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THE ROLE OF LIFESTYLE IN MODERATING THE INFLUENCE OF SALES PROMOTION AND STORE ATMOSPHERE ON IMPULSE BUYING AT STARBUCKS

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ABSTRACT : *This study aims to explain the role of lifestyle in moderating the influence of sales promotion and store atmosphere on impulse buying of Starbucks customers. The study was conducted in Badung Regency and Denpasar City. A sample of 110 respondents was obtained by purposive sampling technique. Data were processed using descriptive statistical analysis and statistical inference in the form of MRA (Moderated Regression Analysis). The results show that sales promotion has a positive and significant effect on impulse buying, store atmosphere does not affect impulse buying, and lifestyle moderates the influence of sales promotion and store atmosphere on impulse buying.*

Keywords: impulse buying, lifestyle, sales promotion, store atmosphere

I.   INTRODUCTION

Indonesia is included on the list of the world's largest coffee consuming countries according to the International Coffee Organization (ICO) in 2016/2017. Indonesia's coffee consumption during the 2016-2021 period is predicted to grow with an average of 8,22 percent per year (Katadata, 2018). This happens because the phenomenon of drinking coffee now has become part of the lifestyle of the millennial generation. Therefore, the coffee shop business is a promising one in Indonesia. Starbucks is one of the most popular retail coffee shop in the cauntry. Starbucks topped the 2019 Top Brand Index in the Coffee Café Retail Category, beating The Coffee Bean & Tea Leaf and Ngopi Doloe (topbrand-award.com, 2019). Starbucks outlets are spreading in big cities in all provinces of Indonesia, one of which is Bali, with 27 units.

Starbucks sales experienced a rapid increase, went up 4 percent over the last three months of 2018 which published in Reuters data (Rossa and Fauzi, 2019). The net sales of this retail companywhich originated from the United States continue to increase, grown up to 8,1 percent in the third quarter of 2019 (CNN Indonesia, 2019). The increase in sales occured as a result of the expansion of promotions that were intensively carried out by Starbucks marketing management team (CNN Indonesia, 2019). Sales promotion is a short-term incentive to encourage buyer to purchase the product or service (Kotler and Armstrong, 2016:518). In Indonesia, Starbucks offers discounts, pricepacks, and loyalty programs to their customers. Not only sales promotion, Starbucks also focuses on enhancing the customer experience with a well designed physical layout, lighting, music, and also a distinctive and attractive shop's aroma for consumers, especially millennials. The store's atmosphere is a weapon owned to attract visits and consumer purchases. Starbucks is one of the companies implementing experiential retail, which means creating a unique store experience that suits the target market and drives customers to buy (Kotler and Armstrong, 2016:419).

Starbucks is allegedly attracting consumer consumption, such as impulse buying actions on its products, by implementing sales promotion strategies and creating a distinctive store atmosphere which is the reason behind its increasing sales. Impulse buying is a form of consumer consumption behavior. Impulse buying occurs at 27 to 80 percent of all total purchases (Khan et al., 2015). Research interviews with the millennial generation conducted by Mastercard during May and June 2015 stated that half of the millennial generation in Indonesia (50 percent) is the most impulsive customer in the Asia Pacific (Primadhyta, 2015).

Impulse buying is a term that is identical to an unconscious and sudden purchase. This refers to purchases made by buyers without prior planning (Nagadeepa et al., 2015). Impulse buying is purchasing products that are done without going through complex decisions, through a short process, and without prior planning (Sapitri and Suprapti, 2014). Consumers who performimpulse buying usually make decisions without thinking first and occur due to their wants, not needs (Nato, 2018). This phenomenon can be exploited by marketers today by creating stimuli to further increase impulse buying.

A stimulus can influence consumer purchasing decisions. The company's marketing efforts such as products offered, promotions carried out, appropriate prices, as well as distribution channels or points of sale become input for consumers in the decision-making process (Suprapti, 2010: 16). Stimulus from companies such as promotion and store atmosphere are external factors (Yang et al., 2011). In addition, there are internal factors such as emotions, lifestyle, and personality that can trigger impulse buying (Yang et al., 2011). The millennial generation or Generation Y are those who were born between 1977 and 2000 (Kotler and Armstrong, 2016:101) takes lifestyle as an important role in determining their consumption behavior, including impulse buying.

Many studies have sought the relationship between variables of sales promotion and store atmosphere with impulse buying. Sales promotion and store atmosphere cause impulse buyingto cutsmoers (Hidayat, 2016; Pemayun and Ekawati, 2016; Temaja et al., 2016). However, research by Kurniawati and Restuti (2014) and Diany et al. (2019) suggested that sales promotion and store atmosphere do not cause impulse buying to customers. The results of previous studies mostly stated that sales promotions and store atmosphere lead to impulse buying, but there are still some studies thatclaimed these variables do not cause impulse buying. Variations in the results of the studies lead to allegations of other factors that may influence the relationship between variables of sales promotion and store atmosphere towards impulse buying. That other factor particularly is thought to be a moderating variable, which is a variable that can influence (strengthen and weaken) the relationship between independent and dependent variables (Sugiyono, 2018:39) such as lifestyle variable.

The lifestyle variable is used by marketers as closer factors in reflecting consumer interest so that they have a better possibility of explaining consumer purchases (Suprapti, 2010:127). Lifestyle is a way of life for someone in the world that is realized in the activities, interests, and opinions he held (Pratama and Salim, 2017). Lifestyle was chosen as the moderating variable in this study because it was thought to be able to specify consumers concerning the variables of sales promotion, store atmosphere, and impulse buying.Lifestyle is said to increase impulse buying (Pratama and Salim, 2017; Nato, 2018). However, the results of other studies stated thatlifestyle does not cause impulse buying (Ahmed et al., 2015; Desman et al., 2016). Lifestyle is used as a moderator in the research with various variables such as the research of Hasanah (2016) and Yoebrilianti (2018). Reference to the limitations of the study by Parsad et al. (2017) also noted that future studies can use lifestyle as a moderating variable on impulse buying.

Based on these phenomena and the results of previous studies, lifestyle was appointed as a variable suspected of moderating the influence of sales promotions and store atmosphere on impulsebuying.

II.   LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Buying behavior is divided into three, namely 1) planned buying that involve time-consuming information seeking and rational decision making, 2) unplanned buying refers to all shopping decisions made without prior planning, and 3) impulsebuying is a fast,unplanned purchase, involving sudden, strong, and unbearable desire to buy (Muruganantham and Bhakat, 2013). Impulse buyingis a purchase made by consumers suddenly without prior planning based on desires caused by various internal and external factors. Impulse buying consists of two elements, namely affective and cognitive (Pratama and Salim, 2017). Affective element is a psychological process in a person that refers to his mood. While the cognitive element is a person's psychological processes that refer to mental structures such as ways of thinking and interpreting things.

Sales promotion is a collection of short-term incentive tools, designed to encourage the purchase of a product or service more quickly (Kotler and Armstrong, 2016:518). Sales promotion has a positive and significant effect on impulse buying (Nagadeepa et al., 2015; Weerathunga and Pathmini 2015; Temaja et al., 2015; Pemayun and Ekawati, 2016). This means that the more attractive the sales promotion, the higher the impulse buying. Based on this description, the hypothesis can be formulated as follows:
H1 : Sales promotion has a positive and significant effect on impulse buying.

The atmosphere of the store is aimed at creating a comfortable atmosphere following the wishes of consumers so that they feel at home in the store (Hidayat, 2016). The store's atmosphere has a role in influencing consumers' impulse buying. The overall store atmosphere influences impulse buying (Dewi and Giantari, 2015; Akram et al., 2016; Hidayat, 2016; Parsad et al., 2017). This means that the more comfortable the store atmosphere, the higher the impulse buying. Based on this description, the hypothesis can be formulated as follows:
H2 : Store atmosphere has a positive and significant effect on impulse buying.

Lifestyle is also called psychographics which includes the activities, interests, and opinions of consumers (Schiffman and Wisenblit, 2015: 63). Lifestyle is determined by how people spend their time, what is considered important for their environment, and what they think about themselves and the world around them (Suprapti, 2010: 127).The lifestyle used in this study is the hedonic lifestyle. The hedonist lifestyle is a person's daily life pattern illustrated by his activities, interests, and opinions which emphasize pleasure or enjoyment as

the main goal in life (Nato, 2018). Lifestyle is widely used as a moderating variable in previous studies in relation to various variables (Hasanah, 2016 and Yoebrilianti, 2018). Research by Parsad et al. (2017) noted lifestyle can be raised as a variable that moderates between independent variables and impulse buying because it is still rarely examined. Research results by Pratama and Salim (2017); Nato (2018) stated that lifestyle can significantly influence the impulse buying. Based on this description, the hypothesis can be formulated as follows:

H3 : Lifestyle strengthens the influence of sales promotion on impulse buying.

H4 : Lifestyle strengthens the influence of storeatmosphere on impulse buying.

III.   METHODS

This research is quantitative research in the form of associative causal relations, which is a research that explains the causal relationship between two or more variables. The conceptual framework of the study is shown in Fig. 1
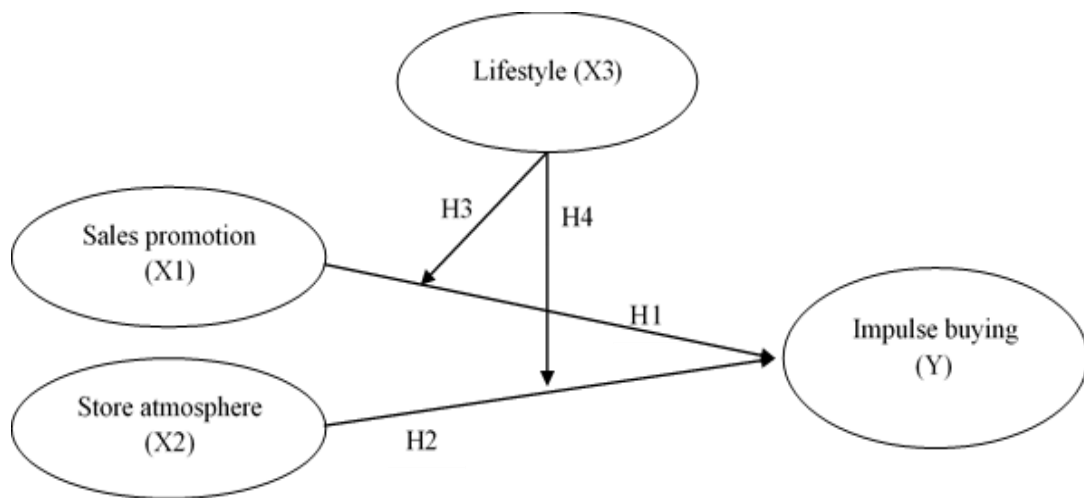
Figure 1. conceptual framework
Source: *(Primary Data Processed), 2019*

This research targets Starbucks Outlets that are spread throughout Badung Regency and Denpasar City. The location of Starbucks outlets in Bali is concentrated in Badung Regency and Denpasar City because both are tourism destinations, with 24 units of outlet. This study used 16 indicators so that the sample size ranges in the range of 80-160 respondents obtained by purposive sampling technique. Research data collection used a questionnaire that requires validity and reliability tests to determine the accuracy and consistency of research instruments. The research variables are translated through the indicators listed in Table 1.

Table 1: Research Indicators

Variable	Indicator	Source
Sales promotion	1. Discounts 2. Price packs 3. Loyalty programs	Nagadeepa et al., 2015
Store atmosphere	1. Lighting 2. Music 3. Aroma 4. Store color decoration 5. Temperature 6. Item's layout	Dewi and Giantari, 2015
Lifestyle	1. Activity 2. Interest	Nato, 2018

	3. Opinion	
Impulse buying	1. Mood Management 2. Cognitive Deliberation 3. Unplanned Buying 4. Disregard for the Future	Pratama and Salim, 2017

Source: *(Primary Data Processed), 2019*

This study used two types of data, qualitative and quantitative data. Qualitative data is in the form of conclusions of respondents on their statements in the questionnaire. While quantitative data in the form of data about market share sourced from the 2019 Top Brand Award, Coffee Consumption data by the International Coffee Organization (ICO), Starbucks sales data from CNN Indonesia, and data on the number of Starbucks Outlets from the site www.starbucks.com.

Data analysis techniques used are descriptive statistics and statistical inference. Descriptive statistics is used to obtain an overview of the characteristics of respondents and illustrate respondents' ratings of responses in the questionnaire. While inference statistics is used to answer hypotheses inresearch using MRA (Moderated Regression Analysis) or interaction test. The classic assumption test is also used to reassure that the model that has been prepared is BLUE (Best, Linear, Unbias Estimator) to produce unbiased predictions with normality test, multicollinearity test, and heteroscedasticity test.

IV.   RESULT AND DISCUSSION

The number of respondents obtained was 110 respondents. Respondents in this study are consumers who live in the Regency of Badung or Denpasar City and have bought Starbucks products and enjoyed directly at the outlet.

IV.1 Descriptive Statistics

Descriptive analysis is intended to describe the respondents' assessment of the tendency of responses towards statements given in the questionnaire.

Table 2: Descriptive Statistic Result

	N	Mean	Criteria
Sales promotion	110	4,23	Very interesting
Store atmosphere	110	4,30	Very pleasant
Lifestyle	110	3,76	Hedonist
Impulse buying	110	3,81	High

Source: *(Primary Data Processed), 2019*

IV.2 Statistical inference

Table 3: Recapitulation of MRA (Moderated Regression Analysis) Results

Variable Name	Regression Coefficient	Sig.
Constant	0,690	0,644
Sales promotion (X1)	0,350	0,005
Store atmosphere (X2)	0,078	0,272
Lifestyle (X3)	0,282	0,021
X1*X3	0,016	0,034
X2*X3	0,009	0,021
F Sig.	0,000	
Adjusted R Square	0,799	

Source: *(Primary Data Processed), 2019*

Regression equation: $Y = 0.690 + 0.350X1 + 0.078X2 + 0.282X3 + 0.016X1X3 + 0.009X2X3$………………..(1)

Classical Assumption Test Results

The value of Asymp. Sig. (2-tailed) of 0,200is more than 0.05 (Sig. = 0,200 > 0,05). This result indicated that the regression equation model is normally distributed.

Table 4: Normality Test Results

		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.49908670
Most Extreme Differences	Absolute	.060
	Positive	.046
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

Source: *(Primary Data Processed), 2019*

The overall tolerance value of the research variable > 0,1 and the VIF value of each variable in the study < 10. Thus, it can be stated that there is no correlation between the independent variables.

Table 4: Multicollinearity Test Results

Coefficients[a]		
Model	Collinearity Statistics	
	Tolerance	VIF
Sales Promotion (X1)	.364	2.747
Store Atmosphere (X2)	.304	3.292
Lifestyle (X3)	.209	4.790
X1*X3	.168	5.941
X2*X3	.123	8.111
a. Dependent Variable: Impulse Buying		

Source: *(Primary Data Processed), 2019*

The independent variable in the study has a level of Sig. > 0,05 so that the model created does not contain symptoms of heteroscedasticity.

The significant value of the F Test of 0,000 is less than 0,05 (0,000 < 0,05) the independent variable simultaneously influences the dependent variable. The effect of independent variables on the dependent variable shown by the total determination value (Adjusted R Square) of 0,799 means that 79,9 percent of impulse buying variations can be explained by variations in sales promotion and store atmosphere variables, while the remaining 20,1 percent is explained by other factors that were not included in the research model.

Table 5: Heteroscedasticity Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.566	.841		.673	.503
Sales Promotion (X1)	.124	.068	.277	1.815	.072
Store Atmosphere (X2)	-.018	.040	-.077	-.462	.645
Lifestyle (X3)	.111	.068	.329	1.630	.106
X1*X3	-.012	.004	-.645	-1.873	.105
X2*X3	.000	.002	-.020	-.078	.938
a. Dependent Variable: ABS_RES1					

Source: *(Primary Data Processed), 2019*

Sales promotion produces a regression coefficient of 0,350 which means that sales promotion has a positive direction towards impulse buying, if the sales promotion offered by Starbucks is attractive, then impulse buying will increase. The significant value for the sales promotion variable is 0,005, less than 0,05 (0,005 <0,05) so that sales promotion has a positive and significant effect on impulse buying. The results of this study support most of the results of the previous studies which stated that sales promotion has a positive and significant effect on impulse buying (Nagadeepa et al., 2015; Weerathunga and Pathmini 2015; and Ali et al., 2019).

The store atmosphere produces a regression coefficient of 0,078 which means that the store atmosphere has a positive direction towards impulse buying, if the store atmosphere owned by Starbucks Outlet isconsidered comfortable, then impulse buying will increase. A significant value for the store atmosphere variable is 0,272, more than 0,05 (0,272> 0,05) so that the store atmosphere has no effect on impulse buying. The results of this study support researches by Kurniawati and Restuti (2014), Artana et al. (2019), and Kahamani and Artini (2019) which suggested that the store's atmosphere does not affect impulse buying.

The moderating variable between sales promotions with lifestyle produces a regression coefficient of 0,016, meaning that sales promotion with lifestyle have a positive direction on impulse buying. If Starbucks customers have a hedonic lifestyle, then the effect of sales promotion on impulse buying will increase. A significant value for the sales promotion with lifestyle as the moderating variable is 0,034 less than 0,05 (0,034 < 0,05) so that lifestyle strengthens the effect of sales promotion on impulse buying. If an attractive Starbucks sales promotion is aimed at hedonic customer groups, it will further increase impulse buying. The moderating variable between store atmospheres with lifestyle produces a regression coefficient of 0,009 which means that store atmosphere with lifestyle has a positive direction on impulse buying. If Starbucks customers have a hedonic lifestyle, then the influence of store atmosphere on impulse buying will increase. A significant value for store atmosphere with lifestyle as the moderating variable is 0,021, which is more than 0,05 (0,021 <0,05) so that lifestyle strengthens the influence of store atmosphere on impulse buying. If the atmosphere of a pleasant Starbucks outlet is aimed at hedonic customer groups, it willfurther increase impulse buying. The results of this study support that lifestyle can significantly influence impulse buying (Pratama and Salim, 2017; Nato, 2018). Lifestyle has a significant effect as a moderating variable (Hasanah, 2016; Yoebrilianti, 2018).

V. CONCLUSION

Sales promotion has a positive and significant effect on impulse buying. This means that the more attractive sales promotion offered by Starbucks, the more impulse buying will be made by customers for Starbucks Outlet in Badung Regency and Denpasar City. The store's atmosphere has no effect on impulse buying. This means that the store atmosphere at Starbucks outlets does not cause impulse buying for Starbucks Outlet customers in Badung Regency and Denpasar City. Lifestyle moderates positively the influence of sales promotion on impulse buying. This means that the more hedonistic lifestyle owned by Starbucks Outlet customers in Badung Regency and Denpasar City, the effect of sales promotion on impulse buying will increase. Lifestyle positively moderates the influence of store atmosphere on impulse buying. This means that the more hedonistic lifestyle of Starbucks outlet customers in Badung Regency and Denpasar City, the effect of store atmosphere on impulse buying will increase.

Starbucks is expected to develop a promotion program for member cardholders by creating innovations on Starbucks rewards to be even more attractive to be able to optimize impulse buying of Starbucks Outlet customers in Badung Regency and Denpasar City. Starbucks is expected to expand the choice of music genre to be played in outlets to be able to create a comfortable outlet atmosphere to create impulse buying of Starbucks Outlet customers in Badung Regency and Denpasar City. Starbucks is expected to offer a more attractive promotional program while maintaining a comfortable outlet atmosphere so that Starbucks Outlet customers in Badung Regency and Denpasar City will be more often on spending money to buy products impulsively. Starbucks is expected to be able to offer products through attractive sales promotions while maintaining a comfortable store atmosphere to increase purchasing desires for Starbucks Outlet customers in Badung Regency and Denpasar City.

VI. LIMITATIONS AND FURTHER RESEARCH

This study has several research limitations that are expected to be refined in the future. This research is only conducted in Badung Regency and Denpasar City, soit is hoped that further researchers can conduct research with a broader scope such as in other districts or even Bali Province so that the data obtained is more accurate. This research is only carried out at a certain point of time, then it is hoped that further researchers will be able to re-examine in the future due to the development of retail business, especially coffee shops, which will continue to experience changes. This research only uses sales promotion and store atmosphere as independent variables, so future research can explore the influence of other variables included in the marketing mix on impulse buying.

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