



The Effect of Promotion and Store Atmosphere on Impulse Buying with Shopping Emotion as an Intervening Variable (Empirical Study of Mall Ska Pekanbaru Visitors)

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ABSTRACT

This study aims to determine the effect of promotion and store atmosphere on impulse buying with shopping emotion as an intervening variable at Mall SKA Pekanbaru. The method used in this study is a quantitative approach by collecting primary data through distributing questionnaires and secondary data through documents. The samples in this study were people who had visited or shopped at the Mall SKA Pekanbaru. The sampling technique for this study was purposive sampling of 100 respondents. Processing data study uses Application SPSS Program 25. The results of this research show that promotion has a positive and significant effect on shopping emotions, and store atmosphere has a positive and significant effect on shopping emotions. Promotion has no positive and significant effect on impulse buying, store atmosphere has a positive and significant effect on impulse buying, and shopping emotion has a positive and significant effect on impulse buying. Then promotion has a positive and significant effect on impulse buying through shopping emotion as an intervening variable, which is followed by store atmosphere having a positive and significant effect on impulse buying through shopping emotion as an intervening variable.

Keywords: Promotion, Store atmosphere, Shopping emotion, Impulse buying

1. Introduction

There have been many changes in various fields of life as a result of the advent of the information technology era. These changes result in various opportunities and difficulties to compete in everyday life. Micro and macroeconomic business competition that seemed increasingly tight and complicated ensued. This must also be supported by the willingness of business people to continue to develop their businesses despite changes in the information technology era. This also encourages business actors to continue to innovate and continue to increase the creativity of their activities so that the products they sell are still in demand and can continue to be sustainable from time to time by consumers. Business actors must anticipate all changes and styles of needs for consumer demands that are increasingly varied and diverse due to developments in the business world and an increasingly competitive market.

One of the things that attracts attention from the times and technology is the occurrence of impulse purchases. Research by Sahetapy et al., (2020) Impulse buying can be interpreted as an act of buying it previously not consciously recognized as a result of preconceived considerations or purchase intentions entering the shop. To increase impulse buying, companies often rely on two main factors, namely promotions and store atmosphere. If these two factors are implemented, it will have a positive impact on a business and will increase consumer interest and desire to make impulse buying.

Meanwhile, Efrianto (2016) in the journal Kristanto and Wahyuni (2020) says promotion is a program that is conceptualized to communicate with potential buyers who will influence the decision to purchase. In other words, promotion is a company's effort to increase consumer awareness and interest in products or services through various marketing techniques such as discounts, free gifts, special offers, and other sales campaigns. Effective promotions can affect consumers' emotions and encourage them to make impulse purchases.

On the other hand, Kotler in Sitompul's research (2017) explains the store atmosphere is a planned atmosphere that is appropriate for its target market and can attract consumers to buy. Store atmosphere also plays an important role in influencing impulse buying. Store ambiance involves elements such as

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spatial arrangement, lighting, background music, aromas, and other factors that create a pleasurable or emotional shopping experience for consumers. An attractive store atmosphere can evoke positive emotions and influence impulse buying decisions.

Shopping emotions are emotions or feelings that cannot be controlled but have a major influence on purchases by Rahmana and Kurniawan (2021). Then shopping emotion can be interpreted as a consumer's emotional response to the store environment, including the influence of promotions and store atmosphere. It is believed to act as an intervening variable that mediates the relationship between promotions, store atmosphere, and impulse purchases. Thus, shopping emotions also play an important role in the decision to make impulse buying.

One possible place for impulse buying to occur is the mall. In a mall, of course, it has its way of promotion and the atmosphere of the shop is different from one mall to another. One of the malls that implement promotions in operations with a store atmosphere that can attract interest in buying a product is Mall SKA Pekanbaru. Mall SKA Pekanbaru provides various promotional offers to mall visitors. The promotional offers presented are equipped with interior display equipment that is appropriate to the promotion being offered. This is especially done when commemorating or welcoming major holidays which will experience an increase in visitors. This is in line with the increase in visitors to the Mall SKA Pekanbaru from sources obtained from *TribunPekanbarutravel.com* quoted from Agus Salim (2023). The number of visitors to the Mall SKA Pekanbaru is increasing. In one day visits to Mall SKA reach 30,000 people per day and will continue to increase until H-1 of Eid al-Fitri.

The products sold by Mall SKA Pekanbaru are usually goods that follow the laws of nature, and are also encouraged by shops and other business places. SKA Pekanbaru Mall offers and promotes attractive programs for its visitors, including discounts, special prices and other offers. This is the single most effective way to increase visitors' confidence in their ability to transact business with a friendly shop owner. The various promotions and offers presented by Mall SKA Pekanbaru as well as the store atmosphere displayed will certainly attract the interest of visitors to Mall SKA Pekanbaru. This is driven by the need for the product, so the possibility of impulse buying is likely to occur. With varied offers accompanied by good shopping emotions, it will certainly provide encouragement to buy the product.

The existence of impulse buying has a positive impact on Mall SKA Pekanbaru. The positive impact given is that you will get high profits from impulse buying. Therefore it is important for Mall SKA Pekanbaru to continue to obtain more up-to-date information in determining competitive strategies that must be carried out against impulse buying behavior.

2. Literature Review

Research related to the field has been previously investigated before by other researchers. Based on the research conducted by Wisesa and Ardan (2022) as well as Ivo et al., (2022) suggest that sales promotion and store atmosphere have a positive and significant effect on positive emotion. Simultaneously it is proven that sales promotion and store atmosphere have a positive and significant effect on positive emotion. In line with this, Amaylia et al., (2022) found out that sales promotions had a significant effect on positive emotions, store atmosphere has a significant effect on positive emotions, sales promotions have a significant effect on impulse buying, store atmosphere has a significant effect on impulsive buying. Furthermore, Natalia et al., (2022) in the *Journal Research of Social Science, Economics, and Management* entitled "The Effect Of Store Atmosphere On Impulse Buying And Positive Emotion As Intervening Variables At H&M Samarinda Stores". It shows that Store Atmosphere had a positive and significant effect on impulse buying, Store Atmosphere had a positive and significant effect on positive emotions, and positive emotions had a positive and significant effect on impulsive buying. This study also obtained positive and significant results between positive emotions mediating the influence of the Store Atmosphere on impulse buying.

According to Tjiptono (2016) in Rahmana and Kurniawan (2021) promotion is a form of direct persuasion that utilizes various incentives that can be arranged to encourage customers to immediately buy goods or increase the number of goods they buy. Meanwhile, Utami (2010) in Amaylia et al., (2022) said that store atmosphere is an environmental design through visual communication, lighting, color, music, and fragrance to design emotional responses and customer perceptions influence customers in purchasing goods. Shopping emotions are emotions or feelings that cannot be controlled but have a big influence on purchases (Rahmana and Kurniawan, 2021). Based on Mowen and Minor in Rahmana and Kurniawan (2021), impulse buying is an act of buying that was previously not realized as a result of considerations or buying intentions that were formed before entering the store.

3. Methodology

This research was conducted at the Mall SKA Pekanbaru which is located on Jl. Soekarno - Hatta No.114, Delima, Kec. Handsome, Pekanbaru City. The objects of this research are visitors or customers who have shopped at the Mall SKA Pekanbaru. The type of data in this study uses the quantitative research. Siyoto and Sodik (2015) in Priadana and Sunarsi (2021) explain quantitative research is defined as research that uses a lot of numbers, starting from the process data collection, data analysis

and data display. In data source collection, researchers perform source collection data in the form of primary data and secondary data. Based on to Priadana and Sunarsi (2021) primary data in a study obtained straight from the source by doing measurement, calculate yourself in the form questionnaires, observations, interviews and others. The primary data in this study consists of questionnaire responses visitors at Mall SKA Pekanbaru. Besides that Priadana and Sunarsi (2021) explain secondary data obtained indirectly from other people, offices in the form of reports, profile, manual, or library. Secondary data in this study used references from previous research, from related books and other. The population of this research is the visitors from Mall SKA Pekanbaru. The sample in this research was 100 visitors or customers at the Mall SKA Pekanbaru. The sampling technique used in this study is purposive sampling, drawn on sample members who were specifically selected for research purposes (Hardani et al., 2020). In this research, the sample was customers or visitors to the Mall SKA Pekanbaru.

The data in this study were collected through questionnaire data and documents. In the Sugiyono (2018) questionnaire is a data collection technique that is carried out in a way provide a set of questions or a written statement to the respondent to answer. The data processing in this study uses descriptive analysis and quantitative analysis. Where descriptive analysis is done by grouping the data into tables and explained by descriptive methods. Quantitative analysis is an analysis related to statistical calculations. This study uses SPSS 25 program to analyze obtained data. This research employs a likert scale as a measurement scale. Data analysis methods are Descriptive Statistic, Classical Assumption, Heteroscedasticity Test, Autocorellation, Multiple linear Regression, Simultanous Test (F-Test), Partial Test (T-Test), Coeficient Determination and intervening test with use sobel test. The research model uses two independent variables X1 and X2 with one dependent variable Y1 and with one variable intervening. The hypothesis of this thesis, as follows :

- H1 = Promotion has positive effect on shopping emotion
- H2 = Store atmosphere has positive effect on shopping emotion
- H3 = Promotion has positive effects on impulse buying
- H4 = Store atmosphere has positive effects on impulse buying
- H5 = Shopping emotion has positive effects on impulse buying
- H6 = Promotion has a positive effect on impulse buying through shopping Emotion as an intervening variable
- H7= Store atmosphere has a positive effect on impulse buying through shopping emotion as an Intervening Variable

Table 1. Variable and Indicators

Variable	Indicator	Measurement Scale
Promotion (X1)	a. Promotion messages b. Promotion media c. Promotion time d. Promotion frequency	Likert SA=5 A=4 N=3 D=2 SD=1
Store Atmosphere (X2)	a. Exterior b. Interior c. Store layout d. Interior display	Likert SA=5 A=4 N=3 D=2 SD=1
Shopping Emotion (Z)	a. Spontaneous purchase b. Purchase without thinking about consequences c. Purchases are influenced by emotional states	Likert SA=5 A=4 N=3 D=2 SD=1
Impulse Buying (Y)	a. Pleasure b. Arousal c. Dominance	Likert SA=5 A=4 N=3 D=2 SD=1

4. Result and Discussion

Table 2. Descriptive Statistical Variable Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Promotion (X1)	100	37	65	52.54	5.914
Store Atmosphere (X2)	100	39	70	57.11	6.970
Shopping Emotion (Z)	100	13	45	32.89	7.125
Impulse Buying (Y)	100	21	45	35.63	5.892

Source: Processed Data 2023 of SPSS 25

Based on Table 2, it can be seen that the promotion variable has a minimum value of 37, a maximum value of 65, an average value of 52.54, and a standard deviation of 5,914. The average value is greater than the standard deviation value $52.54 > 5.914$, this shows good results because the standard deviation reflects low deviations, the food quality data that occurs shows normal and impartial results. Likewise, the store atmosphere variable has a minimum value of 39, the maximum value is 70, the average value is 57.11 and the standard deviation value from 6,970. The average value is greater than the standard deviation value of $57.11 > 6.970$ so that the data that occurs shows normal and unbiased results. Likewise for shopping emotion variable which has a minimum value of 13, a maximum value of 45, and The average value is 32.89 and the standard deviation value is 7.125. Average value is greater than the standard deviation value, namely $32.89 > 7.125$, then the data occurs showing normal and unbiased results. And for the last variable, impulse buying has a minimum value of 21, a maximum value of 45, the average value of 35.63 and a standard deviation value of 5.892. The average value is greater than the standard deviation value is $35.63 > 5.892$, so the data that occurs shows normal and unbiased results with a total of 100 respondents.

Table 3. Validity Result Test

Variable		Indicator	Rcount	Symbol	Rtable	Explanation
Promotion	Promotion Messages	X1.1	0.775	>	0.195	Valid
		X1.2	0.787			Valid
		X1.3	0.766			Valid
		X1.4	0.644			Valid
	Promotion Media	X1.5	0.640	>		Valid
		X1.6	0.701			Valid
		X1.7	0.712			Valid
	Time of Promotion	X1.8	0.595	>		Valid
		X1.9	0.605			Valid
		X1.10	0.690			Valid
	Frequency of Promotion	X1.11	0.585	>		Valid
		X1.12	0.661			Valid
		X1.13	0.735			Valid
Store Atmosphere	Exterior	X2.1	0.631	>	0.195	Valid
		X2.2	0.578			Valid
		X2.3	0.687			Valid
		X2.4	0.688			Valid
	General Interior	X2.5	0.758	>		Valid
		X2.6	0.798			Valid
		X2.7	0.718			Valid
	Store Layout	X2.8	0.708	>		Valid
		X2.9	0.700			Valid
		X2.10	0.744			Valid
		X2.11	0.757			Valid
	Interior Display	X2.12	0.738	>		Valid
		X2.13	0.762			Valid
		X2.14	0.599			Valid
Shopping Emotion	Pleasure	Z.1	0.760	>	0.195	Valid
		Z.2	0.863			Valid
		Z.3	0.797			Valid
	Arousal	Z.4	0.859	>		Valid
		Z.5	0.876			Valid
		Z.6	0.913			Valid
	Dominance	Z.7	0.875	>		Valid
		Z.8	0.891			Valid
		Z.9	0.806			Valid
Impulse Buying	Spontaneous Purchase	Y.1	0.805	>	0.195	Valid
		Y.2	0.856			Valid
		Y.3	0.837			Valid
	Purchase Without Thinking About The Consequences	Y.4	0.768	>		Valid
		Y.5	0.843			Valid
		Y.6	0.875			Valid
	Purchase Are Influenced By Emotional States	Y.7	0.828	>		Valid
		Y.8	0.599			Valid
		Y.9	0.762			Valid

Source: Processed Data 2023 of SPSS 25

Based on Table 3 above, it can be seen that the use-value or rcount is 0.775 and use the rtable value 0.195 which means $0.775 > 0.195$, so the first item has suitability or is valid. Likewise, for the next item, all items totaling 45 items has a value of rcount $>$ rtable, so that all items have suitability or validity.

Table 4. Reliable Result Test

No.	Variable	Cronbach Alpha	High	Coefficient	Status
1	Promotion	0,903	>	0,60	Reliable
2	Store Atmosphere	0,921	>	0,60	Reliable
3	Shopping Emotion	0,951	>	0,60	Reliable
4	Impulse Buying	0,927	>	0,60	Reliable

Source: Processed Data 2023 of SPSS 25

If the Cronbach's Alpha value is greater than the coefficient value, then the questionnaire can be declared reliable and it is known that Cronbach's Alpha variable promotion (X1) value is 0.903 which means $0.903 > 0.60$ so it can be said that the questionnaire reliable and can be distributed to respondents to be used as an instrument. Then for the store atmosphere variable, it is known that Cronbach's Alpha value is 0.921, which means $0.921 > 0.60$ so it is declared reliable. Likewise for the next item, the shopping emotion variable has a value of 0.951 and the Cronbach's Alpha impulse buying value is known to be 0.927, which means it is greater than > 0.60 , so it is declared reliable.

Model I : $a+b_1X_1+b_2X_2+error$

Table 5. Multiple Linear Regression Results X1 and X2 on Z

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-6.136	3.405		-1.802	.075		
	Promotion	.370	.098	.371	3.765	.000	.408	2.453
	Store Atmosphere	.391	.083	.463	4.699	.000	.408	2.453

a. Dependent Variable: Shopping Emotion

Source: Processed Data, 2023 of SPSS 25

Based on the multiple regression test results table above, a regression equation formula can be drawn:

$$Z = -6.136 + 0.370X_1 + 0.391X_2 + error$$

From the explanation of the equation formula above, several conclusions can be drawn:

1. The value of -6.136 is a constant or condition when the shopping emotion variable has not been affected by other variables, namely the promotion (X1) and store atmosphere (X2) variables. If the independent variable does not exist then the shopping emotion variable does not change.
2. The coefficient value of the promotion variable (X1) is 0.370, indicating that the positive effect on shopping emotion will increase, which means that for every one unit increase in the promotion variable, it will affect shopping emotion by 0.370, assuming that other variables are not examined in this research.
3. The coefficient value of the store atmosphere variable (X2) is 0.391, indicating that the positive effect on shopping emotion will increase, which means that for every one unit increase in the store atmosphere variable, it will affect shopping emotion by 0.391, assuming that other variables are not examined in this research.

Model II: $a+b_1X_1+b_2X_2+b_3Z+error$

Table 6. Multiple Linear Regression Results X1 and X2 and Z on Y

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.324	4.847		-0.479	0.633		
	Promotion	-0.066	0.147	-0.055	-0.446	0.656	0.356	2.812
	Store Atmosphere	0.306	0.129	0.299	2.367	0.020	0.332	3.012
	Shopping Emotion	0.595	0.142	0.492	4.185	0.000	0.384	2.606

a. Dependent Variable: Impulse Buying

Source: Processed Data, 2023 of SPSS 25

Based on the multiple regression test results table above, a regression equation formula can be drawn:

$$Y = -2.324 + (-0.066) X_1 + 0.306 X_2 + 0.595 Z + error$$

Based on the explanation of the equation formula above, several conclusions can be drawn:

1. The value of -2.324 is a constant or condition when the impulse buying variable has not been affected by other variables, namely the promotion variable (X1), shop atmosphere (X2), and shopping emotion (Y). If the independent variable does not exist, the impulse buying variable does not change.
2. The coefficient value of the promotion variable (X1) is -0.066, indicating the negative effect (in the opposite direction) between the promotion and impulse buying variables. This means that if the promotion variable increases by 1%, the impulse buying variable will decrease by 0.066, assuming that the other variables are considered constant.
3. The coefficient value of the store atmosphere variable (X2) is 0.306, indicating that the positive effect on impulse buying will increase, which means that every one unit increase in the store atmosphere variable will affect impulse buying by 0.306 with the assumption that other variables are not examined in this research.
4. The coefficient value of the shopping emotion variable (Z) is 0.595, indicating that the positive effect on impulse buying will increase, which means that every one unit increase in the shopping emotion variable will affect impulse buying by 0.595 with the assumption that other variables are not examined in this research.

Table 7. F-Test Result Model I of X1 and X2 on Z

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2118.104	2	1059.052	77.871	.000 ^b
	Residual	1319.206	97	13.600		
	Total	3437.310	99			
a. Dependent Variable: Shopping Emotion						
b. Predictors: (Constant), Store Atmosphere, Promotion						

Source: Processed Data 2023 of SPSS 25

Decisions on the F-Test were based on the F-Test significance level of 0.05. If the Sig. value is less than 0.05, which means all independent variables have a significant effect on the dependent variable (simultaneously effect), and can be said that the model test is feasible for the study. The test results in Table 4. above show that the sig value is 0.000 < 0.05, so it can be concluded that there is a significant effect between promotion (X1) and store atmosphere (X2) simultaneously on shopping emotion(Z).

Table 8. F-Test Result Model II of X1, X2 and Z on Y

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2466.689	3	822.230	30.844	.000 ^b
	Residual	2559.101	96	26.657		
	Total	5025.790	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Shopping Emotion, Promotion, Store Atmosphere						

Source: Processed Data 2023 of SPSS 25

The test results in table 8 above, the sig value is 0.000 < 0.05, so it can be concluded that there is a significant effect between promotion(X1), store atmosphere (X2) and shopping emotion (Z) simultaneously on impulse buying (Y).

Table 9. T-Test Result Model I of X1, X2 on Z

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.136	3.405		-1.802	0.075
	Promotion	0.370	0.098	0.371	3.765	0.000
	Store Atmosphere	0.391	0.083	0.463	4.699	0.000
a. Dependent Variable: Shopping Emotion						

Source : Processed Data 2023 of SPSS 25

Based on the results of Table 9 above, it show that the results of the t test can be explained as follows:

1. The promotion variable obtained a Sig value of 0.000 which means < 0.05 with tcount 3.765 > ttable 1.985. So it can be concluded that H1 which states that promotion affects shopping emotions is partially accepted.
2. The store atmosphere variable obtained a Sig value of 0.000 which means < 0.05 with tcount 4.699 > ttable 1.985. So it can be concluded that H2 which states that store atmosphere affects shopping emotions is partially accepted.

Table 10. T-Test Result Model II of X1, X2 and Z on Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.324	4.847		-0.479	0.633
	Promotion	-0.066	0.147	-0.055	-0.446	0.656
	Store Atmosphere	0.129	0.129	.0299	2.367	0.020
	Shopping Emotion	0.595	0.142	0.492	4.185	0.000

a. Dependent Variable: Impulse Buying

Source: Processed Data 2023 of SPSS 25

Based on Table 10 above, there are several explanations regarding that variable:

1. The promotion variable obtained a Sig value of 0.656 which means > 0.05 with tcount $-0.446 < \text{table } 1.985$. So it can be concluded that H3 which states that promotions affect impulse buying is partially rejected.
2. The store atmosphere variable obtained a Sig value of 0.020 which means < 0.05 with tcount $2.367 > \text{table } 1.985$. So it can be concluded that H4 which states that store atmosphere affects impulse buying is partially accepted.
3. The shopping emotion variable obtained a Sig value of 0.000 which means < 0.05 with tcount $4.185 > \text{table } 1.985$. So it can be concluded that H5 which states that shopping emotions affect impulse buying is partially accepted.

Table 11. Determination Test (R Square) Model I X1 and X2 on Z

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.616	.608	3.688

a. Predictors: (Constant), Store Atmosphere, Promotion
b. Dependent Variable: Shopping Emotion

Source: Process Data 2023 of SPSS 25

Based on the data test results in Table 11, it was found that the coefficient of determination on R Square was 0.616, which shows that shopping emotion is a dependent variable of 61.6%, influenced by the independent variables, promotions, and store atmosphere while it is 38.4% the remaining is effect by other variables that are not researched and have not been tested.

Table 12. Determination Test (R Square) Model II X1, X2 and Z on Y

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.491	.475	5.163

a. Predictors: (Constant), Shopping Emotion, Promotion, Store Atmosphere
b. Dependent Variable: Impulse Buying

Source: Process Data 2023 of SPSS 25

Based on the data test results in Table 12, it was found that the coefficient of determination on R Square was 49.1%, which shows that impulse buying is a dependent variable of 49.1%, affected by the independent variables promotion, store atmosphere, and shopping emotion. Meanwhile, the remaining 50.9% is affected by other variables that are not researched and have not been tested.

Table 13. Coefficient Result I for Path Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.136	3.405		-1.802	0.075
	Promotion	0.370	0.098	0.371	3.765	0.000
	Store Atmosphere	0.391	0.083	0.463	4.699	0.000

a. Dependent Variable: Shopping Emotion

Source: Process Data 2023 of SPSS 25

Table 13 revealed the coefficient value between independent variables X1 and X2 on Z as intervening variables as described below.

1. The coefficient value of promotion (X1) on shopping emotion (Z) is 0.371.
2. The coefficient value of store atmosphere (X2) on shopping emotion (Z) is 0.463.

Table 14. Coefficient Result II for Path Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.324	4.847		-0.479	0.633
	Promotion	-0.066	0.147	-0.055	-0.446	0.656
	Store Atmosphere	0.129	0.129	0.299	2.367	0.020
	Shopping Emotion	0.595	0.142	0.492	4.185	0.000

a. Dependent Variable: Impulse Buying
Source: Process Data 2023 of SPSS 25

Based on Table 14, the result of the coefficient value between X1, X2, and Z on Y is shown in the following.

1. The result of coefficient value promotion (X1) on impulse buying (Y) is -0.055
2. The result of coefficient value store atmosphere (X2) on impulse buying (Y) is 0.299.
3. The result of coefficient value shopping emotion (Z) on impulse buying (Y) is 0.492.

Table 15. Direct and Indirect Effect

Relation		Path Coefficient		Total
Variable	Variable	Direct	Indirect	
X1	Z	0.371	-	0.371
X2	Z	0.463	-	0.463
X1	Y	-0.055	0.182	0.127 > -0.055
X2	Y	0.299	0.228	0.527 > 0.299
Z	Y	0.492	-	0.492

Source: Process Data 2023 of SPSS 25

Model Path Analysis

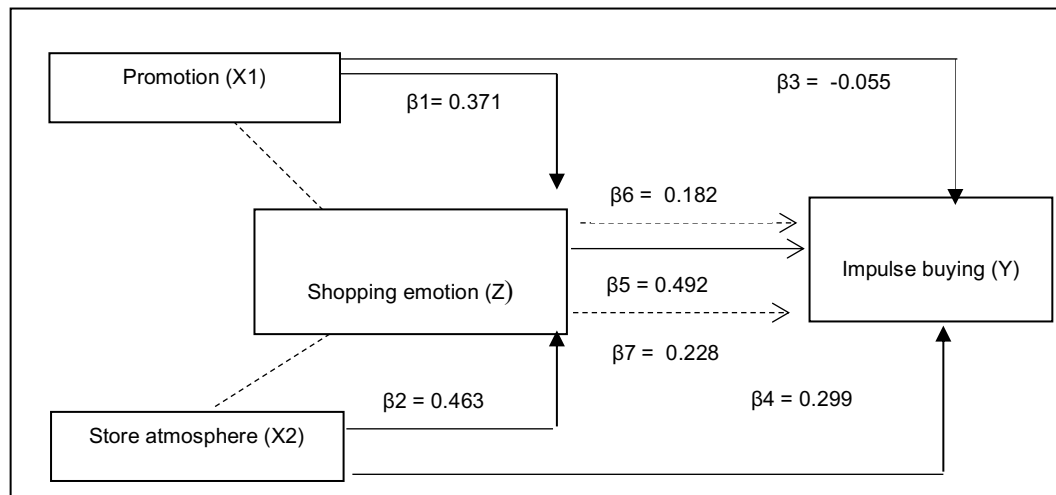


Figure 1 Model Path Analysis
Source: Processed Data, 2023

Based on Table 15 and image 1 of the path analysis model, the result from the path coefficient of direct effect and indirect effect between variables X and Y through Z as an intervening variable. First, the direct effect of the promotion variable on shopping emotion obtained a value of 0.371. Second, the direct effect of the store atmosphere variable (X2) on shopping emotion (Z) obtained a value of 0.463. The third direct influence between the promotion variable (X1) on impulse shopping (Y) obtained a value of -0.055. Fourth, the direct effect of store atmosphere (x2) on impulse buying (Y) obtained a value of 0.299. Fifth, the direct effect of shopping emotion variables on impulse buying (Y). Sixth, the indirect effect of the promotion variable (X1) on impulse buying (Y) through the intervening variable shopping emotion (Z) obtained a value of 0.182. This means that the shopping emotion variable can intervene in the effect of promotion on impulse buying because the total indirect effect value is $0.127 > -0.055$, the value of the direct effect of the promotion variable (X1) on impulse buying (Y). Seventh, the indirect effect of the store atmosphere variable (X2) on impulse buying (Y) through the intervening variable shopping emotion (Z) obtained a total value of 0.228. This means that the shopping emotion variable can intervene in the effect of the store atmosphere on impulse buying because the total indirect effect value is $0.527 > 0.299$ the value of the direct effect of the store atmosphere variable (X1) on impulse buying (Y).

Sobel Test

1. The effect of promotion on impulse buying with shopping emotion as an intervening variable

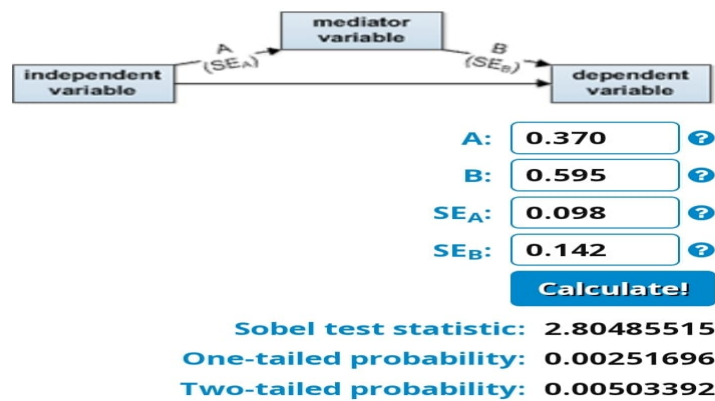


Figure 2. Result of Online Sobel Test I
Source: Processed Data, 2023

Obtained from the calculation results of the online Sobel Test through danielsoper.com, it can be seen that the result of Sobel test statistic 2.80485. This means tcount value 2.80485 > 1.985 with the p-value 0.00503392 < 0.05. So it can be concluded H6 that state promotion has an effect on impulse buying through shopping emotion as an intervening variable in Mall SKA Pekanbaru is accepted.

2. The effect of store atmosphere on impulse buying with shopping emotion as an intervening variable

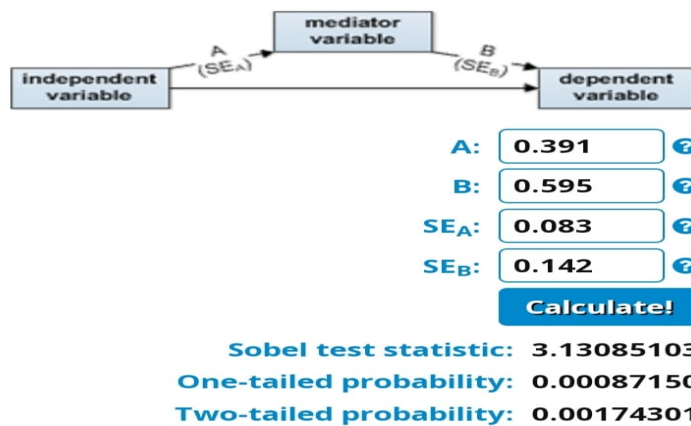


Figure 3. Result of Online Sobel Test II
Source: Processed Data, 2023

Obtained from the calculation results of Online Sobel Test through danielsoper.com, it can be seen that the result of Sobel test statistic 3.13085. This means tcount value 3.13085 > 1.985 with the p-value 0.00174301 < 0.05. So it can be concluded H7 that state store atmosphere has an effect on impulse buying through shopping emotion as an intervening variable in Mall SKA Pekanbaru is accepted.

5. Conclusion

Based on the explanation above, it can be concluded that:

- Promotion partially has a positive effect and has a significant effect on shopping emotions at Mall SKA Pekanbaru. So this can be interpreted as promotion being effect, the better the level promotion offered, the higher the shopping emotion for visitors. In other words, H1 is accepted.
- Based on the results of testing the variables between store atmosphere on shopping emotion variables it can be seen that store atmosphere partially has a positive effect and has a significant effect on shopping emotions at Mall SKA Pekanbaru. So this can be interpreted as store atmosphere being effect, the better the level store atmosphere offered, the higher the shopping emotion for visitors. In other words, H2 is accepted.
- Based on the results of testing the variables between promotion on impulse buying variables it can be seen that impulse buying no partially has a positive effect and has a significant effect on impulse buying at Mall SKA Pekanbaru. So this can be interpreted as promotion no effect on impulse buying. In other words, H3 is rejected.

- d. Based on the results of testing the variables between store atmosphere on impulse buying variables it can be seen that store atmosphere partially has a positive effect and has a significant effect on impulse buying at Mall SKA Pekanbaru. So this can be interpreted as store atmosphere being affected, the better the level of store atmosphere offered, the higher the impulse buying for visitors. In other words, H4 is accepted.
- e. Based on the results of testing the variables between store shopping emotion and impulse buying variables it can be seen that store atmosphere partially has a positive effect and has a significant effect on impulse buying at Mall SKA Pekanbaru. So this can be interpreted as shopping emotion being affected, the better the level of shopping emotion feeling, the higher the impulse buying for visitors. In other words, H5 is accepted.
- f. Based on the results of path analysis and Sobel testing the variables between promotion on impulse buying with shopping emotion as an intervening variable it can be seen that promotion has a positive effect and has a significant effect on impulse buying with shopping emotion as an intervening variable at Mall SKA Pekanbaru. In other words, H6 is accepted.
- g. Based on the results of path analysis and Sobel testing the variables between store atmosphere on impulse buying with shopping emotion as an intervening variable it can be seen that store atmosphere has a positive effect and has a significant effect on impulse buying with shopping emotion as an intervening variable at Mall SKA Pekanbaru. In other words, H7 is accepted.

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