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# THE EFFECT OF THE STORE'S ATMOSPHERE, EMOTIONAL SHOPPING, AND SHOPPING LIFESTYLE ON IMPULSE BUYING
## (Study on Miniso retail customers in Denpasar City)

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*ABSTRACT : Impulse buying a behavior of customers who make purchases spontaneously when they enter a store due to stimulation. The company strives to create a comfortable atmosphere for customers in a shopping environment. One effort to be conducted is to provide a good atmosphere by designing a pleasant store ambience, creating a good emotional shopping. In addition, the shopping lifestyle of consumers also influences impulse buying. The purpose of this study is to explain the effect of store atmosphere, emotional shopping, and shopping lifestyle on the impulse buying of Miniso retail customers in Denpasar City. This research was conducted in Miniso retail, Denpasar City. The sample size was taken as many as 120 respondents with a questionnaire tool using GoogleForm. The analysis technique uses Multiple Linear Regression Analysis. The results showed that 1) Store atmosphere has a positive and significant effect on impulse buying, 2) Emotional shopping has a positive and significant effect on impulse buying, 3) Shopping lifestyle has a positive and significant effect on impulse buying. Based on the research results, it is expected that the Miniso retail company will always create a good store atmosphere, always build positive emotional shopping, and provide stimulation to the creation of a good shopping lifestyle so that impulse buying behavior increases.*

*Keywords -* *Store Atmosphere*, *Emotional Shopping, Shopping Lifestyle,*dan *Impulse Buying*

## I. INTRODUCTION

     Community needs are increasing and varying throughoutthe times. Information received causes people to feel that a product is needed so that the desire continues to increase and vary. Based on data from the Bali Provincial Statistics Agency, in 2018 household consumption expenditure has increased by 5.52 percent from 2017 then in 2019 it has increased again by 0.45 percent. This high household consumption expenditure provides opportunities for businesses, it is proven that retail sales growth in 2019 has experienced a positive movement, namely an increase of 10.10 percent from 2018 (cnbcindonesia.com). The main business actors in the retail sector are currently trying to pamper customers so that customers carry out purchasing activities. Today's customers are spoiled by offers, convenience and product information. Various facilities available with the shopping concept of one stop shopping can generate interest from customers who only initially want to have recreation and are ultimately motivated to shop (Setiadi and Warmika, 2015). When at the mall, consumers who initially want to spend time unwinding, turn into unplanned shopping activities or impulse buying (Cakraningrat and Ardani, 2016). Customers usually pay attention to matters related to added value to their convenience in doing shopping activities considering that shopping is a recreational activity as well as fulfilling a variety of needs in one location (Dewi and Giantari, 2015). Impulse buying often occurs at retail outlets, one of which is the Miniso retail.

     According to a pre-survey of 15 respondents, there were 12 respondents who stated that they had made impulse buying at Miniso retail. Miniso retail provides a variety of customer needs ranging from household appliances, accessories to electronic products. Miniso retail seeks to influence consumers by creating a

comfortable shopping environment and shaping consumer perceptions through their emotions and lifestyles. Impulse buying is an unplanned purchase, that is, buying behavior made in a store where the purchase is different from what was previously planned (Nurcahya and Rastini, 2018). Impulse buying is the behavior of consumers who make purchases spontaneously, reflexively, and unexpectedly, without any prior plans (Devi and Nurcahya, 2019). Impulse buying behavior is influenced by stimulus stimuli provided by retail outlets. One of the stimuli provided to influence customers is the creation of a store atmosphere that is comfortable and attractive.

Store atmosphere is a physical characteristic of a store that can show a store's image to stimulate consumer perceptions and emotional responses (Pratiwi and Yasa, 2019). Store atmosphere can not only provide a pleasant purchasing environment, but can add value to the products being sold (Jaya and Suparna, 2018). The store atmosphere arrangement aims to meet functional requirements while serving a pleasant shopping experience, so that it can support transactions (Nurcaya and Rastini, 2018). A good store atmosphere can lead to impulse buying behavior. This is evidenced in research conducted by several researchers, including: Yistiani et al. (2012); Temaja et al. (2015); Cakraningrat and Ardani (2016); Darmayasa and Sukaatmadja (2017); Maulana (2018); and Wisesa et al. (2019), which states that store atmosphere has a positive and significant effect on impulse buying. Another factor that can influence impulse buying is emotional shopping.

Emotional shopping is a feeling that cannot be controlled but can affect people's behavior or habits when shopping (Hidayat and Erika, 2017). Emotional shopping is closely related to customer loyalty and satisfaction. The better the emotions that consumers have when shopping, the more likely consumers are to make impulse buying (Purwa and Yasa, 2014; Dewi and Giantari, 2015; Cakraningrat and Ardani, 2016; Hidayat and Erika, 2017). The results of research conducted by Gumilang and Nurcahya (2016), Cakraningrat and Ardani (2016), Fauziah and Fatmawati (2017), Rianto, et al (2018) stated that emotional shopping has a positive and significant effect on impulse buying. When customers feel comfortable or happy while in a shopping environment, the impulse buying behavior will increase.

In addition to the store atmosphere and emotional shopping that customers have, lifestyle also affects customers in fulfilling their daily needs. The shopping lifestyle in an effort to meet needs is often referred to as the shopping lifestyle. Shopping lifestyle is a consumer habit when shopping which is influenced by changing times, income and social status (Devina and Giantari, 2016). Shopping lifestyle shows an alternative way for someone to allocate their income or money, both in terms of allocating funds for certain services and alternative products with similar categories (Andryansyah and Arifin, 2018). Consumers making purchases are influenced by the existing lifestyle in the community (Pratiwi and Yasa, 2020). Lifestyle is often described by the activities, interests, and opinions of a person (Imbayani and Novarini, 2018). The results of previous research conducted by Usvita (2016), Cahyono (2016), Husepuny and Oktafani (2018), Liantifa and Siswadhi (2019), and Maulana et al. (2019) stated that shopping lifestyle has a positive and significant effect on impulse buying. Customers prefer to spend their time shopping, socializing with each other and fulfilling all their wishes so that this can lead to impulse buying (Husepuny and Oktafani, 2018).

The objectives of this study were (a) to test and explain the effect of store atmosphere on impulse buying at Miniso retail in Denpasar City, (b) to test and explain the effect of emotional shopping on impulse buying at Miniso retail in Denpasar City, (c) to test and explain the influence of shopping lifestyle on impulse buying at Miniso retail in Denpasar City.

## II.     CONCEPTUAL FRAMEWORK AND HYPOTHESIS
**Conceptual framework**

In this study, there is a relationship between each independent variable and the dependent variable. There is an influence between store atmosphere on impulse buying, emotional shopping affects impulse buying and shopping lifestyle affects impulse buying so that it can be described in the following conceptual framework:
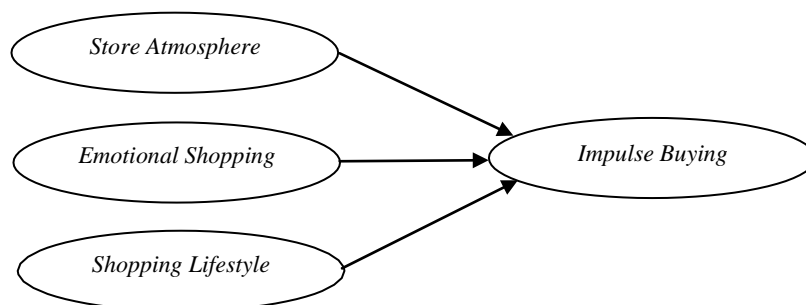


**Figure 1: Conceptual Framework**

**Research Hypothesis**

Research conducted by Cakraningrat and Ardani (2016) states that store atmosphere has a positive and significant effect on impulse buying. Other research conducted by Darmayasa and Sukaatmadja (2017) and Maulana (2018) also states that the same thing is that store atmosphere has a positive and significant effect on impulse buying. The better the arrangement of the store atmosphere that is applied, it will increase the impulsive shopping behavior of consumers.

H1 : *Store atmosphere has a positive and significant effect on impulse buying*

Research conducted by Fauziyah and Fatmawati (2017) states that emotional shopping has a positive and significant effect on impulse buying. The higher the emotional shopping that consumers feel, the higher the impulse buying behavior. Similar results were obtained in research conducted by Fauziyah and Fatmawati (2017) and Rianto et al. (2018) stated that emotional shopping has a positive and significant effect on impulse buying.

H2 : *Emotional shopping has a positive and significant effect on impulse buying*

Research conducted by Huesepuny and Oktafani (2018) states that shopping lifestyle has a positive and significant effect on impulse buying. Customers prefer to spend their time shopping, socializing with others and fulfilling all their desires, which triggers impulse buying behavior. This is in line with research conducted by Liantifa and Siswadhi (2019) and Maulana et al (2019) which state that shopping lifestyle has a positive and significant effect on impulse buying.

H3 : *Shopping lifestyle has a positive and significant effect on impulse buying*

## III. RESEARCH METHOD

The research design used is associative to reveal the relationship between two or more variables through hypothesis testing. This type of research is causal in nature to show a cause-and-effect relationship between the independent variable and the dependent variable using a questionnaire to obtain data. The research location was conducted in Denpasar City, especially the Miniso retail customers.

**Table 1 Variables and Indicators**

| Variables | Indicator | Sources |
|---|---|---|
| *Store Atmosphere* | *Cleanliness* ($X_{1.1}$)<br>*Temperature* ($X_{1.2}$)<br>*Lighting* ($X_{1.3}$)<br>*Colour* ($X_{1.4}$)<br>*Display or layout* ($X_{1.5}$) | Akram *et al.* (2016)<br>Purnomo (2017)<br>Yudiatantri dan Nora (2019) |
| *Emotional Shopping* | *Pleasure* ($X_{2.1}$)<br>*Arousal* ($X_{2.2}$)<br>*Dominance* ($X_{2.3}$) | Gunadhi dan Japarianto, (2015)<br>Hidayat dan Erika (2017)<br>Fauziyah dan Fatmawati (2017)<br>Asrinta (2018), Putra, *et al* (2020) |
| *Shopping Lifestyle* | *Activities* ($X_{3.1}$)<br>*Interest* ($X_{3.2}$)<br>*Opinions* ($X_{3.3}$) | Gunadhi dan Japarianto (2015)<br>Huesepuny dan Oktafani (2018)<br>Imbayani dan Novarini (2018) |
| *ImpulseBuying* | Spontaneous purchase ($Y_{1.1}$)<br>Purchase without thinking ($Y_{1.2}$)<br>Rush purchase ($Y_{1.3}$)<br>Purchases are influenced by emotional conditions ($Y_{1.4}$) | Arda dan Andriany (2019)<br>Devi dan Nurcaya (2020) |

The types of quantitative and qualitative data used in the study are assessments given by respondents by filling in the questions on the questionnaire. The primary data sources used are the results of questionnaires and respondents' answers that meet the research criteria, while the secondary data comes from information providers such as the Central Bureau of Statistics and Bank Indonesia.

The research instrument used was the validity test to check whether the instrument in the questionnaire was properly used or not, the reliability test to test the respondent's interpretation of the question items in the

research instrument which was indicated by the consistency of the respondent's answers. The population in this study were the retail customers of Miniso Denpasar City. Miniso has three retail branches in Denpasar City, so the consumer population is unlimited. The sampling method used was purposive sampling technique with the following criteria: domiciled in Denpasar City, at least education is at the SMA / SMK level, at least have visited Miniso retail and made 2 impulsive purchases at the Miniso retail in Denpasar City. The number of samples used was 120 samples. The data collection method was carried out by means of a questionnaire to consumers in the three Miniso retail branches. Each question item is measured by a Likert scale.

The data analysis technique used is descriptive statistics. The classic assumption tests used in this study include: normality test to test whether the residual variable has a normal distribution in the regression model, the multicolerance test to test the regression model found a correlation between independent variables or not, heteroscedasticity test to test in the regression model there is variance inequality from one observation residual to another, and an autocorrelation test to test whether in the regression model there is a correlation between confounding errors in period t and t-1. The analysis technique used is multiple linear regression to obtain an overview of the effect of independent variables on the dependent variable. The equation of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \dotfill (1)$$

In this study, the coefficient of determination (R2) was used to measure the accuracy of the regression line on the distribution of data. The model suitability test (Test F) is used to see the independent variables simultaneously affect the dependent variable. Hypothesis test (t test) is conducted to show how far the influence of one independent variable individually explains the dependent variable.

## IV.     RESULT AND DISCUSSION

The characteristics of the respondents in this study have several criteria, namely based on gender, age, education level, and occupation.

**Table 2 Characteristics of Research Respondents**

| No | Characteristics | Clarification | Number of people | Percentage (%) |
|----|-----------------|---------------|------------------|----------------|
| 1 | Gender | Male | 25 | 20,8 |
| | | Female | 95 | 79,2 |
| | Total | | 120 | 100 |
| 2 | Respondent Age | < 20 years old | 18 | 15 |
| | | = 20 years old | 16 | 13,3 |
| | | > 20 years old | 86 | 71,7 |
| | Total | | 120 | 100 |
| 3 | Educational stage | Senior High School / Vocational high School | 17 | 14,2 |
| | | Associate Degree | 3 | 2,5 |
| | | Undergraduate | 100 | 83,3 |
| | | Graduate's Degree | 0 | 0 |
| | Total | | 120 | 100 |
| 4 | Profession | Student | 8 | 6,7 |
| | | College student | 107 | 89,2 |
| | | Entrepreneur | 1 | 0,8 |
| | | Private employees | 2 | 1,7 |
| | | Government employees | 2 | 1,7 |
| | Total | | 120 | 100 |

Source: Primary data processed, 2020

Table 2 shows that the number of female respondents is 95 people, male respondents are 25 people. This shows that customers who have shopped at Miniso retail are dominated by female customers. The average age of the respondents who filled out the questionnaire was 86 people or 71.7 percent of the total respondents. The S1 education level is more dominant, namely 100 people or 83.3 percent. This shows that people in the

undergraduate education level are more dominant shopping at Miniso retail. The job characteristics of the respondents obtained the results from the most respondents with a job as a student, namely as many as 107 people or 89.2 percent.

**Table 3 Validity Test Results**

| No | Variable | Indicator | Correlation coefficient | Limit Coefficient | Information |
|----|----------|-----------|-------------------------|-------------------|-------------|
| 1 | *Store Atmosphere* | X1.1 | 0,762 | 0,3 | Valid |
| | | X1.2 | 0,735 | 0,3 | Valid |
| | | X1.3 | 0,718 | 0,3 | Valid |
| | | X1.4 | 0,677 | 0,3 | Valid |
| | | X1.5 | 0,834 | 0,3 | Valid |
| 2 | *Emotional Shopping* | X2.1 | 0,874 | 0,3 | Valid |
| | | X2.2 | 0,813 | 0,3 | Valid |
| | | X2.3 | 0,878 | 0,3 | Valid |
| 3 | *Shopping Lifestyle* | X3.1 | 0,846 | 0,3 | Valid |
| | | X3.2 | 0,842 | 0,3 | Valid |
| | | X3.3 | 0,786 | 0,3 | Valid |
| 4 | *Impulse Buying* | Y1.1 | 0,808 | 0,3 | Valid |
| | | Y1.2 | 0,778 | 0,3 | Valid |
| | | Y1.3 | 0,864 | 0,3 | Valid |
| | | Y1.4 | 0,747 | 0,3 | Valid |

Source: Data processed, 2020

Table 3 shows that the research instrument of each indicator has a correlation coefficient value greater than 0.3 so that all indicators are declared valid.

**Table 4 Research Instrument Reliability Test Results**

| No | Variables | Cronbach's Alpha | Information |
|----|-----------|------------------|-------------|
| 1 | *Store Atmosphere* | 0,933 | Reliabel |
| 2 | *Emotional Shopping* | 0,922 | Reliabel |
| 3 | *Shopping Lifestle* | 0,907 | Reliabel |
| 4 | *Impulse Buying* | 0,901 | Reliabel |

Source: Primary data processed, 2020

Table 4 shows that all research instruments have a Cronbach's Alpha coefficient of more than 0.6 so that all indicators on the research instrument are reliable or have reliability in measuring variables.

**Table 5 Description of Respondents' Answers to Store Atmosphere Variables**

| Indicator | Answer Score | | | | | Total score | Average | Information |
|-----------|----|----|----|----|----|-------------|---------|-------------|
| | SD | D | N | A | SA | | | |
| *Cleanliness* | 0 | 4 | 34 | 40 | 42 | 480 | 4,00 | Good |
| *Temperature* | 0 | 7 | 27 | 53 | 33 | 472 | 3,93 | Good |
| *Lighting* | 0 | 8 | 40 | 42 | 30 | 454 | 3,78 | Good |
| *Colour* | 0 | 10 | 26 | 51 | 33 | 467 | 3,89 | Good |
| *Display or layout* | 0 | 16 | 28 | 37 | 39 | 459 | 3,83 | Good |
| **Average** | | | | | | | 3,89 | Good |

Source: Primary data processed, 2020

Information:
SD     : Strongly Disagree,
D      :Disagree,
N      : Neither Disagree nor Agree
A      : Agree,
SA     :Strongly Agree.

Table 5 shows the respondents' perceptions of the store atmosphere variable. In general, the average respondent's assessment of store atmosphere is 3.89. The indicator that has the highest average is the indicator of cleanliness. This shows that customer perceptions of Miniso's retail cleanliness are good. Cleanliness can affect the comfort of customers in a retail store so that the duration of time spent shopping is very long.

**Table 6 Description of Respondents' Answers to Emotional Shopping Variables**

| Indicator | Answer Score | | | | | Total score | Average | Information |
|-----------|----|----|----|----|----|-------|---------|-------------|
|           | SD | D  | N  | A  | SA |       |         |             |
| *Pleasure* | 0 | 14 | 28 | 41 | 37 | 461 | 3,84 | Good |
| *Arousal* | 0 | 8 | 46 | 35 | 31 | 449 | 3,74 | Good |
| *Dominance* | 0 | 2 | 15 | 39 | 33 | 370 | 4,16 | Good |
| **Average** | | | | | | | 3,91 | Good |

Source: Primary data processed, 2020

Table 6 shows the results of respondents' assessment of indicators from emotional shopping variables. The average value of all indicators is 3.91 with good criteria. The feeling that customers have when they are at Miniso retail causes customers to feel excited to buy products at Miniso retails. The indicator that received the highest rating was the dominance indicator with an average of 4.16. This shows that when customers are given positive atmosphere stimuli, customers will feel influenced and controlled to make product purchases so that impulse buying increases.

**Table 7 Description of Respondents' Answers to Shopping Lifestyle Variables**

| Indicator | Answer Score | | | | | Total score | Average | Information |
|-----------|----|----|----|----|----|-------|---------|-------------|
|           | SD | D  | N  | A  | SA |       |         |             |
| *Activities* | 1 | 4 | 41 | 27 | 47 | 475 | 3,96 | Good |
| *Interest* | 0 | 8 | 41 | 35 | 36 | 459 | 3,83 | Good |
| *Opinions* | 0 | 7 | 40 | 35 | 38 | 464 | 3,87 | Good |
| **Average** | | | | | | | 3,88 | Good |

Source: Primary data processed, 2020

Table 7 shows the respondents' assessment of the indicators of the shopping lifestyle variable. The average of all indicators is 3.88 with good category. The indicator that gets the highest average score is the activities indicator at 3.96. Customers have a lifestyle of allocating money they have and also their free time to do shopping activities.

**Table 8 Descriptions of Respondents' Answers to Impulse Buying Variables**

| Indicator | Answer Score | | | | | Total score | Average | Information |
|-----------|----|----|----|----|----|-------|---------|-------------|
|           | SD | D  | N  | A  | SA |       |         |             |
| Spontaneous purchase | 0 | 11 | 31 | 45 | 33 | 460 | 3,83 | Good |
| Purchase without Thinking | 0 | 19 | 27 | 56 | 18 | 433 | 3,61 | Good |
| Rush purchase | 0 | 16 | 26 | 39 | 39 | 461 | 3,84 | Good |

| | 1 | 8 | 38 | 50 | 23 | 446 | | |
|---|---|---|---|---|---|---|---|---|
| Purchases are influenced by emotional conditions | 1 | 8 | 38 | 50 | 23 | 446 | 3,72 | Good |
| **Average** | | | | | | | 3,75 | Good |

Source: Primary data processed, 2020

The results of the respondents' assessment in Table 8 show the average score of the impulse buying variable of 3.75, which means that most customers have done impulse bying at Miniso retail. The highest average is obtained in the rush purchase indicator of 3.84. This is due to Miniso retailers who always update products according to trends in the community so that customers don't want to quickly run out of products and products are replaced by other Miniso retail collections.

**Table 9 Results of Multiple Linear Regression Analysis**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|
| | **B** | **Std. Error** | **Beta** | **t** | **Sig** |
| (*Constant*) | 0,184 | 0,204 | | 0,901 | 0,369 |
| *Store Atmosphere* | 0,347 | 0,097 | 0,314 | 3,593 | 0,000 |
| *Emotional Shopping* | 0,293 | 0,074 | 0,325 | 3,936 | 0,000 |
| *Shopping Lifestyle* | 0,285 | 0,08 | 0,295 | 3,554 | 0,001 |
| Dependen Variabel  : *Impulse Buying* | | | | | |
| F Statistik | : 115,636 | | | | |
| Sig. F | : 0,000 | | | | |
| $R^2$ | : 0,749 | | | | |
| Adjusted $R^2$ | : 0,743 | | | | |

Source: Primary data processed, 2020

Based on Table 9, it is found that the regression coefficient value for store atmosphere (X1) is 0.314, emotional shopping (X2) 0.325 and shopping lifestyle (X3) 0.295 so that the multiple linear regression equation in this study is as follows: $Y = 0,184 + 0,314 X_1 + 0,325 X_2 + 0,295 X_3 + e$

**Table 10 Normality Test Results**

| Unstandardized Residual | | |
|---|---|---|
| N | | 120 |
| Normal Parameters[a,b] | Mean | 0,0000000 |
| | Std. Deviation | 0,37875729 |
| Most Extreme Differences | Absolute | 0,075 |
| | Positive | 0,057 |
| | Negative | -0,075 |
| Test Statistic | | 0,075 |
| Asymp. Sig. (2-tailed) | | 0,090[c] |

Source: Primary data processed, 2020

The result of normalitas test used *Kolmogorov-Smirnov* show that the significance value is  0,090 > 0,05. This show regression model has normal distribution.

**Table 11 Multicollinearity Test Results**

| No | Variabel | Collinearity Statistics | |
|---|---|---|---|
| | | *Tolerance* | **VIF** |
| 1 | *Store Atmosphere* | 0,283 | 3,539 |
| 2 | *Emotional Shopping* | 0,317 | 3,154 |
| 3 | *Shopping Lifestyle* | 0,313 | 3,193 |

Source: Primary data processed, 2020

Based on Table 11, the VIF value for each independent variable is less than 10. The store atmosphere variable has a variance inflation factor (VIF) value of 3.539 < 10, the emotional shopping variable is 3.154 < 10 and the shopping lifestyle is 3.193 < 10. The multicollinearity test results prove that the regression model in the study did not experience multicollinearity symptoms.

**Table 12 Heteroscedasticity Test Results**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | *(Constant)* | 0,533 | 0,118 | | 4,521 | 0,000 |
| | *Store Atmosphere* | 0,001 | 0,056 | 0,005 | 0,026 | 0,979 |
| | *Emotional Shopping* | -0,040 | 0,043 | -0,151 | -0,936 | 0,351 |
| | *Shopping Lifestyle* | -0,021 | 0,046 | -0,074 | -0,457 | 0,648 |

Source: Primary data processed, 2020

The results of the heteroscedasticity test show that the significance value of each independent variable is more than 0.05, including: the store atmosphere variable has a significance value of 0.979 > 0.05, the emotional shopping variable has a significance value of 0.351 > 0.05, the shopping lifestyle variable has a significance value of 0.648 > 0.05. This shows that the regression model in this study did not find symptoms of heteroscedasticity.

**Table 13 Autocorrelation Test Results**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | ,866[a] | ,749 | ,743 | ,38362 | 1,756 |

Source: Primary data processed, 2020

The autocorrelation test results showed that the Durbin-Watson value was 1.756. When compared with the Durbin Watson value in the table for respondents as many as 120 people (3; 120), the significance level is 0.05, the table value is 1.6513, the Durbin Watson value is greater than the du limit (Durbin-Upper) and is less than 4-du = 2.244 . This means that the regression model does not find autocorrelation symptoms.

**Tabel 14 Hasil Uji F**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 51,054 | 3 | 17,018 | 115,636 | 0,000[b] |
| | Residual | 17,071 | 116 | 0,147 | | |
| | Total | 68,125 | 119 | | | |

Source: Primary data processed, 2020

Based on the results of the F test in Table 14, it is found that Fcount = 115.536 with a significance value of 0.000 <0.05. This shows that store atmosphere (X1), emotional shopping (X2), and shopping lifestyle (X3) simultaneously influence impulse buying (Y) for Miniso retail customers in Denpasar City.

**Table 15 Coefficient of Determination**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0,866[a] | 0,749 | 0,743 | 0,38362 |

Source: Primary data processed, 2020

The result of the calculation of the coefficient of determination $R^2$ is 0.749 (0 <0.749 <1), which means that 74.9 percent of the variation in impulse buying is influenced by the variable stoe atmosphere (X1), emotional shopping (X2), shopping lifestyle (X3). As much as 25.1 percent of the impulse buying variable is influenced by other factors outside the variables used in this study.

**Table 16 t test results**

| Model | | t | Sig. | Hypothesis Results |
|---|---|---|---|---|
| 1 | (*Constant*) | 0,901 | 0,369 | |
| | *Store Atmosphere* | 3,593 | 0,000 | H1 accepted |
| | *Emotional Shopping* | 3,936 | 0,000 | H1 accepted |
| | *Shopping Lifestyle* | 3,554 | 0,001 | H1 accepted |

Source: Primary data processed, 2020

The t test results show the t-count > t-table value of the store atmosphere variable is 3.593 > 1,65787 with a significance level of 0.000 < 0.05, so based on the hypothesis, store atmosphere has a positive and significant effect on impulse buying. This supports the results of research conducted by Cakraningrat and Ardani (2016), Darmayasa and Sukaatmadja (2017) and Maulana (2018) which prove that store atmosphere has a positive and significant effect on impulse buying.

In the emotional shopping variable, it is found that t-count > t-table = 3,936 > 1,65787 with a significance level of 0,000 < 0.05, so based on the hypothesis emotional shopping has a positive and significant effect on impulse buying. The results of this study support the research conducted by Gumilang and Nurcahya (2016), Cakraningrat and Ardani (2016), Fauziyah and Fatmawati (2017), and Rianto et al (2018).

In the shopping lifestyle variable, the value of t-count > t-table = 3.554 > 1,65787 with a significance level of 0.001 < 0.05, so based on the shopping lifestyle hypothesis, it has a positive and significant effect on impulse buying. The results of this study support research conducted by Usvita (2016), Cahyono (2016), Huesepuny and Oktafani (2018), Liantifa and Siswadhi (2019), Maulana et al (2019).

## V. CONCLUSION

The conclusions of this study are: a) store atmosphere has a positive and significant effect on impulse buying for Miniso retail customers in Denpasar City. This means that the better the creation of store atmosphere, the impulse buying behavior will increase. b) emotional shopping has a positive and significant effect on impulse buying for Miniso retail customers in Denpasar City. This means that the better the emotional shopping that customers have when they are at Miniso retail, the more impulse buying activity will be. c) shopping lifestyle has a positive and significant effect on impulse buying. This means that the better the shopping lifestyle the customer has, the impulse buying behavior will increase. This study has implications for developing research concepts and adding empirical evidence related to store atmosphere, emotional shopping, shopping lifestyle, and impulse buying variables. This research also has practical implications for the retail management of Miniso Denpasar City branch by considering the aspects of the store atmosphere, especially the cleanliness of the shop environment, considering the emotional shopping that customers have and the customer's shopping lifestyle in an effort to meet their daily needs so that companies can create a sense of comfort for customers and provide positive image. This study has limitations, including the scope of the research that is not broad enough only for Miniso retail customers in Denpasar City so that the results of the research are limited to the object under study, besides this research is conducted at a certain time while changes in the environment continue to occur so further research is needed in the future. the same variable.

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