

# THE EFFECT OF SALES PROMOTION AND STORE ATMOSPHERE ON HEDONIC SHOPPING MOTIVATION AND IMPULSIVE BUYING BEHAVIOR IN HYPERMART MANADO CITY

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**Submission date:** 06-May-2019 06:14PM (UTC+0500)

**Submission ID:** 1125720534

**File name:** JURNAL\_NASIONAL\_DEREMA\_MEI\_2018.pdf (461.8K)

**Word count:** 6764

**Character count:** 37959

### 3 THE EFFECT OF SALES PROMOTION AND STORE ATMOSPHERE ON HEDONIC SHOPPING MOTIVATION AND IMPULSIVE BUYING BEHAVIOR IN HYPERMART MANADO CITY

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#### ABSTRACT

The purpose of this research is to know and analyze the effect of sales promotion and store atmosphere on hedonic shopping motivation and impulsive buying of Hypermart consumers in Manado City. The method used in this research is explanatory survey method; with 175 consumers who shop at Hypermart in Manado City as sample with convenience sampling technique; primary data with data collecting technique using questionnaire instrument with Likert scale and structural equation modeling analysis technique with Lisrel 8.80 program. The result of this research shows that sales promotion has positive and significant effect on hedonic shopping motivation; store atmosphere has positive and significant effect on hedonic shopping motivation; sales promotion has positive and significant effect on impulsive buying; store atmosphere has positive and significant effect on impulsive buying; and hedonic shopping motivation has positive and significant effect on impulsive buying of Hypermart consumers in Manado City. Impulsive buying will be improved if Hypermart management in Manado City is able to increase hedonic shopping motivation with the most dominant indicator is "shopping for value", where hedonic shopping motivation will be improved if Hypermart management in Manado City can increase sales promotion with the most dominant indicator is "sample giveaway program" and store atmosphere with the most dominant indicator is "in-store appearance".

Keywords: Sales Promotion, Store Atmosphere, Hedonic Shopping Motivation, Impulsive Buying, Hypermart

#### ABSTRAK

Tujuan penelitian ini adalah ingin mengetahui dan menganalisis pengaruh promosi penjualan dan atmosfir toko terhadap motivasi belanja hedonik dan pembelian impulsif konsumen Hypermart di Kota Manado. Metode yang digunakan dalam penelitian ini adalah explanatory survey; dengan sampel 175 orang konsumen yang berbelanja di Hypermart Kota Manado dengan teknik convenience sampling; data primer dengan teknik pengumpulan data menggunakan instrumen kuesioner dengan skala Likert dan teknik analisis structural equation modeling dengan program Lisrel 8.80. Hasil penelitian menunjukkan promosi penjualan berpengaruh positif dan signifikan terhadap motivasi belanja hedonik; atmosfir toko berpengaruh positif dan signifikan terhadap motivasi belanja hedonik; promosi penjualan berpengaruh positif dan signifikan terhadap pembelian impulsif; atmosfir toko berpengaruh positif dan signifikan terhadap pembelian impulsif; dan motivasi belanja hedonik berpengaruh positif dan signifikan terhadap pembelian impulsif konsumen Hypermart di Kota Manado. Pembelian impulsif akan mampu ditingkatkan jika manajemen Hypermart di Kota Manado mampu meningkatkan motivasi belanja hedonik dengan indikator yang paling dominan adalah "belanja untuk nilai", di mana motivasi belanja hedonik akan mampu ditingkatkan jika manajemen Hypermart di Kota Manado mampu meningkatkan promosi penjualan dengan indikator yang paling dominan adalah "program pemberian sampel" dan atmosfir toko dengan indikator yang paling dominan adalah "interior toko".

Kata Kunci: Promosi Penjualan, Atmosfir Toko, Motivasi Belanja Hedonik, Pembelian Impulsif, Hypermart

Draf Awal: 5 Januari 2018; Direvisi: 21 Februari 2018; Diterima: 12 Maret 2018

## 1. Introduction

Impulsive buying behavior has attracted the interest of academic researchers because the results appear to be a contradiction between what people plan and what they finally do (Gutierrez in Duarte & Raposo, 2013). Impulsive buying covers 27% to 62% of all purchases (Mihic & Kursan, 2010), 62% of supermarket sales and 80% of all sales in certain product category (Ahmad, 2011). According to Handi Irawan in Marketing magazine special edition in 2008, states that there are 10 Indonesian Consumers Character, one of which is unplanned or impulsive character. Indonesian consumers include consumers who are not used to plan everything. Even though they have, they will make a decision at last moment. One form of consumer behavior that does not have a plan is the occurrence of impulsive buying. Based on Nielsen survey (2008), 85% of modern retailers tend to shop for something unplanned. The preliminary survey conducted by the author at Hypermart in Manado City in August 2017 with 30 consumers as respondents that 18 people (60%) buy products unplanned or impulsive. The preliminary survey is done by asking a question to the customers after shopping, "are there any items you bought out of your plan?".

Knowledge and understanding of consumers impulsive buying behavior and the factors that influence it become important for modern retail companies in the development of strategy in the face of increasingly competitive competition of modern retail business. Several researches on impulsive buying<sup>34</sup> have been done, mostly developed in developed countries such as United States and European countries, as well in some developing countries, including Indonesia. In this research, marketing researchers and consumer behavior focused primarily on identifying factors that increase impulsive

buying (Tinne, 2010). In Indonesia, especially in Manado City, research on impulsive buying and the factors that influence it is still very little.

In store promotional activities, for example, discount such as "three at the price of two" is a kind of impulse purchase triggers (Hulten & Vanyushyn, 2011). Consumers tend to be more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller size, and ease of storage (Duarte et al., 2013). Promotional activities (temporary price reductions, coupons, sampling) serve as marketing stimuli and assist retailers to stimulate consumers' impulse buying behavior (Duarte et al., 2013). Zhou and Wong (2003, cited by Muruganantham and Bhakat, 2012) found that sales promotion, product discount and cheaper price affected impulsive buying. Tendai and Crispin (2009) found that in-store promotional factors such as coupon, voucher, promotion and advertisement and low prices significantly affected impulsive buying; Karbasivar and Yarahmadi (2011) found that sales promotion approach is free product and discount price have an effect on impulsive buying and Xu and Huang (2014) found that two forms of sales promotion is discount price and bonus packaging have an effect on online impulsive buying. But Nagadeepa et al. (2015) result study shows that three sales promotion techniques, there are coupon, price packaging and contest have no effect on impulsive buying.

Mattila and Wirtz (2008, cited by Muruganantham & Bhakat, 2013) found that store environmental stimuli positively affect impulse buying behavior especially when the store environment is perceived as over-stimulating (excitement and stimulation). Stimuli in the retail store environment are likely to affect consumer emotions which are other variables that

have been found to affect the impulse purchases (Rook; Zhou & Wong in Muruganatham & Ravi Shankar, 2012). Store atmosphere are important stimulants that can produce the desire to buy impulsively (Graa et al., 2014). But the results of Tendai and Crispin (2009) shows that factors related to store atmosphere such as customer density, perfume in store, background music, and ventilation have no significant effect on impulsive buying.

Ballantine et al. (2010) found that the elements of store atmosphere can make shopping experience more enjoyable so to awaken consumer emotions and create hedonic value; Zhang et al. (2011) found that store atmosphere affect consumer hedonic value; and Donovan and Rossiter (1982, cited by Bohl, 2012) suggest that pleasure and passion are hedonic values that have significant influence as mediator of store atmosphere and consumer behavior including impulsive buying behavior. A research conducted by Maymand and Ahmadinejad (2011) on the role of stimulation caused by store promotion on impulsive buying, where the results showed that promotional incentives in form of sales promotion and advertising have significant effect on hedonic shopping motivation.

Hausman (2000, cited by Muruganatham & Bhakat, 2013) found that consumers that shop for satisfying their hedonic desires like searching for new experience, searching for variation and pleasure have significantly affected impulsive buying. Impulsive buying plays an important role in satisfying hedonic desires associated with hedonic consumption. Sharma et al. (2010) categorized impulse buying as hedonic behavior that is associated with feelings and psychosocial motivations instead of thinking and functional benefits. Beatty and Ferrell (1998, cited by

Muruganatham & Bhakat, 2013) suggested that impulse purchasing is associated with sensory stimulation and hedonic motivation. But research conducted by Rohman (2009) found that hedonic shopping did not affect impulsive buying.

The purpose of this research is to know and analyze 1) the effect of sales promotion on hedonic shopping motivation, 2) the effect of store atmosphere on hedonic shopping motivation, 3) the effect of sales promotion on impulsive buying, 4) the effect of store atmosphere on impulsive buying, and 5) the effect of hedonic shopping motivation on impulsive buying of Hypermart consumers in Manado City.

## 2. Literature Review

### 2.1 Sales Promotion

The American Marketing Association (AMA) in Khan and Dost (2011) defined sales promotion as a marketing pressure created through non-media and media activities to augment consumer demand for a limited and predetermined time period. According Kotler and Keller (2009) sales promotion is a core ingredient in marketing campaign consisting of incentives collection, mostly short-term, designed to stimulate faster or larger purchases of certain products or services by consumers or trades. Kotler and Armstrong (2012) argues that sales promotion consists of short-term incentives to encourage the purchase or sales of a product or service whereas advertising offers reasons to buy a product or service, sales promotion offers reasons to buy now.

Sales promotion is any form of short term offer or incentive intended for buyers, retailers or wholesalers and designed to obtain a specific and immediate response (Tjiptono & Chandra, 2012). Kotler and Keller (2009) suggests that sellers use incentive-type promotions

to attract new experiments, reward loyal customers, and increase repurchase rates for rarely purchased users. Sales promotion often attract people who like to switch brands, who primarily look for cheaper prices, better value, or premiums. If some of them do not try brands, promotions can generate market share in long run. Promotions encourage consumers to try new products and lead to more diverse retail formats, such as daily low pricing and promotional pricing.

Kotler and Keller (2009); Kotler and Armstrong (2012) argues that sales promotion include tools for consumer promotion, business promotion and business promotion and sales force. Major consumer promotional tools include:

- 1) Sample: offers a number of free products or services delivered door-to-door, mailed, store-bought, affixed to other products, or displayed in an advertising offer.
- 2) Coupon: certificate that make the holder have right to written savings on buying of particular product: sent by mail, enclosed in another product or affixed to product, or inserted in newspaper magazines and advertisements.
- 3) Cash refund offer (rebate): gives a price reduction after buying rather than in retail: Consumers send certain "proof of purchase" to producers who "return" part of the purchase price by mail.
- 4) Price packaging (price reduction deal): offer consumers save the regular price of product, affixed to the label or packaging. Low price packaging is a single package that sold at low price (like two for one item price). Bonded packaging is two related products bonded together (like toothbrush and toothpaste).
- 5) Premium (prize): Goods offered at relatively low cost or free as an incentive to buy certain products. Premium in packaging accompany the product inside or on the packaging. Premium in free mail sent to consumers who send proof of purchase, like top of the box or UPC code. Self liquidation premium sold below the normal retail price to consumer who requests them.
- 6) Frequency program: program that give a reward related with frequency and intensity of consumer in buying a product or company's service.
- 7) Gift (contests, lottery, games): Gift is an opportunity to win cash, travel, or goods as a result of buying something. Contests require consumers to provide input to be learned by judges who will choose the best input. Lottery asks consumers to collect their drawn names. Games shows a game to consumers every time they buy – bingo numbers, missing letters – that might help them to win prizes.
- 8) Patronage reward: value in cash or in other forms comparable to the patronage of particular vendor or vendor group.
- 9) Free trial: invite potential buyers to try the product for free in hope they will buy.
- 10) Product warranty: explicit or implied promises by seller that the product will perform well, otherwise the seller will fix it or refund customer's money over a specified period.
- 11) Bundled promotion: two or more brands or partnership companies issue coupons, refunds, and hold contests to increase attractiveness.
- 12) Cross-promotion: use a brand to advertise other non-competing brand.
- 13) Layout and point of purchase (P-O-P) demonstration: views and

demonstrations made at point of purchases or sales.

Tjiptono and Chandra (2012) suggests that there are three main classifications of sales promotion: 1) consumer promotion, including coupon, sample product, premium, prize, lottery and so on, 2) trade promotion, including cash discount, merchandise, equipment assistance, specialty advertising, or other incentives for retailers or wholesalers, 3) salesforce promotions, like sales contests.

Based on the theoretical research above, in this research, sales promotion is sales promotion to consumers (consumer promotion). Sales promotion defined as short-term incentives to encourage faster or larger buying of particular product or service by consumers, with indicators: samples, coupons, and price packaging.

## 2.2 Store Atmosphere

Kotler (1973, cited by Bohl, 2012) defines store atmosphere as buying environments designed to produce specific emotional effects in the buyer that enhance his purchase probability, while Arnould et al. (1998, cited by Bohl, 2012) defines store atmosphere as consciously designed places, calculated to produce commercially significant actions. Bohl (2012) defines store atmosphere as all of the objective physical factors of a retail environment that can be controlled by the firm to enhance (or constrain) employee and customer actions.

Mowen and Minor (1998, cited by Sumarwan, 2011) explains that atmosphere is a more general term than store layout, atmosphere relates to how managers can manipulate building designs, interior spaces, alley spaces, carpet textures and walls, smells, colors, shapes, and sounds experienced by customers (all to achieve a certain influence). Even the arrangement of things, types of exhibition, and puppet

poses can affect perceptions of consumers over store atmosphere. These elements are incorporated in the definition developed by Philip Kotler, who describes atmosphere as an attempt to design a buying environment to generate a special emotional impact on buyers who are likely to increase their purchases.

Turley and Milliman (2000, cited by Bohl, 2012) defines a store atmosphere as stimuli leading to some cognitive affect within the individual which, in turn, leads to some behavioral response. Turley and Milliman (2000, cited by Bohl, 2012), grouped these stimuli into five categories:

- 1) External variables, includes: storefront, entrance, display windows, building architecture, and parking.
- 2) General interior variables, includes: lighting, sounds, temperatures, cleanliness, color usage.
- 3) Layout and design, includes: fixtures, product groupings, traffic flow.
- 4) Point-of-purchase and decoration, includes: product displays, point-of-purchases display, products signs, cards signs.
- 5) Human variables, includes: customer crowding or destiny, employe characteristics, employee uniforms.

Based on the theoretical review above, in this research, store atmosphere is defined as stimuli that affected cognitive and emotional influences on the individual which in turn leads to behavioral response, with indicators: in-store appearance, layout and design, and point of purchase and decoration.

## 2.3 Hedonic Shopping Motivation

According to Arnold and Reynold (2003, cited by Utami, 2010) consumers motivation to shop can be separated into these two:

1) Utilitarian Shopping Motivation  
Someone will shop if the person feels the benefit of product he wants. This motivation is based on a truly rational and objective thought. Thus the utilitarian shopping motivation is the consumers motivation to shop because it really needs or benefits from the purchased product.

2) Hedonic shopping motivation  
Someone will shop because the person feels pleasure and feel that shopping is something interesting. Thus, this motivation is based on subjective or emotional thinking as it includes emotional responses, sensual pleasures, dreams, and aesthetic considerations. Thus, hedonic motivation is the motivation of consumers to shop for shopping is a pleasure in itself so as not to pay attention to the benefits of products purchased. Babin et al. (1994, cited by Utami, 2010), said that the hedonic aspect is related to the consumers emotion so that when shopping, consumers really feel something like: adventure, gratification, role, value, social, idea, and social shopping to measure someone motivation to go shopping.

Solomon (2002, cited by Utami, 2010) hedonist is defined as one type of need based on the direction of motivation that is subjective and experiential, means that consumers may rely on a product to find their need for joy, confidence, delusion or emotional response, and etc. Utami (2010) defined the value of hedonic as an entertainment and emotional value perceived by customers arising through shopping experience. Based on some definition above, it can be concluded that the characteristics of hedonic shopping value are pleasure,

emotional value, and shopping potential entertainment.

According to Arnold and Reynold (2003, cited by Utami, 2010) mentions there are six factors of hedonic shopping motivation:

1) Adventure shopping

Most of consumers shop because of something that can arouse consumers' shopping passion, feel that shopping is an experience and by shopping consumers seem to have their own world.

2) Social shopping

Most consumers assume that the pleasure of shopping will be created when consumers spend time with family or friends. Consumers also feel that shopping is a good socialization activity between consumers with one another, or with employees who work in outlets. Consumers also assume that by shopping together with family or friends, consumers will get a lot of information about the product to be purchased.

3) Gratification shopping

Shopping is one alternative to reducing stress, overcoming bad moods, and shopping is a means to forget the problems at hand.

4) Idea shopping

Consumers shop to keep up with new fashion trends and to see new products or things. Usually consumers shop for seeing something new from the advertisements offered through the mass media.

5) Role shopping

Many consumers prefer to shop for others rather for themselves so that consumers feel that shopping for others is a fun thing to do.

6) Value shopping

Consumers assume that shopping is a game when it comes at bargaining

price, or when consumers look for shopping spots that offer discounts, closeouts, or places to shop for a cheap price.

Based on the theoretical review above, in this research, hedonic shopping motivation defines as emotional feelings that consumers feel from their shopping experience on an outlet that more subjective and personal, can be fun, joy and enjoyment, with indicators: shopping for travel, shopping for satisfaction, shopping for a value, and shopping for social purposes.

#### 2.4 Impulsive Buying

Rook (1987, cited by Utami, 2010) defines impulsive buying as a sudden and powerful desire or impulse to buy something quickly. Impulsive to buy is hedonically complex and will stimulate emotional conflict. Impulsive buying also tend to be done by ignoring the consequences consideration.

Rook and Gardner (1993, cited by Muruganatham & Bhakat, 2012) defines impulsive buying as unplanned behavior that involves quick decision making and tendency to buy products quickly. Beatty and Ferrel (1998 cited by Muruganatham & Bhakat, 2012) illustrates that impulsive buying refers to buy immediately without a purpose before purchasing, either to purchase specific product categories or to meet specific needs.

Jones et al. (2003, cited by Dhaundiyal & Coughlan, 2009) identifies three characteristics of impulsive buying that distinguish them from other buying behavior: accidental/unintentional, unreflective, and immediate. Unintentional refers to a situation where the consumer is not actively looking for the product but buys it in the course of shopping. The second trait, *unreflective*, implies the consumer's lack of evaluation regarding the product and unwillingness

to think about the long term consequences with only short term indulgence in mind. The third trait relates to immediacy of purchase i.e. the time period between the stimulus i.e. seeing the product and consequently buying the product is very little. Impulse purchase is a fast activity i.e. consumer tends to buy it almost immediately after seeing it without applying much thought.

According to Stern (1962, cited by Utami, 2010) there are four type of impulsive buying:

##### 1) Pure Impulse

This definition refers to the act of buying something for an interesting reason, usually when a buying occurs because of brand loyalty or buying behavior that has been commonly done.

##### 2) Reminder Impulse

When consumers buy based on this impulse type because the unit is usually purchase as well, but does not happen to be anticipated or recorded in shopping list.

##### 3) Suggestion Impulse

A product that consumers meet for the first time will stimulate the desire to try it.

##### 4) Planned Impulse

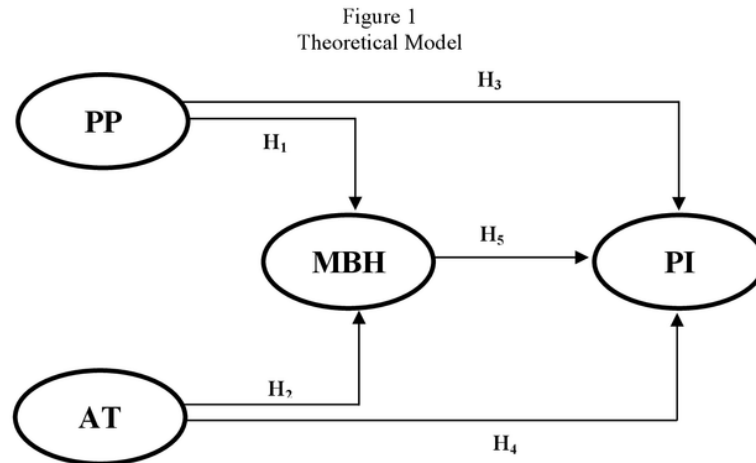
The planning aspect of this behavior shows the consumers response to some special incentives to buy unanticipated units. These impulses are usually stimulated by the announcement of coupon sales, coupon deductions, or other lucrative offers.

Based on theoretical review above, in this research, impulsive buying defines as a sudden or powerful desire or impulse to buy something quickly, stimulate emotional conflict and tend to be done regardless of consequences consideration, with indicators: spontaneous buying, rush buying, buying without thinking the



consequences, and buying affected by emotional state.

## 2.5 Theoretical Model



*note:*

PP = sales promotion; AT = store atmosphere; MBH = hedonic shopping motivation; PI = impulsive buying

## 2.6 Hypothesis

Research conducted by Maymand and Ahmadinejad (2011) and Hulten and Vanyushyn (2011) show that promotional incentives in the form of sales promotion and advertising have a significant effect on hedonic shopping motivation.

Based on the description above, sales promotion allegedly affected hedonic shopping motivation.

H<sub>1</sub>: There is an effect of sales promotion on hedonic shopping motivation of Hypermart consumers in Manado City.

Ballantine et al. (2010), found that the elements of store atmosphere can make shopping experience more enjoyable so to awaken consumer emotions and create hedonic value; Zhang et al. (2011) found that store atmosphere affect consumer hedonic value

Based on the description above, store atmosphere allegedly affected hedonic shopping motivation.

H<sub>2</sub>: There is an effect of store atmosphere on hedonic shopping motivation of Hypermart consumers in Manado City.

Zhou and Wong (2003, cited by Muruganantham & Bhakat, 2012) found that sales promotion, product discount and cheaper price affected impulsive buying; Tendai and Crispen (2009) found that in-store promotional factors such as coupon, voucher, promotion and advertisement and low prices significantly affected impulsive buying; Karbasivar and Yarahmadi (2011) found that sales promotion approach is free product and discount price have an effect on impulsive buying.

Based on the description above, sales promotion allegedly affected impulsive buying.

H<sub>3</sub>: There is an effect of sales promotion on impulsive buying of Hypermart consumers in Manado City.

Mattila and Wirtz (2002, cited by Muruganatham and Bhakat, 2012) found that store environmental stimuli positively affect impulse buying behavior especially when the store environment is perceived as over-stimulating (excitement and stimulation). Stimuli in the retail store environment are likely to affect consumer emotions which are other variables that have been found to affect the impulse purchases (Rook & Gardner, 1993; Zhou & Wong, 2003 cited by Muruganatham & Bhakat, 2012). Store atmosphere are important stimulants that can produce the desire to buy impulsively (Graa et al., 2014).

Based on the description above, store atmosphere allegedly affected impulsive buying.

H<sub>4</sub>: There is an effect of store atmosphere on impulsive buying of Hypermart consumers in Manado City.

Hausman in Muruganatham and Ravi Shankar (2012) found that consumers that shop for satisfying their hedonic desires like searching for new experience, searching for variation and pleasure have significantly affected impulsive buying. Impulsive buying plays an important role in satisfying hedonic desires associated with hedonic consumption. Sharma et al. (2010) categorized impulse buying as hedonic behavior that is associated with feelings and psychosocial motivations instead of thinking and functional benefits. Beatty

and Ferrell (1998, cited by Muruganatham & Bhakat, 2012) suggested that impulse purchasing is associated with sensory stimulation and hedonic motivation.

Based on the description above, hedonic shopping motivation allegedly affected impulsive buying.

H<sub>5</sub>: There is an effect of hedonic shopping motivation on impulsive buying of Hypermart consumers in Manado City.

### 3. Research Method

The method used in this research is survey with explanatory method. Sales promotion are short-term incentives to encourage faster or bigger purchasing of a particular product or service by consumers, assessment indicators include: sample (X1), coupon (X2), and price packaging (X3) (Kotler & Keller, 2009). Store atmosphere is a stimulus that generates cognitive and emotional influence on individual which in turn leads to a behavioral response, assessment indicators include: in-store appearance (X4), layout and design (X5), and point of purchase and decoration (X6) (Turley & Milliman, 2000 cited by Bohl, 2012).

Hedonic shopping motivation is emotional feeling that consumers feel from their shopping experience on an outlet that more subjective and personal, can be fun, joy and pleasure, assessment indicators include: shopping for travel (Y1), shopping for satisfaction (Y2), shopping for a value (Y3), and shopping for social purposes (Y4) (Arnold & Reynold, 2003, cited by Utami, 2010; adjusted). Impulsive buying is defined as a sudden or powerful desire to buy something quickly, stimulate emotional conflict and tend to be done by ignoring the consideration of its consequences, assessment indicators include: spontaneous buying (Y5), rush buying

(Y6), buying without thinking about the consequences (Y7), and buying that affected by emotional state (Y8) (Rock,1987, cited by Utami, 2010; adjusted).

Score of sales promotion, store atmosphere, hedonic shopping motivation, and impulsive buying are scores obtained through the questionnaire developed from the variables indicator above. From questionnaire provided 5 choices: Strongly Disagree (score = 1), Disagree (score = 2), Simply Agree (score = 3), Agree (score = 4), and Strongly Agree (score = 5).

The population of this study is all consumers who had impulsive shopping in Hypermart Manado City. The population of this research is large and can not be certainty known, so that the sampling is done by non-probability sampling. In general, structural equation modeling (SEM) requires a larger sample size ranges from 100 to 200 people is an adequate sample size for SEM model (Hair et al.; Schumaker & Lomax in Hendryadi & Suryani, 2014). Based on these guidelines, the sample size of this research is 175 people. The sampling

technique is used convenience sampling where the selection of sample element is based on ease or researcher's desire because the data is obtained quickly, by asking person who is out from Hypermart after shopping (Supranto & Nandan, 2013). This research used SEM (Structural Equation Modeling) analysis technique with Lisrel 8.80.

## 4. Results and Discussion

### 4.1 Respondents Profile

The respondents of this research were male (63%), senior high school (42%), private sector employee (35%), and income 2 – 5 million (53%).

### 4.2 Validity and Reliability Test

Instrument declared valid if all question items on questionnaire for each variable yield correlation value or  $r > 0,3$ . Then the instrument declared reliable if each variable (latent) produces Cronbach alpha value or  $\alpha > 0,7$ . In this research, validity and reliability test is done on 50 respondents (50 questionnaires). The result of validity and reliability test for each variable in this research can be seen in Table 1 below.

Table 1. Validity and Reliability Test

Questionnaire Item	Validity Value r	Validity Test Conclusion	Sig. Level	Alpha Reliability Value	Reliability Test Conclusion
<b>Sales Promotion</b>					
X1	0,814	Valid	0,000	0,874	Reliable
X2	0,785	Valid	0,000		
X3	0,791	Valid	0,000		
<b>Store Atmosphere</b>					
X4	0,729	Valid	0,000	0,812	Reliable
X5	0,724	Valid	0,000		
X6	0,533	Valid	0,000		
<b>Hedonic Shopping Motivation</b>					
Y1	0,617	Valid	0,000	0,864	Reliable
Y2	0,772	Valid	0,000		
Y3	0,729	Valid	0,000		
Y4	0,699	Valid	0,000		
<b>Impulse Buying</b>					
Y5	0,682	Valid	0,000	0,730	Reliable
Y6	0,660	Valid	0,000		
Y7	0,706	Valid	0,000		
Y8	0,558	Valid	0,000		

Source: Data Analysis

Based on Table 1 above, the results of validity test on questionnaire has r value > 0,3. This indicates that all questionnaire items can be declared valid. Then the reliability test results obtained alpha value for all variable > 0,7 so it can be stated that the instrument is reliable.

### 4.3 Uji Goodness of Fit

Data analysis using Structural Equation Model (SEM) and Lisrel 8.80 software then obtained a summary of conformity model measure as shown in Table 2 below.

Tabel 2. Goodness of Fit (GOF)

GOF Indicator	Expected Size	Estimation Results	Conclusion
<i>Absolute Fit</i>			
GFI	GFI > 0,90	0,94	Good Fit
RMSEA	RMSEA < 0,08	0,079	Good Fit
<i>Incremental Fit</i>			
NNFI	NNFI > 0,90	0,93	Good Fit
NFI	NFI > 0,90	0,92	Good Fit
AGFI	AGFI > 0,90	0,92	Good Fit
RFI	RFI > 0,90	0,94	Good Fit
IFI	IFI > 0,90	0,94	Good Fit
CFI	CFI > 0,90	0,91	Good Fit

Source : Processing Result using LISREL 8.80

Based on Table 2 above, all conformity index models obtained have good conformity index model (good fit). Thus it can be continued on the next analysis.

### 4.4 Hypotesis Test

Hybrid model (basic model) with Lisrel 8.80 program obtained two models, there are standarized model and t-value model, as shown in Figure 2 and 3 below.

Figure 2. Standardized Hybrid Model

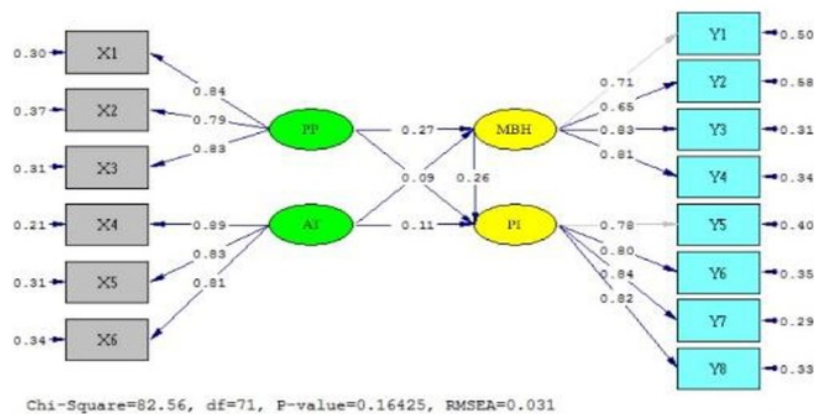
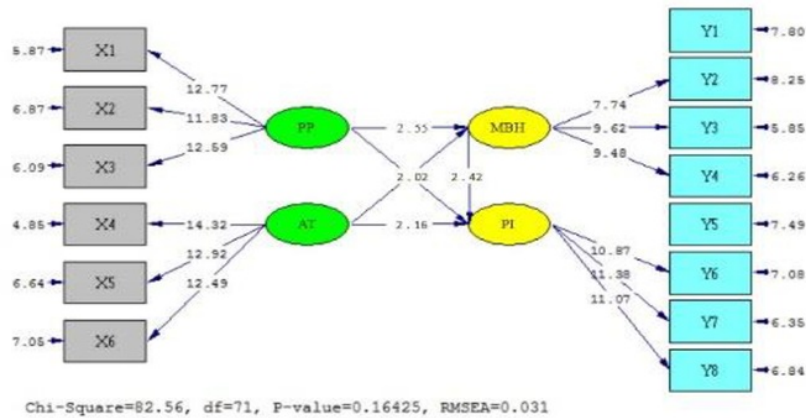


Figure 3. t-value Hybrid Model



35 It will be described below the hypothesis testing in more detail in each of the previously proposed hypotheses, as follows.

#### 4.4.1 The Effect of Sales Promotion and Store Atmosphere on Hedonic Shopping Motivation

The results of the analysis on standardized hybrid model (figure 2) shows the magnitude of the effect of sales promotion (PP) variables on hedonic shopping motivation (MBH) is 0,27 with the most dominant indicator in forming sales promotion is sample (X1) with 0,84 loading factor; and the direct influence of store atmosphere (AT) variables on hedonic shopping motivation (MBH) is 0,09 with the most dominant indicator is in-store appearance (X4) with 0,89 loading factor.

t-value of the effect of sales promotion (PP) on hedonic shopping motivation (MBH) is 2,55 > 1,96, so it can be said to be significant (Figure 3. t-value Hybrid Model). So, sales promotion significantly affected hedonic shopping motivation, means that the more attractive sales promotion, the higher hedonic

shopping motivation. Thus, Hypothesis 1 is accepted.

t-value of the effect of store atmosphere (AT) on hedonic shopping motivation (MBH) is 2,02 > 1,96 (Figure 3. t-value Hybrid Model), so it can be said to be significant. So, store atmosphere significantly affected hedonic shopping motivation, means that the more attractive store atmosphere, the higher hedonic shopping motivation. Thus, Hypothesis 2 is accepted.

#### 4.4.2 The Effect of Sales Promotion and Store Atmosphere on Impulsive Buying

The results of the analysis on standardized hybrid model (figure 2) shows the magnitude of the effect of sales promotion (PP) variables on impulsive buying (PI) is 0,09 with the most dominant indicator in forming sales promotion is sample (X1) with 0,84 loading factor; and the effect of store atmosphere (AT) variables on impulsive buying (PI) is 0,11 with the most dominant indicator is in-store appearance (X4) with 0,89 loading factor.

t-value of the effect of sales promotion (PP) on impulsive buying (PI)

is  $2,02 > 1,96$ , so it can be said to be significant (Figure 3. t-value Hybrid Model). So, sales promotion significantly affected impulsive buying, means that the more attractive sales promotion, the more impulsive buying increase. Thus, Hypothesis 3 is accepted.

t-value of the effect of store atmosphere (AT) on impulsive buying (PI) is  $2,16 > 1,96$ , so it can be said to be significant (Figure 3. t-value Hybrid Model). So, store atmosphere significantly affected impulsive buying, means that the more attractive store atmosphere, the more impulsive buying increase. Thus, Hypothesis 4 is accepted.

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#### 4.4.3 The Effect of Hedonic Shopping Motivation on Impulsive Buying

The results of the analysis on standardized hybrid model (figure 2) shows the magnitude of the effect of hedonic shopping motivation (MBH) variables on impulsive buying (PI) is 0,26 with the most dominant indicator in forming hedonic shopping motivation is shopping for a value (Y3) with 0,83 loading factor.<sup>29</sup>

t-value of the effect of hedonic shopping motivation (MBH) on impulsive buying (PI) is  $2,42 > 1,96$ , so it can be said to be significant (Figure 3. t-value Hybrid Model). So, hedonic shopping motivation significantly affected impulsive buying, means that the higher hedonic shopping motivation, the more impulsive buying increase. Thus, Hypothesis 5 is accepted.

## 5. Conclusion

**5.1** Sales promotion positive and significantly affected hedonic shopping motivation, means that the increase of sales promotion resulted the increase of hedonic shopping motivation of Hypermart consumers in Manado City. Increased sales promotion means the improvement

of sample programs, coupons, and price packaging, with the most dominant indicator in forming sales promotion is sample giveaway program.

**5.2** Store atmosphere positive and significantly affected hedonic shopping motivation, means that the increase of store atmosphere resulted in the increase of hedonic shopping motivation of Hypermart consumers in Manado City. Increased store atmosphere means the improvement of in-store factor, layout & design, and point of purchase and decoration, with the most dominant indicator in forming store atmosphere is in-store appearance.

**5.3** Sales promotion positive and significantly affected impulsive buying, means that the increase of sales promotion resulted in the increase of impulsive buying of Hypermart consumers in Manado City. Increased sales promotion means the improvement of sample giveaway programs, coupons, and packaging prices, with the most dominant indicator in forming sales promotion is sample giveaway program.

**5.4** Store atmosphere positive and significantly affected impulsive buying, means that the increase of store atmosphere resulted in the increase of impulsive buying of Hypermart consumers in Manado City. Increased store atmosphere means the improvement of in-store factor, layout and design, and point of purchase & decoration, with the most dominant indicator in forming store atmosphere is in-store appearance.

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5.5 Hedonic shopping motivation positive and significantly affected impulsive buying, means that the increase of hedonic shopping motivation resulted in the increase of impulsive buying of Hypermart consumers in Manado City. Increased hedonic shopping motivation means the improvement of consumers shopping motivation for travel, for satisfaction, for a value, and for a social purpose, with the most dominant indicator in forming hedonic shopping motivation is shopping for a value.

Impulsive buying will be able to be improved if Hypermart management in Manado City is able to increase the hedonic shopping motivation with the most dominant indicator is shopping for a value, where hedonic shopping motivation will be improved if Hypermart management in Manado City is able to increase sales promotion with the most dominant indicator is sample giveaway program and store atmosphere with the most dominant indicator is in-store appearance.

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