THE EFFECT OF RETAIL SERVICE, HEDONIC VALUE, AND OUTLET ATMOSPHERE ON THE IMPULSE PURCHASES OF IKEA ALAM SUTERA CUSTOMERS

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ABSTRACT

The purpose of this study is to analyze the factors that influence impulsive buying. The research used a quantitative descriptive approach with distribute online questionnaire to 50 respondents of the public in Jakarta to earn the data. The results showed that retail service influenced impulsive buying, hedonic value influenced impulsive buying, and store atmosphere had a significant positive effect on impulsive buying. The results of the test show that the value of sig < alpha (0.05) and F_{count} (39.900) > F_{tabel} (2,6597) means that retail services, hedonic values and store atmosphere simultaneously affect impulse buying.

Keywords: IKEA; Hedonic; Impulsive Buying; Store Atmosphere

INTRODUCTION

Outlets are places where consumers make purchases, when consumers come to the outlet, they can usually transact both planned and spontaneous. Planned purchases are circumstances where purchases are made based on consideration before they enter the store. While purchases are not planned, they are usually done *impulsively* without prior consideration and planning. This means that the decision is taken when it is already in the store (Oktadwianti, 2018). According to Solomon in Oktadwianti (2018), when customers choose to buy an item in a store (spontaneous shopping), there will be alternative interactions, especially spontaneous purchases, or hasty purchases. Spontaneous buying is when the buyer is new or new to the store design, or maybe the buyer is in a hurry. Careless purchase is a condition when the buyer feels unexpected and unavoidable tendencies or desires. Consumers who do not plan purchases are usually made by those who tend to be quick in making decisions, hedonic complexity and more emotionally affected. In general, shopping activities are always motivated by planning and the needs and benefits of a product. However, there are other elements that affect shopping activities, namely emotional factors, satisfaction, prestige or commonly referred to as hedonic value. Impulsive buying that is done repeatedly will cause a comsumptive attitude or the act of buying products that are not needed which will certainly result in waste, because consumers tend to want to fulfill their desires without thinking. *Impulsive buying* is an irrational shopping activity that usually takes place quickly, impromptu followed by struggle and passionate desire. Where tendencies relate to the presence of feelings and the urge to immediately buy products to the exclusion of consequences. Because the important thing is to feel satisfaction (Wijaya & Oktarina, 2019).

Similarly, the atmosphere of the outlet is one of the components that can cause visitors to be comfortable and at home until they finally choose to buy an item. The atmosphere of the store is important for the blend and appeal of retail associated with convenience and creating a shopping environment. The atmosphere of the outlet is also key in attracting consumers to come to the place so as to give a unique and interesting impression and shopping experience (Yistiani et al., 2012). According to Coley in Utami (2018), there are two kinds of shopping inspirations that are of concern to retailers, especially in Indonesia. The first is individuals composed in utilitarian thought processes, which are more concerned with profit and usefulness. The second are those who are on the need for diversion, taste, fashion, and complete facilities so that they become the basis for purchase consideration. The atmosphere of the store includes interior design, exterior, display, and interior appearance which is a unity that can influence buyers (Prasetyo, 2019). Atmosphere is an atmosphere that is arranged based on the target market so that it can attract buyers, store atmosphere affects the condition of buyer passion that causes or produces the desire to buy (Phillip & Keller, 2016).

The impulse purchase impulse can be triggered by various things, one of which is the excellent service of the outlet which can increase the chances of consumers making impulse purchases (Bulan et al., 2019). Service is quality or appearance, difficult to understand and soon lost. However, service can be perceived beyond what is owned so that buyers can be interested during the time spent consuming goods and products. Service is mostly an activity provided by one party to another, which is formless and does not give rise to ownership (Phillip & Keller, 2016). Service quality is an important part that must be considered, maximized, and maintained in order to maintain consumer loyalty. Service quality includes the extent to which the ability of the outlet to provide everything expected by consumers, including ease of transaction (Patmala & Fatihah, 2021). The rest of the customer satisfaction that arises because of good service quality in addition to encouraging purchasing decisions will also be a strong

reason for a consumer to become a loyal customer. The quality of service can be determined through the actual service expected by the service received (Saputra & Wongsosudono, 2017).

Impulse buying is pleasure obtained from the fulfillment of desires driven by hedonic goals (Ningsih & Kardiyem, 2020). Buyers shop not only to buy goods, but to have fun and discover completely new ones. In other words, there are needs that can only be satisfied by shopping, including the need for social interaction carried out when shopping, new needs, and the need for goods purchased with the motive of having fun (Kartika et al., 2017). Such consumers will consider the element of enjoyment and pleasure (hedonism) apart from the benefits and usefulness of the products they buy, they tend to enjoy the process of shopping. Zhang et al. (2011) in Yistiani et al. (2012) state that shoppers who experience an indulgent shopping experience, reluctantly spend more energy to see the goods, for them shopping can feel like a diversion. For this reason, the environment in which shopping affects impulsive shoppers. The longer the time spent inside the outlet, the more likely consumers are to be influenced by the stimulus in the outlet. Furthermore, Zhang et al. (2011) also added that the hedonic value is the realization of environmental stimuli about shopping consumers supported by facilities and services provided by the outlet. Kristy (2019) in her research states that hedonic motivations allow consumers to pay attention to the meaning of the store with value for money. So, outlets with high class store attributes will be a stimulus for hedonic consumers which further has an impact on loyal behavior.

Today, many companies carry the theme "eco" or "green living" on every product they sell. This is part of the retail company's concern for sustainable environmental sustainability (Dewi, 2019). IKEA is no exception, this Swedish home furnishings retailer also puts a "*green living"* label on every product it produces. This was conveyed by the marketing manager of IKEA Indonesia, he stated that IKEA really cares about humans and the environment, and this concern has been used as a guide for the company in creating various home furnishings sold in their outlets (Fazia, 2018). IKEA offers a different concept from other retail outlets, ranging from the concept of product arrangement, atmosphere and products offered. IKEA creates a shopping atmosphere with a different, unique concept and arranged like a room in the house such as the bedroom, family room, dining room and others. In addition, IKEA also provides excellent service to all its consumers so that it can influence consumer purchasing decisions (Stephen et al., 2020). Currently, consumers come to IKEA outlets not only to shop, but can be said to be a tourist activity, especially the *display* and layout of IKEA Alam Sutera outlets make consumers assume that they are really in a comfortable and cozy home room (Ratnadewi, 2021).
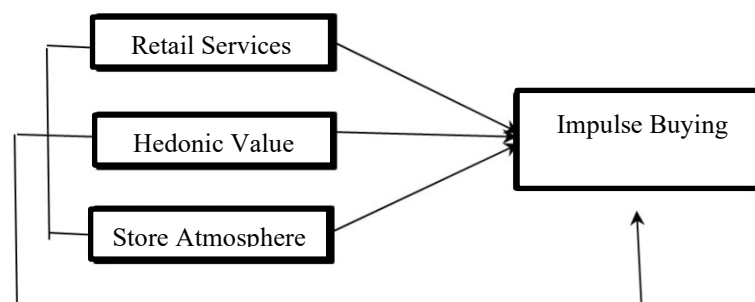
Figure 1. Framework of Thought

Based on the description that has been described earlier, the following hypothesis can be made:
H1 = Retail service has a significant positive effect on impulse buying

H2 = Hedonic value has a significant positive effect on impulse buying

H3 = Store atmosphere has a significant positive effect on impulse buying

H4 = Retail service, hedonic value and store atmosphere simultaneously have a significant positive effect on impulse buying

RESEARCH METHOD

This study used quantitative strategies. It is a study based on positivist thinking patterns, used to see examples in a particular population, various data obtained using research instruments. By using quantitative exploration techniques, it tends to be seen that the relationship between factors and items under study is more mutually influencing between independent and dependent variables. Quantitative data is data that can be estimated or determined directly, data in the form of numbers (Creswell, 2016).

Population and Sample

Population is an entire area consisting of items/subjects with special characteristics that are not entirely resolved by researchers to be concentrated and then made conclusions (Sugiyono, 2016). In this survey, the population that is made into a population is the entire population domiciled in the city of Jakarta. Sampling uses nonprobability sampling techniques in the form of purposive sampling where samples are taken with special characters.

Data Types and Sources

Primary data is data obtained from original sources (Sugiyono, 2018). Data was obtained from surveys given online to respondents. Questionnaire is a way of obtaining data that is done by providing a set of questions recorded in hard copy to respondents to answer (Sugiyono, 2016). Questions in the questionnaire are directed based on the variables studied so that researchers know very well what is generally expected from respondents. The questions in the questionnaire are coordinated so that respondents choose one of the responses that have been given using the Likert scale. Secondary data can also be referred to as information that can now be accessed, in this study additional information is obtained from several sources such as books, journals or from some previous research which can then be used by researchers as a theoretical foundation and guide in research (Creswell, 2016).

Table 1. Operational Variable

Variable	Indicators	Reference	Measuring Instruments	Scale
Impulsive buying	- Spontaneous purchases - Purchase by desire - Buying in a hurry - Purchases are influenced by emotional state	(Kartika et al., 2017)	Questionnaire (Likert Scale)	Ordinal
Atmosphere X1	- Product layout - Layout of the room lighting and color - Product display - Product grouping - The smell of the room - Music	(Phillip & Keller, 2016)	Questionnaire (Likert Scale)	Ordinal

Service	- Employee - Operating hours - Website/online services - After-sales service - Ease of payment - Parking/toilet area	(Phillip & Keller, 2016)	Questionnaire (Likert Scale)	Ordinal
Hedonic Value	- Pleasure - Satisfaction - Desire - Entertainment	(Ningsih & Kardiyem, 2020)	Questionnaire (Likert Scale)	Ordinal

Data Analysis Techniques

Normality Test

Conducted to test the inner model in the study whether it is normally distributed or not (Ghozali, 2018). While it is feasible for a model to have a normally distributed model, there are two methods to distinguish regardless of whether residues are usually delivered, by graphical examination and factual investigation.

Multiple Regression Analysis

Done to understand the relationship between at least two factors in an equation. Sugiyono (2016) says that many regression analyses will be performed assuming the sum of its free veriabels is like two. The goal is to understand the relationship between at least two variables and anticipate or forecast future circumstances. Here, multiple regression was used to test store atmosphere, retail service, and hedokin value against impulse buying. The regression formula is:

$$Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + \varepsilon$$

Information:

Y= Impulse Buy x $_{1\,=}$ Store Atmosphere
α = Constant X $_{2\,=}$ Retail Services
e = Error X $_{3}$ = Hedonic Value

Analysis of the Coefficient of Determination (R^2)

The value of the coefficient of determination is in the range of zero and one. The value of R2 implies that the capacity of the independent variable in understanding the dependent variable is very limited (Ghozali, 2018). Approaching one means that the independent variable provides almost all the data necessary for the dependent variable.

Autocorrelation Test

Conducted to test for possible correlation of errors in the disruptive period and before. If there is a correlation error. With a significance of 5%, decision making is based on:

Du<DW(DW<4-DU), H0 rejected, no autocorrelation
DU-DL (DW<4-DL), Ho accepted, there is auotcorrelation
Du<DW (4-DU<DW<4-DL), there is uncertainty

Model Feasibility Testing (Test F)

To test the simultaneous effect of all independent variables on the dependent variable (Ghozali, 2018). The F Test or Anova Test uses a confidence standard of 0.05.

T Test

To test one independent variable and its effect on the dependent variable with a significant degree of 5% (0.05).

1. A significant value < 0.05, the independent variable individually affects the dependent variable
2. The significance value > 0.05, the independent variable individually has no influence on the dependent variable

RESULTS AND DISCUSSION

Based on the results of questionnaires distributed to the public in the city of Jakarta, 168 samples were obtained which were then processed using SPSS software in Window 10.

Test Instruments

Reliability

Table 2. Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.898	0.928	24

Source: Processed data (2022)

It is known that the Cronbach Alpha value is 0.898. This means that the reliability value is in the range of 0.70–0.90, meaning that all statements in the questionnaire have high reliability.

Validity

Table 3. Validity Test Results

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
166.7857	301.654	17.36829	24

Source: Processed data (2022)

It is known that r_{table} for the number of data (N) 24 with a significance of 0.05 is 0.3961, the mean result r_{count} (166.7857) shows that all statements used as research instruments are above 0.3961. Thus, all statements in the questionnaire used in this study are valid.
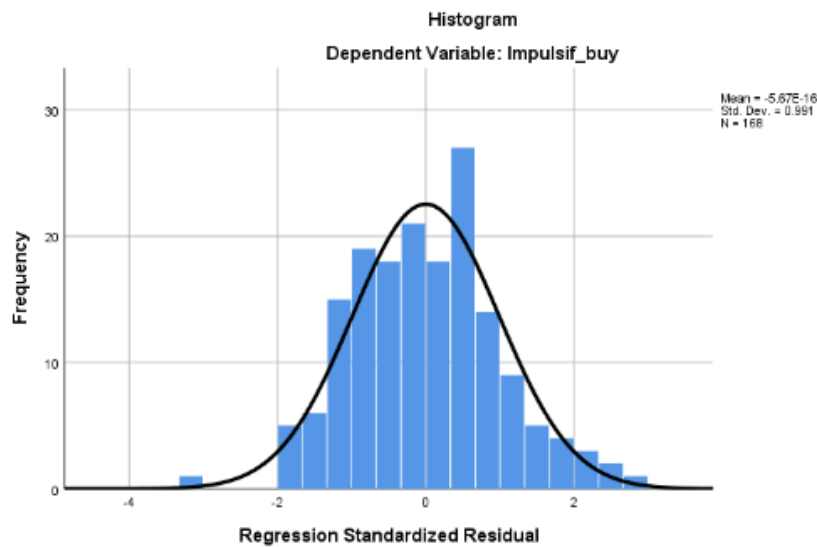
Normality Test

Table 4. Normality Test Results

One-Sample Kolmpgorov-Smlrnov Test					
		Atmosphere	Service	Hedonic	Impulsive buy
N		168	168	168	168
Normal Parameters[a,b]	Mean	24.1786	25.9345	16.5357	16.7440
	Std. Deviation	3.37004	3.27418	1.90773	2.14168
Most Extreme Differences	Absolute	0.140	0.107	0.218	0.219
	Positive	0.140	0.107	0.218	0.219
	Negative	-0.089	-0.13	-0.121	-0.138
Statistic Test		0.140	0.107	0.218	0.219

| Asymp. Sig, (2-tailed) | .200[c] | .197[c] | .200[c] | .200[c] |

Source: Processed data (2022)

The P-value of each variable is above 0.05. p-Value>alpha. So that the residuals from the regression are normally distributed. Thus, the assumption of normality is fulfilled. To be more convincing, researchers also conducted normality tests using a *histogram.*

Figure 2. Histogram Chart

Source: Processed data (2022)

Based on the graph, the curved graph resembles a mountain and with perfectly symmetrical legs. This means that all data is normally distributed.

Multicollinearity

Table 5. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std			
1	(Constants)	3.496	1.229		2.845	0.005
	Service	0.159	0.048	0.242	3.286	0.001
	Hedonic	0.319	0.087	0.284	3.642	0.000
	Atmosphere	0.160	0.048	0.252	3.324	0.001

Source: Processed data (2022)

The test results show that each variable has a beta coefficient value of less than one. X1 = 0.159, X2 = 0.319 and X3 = 0.160. As well as the standard error values x1= 0.048, X2 = 0.087 and X3 = 0.048. This means that the error standard is low, and multicollinearity is not detected.

Autocorrelation

Table 6. Autocorrelation Test Results

Model	R	R. Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650ᵃ	0.422	0.411	1.64317	2.014

Source: Processed data (2022)

Durbin-Watson value = 2.014. From the DW Test Bounds table, for K = 4 and n = 24, the value is obtained:

$$d_L = 1.0131$$
$$d_U = 1.7666$$

Because the calculated statistical value DW = 1160 >. This means that there is no autocorrelation problem, so the autocorrelation assumption is fulfilled.

Hypothesis Test Results

Multiple Regression Analysis

Table 7. Multiple Regreation Analysis Results

		Coefficientsᵃ				
	Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std			
1	(Constants)	3.496	1.229		2.845	0.005
	Service	0.159	0.048	0.242	3.286	0.001
	Hedonic	0.319	0.087	0.284	3.642	0.000
	Atmosphere	0.160	0.048	0.252	3.324	0.001

Source: Processed data (2022)

Y = 3.496 + 0.159 + 0.319 + 0.160 + ε

Means:
1. If all independent variables are 0 (zero), then the value of the bound variable is 3.496.
2. X1 (service) against Y (impulse buy)
   The value of the X1 coefficient is 0.159, meaning that every one unit increase in X1 will be followed by a Y increase of 0.159. Assuming that the other independent variables in the regression are constant.
3. X2 (hedonic value) to Y (impulse buying)
   The value of the coefficient X2 (hedonic value) is 0.319. This means that every increment of one unit in X2 will be followed by an increase in Y of 0.319, assuming that the other independent variables in the regression are constant.
4. X3 (atmosphere) to Y (impulse buying)
   The value of the coefficient X3 (atmosphere) is 0.160, meaning that each increase of one unit in X3 will be followed by an increase in Y of 0.160, assuming all independent variables in the regression are constant.

Analysis of the Coefficient of Determination (R^2)

Table 8. Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650^a	0.816	0.411	1.64317	2.014

Source: Processed data (2022)

Based on the test results, R *Square* is 0.816^a. This means that the variables of outlet service, store atmosphere and hedonic value of 81.6% against impulse purchases. The remaining 18.4% were influenced by other variables that were not studied.

T Test

Table 9. t Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std			
1	(Constants)	3.496	1.229		2.845	0.005
	Service	0.159	0.048	0.242	3.286	0.001
	Hedonic	0.319	0.087	0.284	3.642	0.000
	Atmosphere	0.160	0.048	0.252	3.324	0.001

Source: Processed data (2022)

1. The outlet service variable obtained t count (3,286), sig value. (0.001)
2. The variable hedonic value obtained t count (3.642), sig value. (0.000)
3. The outlet atmosphere variable obtained t calculated (3,324), sig value. (0.001)

Simultaneous F Test

Table 10. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	323.192	3	107.731	39.900	.000^b
	Residual	442.802	164	2.700		
	Total	765.994	167			

Source: Processed data (2022)

Obtained sig value. 0.000. Because the sig value < alpha (0.05) and then rejected and accepted. So that simultaneously service, hedonic value and store atmosphere simultaneously have a significant effect on purchasing decisions.F_{hitung} (39.900) $> F_{tabel}$ (2,6597)$H_0 H_1$

Discussion

The Effect of Retail Services on Impulse Buying

The hypothesis test shows a calculated t value (3.286) with a sig value. (0.000) or t count (3.286) > t table (1.9741) with sig (0.000) < alpha (0.005) values. This means that retail services have a significant positive effect on impulse buying. The results of this study are in

line with previous findings, retail services have a significant positive effect on impulse buying (Yistiani et al., 2012; Bulan et al., 2019).

The effect of hedonic value on impulse buying

Based on the results of the hypothesis test, a t count (3.642) was obtained with a sig value. (0.001) or t count (3.642) > t table (1.9741) with sig (0.001) < alpha (0.05) values. The test results show that hedonic values have a significant positive effect on impulse buying. Shopping activities are not just buying goods to meet needs, but the desire to satisfy the desire to buy something. They tend to decide on spontaneous purchases, especially if the product is *a life style*, the results of this study reinforce the results of research of Yistiani et al. (2012) where the greater the hedonic value felt by consumers, the greater the urge to make impulse purchases.

The effect of store atmosphere on impulse buying

t count (3.324) with the value of sig. (0.001) or t count (3.324) > t table (1.9741) means that the atmosphere of the outlet has a significant positive effect on impulse buying. The comfort of the atmosphere inside the outlet can increase desire and generate interest in buying a product. These findings are in line with the results of research of Yistiani et al. (2012) and Bulan et al. (2019), namely outlets with a comfortable atmosphere and unique atmosphere can provide a shopping experience to consumers, create desire and encourage buying.

The effect of retail service, hedonic value, and store atmosphere on impulse buying

The results of the f test show a sig value < alpha (0.05) and F_{hitung} (39.900) > F_{tabel} (2,6597) so it can be concluded that retail service, hedonic value and store atmosphere simultaneously affect impulse buying. The better and more comfortable the atmosphere in the outlet accompanied by the quality of retail service, will foster the urge to make impulse purchases. This is especially true for consumers who are very easily affected by hedonic value where purchases are made on the basis of fulfilling satisfaction to buy an item quickly (Yistiani et al., 2012). Likewise, the results of Yistiani et al. (2012) which states that retail services, outlet atmosphere and hedonic values can encourage buying interest.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that:
1. The quality of retail service significantly influences impulse buying.
2. Hedonic value significantly positively affects impulse buying.
3. Store atmosphere significantly influences impulse buying.
4. The results of the F test show that there is a simultaneous influence of retail service quality. Outlet atmosphere and hedonic value to impulse buying.

Suggestion

Based on the results of the research and conclusions, here are some suggestions that can be conveyed:
1. IKEA outlets, especially Alam Sutera, should be able to improve services to make them even better, especially services for online purchases and ease of payment systems, including improving some facilities that are not yet available at their outlets.
2. The outlet can rotate or change the theme on each dispay to make it more interesting and varied.
3. Further research is recommended to be able to add other variables in the research such as price variables, promotion, product quality and others.

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