

The Effect of Store Atmosphere on Behavioral Intention at Retail Store with Customer Emotions as Intervening Variables

Pengaruh *Store Atmosphere* terhadap *Behavioral Intention* pada Toko Ritel dengan *Customer Emotions* sebagai Variabel Intervening

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ABSTRACT

Fast-growing shopping centers have a good impact on the economy in Indonesia. The large Gross Domestic Product (GDP) and opening up wide employment opportunities is a form of the shopping center's contribution. The increasing number of shopping centers makes competition between shopping centers, especially small shops or retail stores a threat that cannot be underestimated for shop owners. One of the important strategies that can be applied to a store by store owners is to design a store atmosphere. Therefore, the purpose of this study was to determine the effect of store atmosphere on behavioral intentions at Hakata & Co retail stores in Mataram city with customer emotion as an intervention variable. This study used a quantitative approach technique. The data collection technique was by distributing offline and online questionnaires to 60 respondents less than 15 years old to more than 35 years old and had come and or shopped at the Hakata & Co store. The analytical technique used in this research was AMOS SEM with AMOS-22 Software. The results of this study indicate that there is a significant positive relationship between each variable, namely store atmosphere, customer emotions, and behavioral intentions with the object of Hakata & Co. retail stores.

Keywords: *Store Atmosphere, Behavioral Intention, Customer Emotions, Retail Stores, Hakata & Co.*

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ABSTRAK

Pusat perbelanjaan yang semakin banyak dan berkembang membawa dampak baik bagi ekonomi di Indonesia. Produk Domestik Bruto (PDB) yang besar dan membuka lapangan pekerjaan yang luas adalah bentuk dari kontribusi pusat perbelanjaan. Pusat perbelanjaan yang semakin banyak menjadikan persaingan antara pusat perbelanjaan khususnya toko-toko kecil atau juga bisa dibidang toko ritel menjadi ancaman tersendiri yang tidak bisa disepelekan bagi pemilik toko. Salah satu strategi yang penting dan bisa diterapkan pada sebuah toko oleh pemilik toko yaitu dengan merancang Store Atmosphere toko. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui pengaruh store atmosphere terhadap behavioral intention pada toko ritel Hakata & Co di kota Mataram dengan customer emotions sebagai variabel intervening. Penelitian ini menggunakan Teknik pendekatan kuantitatif. Adapun teknik pengumpulan data yaitu dengan menyebarkan kuesioner secara offline dan online kepada 60 responden berusia kurang dari 15 tahun sampai dengan lebih dari 35 tahun dan sudah pernah datang dan atau berbelanja ke toko Hakata & Co. Teknik analisis yang digunakan dalam penelitian ini adalah SEM AMOS dengan Software AMOS-22. Hasil penelitian ini menunjukkan bahwa adanya hubungan positif signifikan antara setiap variabel yaitu store atmosphere, customer emotions dan behavioral intention dengan objek toko ritel Hakata & Co.

Kata Kunci: *Store Atmosphere, Emotions, Behavioral Intention, Toko Ritel, Hakata & Co, Mataram*

I. INTRODUCTION

The economy in Indonesia experienced a drastic decline, reaching 13.13% in 1998 (World Bank, 2017). The Indonesian private sector, which at that time relied heavily on short-term foreign loans, contributed to the exacerbation of the situation which resulted in the exacerbation of the monetary crisis. There are many factors that the government has done to rebuild the economy in Indonesia and one of the things that have driven economic growth after the crisis is due to shopping centers in Indonesia (Soliha, 2008). The chairman of the Indonesian Shopping Center Management Association (APPBI), Alphonzus Widjaja, said that the retail or shopping center sector is one of the drivers of economic recovery as well as domestic trade growth. The growth rate for shopping centers is influenced by the strength of people's purchasing power, population growth, people's lifestyles, and also the people's need for the fulfillment of consumer products (Martinus, 2011). Until now, people in Indonesia like to be spoiled by the presence of various shopping centers, even though the locations themselves are often in the same area.

The shopping center can also be referred to as a retail business. According to Martinus (2011), the retail business is the sale of goods in retail at various types of outlets such as kiosks, markets, department stores, boutiques, malls, and others (including sales with a delivery service system), which are generally used directly by the buyer concerned. The people's choice of modern shopping centers is seen to be able to kill traditional markets, its development can be said to be unstoppable (Soliha, 2008).

Until now, the retail business is an industry that is still developing and remains the choice of the general public (Chaniago et al, 2019). Therefore, threats to traditional markets and competition against small local retailers, which are much more numerous, can be a trigger for retail store owners to have a strategy for promoting their retail stores (Chaniago et al, 2019). It cannot be underestimated, the purpose of this strategy is to bring back more new customers and/or make old customers repurchase or repurchase products at the retail store (Adiba, 2016 as cited in Chaniago et al, 2019).

One strategy that can be applied is to create a comfortable atmosphere in the store or in other words to build a store atmosphere or store atmosphere. Berman and Evans (2013) in Tulipa (2014) define the store atmosphere as the physical characteristics of the store which include physical facilities, information signs, music, and aromas. This store atmosphere strategy can influence behavioral intention with customer emotion as an intervening variable. According to Manning and Reece (2001: 159), the appearance of goods and an attractive store atmosphere can evoke emotion, desire, or intention of consumers to make purchases. Kumar (2019) also said that a properly designed layout encourages spending more time in the store and has a positive influence on purchase intentions. The SOR model in the consumption process is expected as a customer's emotional response to mediate between environmental stimuli and behavioral intentions (Tsaur et al, 2015). In other words, customers who are influenced by environmental stimuli (store atmosphere) will stimulate emotional statements and influence the results (behavioral intention) (Choi et al, 2020).

The relationship between store atmosphere on behavioral intention and customer emotions as the intervening variable is then implemented into research on the effect of store atmosphere on the behavioral intention at Hakata & Co retail stores in Mataram City with customer emotions as the intervening variable. The Hakata & Co retail store itself is a retail store that sells clothing needs to beauty products with a target market of young people aged 13-25 years (Inside Lombok, 2020). This store includes a fashion store that focuses on Hakata Outfit. According to the manager of Hakata & Co, Wiwid, in one day the accumulation of visitors can reach 1,000 people (Inside Lombok, 2020). No wonder this shop that sells local and imported products is known as a millennial's favorite shop because the goods are trendy and the prices are cheap.

Bigdeli, F. et al (2014) found that elements in the store atmosphere (atmosphere, interaction, and design) affect customer emotions. Other findings from this study also show that interaction factors have a positive effect on customer emotions and customer emotions have a positive effect on behavioral intention. However, this study has several limitations so the research findings must be considered within the limitations of the research methodology. The data obtained from this research is in the context of store chains so the limitations in generalizing the results cannot be denied. Additional research is needed to examine these relationships within and across additional sectors. Demographic characteristics may also be pursued in future research because customer responses to store atmosphere factors may differ depending on their demographic differentiation. Research (Gopal Das, 2017) entitled "Consumer emotions: Determinants and outcomes in a shopping mall" found that emotions such as arousal and

pleasure have a positive impact on both patronage and positive word of mouth. The results are intuitive because positive emotional states such as high arousal and pleasure tend to form positive attitudes that encourage customers to visit the mall and spread positive messages. Then the density of retail stores increased arousal. The large number and variety of retail outlets in a shopping mall create positive arousal like excitement in the minds of shoppers. In a retail store setting, spatial crowding means that there are space constraints due to excess products in the retail store which creates negative feelings among consumers. Roggeveen et al (2020) found that controllable store atmosphere factors have a positive effect on customer behavioral intention. The conceptualism of the store atmosphere studied in this study is expected to be re-examined in more depth.

The gaps that occur in this study, are as follows:

1. This research was conducted specifically at retail stores in Mataram City (Geographical)
2. The focus of this research is on the object, namely Retail Stores
3. Lack of recent references using similar variables with a smaller scope

To test and find out the effect of the relationship between store atmosphere variables, emotions, especially positive emotions of pleasure and arousal, as well as behavioral intention variables at Hakata & Co retail stores in the city of Mataram.

II. LITERATURE REVIEW

Store Atmosphere

The term "atmospheres" was initiated by Kotler (1973) as "the effort to design buying environments to produce specific emotional effects in the buyer that enhances his purchase probability." An attempt to design a buying and selling atmosphere to produce a certain emotional influence on the buyer in order to increase the probability of his purchase. In general, store atmosphere can be understood as all the physical and non-physical elements in a store that can influence buyer behavior through their senses (Francionia et al., 2018; Kotler, 1973). Berman and Evans (2013), explained that creating or applying a store atmosphere includes four parts, namely, exterior, general interior, store layout, and interior point purchase (POP) display. The exterior has a strong influence on the image of the store, so it must be planned as well as possible. Then the interior design of the store must be designed to maximize visual merchandising because a good display is a display that can attract attention. The layout section must be maximized as efficiently as possible for the placement of goods and store facilities. Finally, the Pop Display section has two main objectives in its arrangement, which are providing information to consumers and adding to the store atmosphere of the store.

Behavioral Intention

Behavioral intention is a person's desire to behave with the goals he wants. Venkatesh *et. al.* (2003) define behavioral intention as a measure of the strength of a person's intention to perform a certain behavior. The factors that shape the intention to do something according to A. Crow & L. Crow (1989) in Atika (2018) are:

1. The driving factor from within (The inner urge factor), is a stimulus that comes from the environment or scope that is in accordance with one's desires or needs, it will easily cause intention.
2. Social motive factor (The factor of social motive) is a person's intention towards an object or a thing, in addition to being influenced by factors from within humans are also influenced by social motives,
3. Emotional factor is a factor of feelings and emotions that have an influence on the subject.

Customer Emotions

Emotions are judgmental reactions (positive or negative) from a person's nervous system to external and internal stimuli and are often conceptualized as a general dimension, such as influencing positively or negatively (Putra, 2014). This means customer emotions are emotions felt by customers towards the surrounding environment (stores). Stimulus generated by the store environment has a positive effect on consumers' positive emotional responses (Chang and Yan, 2009). Positive emotions can be generated through a person's affective nature and reactions to a supportive environment such as interest in a product (Rachmawati, 2009). This recent study only focused on positive emotions (pleasure arousal). The pleasure-arousal dimension (positive emotion) is sufficient to represent an individual's emotional response to various environments and shopping behavior is not related to dominance size (Donovan & Rossiter, 1982).

Relationship Between Store Atmosphere and Behavioral Intention

Kotler (1973) defines the atmosphere as "an attempt to design the buying environment to produce certain emotional effects on the buyer that increase the likelihood of his purchase". Kotler's theory was reinforced by Manning and Reece, (2001: 159) who explained that the display of goods and an attractive store atmosphere can evoke emotion, desire or intention of consumers to make purchases. Kumar (2019) confirmed that a properly designed layout encourages spending more time in the store and has a positive influence on purchase intention. Kumar's theory was deepened by further research by Azhagan and Nithaya (2020) which stated that store layout, in-store music, cleanliness, temperature, and lighting improve customer purchasing decisions, and they will spend more time in the store.

H1. Store Atmosphere has a positive effect on Behavioral Intention

The Relationship Between Store Atmosphere and Customer Emotions

Customer emotions are SOR models stimulated by the environment (store atmosphere) (Tsauro et al, 2015). Choi et al, (2020) also said that customers who are influenced by environmental stimuli (store atmosphere) will stimulate emotional statements. Previous studies also explained that background music, which is part of the store atmosphere, can influence store customer perceptions, increase sales, influence purchase intentions, and increase shopping and waiting times (Mattila & Wirtz, 2001, Baker et al., 1992; Yalch & Spangenberg, 2000). Recent studies show that store atmosphere also influences consumer emotions and behavioral intentions (Ryu & Jang, 2008; Fitzgerald Bone, & Scholder Ellen, 1999).

H2. Store Atmosphere has a positive effect on Customer Emotions

Relationship Between Customer Emotions and Behavioral Intention

Good emotions can also provide good responses and influence behavioral intentions (Saran, 2016). According to Kemp (2018), emotions play an important role in forming attitudes and judgments and consumer reactions to a product. Nur Aina's research (2015) explained that there is a relationship between store atmosphere and behavioral intention through satisfaction (which is part of emotion). Azhagan (2016) said that many constructions of perception are produced by the stored atmosphere and this relates emotions to behavioral intention. Babin and Attaway (2000) suggest that positive affect is positively associated with emotions and behavioral intentions.

H3. Customer Emotions have a positive effect on Behavioral Intention

III. RESEARCH METHOD

The approach used in this research was a quantitative approach. According to Sugiyono (2016), the quantitative research method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples. According to Indriantoro and Supomo (2002: 70), the purpose of quantitative research is to test or verify theory and put theory deductively to then become the basis for discovery and problem solving.

The empirical model of this research is as follows:

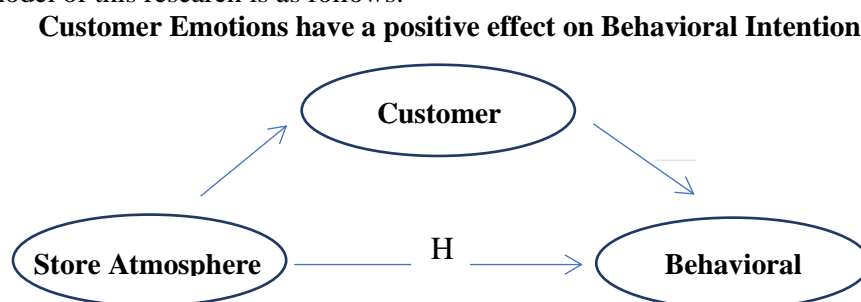


Figure 1. Analysis Model

The data obtained came from a questionnaire that used a Likert scale of 1 to 5 to measure whether respondents agreed or disagreed with the indicators of the variables studied, with the understanding that 1 means strongly disagree and 5 means strongly agree. Questionnaires were then distributed in person at store locations and also online. The data that has been collected is then processed using the structural equation model (SEM) analysis technique.

The SEM method is used to analyze research that has exogenous, endogenous, moderating, or intervening variables partially and simultaneously (Haryono, 2015). This study used the SEM analysis technique because this research has 3 variables, namely exogenous variables (store atmosphere), intervening variables (customer emotions), and endogenous variables (behavioral intention). SEM examines more than one relationship at a time, taking into account the covariance structure and the mean structure (Kline 2015).

Respondents in this study were Hakata & Co retail store customers who had shopped at the store in person at least once in the last 6 months. Due to the impossibility of obtaining the right number of customers, the population in this study was unlimited. This study used non-randomly sampling methods, namely sampling techniques that do not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Muslich dan Iswati, 2009:105).

IV. RESULTS AND DISCUSSION

The collected data were analyzed with AMOS 22 software and obtained the results from the SEM test with standardized regression weights for each variable, were as follows:

Table 1. Standardize Regression Weights

Relations Between Variables			Standardized Estimate
Store Atmosphere	→	Behavioral.Intention	0,308
Store Atmosphere	→	Customer Emotions	0,787
Customer Emotions	→	Behavioral Intention	0,547

Table 1 shows that store atmosphere has a positive effect on customer emotions and behavioral intention with a standardized coefficient of 0.341 and 0.244, and customer emotions have a positive effect on behavioral intention with a standardized coefficient of 0.307. Thus, 3 coefficients between variables have a positive effect. This explains that the increase in exogenous variables will affect the increase in intervening variables and endogenous variables and vice versa.

Table 2. Regression Weights

Relation between Variables			C.R.	P	Description
Store Atmosphere	→	Behavioral.Intention	2,681	0,007	Significant
Store Atmosphere	→	Customer.Emotions	10,536	0,000	Significant
Customer Emotions	→	Behavioral.Intention	4,761	0,000	Significant

Based on table 2, the results of the hypothesis test are as follows:

1. Store Atmosphere has a significant effect on Behavioral Intention
The results of the parameter estimation of the Store Atmosphere variable on Behavioral Intention obtained significant results with a C.R. value. 2,681 and a significance level of 0,07 ($p < 0,05$). Thus, the research hypothesis H1 is accepted.
2. Store Atmosphere has a significant effect on Customer Emotions
The results of parameter estimation of the Store Atmosphere variable on Customer Emotions obtained significant results with a value of C.R.10,536 and a significance level of 0,000 ($p < 0,05$). Thus, the research hypothesis H2 is accepted.
3. Customer Emotions have a significant effect on Behavioral Intention
The results of the parameter estimation of the Customer Emotions variable on Behavioral Intention obtained significant results with a C.R. value. 4,761 and a significance level of 0,000 ($p < 0,05$). Thus, the research hypothesis H3 is accepted.

These results are in accordance with the theory of Kumar (2019) which confirmed that a properly designed layout encourages spending more time in the store and has a positive influence on purchase intention (behavioral intention). Hakata & Co retail stores see this result so that the layout of the placement of goods and the application of the store atmosphere are designed in such a way as to produce behavioral intentions from consumers. In addition, the theory of Tsaur et al, (2015) stated that customer emotions are SOR models stimulated by the environment (store atmosphere). Then the last one is in accordance with Azhagan's theory (2016) which said that many constructions of perception are generated by the store atmosphere and it links emotions to behavioral intention. Hakata & Co retail stores also pay attention to the emotions of consumers who come by setting the stimulus of what the

store does such as playing the color of the lights and playing loud music so that consumers get more positive emotional feelings.

V. CONCLUSION

Based on the results of the study, it can be concluded that a comfortable store atmosphere has an influence on behavioral intentions. This is in accordance with Azhagan and Nithaya's (2020) store atmosphere theory which stated that store layout, in-store music, cleanliness, temperature, and lighting improve customer purchasing decisions, and make them spend more time in the store. In addition, a comfortable store atmosphere also influences customer emotions according to the theory of Tsauro et al, (2015) and also Choi et al, (2020) which stated that the SOR model is stimulated by the environment, in this study, the store atmosphere will stimulate emotional statements. The context of this study is a comfortable retail store atmosphere that can affect behavioral intentions through emotions. Because behavioral intention consists of repurchase intention, price premium, word of mouth, and recommendations, consumers who have a positive attitude towards the comfortable atmosphere of Hakata & Co stores may be willing to repurchase the same or other products sold in the store, willing to pay more for them. obtain the latest products, as well as disseminate and recommend Hakata & Co retail stores to other people he knows. Therefore, Hakata & Co retail stores design the store atmosphere in such a way that consumers feel so as to generate behavioral intentions directly or through the emotions of the consumers themselves. Playing pleasant music and good layout are factors of the store atmosphere that influence consumer behavior intentions that make consumers feel comfortable so that they voluntarily recommend Hakata & Co retail stores to their friends and family or will make further purchases.

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