

## The Influence of Hedonic Shopping Motivation and Store Atmosphere on Impulsive Buying at Transmart in Surabaya City

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### ABSTRACT

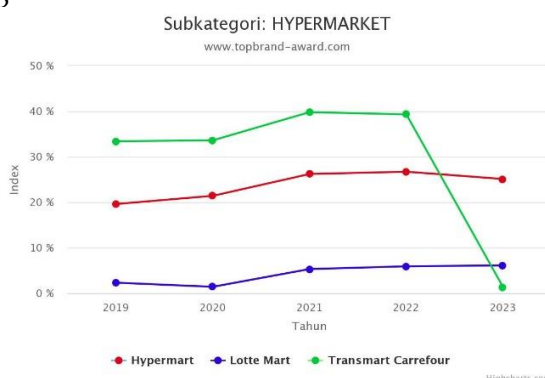
This study aims to evaluate the impact of hedonic shopping motivation and store atmosphere on impulsive buying in Transmart Surabaya City. The method applied in this study is a quantitative approach with the use of purposive sampling techniques. The research sample consisted of 110 respondents who had visited Transmart Surabaya City. Data for this study was collected through filling out questionnaires that were distributed to these visitors. Data analysis using the Partial Least Square (PLS) model. The findings of this study show that hedonic shopping motivation has a significant influence on impulsive buying to Surabaya City Transmart visitors and store atmosphere does not have a significant influence on impulsive buying to Surabaya City Transmart visitors.

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## INTRODUCTION

The development of the times and economic growth, especially in Indonesia, is now increasingly modern, this has an impact on shifting the shopping culture of people in Indonesia. This is clearly visible and can be proven by changes in the lifestyle of people who used to shop in traditional markets, but are now shifting by shopping in modern markets, such as hypermarkets, supermarkets, minimarkets, and so on. At this time the retail business in Indonesia is experiencing very rapid development. Indonesia is one of the developing countries that is also inseparable from the development of the retail business industry. This can trigger the emergence of various modern retail companies spread across major cities in Indonesia. This growth is what causes competition in retail businesses to be very tight. The growth that occurred was followed by an increase in people's purchasing power. This is what encourages business people to be more proactive and innovate in providing excellent products and services to gain competitive advantage to win market share.

The rapid development of retail companies seems to be inversely proportional to the current state of one of the retail industries in Indonesia, namely Transmart. Operating with 95 outlets spread across various regions throughout Indonesia, Transmart has a vision to help everyone to enjoy a better quality of life every day. In its business, Transmart offers a *One-Stop Shopping* concept that offers more than 40,000 products to its customers. But in the current reality, Transmart is experiencing a decline in its business, this can be seen in the graphic image below.



**Figure 1 Comparison Index of Top Brand Hypermarkets in Indonesia**  
Source: Top Brand Award ([www.topbrand-award.com](http://www.topbrand-award.com))

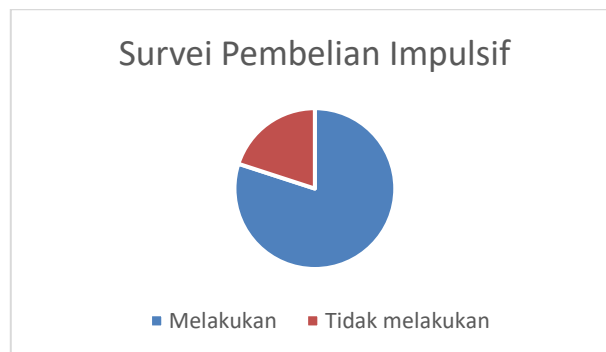
**Table 1 Comparison Index of Top Brand Hypermarkets in Indonesia**

Top Brand Hypermarket 2019-2023						
Tahun		2019	2020	2021	2022	2023
Brand	Transmart	33.4	33.6	39.8	39.3	1.3
	Hypermart	19.4	21.4	26.2	26.7	25.1
	Lotte Mart	2.3	1.4	5.3	5.9	6.1

Source: Top Brand Award ([www.topbrand-award.com](http://www.topbrand-award.com))

Based on the data above, Transmart in 2019, 2020, 2021, and 2022 is at the top of the list of the most successful brands in Indonesia. But if viewed in detail, it can be explained that from 2019 to 2021 Transmart experienced an increase, then entered 2022 it decreased slowly until it decreased again drastically in 2023. This was then followed by news in the media that Transmart outlets experienced a decline, namely empty of visitors to close several outlets in Indonesia. This is indicated because of the competition in the retail industry that is increasingly rapid, therefore marketers must have a good marketing strategy and pay attention to factors that can influence consumer behavior in the decision-making process. The process of consumer decision making through various processes, namely: the process of recognizing needs, searching for alternatives, evaluating alternatives, purchasing and decisions. With in it there are three influencing factors, namely the first is individual differences (religion, motivation, attitudes, personality, knowledge, information processing and perception, and learning process), the second is environmental factors (cultural, social and economic, reference groups, demographic characteristics, technology, and consumer situation), the third is marketing strategy (companies, governments, non-profit organizations, and political parties). (Pranggabayu & Lestari Andjarwati, 2022 in Suwarman, 2017:10). The various types of consumer buying behavior are routine purchases (habits), purchases with broad decisions, and purchases with limited decisions, one example of which is *impulsive buying* (impulse purchases). (Pranggabayu & Lestari Andjarwati, 2022 in Utami, 2017:66).

Impulsive buying is an unplanned purchase, and impulse buying occurs when consumers have a strong desire to buy goods suddenly and quickly.



**Figure 2 Survey Results**

Source: Author

In this study, an impulse buying survey was conducted on visitors at one of the Surabaya city transmarts. This survey was conducted by distributing questionnaires to 30 visitors directly. Based on the picture, it shows the results that as many as 24 people made impulse purchases, and 6 people did not make impulse purchases. It can be concluded that 80% of 30 people do impulsive buying, and 20% of people do not do impulsive buying.

## THEORETICAL REVIEW

### *Hedonic Shopping Motivation*

*Hedonic shopping motivation* is a hedonistic behavior in shopping, this behavior is based on a feeling that causes pleasure when shopping. In Gültekin & Özer's (2016) research said that *hedonic shopping motivation* is an encouragement for consumers to shop, because they consider shopping is a sense of pleasure for them when what they need is met, enjoying the atmosphere in the store even though they do not buy any goods.

### *Store Atmosphere*

*Store atmosphere* is the formation of store situations that involve sympathy in the form of emotions involved in the store that consumers may not realize when shopping in a store (Peter and Olson, 2022). Meanwhile, according to Utami (2017: 63) defines that *store atmosphere* is a combination of the physical characteristics of the store, such as layout, design, color, music, lighting, and aroma that can overall create a positive image in the minds of consumers. (Pranggabayu & Lestari Andjarwati, 2022).

### *Impulsive Buying*

According to Arnould (2022), impulsive buying is a buying activity that occurs when someone sees an item and suddenly a strong desire arises to buy the item at that moment. It can be concluded that *impulsive buying* is one of consumer behavior when shopping to want to make purchases unplanned, and through these activities a consumer gets his own enjoyment of what he has done.

### *The Influence of Hedonic Shopping Motivation on Impulsive Buying*

*Hedonic shopping* motivation is one of the impulse buying factors that comes from within the human person and the motivation to shop in addition to obtaining information is to relieve boredom, eliminate loneliness, shop as an escape and to fulfill fantasies while suppressing depression (Utami, 2017: 60). Hedonics is a stimulus that selects the quality of the shopping environment in terms of enjoyment (*enjoyment*) felt, interest due to eye gaze (visual appeal) and relief (escapism) (Subagio, 2011: 15). *Hedonic shopping value* according to Usvita (2016: 71-75) plays an important role in *impulse buying*. Therefore, consumers often experience *impulse buying* when driven by hedonic desires or other causes outside of economic reasons, such as because of product liking, pleasure, social, or emotional influences. Hedonic shopping value reflects instruments that directly present the benefits of an experience in shopping, such as: pleasure and novelty. Hedonic consumption includes aspects of behavior related to *multi-sensory*, fantasy and emotional consumption controlled by benefits such as pleasure in using products and aesthetic approaches.

Based on research by R. Hanafi (2019) who examined with the title "The Effect of Store Atmosphere, Hedonic Shopping, and Promotion on Impulsive Buying" proves that hedonic shopping has an effect on impulsive buying. Meanwhile, according to H. Syafri & E. Besra (2019) who examined the "Effect

of Hedonic Shopping Motivation, Store Atmosphere, and Sales Promotion on Impulse Buying (Survey: Consumers of Cosmetics Transmart Kota Padang)" said that hedonic shopping motivation has a positive and significant effect on impulse buying.

H1: It is suspected that *the Hedonic Shopping Motivation* variable has a positive effect on *Impulsive Buying* in Transmart Surabaya.

### ***The Influence of Store Atmosphere on Impulsive Buying***

According to Levy and Weitz (Utami, 2022). *Store atmosphere* is a combination of all things that affect the physical uniqueness of the store, which includes layout, markers, architecture, lighting, color, music and temperature that will overall cause an impression that sticks in the minds of consumers, and *store atmosphere* is also one of the factors that influence consumers to do *impulsive buying*. *Impulsive buying* can be caused by stimuli from the store environment (Utami, 2010: 50). The key to attracting and impressing consumers with shopping in retail is *the store atmosphere*. *The store atmosphere* felt by customers greatly affects their emotions in shopping so that customers become comfortable and can linger in the store. When customers feel a good atmosphere, the positive emotions that visitors have also increase, resulting in visitors feeling happy and wanting to shop outside the list of needs. *Store atmosphere* must be considered by retail businesses so that consumers can shop comfortably. According to Coley and Burgess in Yistian, Yasa, and Atmosphere (2012: 140) *store atmosphere* is one element of the retail marketing mix related in terms of creating a shopping atmosphere. Atmosphere is key in attracting and impressing consumers with the in-store shopping experience. In today's competitive business, the store atmosphere is considered one of the important things for retail stores. The shopping environment can be designed in such a way with the aim of causing an emotional effect in the consumer, thereby increasing the likelihood of a purchase. The atmosphere in the outlet is something that needs to be considered for retail business people to make consumers comfortable shopping in the outlet

Based on research by R. Hanafi (2019) who examined with the title "The Effect of *Store Atmosphere, Hedonic Shopping, and Promotion* on *Impulsive Buying*" proves that *store atmosphere* has a positive effect on *impulsive buying*. Meanwhile, according to Diana Fitriani (2018) in a study entitled "The Effect of *Hedonic Shopping Value and Store Atmosphere* on *Impulsive Buying in Carrefour Consumers in Pontianak*" said that *store atmosphere* has a positive effect on *impulsive buying*.

H2 : It is suspected that *the Store Atmosphere* variable has a positive effect on *Impulsive Buying* in Transmart Surabaya.

## **METHODOLOGY**

### ***Population and Sample***

The population in this study is consumers throughout Transmart Surabaya City. Population is the entire object that is the focus of research. The technique used in this study is *non probability sampling*. The sampling technique of this study used *purposive sampling techniques*. The use of *purposive sampling*

was chosen because researchers have certain criteria in selecting samples non-randomly (Sugiyono, 2019: 127). The sample criteria taken in this study are men and women aged 17 years and over, have come to Transmart in Surabaya City and made a purchase. The technique of determining the number of samples used is based on sample measurement guidelines according to Ghozali (2011), which is 5-10 times the number of indicators. In this study, samples were taken from Transmart visitors in Surabaya City with a sample number of 11 indicators x 10 = 110. So the sample used in this study was 110 respondents.

### Data Collection Techniques

Primary data is obtained directly from visitors to Transmart Surabaya City through the distribution of questionnaires with Google Form. Meanwhile, secondary data are obtained from literature, journals, books, and online sources such as websites or the internet, which are relevant to research needs. Meanwhile, analysis techniques using Smart PLS.

## RESULTS AND DISCUSSION

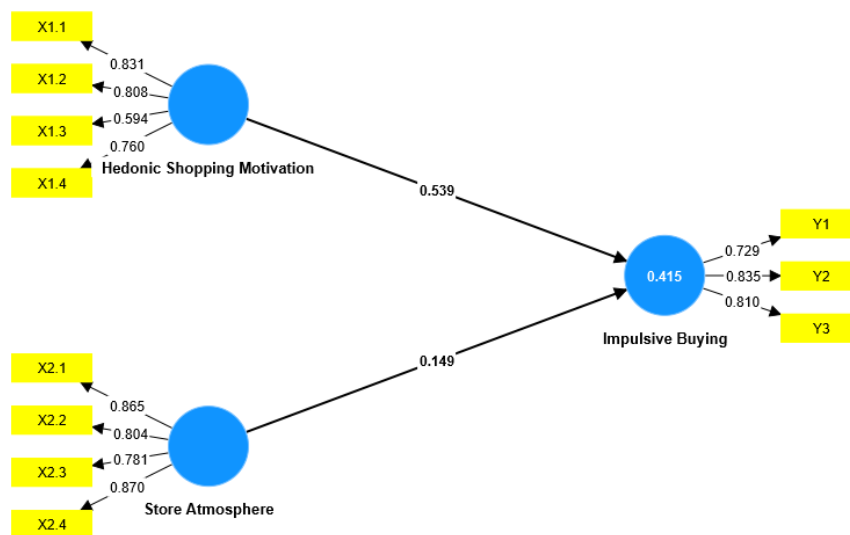


Figure 3 PLS Model Analysis

In the attached PLS output, we can see the loading factor value for each indicator located above the arrow connecting the variable and the indicator. In addition, it can also see the path coefficients displayed above the arrow that connects the exogenous variable with the endogenous variable. Next, we can see the R-Square value located inside the circle of the endogenous variable (variable Impulsive Buying).

**Table 2 Outer Loadings (Mean, STDEV, T-Values)**

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T statistics ( O/STDEV )
<b>X1.1 &lt;- Adventure Shopping (X1)</b>	0,831	0,828	0,033	0,033	25,010
<b>X1.2 &lt;- Gratification Shopping (X1)</b>	0,808	0,809	0,035	0,035	22,993
<b>X1.3 &lt;- Value Shopping (X1)</b>	0,594	0,581	0,101	0,101	5,905
<b>X1.4 &lt;- Social Shopping (X1)</b>	0,760	0,749	0,069	0,069	11,073
<b>X2.1 &lt;- Layout (X2)</b>	0,865	0,861	0,044	0,044	19,605
<b>X2.2 &lt;- Lighting (X2)</b>	0,804	0,786	0,085	0,085	9,472
<b>X2.3 &lt;- Music (x2)</b>	0,781	0,775	0,059	0,059	13,294
<b>X2.4 &lt;- Cleanliness (X2)</b>	0,870	0,871	0,033	0,033	26,673
<b>Y1 &lt;- Impulsive Buying (Y)</b>	0,729	0,719	0,079	0,079	9,169
<b>Y2 &lt;- Impulsive Buying (Y)</b>	0,835	0,833	0,043	0,043	19,266
<b>Y3 &lt;- Impulsive Buying (Y)</b>	0,810	0,811	0,035	0,035	23,398

Source : Primary data processed, 2023

In this study, the validity of the indicator is measured by looking at the Loading Factor Value from variable to indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at  $\alpha = 0.05$ ). Factor Loading is a correlation between indicators and variables, if greater than 0.5 is considered validity is fulfilled as well as if the value of T-Statistic is greater than 1.96 then its significance is fulfilled.

From the outer loading results above, all reflective indicators on variables *Hedonic Shopping Motivation (X1)*, *Store Atmosphere (X2)*, and *Impulsive Buying (Y)*, indicating a loading factor (original sample) greater than 0.50 and or significant (T-Statistic value more than Z value  $\alpha = 0.05$  (5%) = 1.96), thus the estimated results of all indicators have met *Convergen validity* or the validity is good.

Measurement of the validity of indicators can also be seen from the table *Cross Loading*, if the loading factor value of each indicator on each variable is greater than the loading factor of each indicator on the other variable, then the loading factor is said to be valid, but if the loading factor value is smaller than the indicator of the other variable, it is said to be invalid.

**Table 3 R-Square**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Impulsive Buying (Y)</b>	0,415	0,404

Source : Primary data processed, 2023

Based on the test results, it was found that the value of  $R^2 = 0.415$ . It can be interpreted that the model is able to explain the phenomenon of Impulsive Buying which is influenced by independent variables, among others: *Hedonic Shopping Motivation* and *Store Atmosphere* with variance of 41.5%, while the remaining 58.5% was explained by other variables outside this study.

**Table 4 Path Coefficients (Mean, STDEV, T-Values)**

	<b>Path Coefficient (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P values</b>
<b>Hedonic Shopping Motivation (x1) -&gt; impulsive buying (y)</b>	0,539	0,546	0,096	5,614	0,000
<b>Store Atmosphere (X2) -&gt; Impulsive Buying (Y)</b>	0,149	0,151	0,101	1,475	0,140

Source : Primary data processed, 2023

### ***The Influence of Hedonic Shopping Motivation on Impulsive Buying***

The results of the data analysis showed that *hedonic shopping motivation* has a positive and significant influence on *impulsive buying* at Transmart Surabaya City. These findings can be interpreted by *path coefficient* and *T-valueStatistic* positive value and *P-Value* with significant results.

The results of this study are in line with the research Pranggabayu and Lestari Andjarwati (2022), with the research title "Influence *Hedonic Shopping Motivation* and *Store Atmosphere* Towards *Impulsive Buying* On Miniso Tunjungan Plaza Visitors". Which has the result that *hedonic shopping motivation* positive effect on *impulsive buying*. So is research Fitriani (2018), with the research title "Influence *Hedonic Shopping Value* and *Store Atmosphere* Towards

*Impulsive Buying On Carrefour Consumers in Pontianak*" which also showed the results that *hedonic shopping motivation* positive effect on *impulsive buying*. Thus it can be concluded that *Hedonic Shopping Motivation* may affect *Impulsive Buying* at Transmart Surabaya City.

### ***The Influence of Store Atmosphere on Impulsive Buying***

The results of the data analysis showed that *store atmosphere* has a positive and insignificant influence on *impulsive buying* at Transmart Surabaya City. These findings can be interpreted by *path coefficient* and T- value *Statistic* positive value and P-Value with insignificant results.

Analysis results based on *factor loading* on variables *Store Atmosphere* shows that the indicator has the most influence on *Impulsive Buying* is cleanliness. This means that the clean and fragrant condition of the store can predispose a person to make impulse or unplanned purchases. In addition, the arrangement of goods in an attractive store also needs to be considered. When visitors feel comfortable and enjoy the atmosphere of the store, then it can influence a person to make impulse purchases.

The results of this study are in line with the research Hamid (2020), with the research title "Influence *Hedonic Shopping Motivation, Utilitarian Value, and Store Atmosphere* Towards *Impulse Buying* At Minnisou Lippo Plaza Kendari". Which has the result that store atmosphere positively affects impulsive buying. Thus it can be concluded that *Store Atmosphere* may affect *Impulsive Buying* at Transmart Surabaya City.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on test results using PLS analysis to test the effect *Hedonic Shopping Motivation* and *Store Atmosphere* towards *Impulsive Buying* In Transmart Kota Surabaya, the following conclusions can be drawn, (1) *Hedonic Shopping Motivation* contribute to *Impulsive Buying* at Transmart Surabaya City. This shows that the greater the satisfaction in the shopping experience obtained by visitors to Transmart Surabaya City, then *impulsive buying* What happens in Transmart Surabaya City will increase. (2) *Store Atmosphere* contribute to *Impulsive Buying* at Transmart Surabaya City. This shows that how well *Store Atmosphere* which is felt by visitors to Transmart Surabaya City, it can encourage visitors to do *impulsive buying* at Transmart Surabaya City.

From the results of the research can be put forward several suggestions that can be considered and used as material in decision making for the future. Some suggestions include the following: (1) It is expected that Transmart Surabaya City will continue to improve and bring up *hedonic shopping motivation* In the form of a passion in shopping and visitors can have a pleasant experience that leads to *impulsive buying*, then Transmart Surabaya City should be able to improve services in welcoming visitors kindly and can also add to the collection of contemporary goods and *up-to-date* which are sold to entice visitors to do *impulsive buying* at Transmart Surabaya City. (2) It is expected that Transmart Surabaya City will improve the display on the front *Store* by making it more attractive in the form of additional properties that steal the attention of consumers, maintained cleanliness and fragrant rooms, neater product

arrangement, lighting that adds to the product characteristics of Surabaya City Transmart so that it can be more visible and conveyed to visitors so that it can attract visitors to do *impulsive buying* at Transmart Surabaya City.

#### FURTHER STUDY

This research will present practical implications for Transmart management by developing recommendations to improve the consumer shopping experience and optimize retail marketing strategies. Recommendations will include changes in store layout, customized product promotions, and utilization of social media to strengthen the influence of shopping motivation. It is hoped that this research will provide a more comprehensive view of the relationship between hedonic shopping motivation, store ambiance, and impulse purchases, and provide a foundation for the development of more adaptive and effective marketing strategies in the Transmart retail environment in Surabaya City.

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