

The Effect of Store Atmosphere, Hedonic Shopping Motivation, Price Discount and Shopping Lifestyle on Impulse Buying at Miniso Grand Mall Batam

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Abstract

This study aims to analyze the influence of Store atmosphere, Hedonic shopping motivation, Price discount and Shopping lifestyle on Impulse buying. The research method used is a survey with a questionnaire as a data collection tool. Respondents consisted of tumbler product buyers at Miniso Grand Mall Batam in 2022 as many as 97 samples from a population of 3,200. The data analysis method used is quantitative analysis with statistical analysis using multiple linear analysis methods, to test the relationship between variables. Based on the results of the SPSS calculation, the t-test (partial) shows that (X1) t count $-1.552 < 1.661$ and significant $0.124 > 0.05$, (X2) t count $5.655 > 1.661$ and significant $0.001 < 0.05$, (X3) t count $-0.627 < 1.661$ and significant $0.532 > 0.05$, (X4) t count $3.450 > 1.661$ and significant $0.001 < 0.05$. The results of the study show that store atmosphere and price discount do not have a significant effect on impulse buying at Miniso Grand Mall Batam, but hedonic shopping motivation and shopping lifestyle have a significant effect on impulse buying at Miniso Grand Mall Batam. Simultaneously, store atmosphere, hedonic shopping motivation, price discount, and shopping lifestyle have a significant influence on impulse buying.

Keywords: Store atmosphere, hedonic shopping motivation, price discount, shopping lifestyle and impulse buying.

1. Introduction

With economic growth and technological advancement, the marketing sector will continue to develop. To know the needs and wants of consumers, it is very important to understand their behavior. Since consumers are the ones who choose what they buy, business actors must know about consumer decision-making behavior if they want to increase purchases of products or services sold. Phenomenon underlying consumers in impulsive purchasing decisions at Miniso Grand Mall Batam Store. In addition to Miniso, there are also stores that sell accessories and interesting products that are similar to Miniso Store. This has given rise to competition between companies to gain consumer interest. Miniso is one of the retail outlets from China that has enlivened Indonesia.

Hedonic shopping motivation also influences impulsive purchasing decisions. Unplanned purchases like this are made because of the urge to buy the latest products and make it a lifestyle, or hedonic shopping motivation. This motivation encourages customers to immediately buy the items they want without considering the benefits. The goal of the buyer is to get pleasure and personal satisfaction when buying, not the benefits. The factors that encourage customers to make impulsive purchasing decisions are price discounts or price reductions. Price discount has a very strong appeal because it provides cheap product prices so that customers do not have to think twice to buy. However, sometimes the discounts given by Miniso are less attractive to consumers, there are some discounts that apply only to consumers who have member cards.

In addition to price discounts, there are also factors that encourage someone to make impulsive purchasing decisions, namely Shopping Lifestyle. Shopping lifestyle is the behavior of someone who makes purchasing decisions like this, usually accustomed to a lifestyle of shopping and spending time to fulfill desires and pleasures that are often done to keep up with existing developments. In Miniso stores themselves, there are many interesting products, but customers often just browse the store and do not decide to buy anything, especially because the prices are high, making customers with middle to low incomes prefer to buy online at cheaper prices.

2. Literature Review

According to (Putra et al., 2020) Store atmosphere is a store environment that can influence customers. A beautiful and good store atmosphere such as layout, lighting, music, and aroma not only provides a pleasant buying atmosphere for customers but can also provide added value to the products being sold. According to Peter and Olson in (Afif et al., 2020), hedonic shopping motivation is a person's drive to take action according to their desires and needs so that they are fulfilled. According to (Afida Dan & Zamzami, 2020) discounts are price reductions given to customers which are a form of promotional strategy. According to Peter and Olson in (Nurlinda et al., 2020) Shopping lifestyle is a person's behavior in spending time and money to fulfill their lifestyle needs.

3. Research Method

Types and Design of Research. This type of research is descriptive quantitative research. Quantitative research is a method of collecting data that can be measured through statistics, mathematics, or computing.

Population and Sample. The population and sample that are the objects of this study are Miniso Grand Mall Batam customers who purchased tumbler products in 2022 totaling 97 people with a sampling technique using the Slovin formula.

Research Instruments. Validity test is done by comparing the calculated r value with the table r . It is said to be valid if the calculated $r > \text{table } r$. Reliability Test conducted to measure the questionnaire which is an indicator of the variable. It is said to be reliable if the cronbach alpha value is > 0.60 .

Data Analysis Techniques. Normality Test: Testing whether the residual values generated are normally distributed. Tested by looking at the histogram graph and P-Plot test. Multicollinearity Test: To find out whether there is a relationship between independent variables and to test whether a multiple regression model experiences multicollinearity. Heteroscedasticity Test: Knowing whether there is an imbalance between the independent variables and the absolute residual value. Multiple Regression Analysis. Aims to measure the strength of the relationship between two or more variables, and to show the direction of the relationship between dependent and independent variables.

Hypothesis Testing. T-test (partial): used to determine whether the regression model of the independent variable has a partial significant effect on the dependent variable. F test (simultaneous): used to show the influence of independent variables simultaneously on the dependent variable. Coefficient of Determination Test (R^2): used to show how much variable X contributes to variable Y .

4. Finding and Discussion

Validity Test. The results of the validity test on the variables store atmosphere (X_1), hedonic shopping motivation (X_2), price discount (X_3), and shopping lifestyle (X_4) on impulse buying (Y) were declared valid.

Reliability Test

Table 1. Reliability Test

No	Variables	Cronbach alpha	R table	N of Items	Information
1	store atmosphere	0.896	0.168	6	Reliable
2		0.939		8	Reliable
3		0.937		6	Reliable
4		0.949		10	Reliable
5		0.924		10	Reliable

The results of the reliability test above show that if the Cronbach alpha value $> r$ table, then this states that each item in the questionnaire statement is reliable, all statements used are stable.

Normality test. Based on the image on the histogram graph that forms a bell shape and in the p-plot test image, it can be seen that the points are spread following the direction of the diagonal line, so it can be concluded that the data is normally distributed and meets the normality test.

Figure 1. Histogram

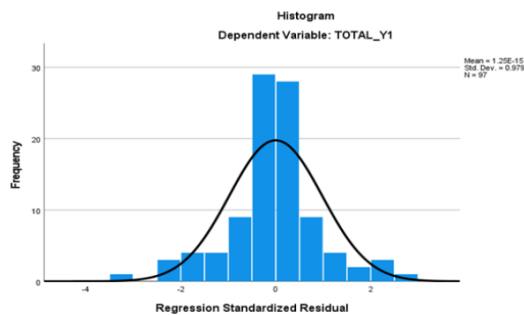
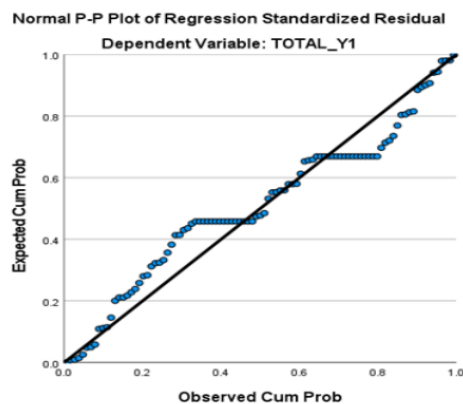


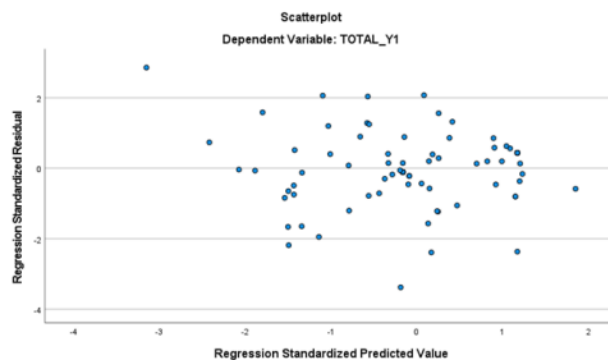
Figure 2. P-Plot Test



Multicollinearity Test. The VIF value < 10 on variables X1 (1.646), X2 (3.544), X3 (7.664), X4 (5.245) so that it can be concluded that in the regression model there are no symptoms of multicollinearity between the independent variables and the dependent variables.

Heteroscedasticity Test. Based on the image in the heteroscedasticity test, it can be seen that the points are spread out and do not form a particular pattern, so it can be concluded that the variable is free from the classical assumption test of heteroscedasticity.

Figure 3. Heteroscedasticity test



Multiple Linear Regression Analysis.

Hypothesis 1: The coefficient value of X1 is -0.191, this indicates that variable X1 has a negative effect on Y. This means that if variable X1 increases by 1 percent, variable Y will decrease by 0.191, assuming that other variables remain constant.

Hypothesis 2: The coefficient value of X2 is 0.688, this indicates that the variable X2 has a positive effect on Y. This means that if the variable X2 increases by 1 percent, the variable Y will also increase to 0.688, assuming that other independent variables are considered constant. A positive sign means that there is a unidirectional effect between the independent variable and the dependent variable.

Hypothesis 3: The coefficient value of X3 is -0.156, this indicates that variable X1 has a negative effect on Y. This means that if variable X1 increases by 1 percent, variable Y will decrease by 0.156, assuming that other variables remain constant.

Hypothesis 4: The coefficient value of X4 is 0.444, this indicates that the variable X4 has a positive effect on Y. This means that if the variable X4 increases by 1 percent, the variable Y will also increase to 0.444 with the assumption that other independent variables are considered constant. A positive sign means that there is a unidirectional influence between the independent variable and the dependent variable.

T-test (partial)

Table 2. T-test (partial)

Model	Unstandardizert Coefficients		Unstandardizert Coefficients Beta	t	Sig.
	B	Std. Error			
1 (constant)	8.936	2.739		3.262	.002
<i>Store Atmosphere</i>	-.191	.123	-.113	-1.552	.124
<i>Motivasi Belanja Hedonis</i>	.688	.122	.606	5.655	<.001
<i>Price Discount</i>	-.156	.248	-.099	-.627	.532
<i>Shopping Lifestyle</i>	.444	.129	.449	3.450	<.001

Based on table 2, the partial influence between variables can be seen as follows:

The test results of the store atmosphere variable (X1) on impulse buying (Y) obtained t count (-1.552) < t table (1.661) with a sig value (0.124) > 0.05. It can be concluded that the store atmosphere variable does not have a significant influence on the impulse buying variable.

The test results of the hedonic shopping motivation variable (X2) on impulse buying (Y) obtained t count (5.655) > t table (1.661) with a sig value (0.001) < 0.05. It can be concluded that the hedonic shopping motivation variable has a significant influence on the impulse buying variable.

The test results of the price discount variable (X3) on impulse buying (Y) obtained t count (-0.627) < t table (1.661) with a sig value (0.532) > 0.05. It can be concluded that the price discount variable does not have a significant effect on the impulse buying variable.

The test results of the shopping lifestyle variable (X4) on impulse buying (Y) obtained t count (3.450) > t table (1.661) with a sig value (0.001) < 0.05. It can be concluded that the shopping lifestyle variable has a significant influence on the impulse buying variable.

F test (simultaneous)

Table 3. F test (simultaneous)

Model	Sum of Squares	df	Mean Square	f	Sig.
1 Regression	3339.364	4	834.841	54.269	< .001
Residual	1415.275	92	15.383		
Total	4754.639	96			

Based on table 3, it is known that the calculated f value (54.269) > f table (2.47) and the significant value is $0.001 < 0.05$. So it can be concluded that the independent variables simultaneously (together) have a significant influence on the dependent variable.

Coefficient of Determination Test

Table 4. Determinant Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838	.702	.689	3.92219

Based on table 4.18, it can be seen that the value of the determinant coefficient in the Adjusted R Square column is 0.689, meaning that the independent variable has an influence of 68.9% on the dependent variable, while 31.1% is influenced by other variables that are not explained here.

This study aims to analyze the influence of independent variables, namely store atmosphere (X1), hedonic shopping motivation (X2), price discount (X3), shopping lifestyle (X4) on the dependent variable impulse buying (Y) at Miniso Grand Mall Batam.

The Influence of Store Atmosphere on Impulse Buying. Based on the results of multiple linear regression analysis testing, it is known that store atmosphere has a negative constant of -0.191, t count (-1.552) < t table (1.661) and sig 0.124 > 0.05 so it can be concluded that the store atmosphere variable does not have a significant effect on the impulse buying variable at Miniso Grand Mall Batam. This means that there are other strategies that must be carried out to encourage consumers to make purchasing decisions and not be fixated on the store atmosphere or store atmosphere. So that the store atmosphere does not influence someone in making shopping decisions impulsively

or excessively. This is in line with research conducted by (Trihudyatmanto, 2020) with the research title Analysis of the Influence of Store Atmosphere and Promotion on Impulse Buying through Emotional Response as an Intervening Variable. Which states that store atmosphere has no effect on impulse buying.

The Influence of Hedonic Shopping Motivation on Impulse Buying. Based on the results of multiple linear regression analysis testing, it is known that hedonic shopping motivation has a positive constant of 0.688, t count (5.655) > t table (1.661) and sig 0.001 < 0.05 so it can be concluded that the hedonic shopping motivation variable has a significant influence on the impulse buying variable at Miniso Grand Mal Batam. This means that a person's motivation in shopping affects making purchasing decisions, if in a happy state a person will be encouraged to make purchases even impulsively. The results of this study are in line with research conducted by (Suci Wahyuni et al., 2020) entitled The Influence of Sales Promotion, Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying on Shopee E-Commerce. Which states that hedonic shopping motivation has an influence on impulse buying.

The Influence of Price Discount on Impulse Buying. Based on the results of multiple linear regression analysis testing, it is known that price discount has a negative constant of -0.156, t count (-0.627) < t table (1.661) and sig 0.532 > 0.05 so it can be concluded that the price discount variable does not have a significant effect on the impulse buying variable. This means that Miniso Grand Mall Batam makes more attractive discounts so that customers are interested, thus encouraging consumers to make purchasing decisions even impulsively. The results of this study are in line with research conducted by (Linny Sinaga et al., 2023) entitled The Effect of Price Discount and In Store Display on Impulse Buying. Which states that price discounts or price cuts have no effect on impulse buying.

The Influence of Shopping Lifestyle on Impulse Buying. Based on the results of multiple linear regression analysis testing, it is known that shopping lifestyle has a positive constant of 0.444, t count (3.450) > t table (1.661) and sig 0.001 < 0.05 so it can be concluded that the shopping lifestyle variable has a significant influence on the impulse buying variable at Miniso Grand Mall Batam. This means that an increasingly developing lifestyle makes someone want to always follow existing trends. Consumer needs greatly influence lifestyle, shopping activities are activities that are popular with various groups because they provide a sense of pleasure and satisfaction. The results of this study are in line with the research conducted by (Febriani et al., 2019) entitled The Influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying on Consumers of Hijab Butik Rabbani Jombang. Which states that shopping lifestyle has an effect on impulse buying.

The Influence of Store Atmosphere, Hedonic Shopping Motivation, Price Discount and Shopping Lifestyle on Impulse Buying. Based on the results of the f test (simultaneous), it is known that f count (54.269) > f table (2.47) and sig 0.001 < 0.05 so it can be concluded that H5 is accepted, namely store atmosphere, hedonic shopping motivation, price discount and shopping lifestyle simultaneously have a significant effect on impulse buying, presented based on the coefficient of determination (R^2) of 68.9.

5. Conclusion

The purpose of this study is to find answers to the formulation of the problem proposed in the study, namely whether store atmosphere, hedonic shopping motivation, price discount and shopping lifestyle affect impulse buying at Miniso Grand Mall Batam. These results prove and provide conclusions to answer the problem of impulse buying. Based on the process developed in this study, it can be concluded that: (1) Store atmosphere does not have a significant influence on impulse buying at Miniso Grand Mall Batam. (2) Hedonic shopping motivation has a significant influence on impulse buying at Miniso Grand Mall Batam. (3) Price discount has no significant influence on impulse buying at Miniso Grand Mall Batam. (4) Shopping lifestyle has a significant influence on impulse buying at Miniso Grand Mall Batam. (5) Store atmosphere, hedonic shopping motivation, price discount and shopping lifestyle together (simultaneously) have a significant influence on impulse buying at Miniso Grand Mall Batam.

Based on the research results, several suggestions can be put forward by the researcher as follows: For Miniso grand mall Batam company: Related to store atmosphere, Researchers suggest to increase sales and attract customers to see the contents of the store, namely by arranging goods to make it easier for customers to find the products they need. Then the researcher also suggests placing shelves wider so that customers can easily move around when looking for the products they need. In relation to hedonic shopping motivation, to increase customer motivation in shopping, researchers suggest that companies conduct market research to understand what customers need and be more innovative so that customers do not get bored with existing products. In relation to price discounts, to attract customers to make purchases, researchers suggest that companies can provide attractive discounts and provide clear discount information so that customers can know that the product is on discount. In relation to shopping lifestyle, to attract customers to make purchasing decisions from various circles, researchers suggest that companies can compete with other companies by looking at the prices marketed so that all circles can buy the products sold, both those with higher incomes and those who are still students. For further researchers, it is expected to be able to develop this research by using other methods such as qualitative, through in-depth interviews with respondents in examining the influence of store atmosphere, hedonic shopping motivation, price discounts and shopping lifestyle so that the

information obtained can vary. In addition, further researchers can add other factors related to impulse buying such as brand image, customer quality, in-store displays, etc., so that this research can be perfected.

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International Conference of Organizational Innovation 2025

Proceedings

ICOI

2025

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

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