THE ROLE OF STORE ATMOSPHERE, SHOPPING LIFESTYLE, AND PRICE IN IMPULSE BUYING WITH POSITIVE EMOTION AS AN INTERVENING VARIABLE

Asna Ulya Rosidah [1] , Amelindha Vania [2]

[1] Management Study Program at UIN Maulana Malik Ibrahim Malang

19510026@student.uin-malang.ac.id

[2] Management Study Program at UIN Maulana Malik Ibrahim Malang

amelindhavania@uin-malang.ac.id

Info Article	Abstract
	This research is motivated by the impulsive buying behavior carried out by consumers when shopping. The aim of this research is to explain the influence of store atmosphere, shopping lifestyle, and price on impulse buying, which is mediated by positive emotions. The method used in this research is a quantitative method. Sampling used the purposive sampling technique. Data analysis in this research was carried out using PLS. The research results show that there is a significant indirect influence between store atmosphere, shopping lifestyle, and price on impulse buying through positive emotion in Ninety-Fashion Hijab in Blitar City. This proves that the hypothesis in this research cannot be fully accepted.

INTRODUCTION

People's lifestyles are closely related to fashion because the existence of fashion in Indonesia will support people's appearance which becomes more attractive and becomes a trend among other people. This fashion itself can be used for the long term around a period of approximately one to two years of use (E. A. Putri, 2021). Business competition in the field of fashion is very tight, especially in the field of clothing, marketers compete in offering merchandise (products sold) in various ways that are used so that consumers are interested in the goods sold by these companies. Many marketers are trying to offer the latest clothing models that use quality materials, make designs specifically made by the shop or the characteristics of the shop, they even offer prices that are right in the pocket (Marcilina & Nasir, 2018).

Reporting from the website https://mahasiswaindonesia.id (which was accessed on December 16, 2022), Indonesia has a mode that continues to experience fairly rapid growth. Substitution or development itself is influenced by several aspects. Some things, such as the mass media , the world of entertainment, business, and the internet, are believed to have had a major influence on the development of fashion in Indonesia (Andani, 2022).

Ninetynine Fashion Hijab, Blitar City, has an elegant, luxurious appearance like a boutique, a very modern appearance and of course a very comfortable place for all of us to shop at Ninetynine Fashion Hijab. There is music that always accompanies customers so that customers feel comfortable in that place and choose the clothes they want and with the use of lights and accessories that are arranged aesthetically, so that customers feel satisfied looking around. Ninetynine Fashion Hijab survives the tough competition in the retail business, companies must innovate to create appropriate strategies to attract customers by creating a store atmosphere, more attractive clothing models and place settings so that customers are more comfortable shopping with the initial intention of wanting to see the clothes in the shop. they end up buying impulsively without considering the cheap price aspects and good store atmosphere (Soleman, 2021). The main key in this retail business is knowing the target market competition by paying attention to the store atmosphere, shopping lifestyle, prices, impulse buying and people's positive emotions when shopping.

Store atmosphere is a store situation that is designed as attractive as possible to influence consumers in making purchases (Kwan, 2016). Store atmosphere plays an important role in influencing consumers to make purchases (Winantri et al., 2016). If retail traders can create a good and pleasant store atmosphere for consumers, it will indirectly increase the purchase opportunities made by consumers (Hanifia, 2021).

Shopping Lifestyle is a person's act of spending money and time to buy a product based on desire, product brand, advertising and can influence purchasing decisions. According to Darma and Japrianto in Rahmadilah & Sari (2021) shopping lifestyle describes a person's activities in wasting money and time. With the availability of time, customers will have a lot of time to shop and with this money they can have high purchasing power (Wardhani & Suwitho, 2022). Shopping lifestyle refers to consumption patterns that reflect a person's choices about how to spend time and money. In an economic sense, Shopping Lifestyle shows the way a person chooses to allocate income, both in terms of the allocation of funds for various products and services, as well as certain alternatives in differentiating categories (Sucidha, 2019).

The definition of price according to Firmansyah (2019) is the amount of value or funds charged to a service or product to the amount of value exchanged by customers for price benefits as an important factor that can influence the choice of buyers. In previous research, Wardhani & Suwitho (2022) stated that the research results of the Price variable had a significant and positive influence on Impulse Buying. Whereas in previous research, Dewanti & Haryono (2021) stated that the price variable had no significant effect on impulse buying. From these two previous studies there were those that did not have a significant effect so that this price variable could be used as a writing guide in the research

to be studied . If the intensity (price) given is higher, it will cause a positive emotional response in consumers (Ardy & Suhermin, 2022).

According to Nindyakirana & Maftukhah (2016) explain that Positive Emotion is a happy mood that is influenced by various environments, which can encourage impulsive purchases while shopping. Kinasih & Jatra (2018) suggest that increased motivation to make an impulsive purchase can occur when positive emotions are formed by consumers towards the product or the store environment.

According to Mowen and Minor in Nurudin (2020) the definition of Impulse Buying is an act of buying that is carried out without having previous problems or purchase intentions/intentions formed before entering the store. Emotionally attracted consumers often no longer involve rationality in the decision-making process. Even some consumers buy goods that are not included in the shopping list that has been prepared. This is a positive indicator for retailers that Indonesian consumers like to buy unplanned products (Y. T. A. Putri & Edwar, 2014).

According to a study conducted by Nurlinda & Christina (2020), prior research has established a direct relationship between hedonic shopping, shopping lifestyle, and impulse buying. However, it was found that positive emotion does not serve as an intervening variable between shopping lifestyle and impulsive buying. In this study, we will add the variables of store atmosphere and price to investigate the effect that these factors have on impulsive purchases. Therefore, the purpose of this study is to gain an understanding of the role that store atmosphere, shopping lifestyle, and price play in impulse buying, with positive emotion serving as an intervening variable.

RESEARCH METHODS

The method in this research is a quantitative method with an approach to a particular object. The quantitative paradigm emphasizes testing theory through measuring research variables (Abdillah & Hartono, 2015). This study uses a deductive approach that aims to test the hypothesis. Based on the problems and objectives described above, this type of research is explanatory research. Explanatory research is used to provide an explanation regarding the causal relationship between variables through a hypothesis test or to obtain an appropriate test in drawing causal conclusions between two or more variables through hypothesis testing (Abdillah & Hartono, 2015).

In this study using purposive sampling technique. The purposive sampling technique is where the samples are taken based on the criteria set by the researcher. According to Siyoto & Sodik (2015) this technique is a sampling technique taking into account certain criteria or the existence of a special selection of samples. The number of samples in this study is not known with certainty, so researchers used Ferdinand's theory , where the number of samples is 5 - 10 times the number of indicators to be analyzed with the aim of knowing the number of samples to be studied. Therefore, the sample in question is people who shop at Ninetynine Fashion Hijab, Blitar City. If the indicators in this study are 19, then the minimum sample size is 5 X 19 = 95 respondents, so it can be seen that the number of respondents in this study is 95 respondents. Therefore, the sample criteria to be taken are specifically visitors to the Ninetynine Fashion Hijab retail store in

Blitar City who have made purchases as well as visitors aged 17 and over. The author formulates an operational definition for each of these research variables, where the operational definition is everything that becomes the object of research.

Data analysis in this study was carried out using PLS (Partial Least Square) and data was processed using the Smart PLS 3.0 program. According to Ghazali & Latan (2015) the PLS measurement model consists of a measurement model (outer model) and a structural model (inner model). This PLS aims to test predictive relationships between constructs by seeing whether there is influence or relationship between these constructs.

RESULTS AND DISCUSSION
OUTER MODELS

The outer model is a specification of the relationship between latent variables and their indicators, also known as outer relations or measurement models, defining the characteristics of the construct and its manifest variables. The outer model is also defined as a measurement model to assess the validity and reliability of the model (Abdillah & Hartono, 2015).

Convergent **Validity**

Convergent validity relates to the principle that the measures of a construct should be highly correlated. Convergent validity occurs if the scores obtained from two different instruments that measure the same construct have a high correlation. The convergent validity test in PLS with reflective indicators is assessed based on the loading factor. The rule of thumb used for convergent validity is outer loading > 0.7, communality > 0.5 and average variance extracted (AVE) (Abdillah & Hartono, 2015).

Table 1. Convergent Validity Test Results (Loading Factor)

Variable	Indicator	Items	Loading Factor	Ket
Store atmosphere (X1)	*Layouts* (system location)	X1.1.1	**0.725**	Valid
		X1.1.2	**0.801**	Valid
	Voice	X1.2.1	**0.795**	Valid
		X1.2.2	**0.778**	Valid
	Aroma	X1.3.1	**0.752**	Valid
		X1.3.2	**0.717**	Valid
	Texture	X1.4.1	**0.767**	Valid
		X1.4.2	**0.771**	Valid

Variable	Indicator	Items	Loading Factor	Ket
	Design	X1.5.1	0.808	Valid
		X1.5.2	0.754	Valid
Shopping Lifestyle (X2)	Activity (Activities)	X2.1.1	0.716	Valid
		X2.1.2	0.757	Valid
	Interest	X2.2.1	0.729	Valid
		X2.2.2	0.802	Valid
	Opinion	X2.3.1	0.856	Valid
		X2.3.2	0.855	Valid
Price (X3)	Affordability price	X3.1.1	0.856	Valid
		X3.1.2	0.889	Valid
	conformity Price with Quality	X3.2.1	0.856	Valid
		X3.2.2	0.860	Valid
	Power competitive Price	X3.3.1	0.808	Valid
		X3.3.2	0.801	Valid
	conformity Price with Benefit	X3.4.1	0839	Valid
		X3.4.2	0.772	Valid
Positive emotions (Z)	*Pleasure*	Z1.1.1	0.844	Valid
		Z1.1.2	0.881	Valid
	Arrousal	Z1.2.1	0.868	Valid
		Z1.2.2	0.780	Valid
		Z1.3.1	0.818	Valid

Variable	Indicator	Items	Loading Factor	Ket
	Dominance	Z1.3.2	**0.734**	Valid
Impulse buying (Y)	*Spontaneity Impulsebuying*	Y1.1.1	**0.723**	Valid
		Y1.1.2	**0.709**	Valid
	Disregard for consequences (ignore consequence)	Y1.2.1	**0.798**	Valid
		Y1.2.2	**0.715**	Valid
	Power, Compulsion and intensity (Strength, compulsions, And intensity)	Y1.3.1	**0.778**	Valid
		Y1.3.2	**0.851**	Valid
	Excitement and stimulation Excitement And Stimulation	Y1.4.1	**0.852**	Valid
		Y1.4.2	**0837**	Valid

Source: SmartPLS 3.0 processing results (2023)

Based on table 1 above, it can be seen that all the loading factor values of the Store Atmosphere, Shopping Lifestyle, Price, Positive Emotion and Impulse Buying variables show a value of more than 0.70. Thus it can be stated that all variable indicators tested in the study have met the requirements of convergent validity.

Discriminant **Validity**

Discriminant validity relates to the principle that measures of different constructs should not be highly correlated. Discriminant validity occurs when two different instruments that measure two constructs that are predicted to be uncorrelated produce scores that are not correlated. Discriminant validity test is assessed based on cross loading measurements with the construct. Another method used to assess discriminant validity is to compare the AVE roots for each construct with the correlation between the construct and the other constructs in the model. The model has considerable discriminant validity

if the AVE root for each construct is greater than the correlation between the construct and the other constructs in the model (Abdillah & Hartono, 2015).

Table 2. Root Value of Average Variance Extacted (AVE)

Variable Study	AVE	√AVE
Store atmosphere (X1)	**0.575**	0.758
Shopping Lifestyle (X2)	**0.579**	0.760
Price (X3)	**0.699**	0.836
Positive emotions (Z)	**0.676**	0.822
Impulse Buying (Y)	**0.598**	0.773

Source: SmartPLS 3.0 processing results (2023)

Based on Table 2, it can be concluded that all indicators have an AVE value > 0.5 . Where is the AVE Store Atmosphere value of 0.575 with an AVE root value of 0.758. The AVE Shopping Lifestyle value is 0.579 with an AVE root value of 0.760. The AVE Price is 0.699 with a root value of 0.836. The AVE Positive Emotion value is 0.676 with a root value of 0.822. The AVE Impulse Buying value is 0.598 with a root value of 0.773.

Reliability Test

According to Ghozali and Latan (2015) stated reliability is actually a measuring tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire can be said to be reliable or reliable if the respondents' answers to the statements in the questionnaire are consistent or stable from time to time. The reliability test was carried out to prove the accuracy, consistency and precision of the instrument in measuring constructs. Measuring the reliability test of a construct with reflexive indicators can be done in two ways , namely Cronbach Alpha and Composite Reliability. The construct is said to be reliable if the Cronbach Alpha and Composite Reliability values are more than 0.7 for confirmatory research and a value of 0.6 – 0.7 is still acceptable for exploratory research (Wardhani & Suwitho, 2022).

Table 3. Composite Reliability Value

Variable Study	Composite reliability	Results
Store atmosphere (X1)	**0931**	Reliable
Shopping Lifestyle (X2)	**0.890**	Reliable
Price (X3)	**0.949**	Reliable

Variable Study	Composite reliability	Results
Positive emotions (Z)	**0.926**	Reliable
Impulse Buying (Y)	**0.922**	Reliable

Source: SmartPLS 3.0 processing results (2023)

Based on Table 3, the composite reliability value of the Store Atmosphere variable is 0.931, Shopping Lifestyle is 0.890, Price is 0.949, Positive Emotion is 0.926 and Impulse Buying is 0.922. So it can be concluded that the five variables determined by the researcher have a composite reliability value of > 0.7 which is defined that all variables have met the test requirements and indicators and can be said to be reliable in presenting latent variables.

INNER MODELS

The structural model in PLS is evaluated by using R2 for the dependent construct, path coefficient values or t-values for each path to test the significance between constructs in the structural model. The R2 value is used to measure the level of variation in the independent variable changes to the dependent variable. The higher the R2 value means the better the prediction model of the proposed research model. If the R2 value is 0.7 , it means that the variation in changes in the dependent variable that can be explained by the independent variable is 70 percent, while the rest is explained by other variables outside the proposed model (Abdillah & Hartono, 2015).

Table 4. R-square value

Variable Study	*R-square*
Impulse buying	0.612
Positive emotions	0.763

Source: SmartPLS 3.0 processing results (2023)

From the table it can be concluded that the R-square value for the Impulse Buying variable is 0.612 and the R-square value for the Positive Emotion variable is 0.763. The next step is to measure whether or not the model is capable of being measured through Q-square (Q2). Q2 value > 0 indicates the model has predictive relevance. The results of the calculations in this study are as follows:

$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$
$Q^2 = 1 - (1 - 0.612) \times (1 - 0.763)$
$Q^2 = 1 - (0.388) \times (0.237)$
$Q^2 = 1 - 0.091$
$Q^2 = 0.909$
$Q^2 = 90.9\%$

Based on the Q2 test, it can be shown that the predictive relevance value is 0.909 or 90.9 % . While the remaining value of 9.1 % can be explained by other variables that have not been explained in this research model.

RESULTS OF HYPOTHESIS TEST

Structural model testing is used to explain the relationship between variables in research. To test the hypothesis that has been proposed, it can be seen from the magnitude of the t-statistic and the p-value. If the p-value is less than 0.05 then the hypothesis will be accepted. The basis used in testing the hypothesis directly is the output or value contained in the output path coefficients and indirect effects.

Table 5 Hypothesis Testing

	Original sample (O)	sample Means(M)	standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Store atmosphere (X1) -> *Positive emotions* (Z)	*0.332*	*0.330*	*0.114*	*2,918*	**0.004**
Store atmosphere (X1) -> *Impulse buying* (Y)	-0.122	-0.103	0.137	0.890	**0.374**
Shopping Lifestyle (X2) -> *Positive emotions* (Z)	0.225	0.242	0.128	1,756	**0.080**
Shopping Lifestyle (X2) -> *Impulse buying* (Y)	0.302	0.312	0.118	2,562	**0.011**
Price (X3) -> *Positive Emotions* (Z)	0.382	0.368	0.143	2,670	**0.008**

	Original sample (O)	sample Means(M)	standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price (X3) -> *Impulse Buying* (Y)	0.275	0.261	0.144	1911	**0.057**
Positive emotions (Z) -> *Impulse buying (Y)*	0.366	0.363	0.148	2,468	**0.014**

Source: SmartPLS 3.0 processing results (2023)

In PLS testing is done statistically every relationship that is hypothesized is done using simulation. In this case, the bootstrapping method was carried out on the samples. The following is a PLS bootstrapping analysis as follows:

1. *Store Atmosphere* influences *Positive Emotion*
The results of testing the first hypothesis, namely the effect of Store Atmosphere on Positive Emotion, shows a coefficient value of 0.332 with a p-value of 0.004 and a t-statistic of 2.918. The p-value of 0.003 is less than 0.05 and the t-statistical value of 2.918 is greater than the t-table of 2.073. These results indicate that Store Atmosphere has a positive and significant influence on Positive Emotion. So the hypothesis which states that Store Atmosphere has an effect on Positive Emotion is accepted.

2. *Store Atmosphere* affects *Impulse Buying*
The results of testing the second hypothesis, namely the influence of Store Atmosphere on Impulse Buying, shows a coefficient value of -0.122 with a p-value of 0.374 and a t-statistic of 0.890. The p-value of 0.374 is greater than 0.05 and the t-statistic value of 0.890 is smaller than the t-table of 2.073. These results indicate that Store Atmosphere has no significant effect on Impulse Buying. So the hypothesis which states that the Store Atmosphere has an effect on Impulse Buying is rejected.

3. *Shopping Lifestyle* influences *Positive Emotion*
The results of testing the third hypothesis, namely the effect of Shopping Lifestyle on Positive Emotion, shows a coefficient value of 0.225 with a p-value of 0.080 and a t-statistic of 1.756. The p-value of 0.080 is greater than 0.05 and the t-statistic value of 2.069 is smaller than the t-table of 2.073. These results indicate that Shopping Lifestyle has no significant effect on Positive Emotion. So the hypothesis which says that Shopping Lifestyle has an effect on Positive Emotion is rejected.

4. *Shopping Lifestyle* **influences** *Impulse Buying*

The results of testing the third hypothesis, namely the influence of Shopping Lifestyle on Impulse Buying, shows a coefficient value of 0.302 with a p-value of 0.011 and a t-statistic of 2.562. The p-value of 0.011 is less than 0.05 and the t-statistic value of 2.562 is greater than the t-table of 2.073. These results indicate that Shopping Lifestyle has a positive and significant influence on Impulse Buying. So the hypothesis which says that Shopping Lifestyle has an effect on Impulse Buying is accepted.

5. *Price* **has an effect on** *Positive Emotion*

The results of testing the third hypothesis, namely the effect of Price on Positive Emotion, shows a coefficient value of 0.382 with a p-value of 0.008 and a t-statistic of 2.670. The p-value of 0.008 is less than 0.05 and the t-statistic value of 2.670 is greater than the t-table of 2.073. These results indicate that Price has a positive and significant influence on Positive Emotion. So the hypothesis which says that Price has an effect on Positive Emotion is accepted.

6. *Price* **has an effect on** *Impulse Buying*

The results of testing the third hypothesis, namely the effect of Price on Impulse Buying, shows a coefficient value of 0.275 with a p-value of 0.057 and a t-statistic of 1.911. The p-value of 0.057 is greater than 0.05 and the t-statistic value of 1.911 is smaller than the t-table of 2.073. These results indicate that Price has no significant effect on Impulse Buying. So the hypothesis which states that Price has an effect on Impulse Buying is rejected.

7. *Positive Emotion* **mediates** *Store Atmosphere, Shopping Lifestyle* **and** *Price* **towards** *Impulse Buying*

The results of testing the last hypothesis, namely the influence of Store Atmosphere, Shopping Lifestyle and Price on Impulse Buying through Positive Emotion, shows a coefficient value of 0.366 with a p-value of 0.014 and a t-statistic of 2.468. The p-value of 0.014 is smaller than 0.05 and the t-statistic value of 2.468 is greater than the t-table of 2.073. These results indicate that Store Atmosphere, Shopping Lifestyle and Price have a positive and significant effect on Impulse Buying through Positive Emotion. So the hypothesis which states that Positive Emotion is able to mediate Store Atmosphere, Shopping Lifestyle and Price on Impulse Buying is accepted.

Discussion

Analysis of the research model and testing of the research hypothesis that has been carried out in the previous explanation, and this section will explain the relationship between variables in this research model.

1. *Store Atmosphere* **has a direct effect on** *Positive Emotion*

The discussion about store atmosphere on positive emotion is to answer the problem formulation and the hypothesis which states that store atmosphere has a direct

effect on positive emotion. Through testing the direct effect hypothesis, it shows that the store atmosphere has a significant positive influence on positive emotion. Based on the results obtained, it can be explained that Ninetynine Fashion Hijab products in Blitar City present a store atmosphere that adds pleasure to consumers and raises positive messages in the form of positive emotions. The store atmosphere offered is felt to be very reassuring to consumers and makes it easier for consumers to carry out shopping activities which are transformed into positive feelings. This is also in line with research conducted by Diah et al (2018) which states that store atmosphere has a significant influence on positive emotion.

2. *Store Atmosphere* has a direct effect on *Impulse Buying*

The discussion regarding store atmosphere on impulse buying is to answer the problem formulation and the hypothesis which states that store atmosphere has a direct effect on impulse buying. Through testing the direct effect hypothesis, it shows that the store atmosphere does not have a significant positive effect on impulse buying. Based on the results obtained, it can be explained that Ninetynine Fashion Hijab products in Blitar City have not been able to create a store atmosphere that makes it easy for consumers to make purchases instantly or unplanned. Consumers who come tend to bring expectations and needs for the desired product, so that the store atmosphere that should be able to direct consumers to make impulsive purchases is felt to be not in accordance with what consumers want or it can be said that the stimulus presented has no effect. This is also in line with research conducted by Saputri & Kusuma (2020) which states that store atmosphere has no significant effect on impulse buying.

3. *Shopping Lifestyle* has a direct effect on *Positive Emotion*

The discussion on shopping lifestyle on positive emotion is to answer the problem formulation and the hypothesis which states that shopping lifestyle has a direct effect on positive emotion. Through testing the direct effect hypothesis, it shows that shopping lifestyle does not have a significant positive effect on positive emotion. Based on the results that have been obtained, it can be explained that Ninetynine Fashion Hijab products in Blitar City have not been able to adjust and meet consumer needs which in general will affect feelings when shopping. The shopping lifestyle that comes from consumer activities becomes habits and emotional behavior and is expected to bring products that are in accordance with shopping activities. This is also in line with research conducted by Nurlinda & Christina (2020) which states that shopping lifestyle does not have a significant effect on positive emotion.

4. *Shopping Lifestyle* has a direct effect on *Impulse Buying*

The discussion on shopping lifestyle on impulse buying is to answer the problem formulation and the hypothesis which states that shopping lifestyle has a direct effect on impulse buying. Through testing the direct effect hypothesis, it shows that shopping lifestyle has a significant positive influence on impulse buying. Based on the results that have been obtained, it can be explained that Ninetynine Fashion Hijab products in Blitar

City are able to present products that are in accordance with the shopping lifestyle of consumers who tend to make instant purchases or without planning. Consumers who carry out impulse buying are based on a consumptive lifestyle and consumers who do not compare their needs and wants according to existing priorities, so that the phenomenon of impulse buying becomes natural if it is based on a shopping lifestyle that tends to be consumptive. This is also in line with research conducted by Saputri & Kusuma (2020) which states that shopping lifestyle has a significant influence on impulse buying.

5. *Price* **has a direct effect on** *Positive Emotion*

The discussion regarding price on positive emotion is to answer the problem formulation and the hypothesis which states that price has a direct effect on positive emotion. Through testing the direct effect hypothesis, it shows that price has a significant positive influence on positive emotion. Based on the results obtained, it can be explained that the Ninetynine Fashion Hijab product in Blitar City has a price that is in accordance with the ability of consumers so that it creates a feeling of calm in the form of positive emotion. Price is the main dimension and an important factor in planning consumer purchases, consumers tend to do price research with the suitability of purchasing abilities which will have an emotional impact on the consumers themselves. When the price of the product is considered very appropriate and worth it, the price will foster positive feelings in the minds of consumers. This is also in line with research conducted by Ardy & Suhermin (2022) which states that price has a significant influence on positive emotion.

6. *Price* **has a direct effect on** *Impulse Buying*

The discussion regarding price on impulse buying is to answer the problem formulation and the hypothesis which states that price has a direct effect on impulse buying. Through testing the direct effect hypothesis, it shows that price does not have a significant positive effect on impulse buying. Based on the results that have been obtained, it can be explained that the price of Ninetynine Fashion Hijab products in Blitar City has not become an important dimension for consumers who will make impulse buying or unexpected purchases, this happens because basically consumers tend to buy products with instant action due to an interest in a product or other motivation that does not depend on the price dimension. If the product is considered interesting and unique, consumers will easily make unexpected purchases. This is also in line with research conducted by Ardy & Suhermin (2022) which states that product quality has a significant influence on brand image.

7. *Positive Emotion* **mediates** *Store Atmosphere, Shopping Lifestyle* **and** *Price* **towards** *Impulse Buying*

The discussion of store atmosphere, shopping lifestyle and prices on impulse buying mediated by positive emotion is to answer the problem formulation and the hypothesis which states store atmosphere, shopping lifestyle and prices on impulse buying mediated by positive emotion. Through testing the indirect effect hypothesis, it shows that positive emotion mediates store atmosphere, shopping lifestyle and prices on

impulse buying. Good positive or emotional feelings from a consumer tend to be the main motivation for consumers who will make unexpected purchases, prices that are suitable and appropriate and a store atmosphere that facilitates consumers to get positive emotional support will direct consumers to make unplanned purchases or can be called impulse buying. This is also in line with the research conducted by Wardhani & Suwitho (2022) and

Diah et al. (2019) which state that positive emotion is able to mediate store atmosphere and prices for impulse buying.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion

The findings of the study indicate a clear and substantial correlation between the store atmosphere and positive emotions experienced by customers at Ninetynine Fashion Hijab in Blitar City. The presented store atmosphere can be perceived as favorable, eliciting positive emotions in consumers. Nevertheless, it is important to note that there exists no discernible and substantial correlation between the ambiance of a store and the occurrence of impulsive purchasing. The primary factor influencing consumers' impulse purchases at Ninetynine Fashion Hijab Products from Blitar City is not the store atmosphere. There is a lack of evidence to support a direct and substantial relationship between shopping lifestyle and positive emotions. This observation demonstrates that the Ninetynine Fashion Hijab product originating from Blitar City does not hold a central position in consumers' lifestyles for the purpose of eliciting positive emotions and sentiments. The present study examines the impact of shopping lifestyle on consumers' impulse buying behavior, specifically focusing on the mediating role of brand image. The context of the study is Ninetynine Fashion Hijab, located in Blitar City. It can be posited that individuals who adopt a consumptive lifestyle exhibit a propensity for impulsive buying behavior. The study reveals a noteworthy correlation between price and positive emotions in the context of Ninety-Fashion Hijab in Blitar City. It can be posited that when the price aligns with the consumer's purchasing power, it engenders favorable sentiments within the consumer's cognitive framework.

The study finds that there is a lack of substantial direct impact of price on impulse buying behavior within the context of Ninetynine Fashion Hijab in Blitar City. It can be argued that the insignificance of price in the decision-making process of spontaneous consumer purchases can be attributed to the inclination of such consumers to perceive products as distinctive or captivating. The Ninety-Fashion Hijab in Blitar City exhibits a noteworthy indirect impact of store atmosphere, shopping lifestyle, and price on impulse buying behavior, mediated by positive emotions. Positive consumer emotions play a significant role in influencing various aspects of consumer decision-making, particularly in the context of unplanned or impulsive purchases.

Suggestion

1. Advanced Researcher

After reviewing the results and previous discussion, there are several suggestions presented as a form of improvement and renewal in the future, namely, interpretation suggestions for this research is that it should be carried out regularly and in more depth in order to obtain stronger evidence regarding the relationship between variables in the study. This will help future researchers avoid mistakes in research. In addition, it is advisable to carry out tests using other independent variables, such as service quality, promotion, location, and other factors, to strengthen findings regarding the relationship between positive emotion and impulsive buying.

2. Managerial Implementation

Based on the results of existing research, it is hoped that practitioners or Ninetynine Fashion Hijab Kota Blitar will pay more attention to the variable store atmosphere, shopping lifestyle, price, positive emotion and several other factors as a form of consideration in planning a marketing strategy so that consumers have the intention to repeat purchase or more than one time.

REFERENCE

Abdillah, W., & Hartono, J. (2015). Partial least square (PLS) Alternatif structural equation modeling (SEM) dalam penelitian bisnis. *Yogyakarta: Penerbit Andi*, *22*, 103–150.

Andani, R. S. (2022). *Pengaruh Literasi Ekonomi, Hedonic Consumption Tendency dan Trend Fashion terhadap Perilaku Konsumtif Mahasiswa FEBI Semester VIII IAIN Kudus Tahun Akademik 2021/2022*. IAIN KUDUS.

Ardy, J. L., & Suhermin, S. (2022). Pengaruh Store Atmosphere Dan Harga Terhadap Impulse Buying Dan Positive Emotion. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, *11*(9).

Dewanti, I., & Haryono, A. (2021). Pengaruh persepsi harga, kontrol diri, dan literasi ekonomi terhadap perilaku pembelian impulsif produk baju pada mahasiswa S1 pendidikan ekonomi Universitas Negeri Malang angkatan 2017. *Jurnal Ekonomi, Bisnis Dan Pendidikan (JEBP)*, *1*(8), 718–734.

Diah, A. M., Pristanti, H., & Aspianti, R. (2019). The Influence of Hedonic Shopping Value and Store Atmosphere and Promotion of Impulse Buying through Positive Emotion on the consumer of Sogo Department Store in Samarinda. *First International Conference on Materials Engineering and Management-Management Section (ICMEMm 2018)*, 11–16.

Firmansyah. (2019). *Perilaku Konsumen (sikap dan pemasaran)*. Penerbit Qiara Media.

Ghazali, I., & Latan, H. (2015). Partial Least Squares: Konsep, tekhnik dan aplikasi menggunakan program Smart PLS 3.0. *Semarang: Badan Penerbit Undip*.

Hanifia, I. (2021). *Pengaruh Diskon Harga dan Suasana Toko terhadap Impulse Buying dengan Positive Emotion sebagai Variabel Mediasi (Studi pada Konsumen Mirota Kampus Godean di Yogyakarta)*. Universitas Muhammadiyah Yogyakarta.

Kinasih, I. A. D., & Jatra, I. M. (2018). Peran Emosi Positif Memediasi Pengaruh Fashion Involvement Dan Hedonic Consumption Tendency Terhadap Impulse Buying. *E-Jurnal Manajemen Unud*, *7*(6), 3258–3290.

Kwan, O. G. (2016). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Planet Sports Tunjungan Plaza Surabaya. *Jurnal Manajemen Pemasaran*, *10*(1), 27–34.

Marcilina, S., & Nasir, M. (2018). *Analisis Pengaruh Penyebaran Informasi Dan Pengetahuan Konsumen Terhadap Keputusan Mahasiswa Dalam Membeli Baju Merek Tans Collection Dengan Brand Trust Sebagai Variabel Intervening Di Feb Ums*. Universitas Muhammadiyah Surakarta.

Nindyakirana, R. H., & Maftukhah, I. (2016). Membangun emosi positif melalui promosi penjualan dan lingkungan toko dampaknya terhadap impulse buying. *Management Analysis Journal*, *5*(4).

Nurlinda, R. A., & Christina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di Lazada. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, *5*(1), 231–244.

Nurudin, N. (2020). Analysis of the effect of visual merchandising, store atmosphere and sales promotion on impulse buying behavior. *Journal of Digital Marketing and Halal Industry*, *2*(2), 167–177.

Putri, E. A. (2021). Kewenangan MUI Pasca Terbitnya PP No. 31 Tahun 2019 Tentang Peraturan Pelaksanaan UU No. 33 Tahun 2014 Tentang Jaminan Produk Halal. *Krtha Bhayangkara*, *15*(2), 333–350.

Putri, Y. T. A., & Edwar, M. (2014). Pengaruh Bonus Pack dan Price Discount terhadap Impulse Buying pada Konsumen Giant Hypermarket Diponegoro Surabaya. *Universitas Negeri Surabaya. Retrieved From*.

Rahmadilah, F., & Sari, D. (2021). Pengaruh Hedonic Dan Utilitarian Motivation Terhadap Kepuasan Konsumen Dalam Membentuk Continuance Intention Netfix. *EProceedings of Management*, *8*(6).

Saputri, N. W., & Kusuma, M. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di Lazada. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, *1*(2), 240–249.

Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. literasi media publishing.

Soleman, A. (2021). *Pengaruh store atmosphere dan visual merchandise terhadap impulse buying di ninetynine fashion hijab jombang*. STIE PGRI Dewantara.

Sucidha, I. (2019). Pengaruh Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value Dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mall Banjarmasin. *At-Tadbir: Jurnal Ilmiah Manajemen*, *3*(1).

Wardhani, Z. M., & Suwitho, S. (2022). Pengaruh Harga, Shopping Lifestyle, dan Promosi Terhadap Impulse Buying Pada Pembelian Online Shop (Studi Kasus Mahasiswa STIESIA Surabaya). *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, *11*(7).

Winantri, N. N., Haris, I. A., & Nuridja, I. M. (2016). Pengaruh kondisi emosi dan store atmosphere terhadap impulse buying di indomaret cabang desa tampaksiring tahun 2016. *Jurnal Pendidikan Ekonomi Undiksha*, *7*(2).