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The Role Of Brand Image As Mediation In The Effect Of Store Atmosphere On Impulse Buying (Study On Beachwalk Shopping Center Customers)

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ABSTRACT: The purpose of this study was to examine the influence of store atmosphere on impulse buying through brand image as a mediator. The variables studied were store atmosphere, brand image, and impulse buying. The number of samples is 100 Beachwalk Shopping Center customers who live in Denpasar with a purposive sampling method which has the criteria of Shopping at Beachwalk in the last 6 months before March 2020, and the last high school education. Data were obtained by distributing questionnaires. The analysis technique applied was the path analysis test and Sobel test. According to the hypothesis test, it was found that the store atmosphere and brand image positively and significantly affect the impulse buying of Beachwalk customers. Brand image can greatly mediate the impact of store atmosphere on Beachwalk customers' impulse buying and brand image as a partial mediation component so it can illustrate that store atmosphere and brand image are variables that affect Beachwalk customers' impulse buying. This proves that the store atmosphere and brand image affect the impulse buying of Beachwalk customers. A positive store atmosphere is needed to increase brand image and impulse buying, so it is advisable for companies to keep the store atmosphere positive.

Keywords: Store Atmosphere, Brand Image, Impulse Buying

I. INTRODUCTION

The existence of economic globalization makes the boundaries of a country blurred and the linkages between the national economy and the international economy will be even tighter. Likewise, technological developments move very rapidly which encourages all aspects of life to change accordingly if they are to survive. In addition, it has an impact on business industries to keep up with changes in people's lifestyles that are developing very fast. One of the industries that is experiencing changes is the retail industry.

This is driven by the character of consumers in Indonesia, including in the Province of Bali, who do not tend to have plans. Based on research conducted by Nielsen (2017), two aspects of behavior, namely "never making a purchase plan" increased from 12% (2015) to 22% (2016) and "buying goods outside the grocery list" which increased from 16% (2015) to 41% (2016). This illustrates that impulse buying behavior is very developed in Indonesian society.

One of the fast-growing modern retailers in Bali Province is Beachwalk Shopping Center, a department store that combines local style with contemporary architecture. Beachwalk Shopping Center has been nominated as the best global architectural work in the Shopping Center category at the 2013 World Architecture Festival in Singapore and 2015 Architizer A + Awards in the United States. However, obtained from the summary of the Comprehensive Income and Income Statement of PT. Indonesian Paradise Property Tbk. for the years ended 31 December 2019 and 2018 where the department stores of Beachwalk Shopping Center experienced a decrease in net profit. Beachwalk recorded a profit in 2018 of 73.801.201.271 decreasing to 68.160.186.919 in 2019. The emergence of negative news published on the online news page www.merdeka.com regarding the theft and vandalism at the Beachwalk Shopping Center by a Korean student at two stores caused a decline in the company's image. But from a pre-survey that researchers have conducted on 30 respondents, it shows 80 percent of respondents said that they had made impulsive buying at Beachwalk Shopping Center.

The store atmosphere affects the emotional state of spending which is then encouraged to increase or decrease expenses. The impact of the store atmosphere can create the impression that buyers will increase their purchases or buy enough and may not intend to come back to buy at that place (Diawan, 2016). Basically, a mixture of the store's physical features such as design, structure, colour, lighting, air movement, music and scent can generate customers' impression (Murnawati, 2018). Previous studies have shown that store atmosphere affects impulse buying (Supriono, 2018; Gumilang, 2016; and Cakraningrat, 2016).

When the store atmosphere that consumers receive is in a negative form, it can reduce the brand image

of a company. Rangkuti (2017: 16) argues that if a strong brand concept can be communicated well to the right target market, then the brand will produce a brand image that can explain a clear brand identity. Overcoming a complex customer behaviors is a challenge for marketing researchers and practitioners. Items, product characteristics, brand image and the Shopping vibe with different tone determines the different views of customers (Torlak, 2014). Previous studies have shown that store atmosphere affects brand image (Grace et al., 2018; Tansya, 2019; and Sigit, 2016).

A good brand image of a company will influence the behavior of visiting consumers, one of which is the behavior of impulse buying from certain customers. Impulsive buying is a purchase which was formerly not perceived through deliberation or purchasing intentions until the outlet was entered. According to Wu et al., (2016) impulse buying is a condition when consumers experience a sudden and strong desire to buy something at once and usually there is a specific stimulus during Shopping. Impulsive buying occurs when the customers look at an item in a store and his feelings urge the customer to buy (Akram, 2016). Previous studies have shown that brand image affects impulse buying (Husnain, 2016; Rahayu, 2015; and Husnul, 2017).

There is a negative influence due to the reporting of theft which is felt by consumers through the store atmosphere so that it affects the representative brand image of the Beachwalk Shopping Center, and the decline in net profit from Beachwalk in 2019 which allows a decrease in purchasing interest by the public including impulse buying behavior that occurs at Beachwalk Shopping Center is interesting to research. Studies that link store atmosphere, brand image, and impulse buying have been done a lot but have not been widely applied to the department store industry. Therefore, this study discusses these three variables in department stores by targeting customers from Beachwalk Shopping Center.

II. THEORY AND HYPOTHESES

Literature Review

a) Store Atmosphere

Kotler and Keller who are translated by Bob Sabran (2018: 69) suggest that the store atmosphere must be in accordance with the basic motivation of the buyer, if customers tend to be in a task-oriented and functional mindset, then the environment in the store is simpler and more controlled maybe better. The atmosphere in a store is a designed-setting that suits the goal demand and draw the buyers.

b) Brand Image

Rangkuti (2014: 90) defined brand image as the perspective of a brand related to brand alliance that is rooted in customers' memories. The item, brand name, packaging, price, colors, point of purchase promotion, logo, retailers, advertisement and all other types of promotion, brand owner, country of origin, item users and target market are considered as the marketing tools to create the brand image. Brand is a banner that can be used to cover all products that use it.

c) Impulse Buying

Impulse buying is a condition when consumers experience a sudden and strong desire to buy something at once and usually there is a specific stimulus during Shopping (Wu et al., 2016). According to Husnul, et al. (2017) impulse buying is a fact of life in consumer behavior which is proven as a purchasing activity related to the environment and limited time in Shopping, where the route of purchase they do should be different.

Hypothesis

Effect of store atmosphere on brand image

Grace, et al (2018) argues that the brand image is influenced positively by the atmosphere of the Platinum Grill restaurant in Surabaya. In addition, at the Conel store in Surakarta, brand image is affected significantly by the store atmosphere (Sigit, 2016). This is in line with a study proposed by Tansya (2019) which states that brand image is affected positively and significantly by the atmosphere of a store. So the first hypothesis of this study is:

H1: Brand image is affected positively and significantly by the store atmosphere.

Effect of store atmosphere on impulse buying

Supriono (2018) states that the positive store atmosphere can influence the impulse buying positively and significantly. Gumilang (2016) suggests that a positive store atmosphere will affect consumer desires in making unplanned purchases. Research conducted by Cakraningrat (2016) conveys a significant influence given by the store atmosphere towards impulse buying. From this understanding, the formulated hypothesis can be viewed as follows

H2: Impulse buying is affected positively and significantly by the store atmosphere.

Effect of brand image on impulse buying

Husnain (2016) states that impulse buying is influenced by the brand image offered by a company. Rahayu (2015) discovered a positive influence of brand image towards impulse buying and Husnul (2017) states in his research in Jember that brand image has a significant positive effect on impulse buying. Based on this understanding, the formulated hypothesis can be viewed as follows.

H3: Impulse buying is affected positively and significantly by the brand image

The role of brand image mediates the effect of store atmosphere on impulse buying decisions

The stronger the brand image, the higher the consumer's desire to depend on the brand based on the beliefs or expectations resulting from the brand's credibility, virtue, and ability in relation to its environmental performance (Chen, 2010). The creation of brand image is considered a first step that helps consumers to be trusted and makes it easier for consumers to remember names, logos, and the value of using environmentally friendly brand-related products (Dewi, 2014). An empirical study conducted by Supriono (2018) presents a significant correlation between store atmosphere and impulse buying. An empirical study conducted by Nata (2015) shows the role of brand image is able to give significant influence as a mediation. Research conducted by Rahayu (2015) shows significant influence given by the brand image to impulse buying. Mayga (2016) claimed that the brand image is positively significant as a mediating variable. It can be concluded based on previous theoretical studies that brand image is able to mediate store atmosphere to impulse buying. So based on the findings and information above, this research used the hypothesis as follows:

H4: Brand image is able to mediate store atmosphere to impulse buying.

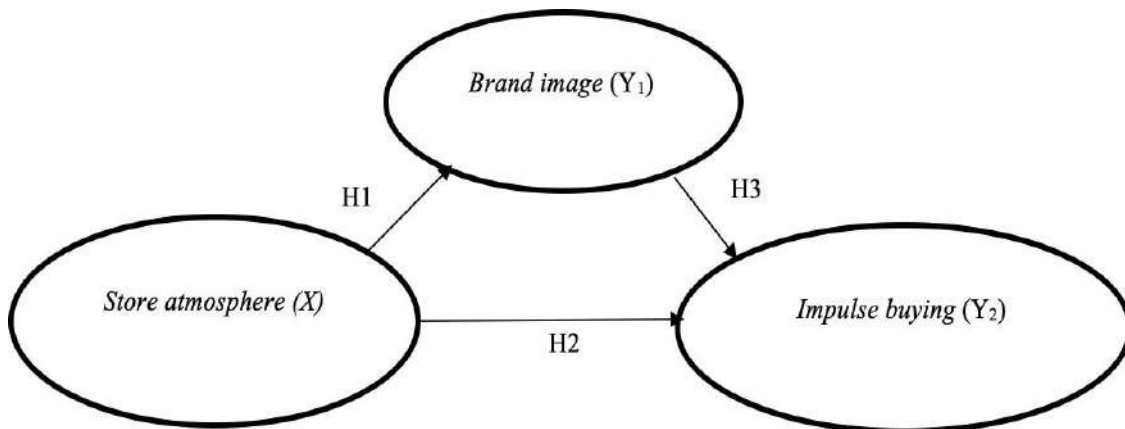


Figure 1 Conceptual Research Model

III. RESEARCH METHOD

This research is associative research which aims to determine the influence of two or more variables and is causal. Research involves customers Denpasar city. The research objects are store atmosphere (X), brand image (Y₁) and impulse buying (Y₂). Determination of this study sample implements non-probability sampling technique that does not give the same chances for each element or individual of the population to be chosen as a sample. People who have visited Beachwalk, who are domiciled in Denpasar, are the infinite population of this study. 100 respondents become the sample size of this research.

In obtaining the data, a questionnaire was employed. Questionnaires were distributed to all respondents who were filling in answers. Measurements of respondents' answers were measured by a Likert Scale. The data was analyzed by the classical assumption test, path analysis and Sobel test..

IV. RESULT AND DISCUSSION

Path analysis was used to check the data in this research, with the following findings:

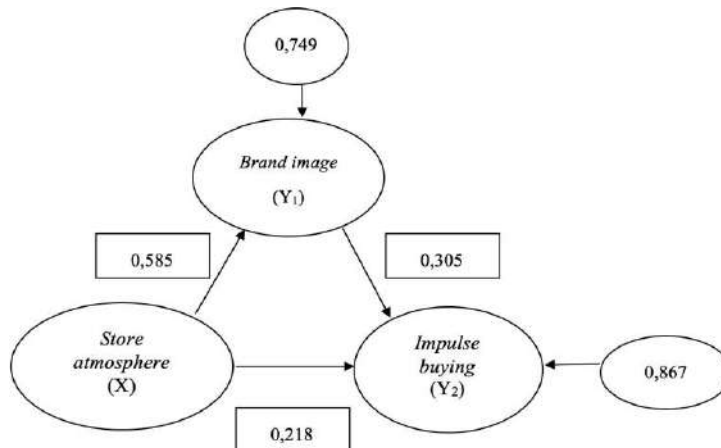


Figure 2 Path Analysis Model Diagram

Based on diagram the line in Figure 2, then can be calculated the magnitude the level of direct and indirect influence as well as the influence of the total between variables. Calculation of influences between variables are summarized in table 2 as follows.

Table 1: The influence of direct, indirect influence and impact the total store atmosphere (X), brand image (Y1), and the impulse buying (Y2)

Variable Effects	Direct Effect	Indirect Effect by Brand Image (Y ₁) (β ₁ x β ₃)	Total Effects
X → Y ₁	0,585	-	0,585
X → Y ₂	0,218	0,178	0,395
Y ₁ → Y ₂	0,305	-	0,305

The results of testing the mediating variables in accordance with Table 1, namely the perception of the value obtained by Z calculated after in absolute amount of 2.4636, the value of Z is 2.4636 > 1.96 with 0.013 significant level lower than 0.05 which indicates that H0 is not accepted and then H4 is accepted which means that brand image is considered capable as a mediating variable of the effect of the store atmosphere towards impulse purchase.

From the calculation, it could be seen that the significance level of store atmosphere is 0.000 < 0.05, with a beta value of 0.662, so it can be said that the brand image of Beachwalk is affected positively by store atmosphere. That findings point out that the values contained in the store atmosphere affected Beachwalk brand image significantly. The store atmosphere as measured by indicators: employees, music, aroma, and visual factors have been shown to increase the brand image of Beachwalk Shopping Center. These results are in accordance with the formulation of the hypothesis which states that that the image of a brand is affected positively by store atmosphere. It indicates that the more positive the store atmosphere is felt or obtained, the better the Beachwalk brand image. That findings supported the research carried out by Grace et al. (2018), Tansya (2019), and Sigit (2016)

The findings of the calculation show that the store atmosphere get significance level of 0.040 < 0.05, with a beta value of 0.245, so it can be said that impulse buying of Beachwalk customers is affected by the store atmosphere. These results indicate that the values contained in the store atmosphere have a significant impact towards the impulse purchase of Beachwalk customers. Store atmosphere as measured by indicators: employees, music, aroma, and visual factors are proven can increase Beachwalk customer impulse buying. These results are in accordance with the formulation of the hypothesis which states impulse buying of Beachwalk customers is affected significantly by the store atmosphere, which indicates that the better the store atmosphere for the customers, the higher the level of impulse buying Beachwalk customers. The results of this study support the studies proposed by Supriono (2018), Gumilang (2016), and Cakraningrat (2016).

The results of the calculation show that the brand image significance level is $0.012 < 0.05$, with a beta value of 0.302, thus it can be stated that impulse buying of Beachwalk customers is influenced positively and significantly by the brand image. These results indicate that the values contained in the image of a brand have a significant influence on the impulse buying of Beachwalk consumers. Brand image which is measured based on indicators: recognition, reputation, and affinity are proven can increase the impulse purchase of Beachwalk consumers. These results are in accordance with the formulation of the hypothesis which states that impulse purchase of the customers is influenced positively and significantly by the brand image, which means that the better the brand image in the minds of customers, the higher the level of impulse buying for Beachwalk customers. The results of this study is in line with the research carried out by Husnain (2016), Rahayu (2015), and Husnul (2017)..

The test results of the influence of store atmosphere towards impulse purchase were originally valued at 0.218 then after the presence of brand image as a mediating variable, the value towards the effect of store atmosphere on impulse purchase increased to 0.396. These results indicate that brand image mediates the effect of store atmosphere towards impulse purchase of Beachwalk consumers. The calculation of Sobel Test obtained a comparison of Z count of $2.463 > Z$ table of 1.96, then the hypothesis H4 is accepted, which means that brand image (Y1) is a variable that mediates store atmosphere (X) to impulse buying (Y2) of Beachwalk customers or in other words if the perceived store atmosphere will increase, it will increase the brand image, if the brand image increases, it will indirectly increase the impulse buying of Beachwalk customers. Based on tables 4.13 and 4.14, it is explained that impulse buying and brand image are affected positively and significantly by the store atmosphere. Also, store atmosphere influenced the brand image significantly, and brand image influenced the impulse buying significantly, so in this case it is called partial mediation. The results of this study are in accordance with the formulation of the hypothesis which states that brand image can mediate the influence of store atmosphere towards the impulse buying of Beachwalk customers. The findings of this research support the research proposed by Sigit (2016) which argues that brand image can mediate the effect of store atmosphere towards customers' impulse buying behavior, as well as the results of research conducted by Mayga (2016) and Rahayu (2015).

V. CONCLUSION

The conclusion is brand image of Beachwalk Shopping Center is affected significantly and positively by the store atmosphere. This shows that the better customers get and feel the store atmosphere, the better the brand image will be for Beachwalk. Impulse buying of Beachwalk Shopping Center consumers is affected significantly and positively by the store atmosphere. This shows that the better and more positive the store atmosphere you get and feel at the outlet, the higher the impulse buying of customers at Beachwalk. Brand image positively and significantly affected the impulse buying of Beachwalk Shopping Center consumers. This demonstrates that the greater image of Beachwalk brand, the greater impulse buying of the consumer for Beachwalk. Brand image significantly mediates the effect of store atmosphere on impulse buying of Beachwalk Shopping Center consumers. This shows that Beachwalk store atmosphere will affect the impulse buying significantly if it is mediated by brand image, which means that impulse buying for Beachwalk customers is highly dependent on the level of the store atmosphere that is felt and also the level of brand image.

Based on the research that has been done, there are several limitations. The scope of the research is restricted to Denpasar city and thus the findings of this analysis cannot be extended to customers in the broader region, and this research is performed at some points only (cross section), while the every time it changes (dynamic), so this research is important to do again.

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