

The Effect of Sales Promotion, Store Atmosphere and Hedonic Shopping Motivation on Impulse Buying Behavior in Department Stores in Yogyakarta City

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ABSTRACT

The purpose of this study was to examine the effect of sales promotions, store atmosphere, and hedonic shopping motivation on impulsive buying behavior in a department store in Yogyakarta. A sample of 100 respondents was selected using accidental sampling. The collected data were then analyzed using multiple linear regression. The results showed that sales promotions and hedonic shopping motivation had a positive and significant effect on impulsive buying, while store atmosphere had no effect on impulsive buying. The adjusted R² value identified that 33.4% of impulsive buying can be explained by sales promotions, store atmosphere, and hedonic shopping motivation, while the remainder was influenced by other variables not included in this study.

Keywords: sales promotions, store atmosphere, hedonic shopping motivation, and impulsive

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1. Introduction

The growth of modern retail stores in Indonesia has reached a saturation point. Several retail stores have experienced a decline and a decline in customer demand. Matahari, Ramayana, Superindo, Mirota, and others (Utami 2011) are facing similar problems. One such issue, which was once highly sought after, is the department store or shopping center. These shopping centers offer various advantages to consumers, such as spacious spaces for selecting various items, with alternative options ranging from price, brand, size, and quality. Yogyakarta is one of the cities with intense retail competition. With its high population and numerous universities and tourist attractions, the city continues to attract newcomers. In Yogyakarta itself, shopping centers are found almost everywhere. This makes shopping centers easy to find.

Products sold in shopping centers feature a variety of the latest models, price ranges, and brands to suit consumer preferences. Shopping Centers also offer a variety of other advantages such as promotional programs and a supportive store atmosphere, so that consumers who are shopping are expected to get a pleasant shopping experience. The discount programs offered by Shopping Centers are not only price cuts but also various kinds ranging from 20%, 50% discounts to even 50% + 20%, special price offers for special brands, buy one get one free promo programs, shopping coupons after minimum purchases, member card discounts and so on buying.

Unplanned purchases, or impulse buying, are purchasing decisions made by consumers spontaneously or immediately after viewing merchandise (Utami, 2006). Consumers who make impulsive purchases tend not to think about purchasing a particular product or brand. They make purchases because they are attracted to a particular product or brand, so impulse buying can occur anywhere and at any time (Suharyono, 2017). Impulse buying behavior is attractive to manufacturers and retailers because it represents the largest market share in modern markets. Companies can exploit this unplanned buying phenomenon by creating emotional attraction to purchase products from specific brands. Emotionally attracted consumers often do not involve rationality in the purchasing decision-making process (Diany et al., 2019).

This impulsive buying behavior can occur due to the influence of factors including internal and external factors. Internal factors are factors that arise within the consumer. These internal factors can be influenced by hedonic shopping motivations. This hedonic shopping motivation arises from an internal drive from consumers to purchase something they perceive will evoke positive feelings (In'am et al., 2016). In addition to these internal factors, there are also external factors that companies can develop, including sales promotions and store atmosphere. Therefore, promotions are a crucial element in marketing. Promotions are made as attractive as possible to encourage customers to visit. Once inside the retail store, consumers are presented with additional information, and the store atmosphere is also crucial for creating a more comfortable experience, allowing them to linger (Denny and Yohaness 2013). Retail companies must develop their businesses beyond focusing solely

on products, prices, and promotions. They must also continually develop the store's location and atmosphere (Yudhistira et al., 2018).

Store atmosphere is an element of the retail marketing mix that contributes to creating a pleasant shopping experience (Yudhistira et al., 2018). One effort Matahari Department Store Yogyakarta can make to attract consumers is by considering store atmosphere. Creating a good atmosphere in the store is an important part of encouraging consumers to come to the store, such as always paying attention to the atmosphere in the store through several aspects such as the lighting used to provide illumination to the products being sold, the cleanliness of the room and the products being sold, the sound of the music being played and the aroma in the room are also taken into account.

2. Literature Review

Impulse Buying

Impulse buying is a purchasing decision made by a customer spontaneously or immediately after seeing merchandise (Utami, 2006). Impulse buying is usually done without prior planning or without consciously having the intention to purchase something before entering the store (Sari and Faisal, 2018). Meanwhile, Sutisna (2002) stated that impulsive buying can occur when a consumer makes a sudden decision to buy due to a strong internal feeling of urgency, which causes the consumer to not think rationally about the item they are buying.

From the definitions presented above, it can be concluded that impulsive buying is a buying behavior carried out by consumers that is unplanned, sudden, and arises from a strong internal urge to purchase an item without considering the potential consequences. Factors influencing the level of unplanned buying behavior (Utami, 2017) include the use of a shopping list, store selection, ease of transportation, store operating hours, store composition, and proximity to competitors. According to Bayley & Nancarrow (1998), there are several characteristics that can cause impulsive buying, including: spontaneous buying, buying without considering the consequences, buying in a hurry, buying influenced by emotions.

Sales Promotion

Promotion is a communication of information between sellers and buyers aimed at changing the attitudes and behavior of buyers, from previously unfamiliar to familiar, so they become buyers and remember the product (Djaslim and Yevis, 2002). According to Simamora (in Denny Kurniawan, 2013), promotion is a company's effort to influence potential buyers through the use of all elements or marketing mixes. Meanwhile, according to Griffin and Ebert (2002), promotion is any technique designed to sell a product.

Sales promotions have characteristics including communication, incentives, and invitations (Tjiptono, 2008). The communication characteristic means that sales promotions are able to attract attention, provide information, and introduce a product. The incentive characteristic is providing special features and valuable incentives for customers. The invitation characteristic is an effort to invite the public to purchase.

Sales promotions are also part of the promotional mix that offer added value to consumers by motivating them to see the product and then become interested in purchasing it. Sales promotions have a positive impact on increasing sales. Forms of sales promotion include price discounts, free gifts, product displays, and banded items (Amanah & Pelawi, 2015). Possible sales promotion tools (Utami, 2006) include point-of-sale (POS), contests, coupons, product samples, demonstrations, loyalty programs, direct prizes, referral prizes, souvenirs, and special events.

According to Simamora (2007), indicators of sales promotion include the effective use and functionality of membership cards, cashback promotions tailored to the promotional program, and the expectation of attracting consumers. Retailers offer these promotional programs to entice consumers to purchase and gain more benefits from the products they purchase. Similarly, buy-2-get-1 programs are expected to entice consumers to purchase and ensure they feel they have benefited from more savings.

Based on research by Ahmad, Rachma, and Hufon (2018), sales promotions have a direct and positive effect on impulse buying. Similarly, research by Putri & Suharyono (2017) shows that sales promotions have a significant effect on impulse buying. This proves that sales promotions have an influence on impulsive purchases. From the description above, it can be concluded that:

H1: Sales promotions have a positive influence on impulsive purchases.

Store Atmosphere

Store atmosphere is one way marketers attract consumers to visit and make purchases in-store. Store atmosphere is an external factor that can influence consumer purchasing behavior. A comfortable store atmosphere can influence consumer purchasing decisions. Selecting a good store design will attract consumers to the store, increase the time spent in the store, and increase the number of products purchased (Levy and Weitz 2012).

To influence consumers, marketers use store atmosphere as a stimulus to influence consumers' perceptions of the environment. According to Utami (2017), retail companies can create store atmosphere through several dimensions, including: visual communication, which consists of a set of tools or forms that provide information about products and product purchases; lighting, which is useful for highlighting products and can conceal negative impressions of the store; colors that can elevate mood, create attraction and generate sales; the right choice of music, which will create a sense of comfort for consumers, encouraging them to spend more time viewing and selecting items; and the right choice of scent for a store can trigger a positive emotional reaction in consumers. Based on research by Kurniawan and Kunto (2013), the study showed that store atmosphere significantly influences impulse buying. Meanwhile, research by Yudhistira, Fauzi, and Deasyana (2018) found that store atmosphere significantly influences unplanned purchases. This study demonstrates that a well-designed store atmosphere can create an atmosphere that encourages consumers to make unplanned purchases. Therefore, from the above description, it can be concluded that:

H2: Store atmosphere has a positive effect on impulse buying.

Hedonic Shopping Motivation

Motivation is a personal state that drives an individual's desire to engage in an activity (Utami, 2010). Shopping behavior occurs due to intrinsic motivation. Consumer shopping motivation can be divided into two categories: utilitarian shopping motivation and hedonic shopping motivation. With utilitarian shopping motivation, a person's primary goal is to obtain benefits from the product they purchase. In contrast, with hedonic shopping motivation, consumers shop because they find shopping enjoyable and interesting (Utami, 2017).

Hedonic motivation arises from psychological needs such as satisfaction, prestige, emotions, and other subjective feelings. These needs arise to fulfill social and aesthetic demands and are also referred to as emotional motives (Sumarwan, 2014). Hedonic shopping describes the value of the shopping experience, which includes fantasy, sensory stimulation, excitement, pleasure, curiosity, and imagined joy (Scarpi, 2006). Meanwhile, according to Utami (2010), hedonic shopping motivation refers to all consumer behaviors that arise from influences that are essentially purposeful, seeking pleasure. Furthermore, hedonic consumption is defined as behavioral aspects related to multisensory perception, pleasure, and emotional aspects. The desire to experience emotions can also be described as hedonism, referring to obtaining pleasure through feelings. Therefore, hedonic shopping motivation reflects enjoyment, or the individual feels happy when shopping like an adventure in their own world, and shopping without understanding the benefits of the product.

Based on research by Putri & Suharyono (2017), hedonic shopping motivation has a positive effect on impulse buying. Meanwhile, research by Mulianingsih, Fauzi, and Alfisyar (2019) found that hedonic shopping motivation, consisting of adventure shopping, value shopping, idea shopping, social shopping, and relaxation shopping, has a positive effect on impulse buying. The hedonic nature of consumers is one of the most important aspects in forming impulsive purchases. Therefore, from the description above, it can be concluded that:

H3: Hedonic shopping motivation has a positive effect on impulsive purchases.

3. Research Methods

The population in this study was all consumers who had shopped at department stores in Yogyakarta. Because it was difficult to determine the total number of department store consumers in Yogyakarta, the representative sample size, according to Riduwan & Akdon (2013), was determined with a 95% confidence level, resulting in a result of 96.04, which was rounded up to 100 respondents for the study. The sampling technique used non-probability sampling with accidental sampling. Accidental sampling is a technique for determining samples by chance encounters with individuals deemed suitable as data sources (Sugiyono, 2017). The criteria for this study were consumers who had shopped at department stores in Yogyakarta.

4. Research Result

The validity test results showed that all statements for each variable in this study were tested on 100 respondents. The results showed that the calculated r-value for all statement items was greater than the table r-value,

indicating that all statement items were valid and could be used for further research. Based on the reliability test results, it was found that all indicator statement items for each variable showed Chronbach's alpha results greater than 0.60. Therefore, it can be concluded that all indicator statement items for each variable are reliable.

Multiple linear regression was used to determine the magnitude of the influence of the independent variables (sales promotions, store atmosphere, and hedonic shopping motivation) simultaneously on the dependent variable (impulse buying). This was done through a multiple linear regression equation to prove whether there is a functional or causal relationship between two or more independent variables and one dependent variable (Sugiyono, 2007). Based on the regression analysis, the following results were obtained:

Tabel 1. Multiple Linear Regression Analysis

Variable	Regression Coefficient	t	Sig
(constant)	3,767	1,594	,114
Sales Promotion	,331	3,336	,001
Store atmosphere	-,120	-1,514	,133
hedonic shopping motivation	,624	5,977	,000

Based on the table above, the multiple linear regression equation is obtained: $Y = 3.767 + 0.331X_1 - 0.120X_2 + 0.624X_3$. Based on the results of the t test, sales promotion obtained a calculated t value of 3.336 $t_{table} > 1.984$ and has a significant value of 0.001 smaller than 0.05. It can be concluded that the sales promotion variable has an effect on impulsive buying. Then the results of the t test Store atmosphere has a calculated t value of -1.514 $t_{table} < 1.984$ and has a significant value of 0.133 greater than 0.05, indicating that the store atmosphere does not affect purchasing decisions. In addition, the table above shows that the hedonic shopping motivation variable obtained a t-value of 5.977 $> t_{table} 1.984$ and has a significance value of 0.000 which means it is smaller than 0.05, and the regression coefficient has a positive value of 0.624. Therefore, it can be concluded that the hedonic shopping motivation variable has a positive and significant effect on impulsive buying.

5. Discussion

The results of this study are similar to those of Ahmad, Rachma, and Hufron (2018), who studied the influence of sales promotions and store atmosphere on impulsive purchases, with positive emotions as an intervening variable among Superindo Tlogomas Malang consumers. This study demonstrated that sales promotion programs have a positive and significant influence on impulsive purchases. Consumers at Matahari Department Store Yogyakarta are influenced by sales promotions in their purchases. This is evident from the above-average response rate, with some agreeing that Matahari Department Store's sales promotions are effective in attracting consumers, increasing purchase volume and encouraging impulsive purchases. The better the promotional activities, the more likely it is to increase consumer impulse purchases.

The results of this study differ from those of Rivaldi, Fauzi, and Lusy Deasyana (2018), who studied the influence of store atmosphere on hedonic shopping value and unplanned purchases (a survey of Loka Supermarket Malang City Point consumers), which showed that store atmosphere significantly influences unplanned purchases. Based on the respondents' answers, some disagreed with all questions regarding the store atmosphere indicator. Although partially insignificant and not influencing impulse buying, store atmosphere is an important factor, but other indicators that motivate consumers to make impulsive purchases need to be explored.

The results of this study support the theory proposed by Putri & Suharyono (2017), which states that when customers feel happy and excited about purchasing a product, unplanned purchases can arise spontaneously. Impulsive buying occurs when there is encouragement from either the consumer themselves or others. When we have a lot of money, coupled with hedonic shopping motivation, it becomes a type of need based on subjective motivational direction (Utami, 2017).

6. Conclusion

The results of this study indicate that sales promotions influence impulse buying. The more aggressive the sales promotion, the more consumers are immediately attracted and make unplanned purchases. Likewise, hedonic shopping motivation influences impulse buying. The stronger the consumer's drive for pleasure, the greater the impulse buying. Meanwhile, store atmosphere had no effect on impulse buying, indicating that a comfortable environment does not influence impulse buying.

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