to its varying climate conditions, which these factors have encouraged the growth of the global cosmetics market.

Indonesia's cosmetics and personal care market is a lucrative market for make-up and body care products. Demand of Indonesian's growing middle class has increasingly prosperous consumers. Indonesia's market consumption volume increase with 6.3% compound annual growth rate (CAGR) and reaching a total of 60.4 million units in 2018.

The Indonesian consumers of cosmetics and skincare includes consumers who make high purchases. This is not separated from the phenomenon of impulsive buying behavior. The increasing consumption and the emergence of new life style in society will increase opportunity for the urge to buy impulsively. Urge to buy impulsively behavior is well known in several countries especially in Indonesia. Impulse buying is when people start to spend less time planning before shopping. With the incremental attitude of changing in lifestyles and increasing income, impulse buying arises as phenomenon (Williams and Dardis, 1972).

2. LITERATURE REVIEW

SOR Framework.

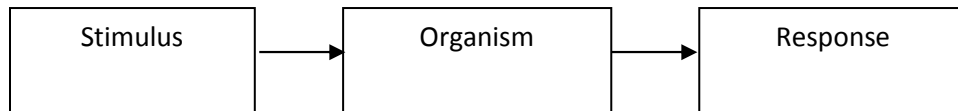
According to Wu and Li (2018), the SOR model was first introduced in 1928 and known for describing how the orgasm mediated the relationship between the stimulus and response by suggesting different mediating mechanism operating in the orgasm. The mediating mechanism or organism, translate the environmental stimuli to responses. The response can be behaviors such as intentions or perceptions. The model of SOR was studied mostly in psychology.

The SOR framework is the extension of the stimulus-response framework. This model was extended by Mehrabian and Russell (1974) for both physical and non-physical elements. In the research, the aspect of the Personal and In-store factor (S) was expanded to customer experience or a physical appearance of a store and customer trait or inside factor from individual. These personal factor and in-store factor stimuli can affect to orgasmic experiences (O), Such as perception, thinking activities, and feeling, which in turn drive their behavioral responses (R), such as satisfaction, support, intention, and money spent in the store.

Based on the assumption that the cause of the behavioral changes depends on the quality of the stimulus that communicates with the organism, that is, a consumer's internal state. The constructs of this model are utilized as the Personal and In-store factor (stimulus), consumer internal states (organism), and the behavioral outcomes impulse buying behavior (response) (Mehrabian and Russell, 1974). Stimuli is a dimension of shopping experience relates to aesthetic and sensory perceptions for shopping environments, products, services, and brands (Bloch, Brunel and Arnold, 2003; Brakus et al, 2009). This study stimulus is represented as Personal factor and In-store factor that includes (money availability, time availability, family influence, economic wellbeing, credit card use) and (sales promotion, store environment, store music, friendly employee). Organism theory is the emotional and attitudinal state after the introduction of a stimulus, the organism for this study represents the consumer's internal state of mind after viewing the internal and external factor includes pleasure, arousal, and dominance as affective state. Additionally, trust and satisfaction are added to examine

the attitudinal states. The addition of the attitudinal state was determined to be a more complete evaluation of the internal state (Sicilia, Ruiz, and Reynolds, 2006). And response refers to behavioral reactions of a consumer shopping experience such as impulse buying behavior. The following figure is the simplified of SOR Framework.

Figure 2.1
SOR Framework



Source: Mehrabian and Russell (1974)

The Concept of Impulse Buying

According to Stern (1962), unplanned buying refers to purchases that were not planned in advance, and includes impulse buying. Consumers buy products not only because of need to them but also because of sudden urge to buy them. Rook (1987:191) redefined impulse buying as “Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately.” He suggested that impulse buying refers to buying that is extraordinary, exciting, hedonically complex and compelled. Before the study of Rook, the definitions of impulse buying were focused on the product while determining an impulse purchase (Muruganatham, G. and Bhakar, R. S., 2013).

Many researchers (Rook, 1987; Rook and Fisher, 1995), have associated unplanned or unintended purchasing with impulsive purchasing, and an unplanned purchase is necessary for categorizing a purchase as impulsive. Impulse buying occurs in a shorter time span than unplanned purchases.

Urge to Buy Impulsively

Urge to buy impulsively has recently been described as a complex, sudden and enjoyable purchase occurs instantaneously and without thinking, any measure of the other considerations. This definition has been derived from several decades of research (Sharma et al., 2010) and is a powerful and enduring passion for buying something instantaneously or impulsively (Rook D. , 1987). Urge to buy impulsively is defined by

(Rook D. , 1987) as a sudden and impulsively buying with no prior intention to buy. This behavior occurred after the experience of an insistence on buying and it is a tendency for immediate operation and without any reflection (instantaneous or impulsively). In contrast to the mechanisms of bounded rationality, it is assumed that buying may sometimes not be a reflection function, but appears by a direct and immediate effect on individual behavior. Therefore, it may act in a way that is opposed to judging by individuals and may even cause regret. In this case, urge to buy impulsively are described, which are described as "uncontrolled" (Faber, R. J., & Vohs, K.D., 2004). Definitions related to urge to buy impulsively also affect performance in response to strong buying (Betty and Ferrall, 1998). In addition, the role of stimulation and its potential conflict with cognitive control has been discussed. For example, (Lee and Kacen, 2002), urge to buy impulsively are defined as a series of sudden, forced, and enjoyable buying that quickly involve the decision-making process without thinking, and Generally, all information and selective options are blocked. In general, in all cases, the concept of an urge to buy impulsively is defined as the purpose and the desire to obtain a product. Purchases are completed from previous stores and proven ones. Immediate or impulsively: the consumer's desire to buy the product almost immediately after viewing the product without thinking in the time period between the stimulus to see the product and as a result, the purchase of the product is very short (Danally, 2001).

The Concept of Personal factor

Personal factors have a great effect on the tendency to urge to buy impulsively. These factors turn around consumer's personality and his culture, so the focus is on the individual rather than the external or in store environment. The emotions, feelings, pleasure of individual and in general, it can be said that the psychological dimensions of an individual can be effective factors in the sudden purchase of a person. For example, the positive emotional states in a person increase urge to buy impulsively behavior (Beatty, S.E., Ferrel, M.E., 1998).

The consumer features include any individual attribute or characteristic that increases the person's desire to have an urge to buy impulsively (under the influence of stimuli and immediate. According to parboteeah (2005), these characteristics mainly

include consumer age, gender, culture, mental states, grabbing objects, pleasure from buying, urge to buy impulsively and perception of self involvement.

According to Schiffman (2008) the personality is a unique state, and is the dynamic organization of the characteristics of a particular person, that both physically and psychologically affecting the behavior and responses given to the physical and social environment. In other words, is a set of psychological characteristics and psychological mechanisms that are organized for each individual which is relatively stable and stable (Larsen, R.J., Buss, D.M., 2010). Personal factor or situational factor related to the person impacting and impacting un-impulsive purchase that could be come from either person situation related to money, time, family, credit card use and etc. (Badgaiyan, A. J. and Verma, A. , 2015).

Money Availability

Availability of money can be defined as the amount of budget or the extra funds that individual feels to spend on moment or that day (Beatty and Ferrell, 1998). The availability of money has been considered an important facilitator in the impulsive buying process (Beatty and Ferrell, 1998), as it is considered to affect the purchasing power (Foroughi et al., 2012) of the concerned individual. In this regard, Luo (2004) pointed out that availability of money increased the likelihood of an impulsive purchase. Also, as per Huang and Hsieh (2011), shoppers may feel aroused when they perceive having extra money to spend, thus eliciting positive emotional states. This, in a way, means that money availability is likely to positively impact the urge to buy impulsively as well as the impulsive buying behaviour. Thus, authors feel that as more money will mean more opportunity through increased browsing (Beatty and Ferrell, 1998) as well as capability for an individual to indulge in purchase activities, it is expected that money availability will increase the urge to buy impulsively as well as the likelihood of an individual indulging in impulsive purchase. Hence, it is being proposed that money availability will have a significant positive effect on the construct 'urge to buy impulsively' as well as on the construct impulsive buying behaviour. Thus, the following hypotheses are proposed.

Time Availability

A study by (Beatty & Elizabeth Ferrell, 1998) discovered that the time availability is related to feeling of shoppers about amount of time, which a person has available in one day and it is opposite of time pressure. Moreover, research conducted by (Beatty & Smith, 1987) reported that time available has positive effect on impulse purchase. However, time pressure has a negative effect on unplanned purchase. Beatty and Ferrell (1998)158 in their study have reported that there is significant influence of available time on impulse buying. Therefore, sellers must attempt to affect the time shoppers think they have available in the store. The retailers do this by making shopping more efficient, such as by helping the buyer in finding their planned items more quickly. However, In a study by Mohammad Mahmoudi Maymand and Mostaf Ahmadinejad (2011) reported no purchase significant relation with availability of time and customers impulse. According to Jeffrey & Hodge (2007) 160 If customer more spent more time in the retail store prior to seeing an Impulse item, the more is the chance to buy impulsively.

Family Influence.

According to some previous findings, friends, family and acquaintances can impacts a person's shopping pattern. It has been observed that modern retail setting attract more friends, couples, or groups of people will show better results in terms of their performance (Underhill, 2009). According to Parboteeah (2005), shoppers purchases are on inclined pattern in the presence of peers and the same shopper shopping pattern are on declined in the presence of family members, because the family relatives are more concern about the economic issues. And that is the reason of decrease impulse buying (Luo, 2005). Surprisingly, results of some studies are inconsistent, discloses negative association between shopping with family relatives and impulse buying. Anić and Radas (2006) revealed that in the presence of companions and children, impulse buying increases as the children are more attracted towards appealing settings. In the society, individual's gives more value to their family and children as compare to their own necessities. So the impulse buying is increase when the individual purchase for their loved once.

Economic Wellbeing

According to Nor, Ruzita, Che, and Syer (2014) specified that impulse buying behavior has positive influence with the credit card availability. Khan, Hui et al. (2015) concluded that personal factors (money and credit card available) and demographic factors (income) impacts impulse buying behavior of generation Y. Various past studies has mentioned that income has significant influence on impulsive buying behavior in Pakistan (Awan & Abbas, 2015; Bashar, Ahmad, & Wasi, 2012)

Credit card use.

According to Maha Jamal, Samreen Lodhi (2015), credit card motivate shoppers for impulse purchase. A study by J. Vidhya, Dr. K. Tamizhjyphthi (2014) inferred that credit card, financial aspects and rewarding themselves are the key factors for impulsive buying. A research by Alireza Karbasivar, Hasti Yarahmadi (2010) reported positive relationship with consumers' apparel impulse buying behavior and credit card and Window Display. As Dittmar & Drury (2000) in their study have pointed out that the payments by credit card do not really feel like spending money. The large ratio of credit card purchases made online is considered as a factor increasing susceptibility to impulse buying .Hence, it is in the interest of all the retailers to accept credit card payments so as to encourage impulse buying.

Store Environment

According to Applebaum (1951), impulsive purchases can be carried out by the exposition of consumers when they experience shopping in environmental stimulus. In addition, Stern (1962: 61) shows that there is a meaningful relationship between impulsive buying and marketing techniques. These techniques create a favorable environment for impulsive purchases. Atmosphere is defined as the feeling towards the shopping experience which cannot be seen (Miliman, 1986). In 1973, Kotler described it as the design of retail chain outlet effects on buyer in increasing their purchasing probability.

Music

Background music of the store is an important factor for. Research conducted by Millman (1982) reported that shoppers spent more time and money in a slow music

tempo retail environment compare to fast music environment. A study by North and Hargreaves (1998) discovered that Music is capable of evoking complex affective and behavioral responses in consumers and encourage shoppers for impulse purchase. Further, Mattila A S, Wirtz J (2001) found that music may influence both how long consumers spend in a shop and on how much they buy. Study suggests that customers in a slow music condition took more time to eat their meals compared to those in the fast music condition. Hence, research on impulse purchase concluded that background music had significant impact on impulse purchase. Research reported that slow music creates pleasant environment in the store and shopper like to spent more time in the store which indulge shopper for impulse purchase.

Sales Promotion

Sales promotion is a retailer promotion program in order to encourage sales or to increase sales or in order maintain customer interest to keep shopping. Sales promotion aims to stimulate consumer demand and encourage them to make immediate purchase of a particular brand Etzel et al. (2001).

Staff Friendly Behavior

Peck and Childers (2006) started to address the times of touching with people would make more impulse buying, they found customers who have more contact with salesmen; they would increase the possibility of impulse buying. A well-trained salesperson can decrease frustration by guiding and aiding the consumer in the purchase process and activate impulse buying behavior (Tinne, 2010). Store employees friendliness has positive effects on customers impulse buying behavior. Helpfulness of salespeople in assisting customers influences consumer's willingness to buy. Moreover, the perceived friendliness of store employees might reduce the negative impact of perceived crowding on unplanned purchases (Mattila and Wirtz, 2008).

2 RESEARCH METHODOLOGY

Data collection methods in this research used primary and secondary data, the primary data used questionnaire by *Google docs/form* that had been distributed to as much as 161 selecting respondents who experienced impulsive buying at SEPHORA Pakuwon Mall Surabaya. The secondary data refers to information gathered by someone

other than researcher conducting the current study. Those data can be internal or external to the organization and accessed through the Internet or published information (Sekaran, 2003:221).

Data analysis method in this study used The statistical software SmartPLS 3.2.6 The method used in PLS is the bootstrapping method. Therefore, the assumption of normality will not be a problem for PLS. The following is the three stages PLS analysis: Outer Model (Measurement Model), Inner Model (Structural Model), and Hypothesis test.

4. FINDINGS

The conceptual model of the research consist of two independent variables (personal factors and in-store factors) one intervening variable (urge to buy impulsively) and one dependent variable (impulse buying behavior) as shown as below:

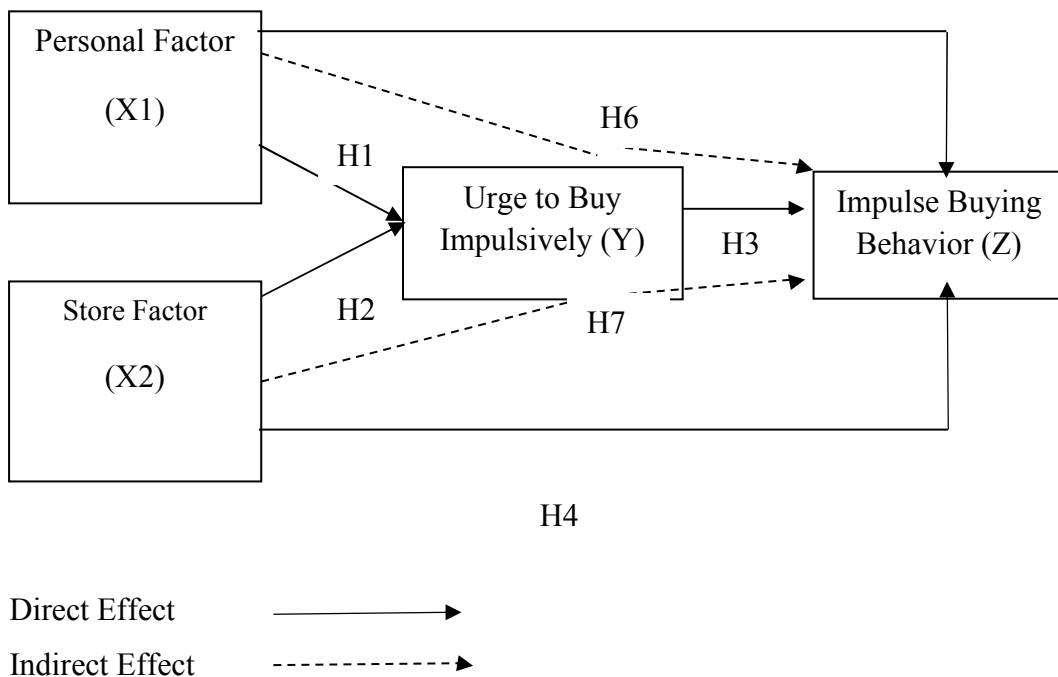


Figure 1. Conceptual Framework

From Characteristic of Respondent by Gender, there are 50 male respondents (31,1%) and 111 female respondents (68,9%). The majority of the respondents of this research is female. 54,7% of respondents aged between 20 – 30 years, 28% respondents aged

between 30 – 40 years, 13,7% respondents aged <20 and finally 6% respondents aged > 40 years. there are also 56 respondents (34,8%) are entrepreneur, followed by Private employees with 51 respondents (31,7%), civil servant with 32 respondents (19,9%), and College students or students represented with 22 respondents (13,7%). 71 respondent's income between Rp. 5.000.000 - Rp. 8.000.000 (44,10%). 59 respondents (36,65%) of income range between Rp. 3.500.000 - Rp. 5.000.000, 24 respondents (14,91%) of income below Rp. <3.500.000, and the rest was 7 respondents (4,35%) who had income above Rp. >8.000.000.

- Outer Model Test

Validity Test of Personal Factor, In-Store Factor, Urge to Buy Impulsively and Impulse Buying Behavior Using Loading Factor Value Result

Variable	Indicator	Outer loading	Description
Money availability	X1.1	0.854	Valid
	X1.2	0.832	Valid
	X1.3	0.849	Valid
Time availability	X1.4	0.843	Valid
	X1.5	0.808	Valid
	X1.6	0.829	Valid
Credit card use	X1.7	0.837	Valid
	X1.8	0.785	Valid
	X1.9	0.789	Valid
Economic well being	X1.10	0.768	Valid
Family influence	X1.11	0.794	Valid
	X1.12	0.802	Valid
	X1.13	0.794	Valid

Variable	Indicator	Outer loading	Description
Sales promotion	X2.1	0.816	Valid
	X2.2	0.768	Valid
	X2.3	0.793	Valid
Store Environment	X2.4	0.818	Valid
	X2.5	0.708	Valid
	X2.6	0.712	Valid
Store Music	X2.7	0.613	Valid
	X2.8	0.752	Valid
	X2.9	0.660	Valid
Friendly Employee	X2.10	0.750	Valid
	X2.11	0.739	Valid
	X2.12	0.735	Valid

Variable	Indicator	Outer loading	Description
Urge to Buy Impulsively	Y1	0.818	Valid
	Y2	0.827	Valid
	Y3	0.843	Valid

Variable	Indicator	Outer loading	Description
Impulsive Buying Behavior	Z1	0.823	Valid
	Z2	0.853	Valid
	Z3	0.793	Valid

Description:

X_{1.1} : I did not feel I can afford to make any unplanned purchases.

X_{1.2} : I feel that I had enough extra money on this shopping trip, so that I can splurge a little if I find something I really like.

X_{1.3} : I was on tight budget on this shopping trip.

X_{1.4} : I have limited time available to me for this particular shopping trip.

X_{1.5} : I spent less time shopping at the trade show.

X_{1.6} : The amount of time pressure I feel on this shopping trip could be characterized as.

X_{1.7} : I generally use credit card.

X_{1.8} : I mostly avoid purchasing through credit card.

X_{1.9} : I use credit card to buy impulsively.

X_{1.10} : I feel my Financial is better than last year.

X_{1.11} : When shopping with family members, I buy more products.

X_{1.12} : When I am with family members, I ended up spending more than planned.

X_{1.13} : I impulsively buy a product because of my family members.

X_{2.1} : If I see discount price, I tend to buy impulsively

X_{2.2} : If I see an interesting promotional offer (reduce price, sales etc) on in store signs, I tend to buy

X_{2.3} : I am more likely to make an unintended purchase if the product has a sale or clearance sign

X_{2.4} : The store had a pleasant shopping environment

X_{2.5} : I did not find the store environment pleasant

X_{2.6} : The store environment was excellent

- X_{2.7} : Nice music can induce me to buy more
- X_{2.8} : Music in the store had no effect on my buying
- X_{2.9} : Music in the store positively affect my shopping
- X_{2.10} : Friendly and skilled staff often talks me into buying a product I didn't plan to buy
- X_{2.11} : Employees in the store affected my buying behavior and choice
- X_{2.12} : Sales people turn my product queries into a product purchase
- Y₁ : I experienced a number of sudden urges to buy things I had not planned to purchase on this trip
- Y₂ : On this trip, I saw a number of things I wanted to buy even though they were not on my shopping list
- Y₃ : On this trip, I felt a sudden urge to buy something.
- Z₁ : I ended up spending more money than I originally set out to spend
- Z₂ : I bought more than what I had planned to buy
- Z₃ : I indulged in impulse buying

Reliability of Personal Factor, In-Store Factor, Urge to Buy Impulsively and Impulse Buying Behavior

Variable	<i>Composite Reliability</i> (>0,7)	<i>Cronbach's Alpha</i> (>0,6)	Description
Impulse Buying Behavior	0.926	0.890	Reliable
In Store Factor	0.947	0.939	Reliable
Personal Factor	0.968	0.965	Reliable
Urge to Buy Impulsively	0.928	0.896	Reliable

The evaluation of composite reliability test is to determine whether the construct has high reliability or not. Composite reliability values more than >0.7 indicates that the construct is reliable.

- Inner Model Test.

Evaluation of the inner model can be done by looking at several indicators: coefficient determination (R²), Predictive Relevance (Q²), and Goodness of Fit Index (GoF)

Coefficient determination (R²)

	Original Sample
Impulse Buying Behaviour (R1 ²)	0.548
Urge to Buy Impulsively (R2 ²)	0.689

Based on the calculation of Smart PLS 3.2.6, it can be seen that the value of R1² Impulse Buying Behavior variable is equal to 0.548, which means that the Impulse Buying Behavior variable is influenced by the variable Personal Factor and In-Store Factor 54,8% and 45,2% are influenced by the other variable beyond of this research.

The value of R2² of Urge to Buy Impulsively variable is equal to 0.689, which means that Urge to Buy Impulsively variable is influenced by the variable Personal Factor and In-Store Factor 68,9% and 31,1% are influenced by other variable beyond of this research.

Goodness of Fit Index (GoF)

The calculation results of goodness of fit (GoF) can be used to determine the amount of contribution given by exogenous variables to endogenous variables Q² calculations:

$$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$$

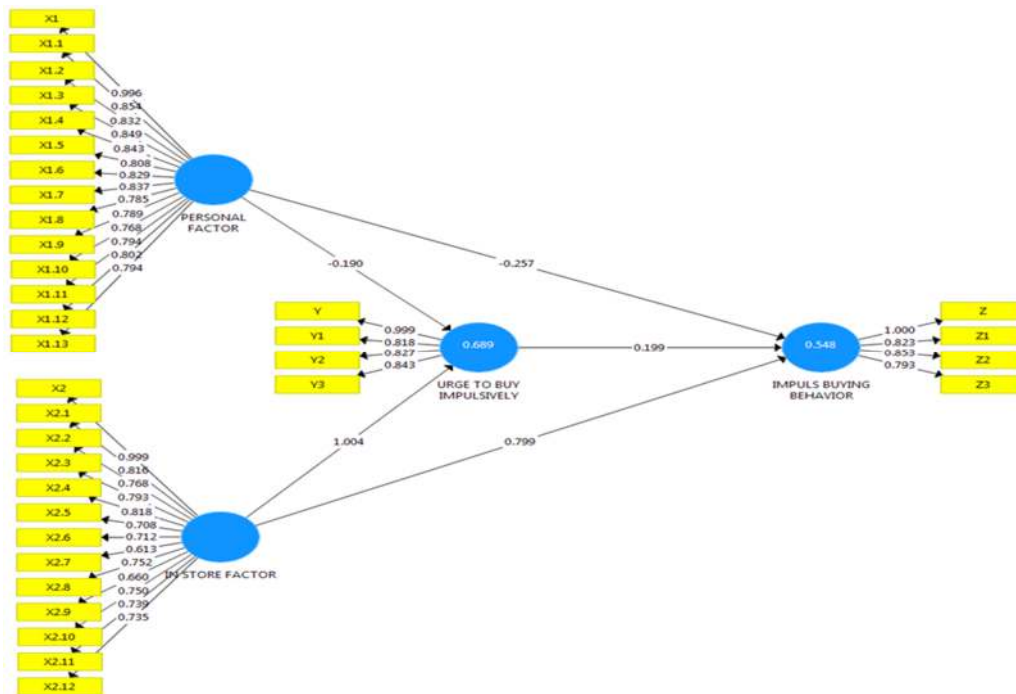
$$Q^2 = 1 - (1 - 0.548) \times (1 - 0.689)$$

$$Q^2 = 1 - (0,452) \times (0.311)$$

$$= 0.859$$

From the calculation above, it can be concluded that the value of Q² is 0.859, which means the diversity value of the research data can be explained by the structural model of 85,9%, while the remaining 14,1% is explained by other factors outside the model that doesn't contained in this research. Based on these results, it can be said that the structural model in this research is good, because it is closer to the value of 1.

- Hypothesis testing



Direct Effect

Relation	Original Sample (O)	T-Statistics (O/STDEV)	P Values
H1 : X1 > Y	-0.190	1.118	0.264
H2 : X2 > Y	1.004	6.326	0.000
H3 : Y > Z	0.199	1.572	0.116
H4 : X2 > Z	0.799	3.288	0.001
H5 : X1 > Z	-0.257	1.393	0.164

H1 : The Personal Factors affect Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.

According to table above, it can be seen that the value of t-statistics obtain is (1,118), p-value obtain is (0,264) and negative path coefficient value obtain is (-0,190). The test result of t-statistics value is smaller than t-table (1,96) and p-value is higher than 0,05, so that the Personal Factor had no significant effect on Urge to Buy Impulsively. The path coefficient of H1 shows the negative value (-0,190), the negative finding indicates that the Personal factor had negative effect on the Urge to Buy Impulsively on customers of SEPHORA Pakuwon Mall Surabaya. It can be concluded

that hypothesis 1 is rejected because Personal factor had negative and had no significant effect on the Urge to Buy Impulsively.

H2 : In-Store Factor had effect Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.

Based on table shows the result of hypothesis testing of direct effect by looking at the value of path coefficients. The value of t-statistics obtain is (6,326), p-value obtain is (0,000) and positive path coefficient value obtain is (1,004). The test result of t-statistics value is higher than t-table (1,96) and p-value is smaller than 0,05, so that In-Store Factor has a significant effect on Urge to Buy Impulsively. The path coefficient of H2 shows the positive value (1,004), it indicates that In-Store Factor has a positive effect on the Urge to Buy Impulsively on customers of SEPHORA Pakuwon Mall Surabaya. Hence, the hypothesis 2 (H2) is accepted because In-Store Factor had a positive and significant effect on Urge to Buy Impulsively.

H3 : Urge to Buy Impulsively had effect Impulse Buying Behavior on the customers of SEPHORA Pakuwon Mall Surabaya

According to table above, it can be seen that the value of t-statistics obtain is (1,572), p-value obtain is (0,116) and negative path coefficient value obtain is (0,199). The test result of t-statistics value is smaller than t-table (1,96) and p-value is higher than 0,05, so that the Urge to Buy Impulsively had no significant effect on Impulse Buying Behavior. The path coefficient of H3 shows the value (0,199). The finding indicates that the on the Urge to Buy Impulsively had negative effect Impulse Buying Behavior on customers of SEPHORA Pakuwon Mall Surabaya. It can be concluded that hypothesis 3 is rejected because Urge to Buy Impulsively had negative and had no significant effect on the Impulse Buying Behavior.

H4 : In-Store Factor had effect Impulse Buying Behavior on the customers of SEPHORA Pakuwon Mall Surabaya.

The value of t-statistics obtain is (3,288), p-value obtain is (0,001) and positive path coefficient value obtain is (0,799). The test result of t-statistics value is higher than t-table (1,96) and p-value is smaller than 0,05, so that In-Store Factor has a significant effect on Impulse Buying Behavior. The path coefficient of H4 shows the positive value

(0,799), it indicates that In-Store Factor has a positive effect on the Impulse Buying Behavior on customers of SEPHORA Pakuwon Mall Surabaya. Hence, the hypothesis 4 (H4) is accepted because In-Store Factor had a positive and significant effect on Impulse Buying Behavior.

H5 : Personal Factor affect Impulse Buying Behavior on the customers of SEPHORA Pakuwon Mall Surabaya.

The value of t-statistics obtain is (1,393), p-value obtain is (0,164) and negative path coefficient value obtain is (-0,257). The test result of t-statistics value is smaller than t-table (1,96) and p-value is higher than 0,05, so that the Personal Factor had no significant effect on Impulse Buying Behavior. The path coefficient of H5 shows the value (-0,257), the finding indicates that Personal Factor had no significant and negative effect Impulse Buying Behavior on customers of SEPHORA Pakuwon Mall Surabaya. It can be concluded that hypothesis 5 is rejected because Personal Factor had negative and had no significant effect on the Impulse Buying Behavior.

Indirect Effect

Variable Correlation	Original Sample	T-Statistics (O/STDEV)	P Values
X1 > Y > Z	-0,038	0,924	0,356
X2 > Y > Z	0,200	1,616	0,107

H6 : The Personal Factors affect Impulse Buying Behavior Through Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.

Based on the table 4.22, it shows the result of hypothesis testing of indirect effect of The Personal Factors affect Impulse Buying Behavior Through Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya. The value of t-statistics obtain is (0,924), p-value obtain is (0,356) and negative path coefficient value obtain is (-0,038). The test result of t-statistics value is smaller than t-table (1,96) and p-value is higher than 0,05, so that the Personal Factor had no significant effect on Impulse Buying Behavior through Urge to Buy Impulsively. The finding indicates that the Personal Factor had no significant and has negative affect toward Impulse Buying

Behavior through Impulse Buying Behavior on customers of SEPHORA Pakuwon Mall Surabaya. It can be concluded that these hypothesis is rejected.

H7 : In-Store Factors affect Impulse Buying Behavior Through Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.

Based on the table 4.22, it shows the result of hypothesis testing of indirect effect of In-Store Factors affect Impulse Buying Behavior Through Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya. The value of t-statistics obtain is (1,616), p-value obtain is (0,107) and path coefficient value obtain is (0,200). The test result of t-statistics value is smaller than t-table (1,96) and p-value is higher than 0,05, so that the In-Store Factor had no significant effect on Impulse Buying Behavior through Urge to Buy Impulsively. The finding indicates that the In-Store Factor had no significant and negative effect toward Impulse Buying Behavior through Impulse Buying Behavior on customers of SEPHORA Pakuwon Mall Surabaya. It can be concluded that these hypothesis is rejected.

5. MANAGERIAL IMPLICATION

- Personal factor construct has a negative effect on impulse buying behavior through urge to buy impulsively which means that the consumers trait are less likely to go for impulse buying
- Considering the positive relationship result in-store factors and impulse buying behavior, the marketing manager need to improve the consumers feel good factor not only the term of the quality of the product, sale and offer but also on the overall store feel such as store atmosphere, smell, color, product arrangement, and music. Music in SEPHORA Pakuwon mall doesn't affect consumer to do impulse buying but music is part of store atmosphere to make consumers feel good factor.
- The findings of the study will help the marketing manager to evaluate the SEPHORA Pakuwon Mall store and to provide valuable insight to the practitioners.
- For the next researcher on this topic, the in-depth research using the other variable would be so beneficial and sustainable for the study. Analyzing the other

variable from external and internal factor toward urge to buy impulsively will further explain the new value and drives consumers impulsive buying behavior.

CONCLUSION

the conclusions of the research are as follow:

- The Personal Factors has insignificant influence toward Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.
- In-Store Factor has significant influence toward Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.
- Urge to Buy Impulsively has insignificant influence toward Impulse Buying Behavior on the consumers of SEPHORA Pakuwon Mall Surabaya.
- In-Store Factor has significant influence toward Impulse Buying Behavior on the customers of SEPHORA Pakuwon Mall Surabaya.
- Personal Factor has insignificant influence toward Impulse Buying Behavior on the customers of SEPHORA Pakuwon Mall Surabaya.
- Personal Factors has insignificant influence Impulse Buying Behavior Through Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.
- In-Store Factors has insignificant influence Impulse Buying Behavior Through Urge to Buy Impulsively on the customers of SEPHORA Pakuwon Mall Surabaya.

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