

The Effect of Shopping Center Atmosphere on Impulse Buying through Hedonic Shopping Value in Mall Cambridge City Square Medan

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Abstract: Mall is a shopping center with a core of one or several large department stores as an attraction for small retailers. The purpose of this research is to analyze the influence of the shopping center atmosphere on hedonic shopping value at the Cambridge City Square Mall Medan, analyze the influence of the shopping center atmosphere on impulse buying at the Mall Cambridge City Square Medan, analyze the effect of hedonic shopping value on impulse buying at the Mall Cambridge City Square Medan and analyze the effect of the shopping center atmosphere on impulse buying through hedonic shopping value at the Cambridge City Square Mall Medan. This research uses quantitative methods. The population in this study were visitors to the Mall Cambridge City Square Medan with a sample of 322 respondents. The results of the study are there is the influence of the shopping center atmosphere on hedonic shopping value at the Mall Cambridge City Square Medan, there is the influence of the shopping center atmosphere on impulse buying at the Mall Cambridge City Square Medan, there is the influence of the hedonic shopping value on the impulse buying at Mall Cambridge City Square Medan, there is an influence of the shopping center atmosphere on impulse buying through hedonic shopping value at Cambridge City Square Mall Medan.

Keywords: Shopping Center Atmosphere, Impulse Buying, Hedonic Shopping Value

Date of Submission: 17-01-2020

Date of Acceptance: 05-02-2020

I. Introduction

Mall is a shopping center with a core of one or several large department stores as an attraction of small retailers and restaurants with building typology such as a shop facing the main mall or pedestrian corridor which is the main element of a shopping center (mall), with the function as a circulation and as a circulation communal space for the interaction between visitors and traders (Maitland in Marlina, 2008). Cambridge City Square is a mall located on Jalan Letjen S. Parman, Medan City, Sumatera Utara, Indonesia. At Cambridge City Square there are a variety of outlets, including Starbucks Coffee, Jco and many more. Besides having a variety of outlets, this mall is also integrated with the Grand SwissBell Hotel. Not only that, above Cambridge City Square there are also 4 buildings which are condos. This shows that Cambridge City Square is a mega mall that is connected to hotels and condominiums. Nowadays, modern shopping centers or better known as malls have changed functions. According to Dittmar, Beattie & Friese in Herabadi et al (2009) consumers currently shop not only to get goods or meet their needs, but to become a lifestyle activity and perhaps to meet the needs of consumer psychology. In addition, currently shopping centers with multi-storey buildings and accompanied by social spaces in the area are increasingly popping up including Cambridge City Square. Because, integrated with hotels and condominiums, it creates impulse buying opportunities for Cambridge City Square consumers.

Consumers if they enjoy shopping activities carried out, will have a positive influence on the length of time spent shopping (Kang and Poaps, 2010). As a result of the longer time consumers spend in a shopping center is able to increase the probability of unplanned purchases. According to Park, Kim, and Forney (2005) hedonic shopping value plays an important role in impulse buying activities. According to Japariato (2010) various shopping centers create a hedonic atmosphere. Some studies also state that hedonic shopping value influences impulse buying, such as research conducted which shows that it has a significant effect on impulse buying, but the statement is not relevant to the results of research conducted by Darma and Japariato (2014) which states that there is no a significant effect of hedonic shopping value on impulse buying.

II. Research Methods

Sugiyono (2014) defines a research method as a scientific way to obtain valid data with the aim to be found, developed, and proven, a certain knowledge so that in turn it can be used to understand, solve, and anticipate problems in the business field. In this study quantitative research methods are used with type of

correlation research. Sugiyono (2014) said that correlation research is a link or research method that seeks to connect between elements/elements with other elements/elements to create new forms and forms that are different from before.

The location in this study is Cambridge City Square. Cambridge City Square is a mall located on Jalan S. Parman, Medan City, Sumatera Utara, Indonesia. In this mall there are Tenant Starbucks Coffee, and others. The mall is also integrated with Cambridge hotels. Above this mall there are 4 buildings which are apartments. The duration of the study was estimated for 3 months from June 2019 to August 2019.

In an activity that is both scientific and social in nature, it is necessary to limit population and sampling methods. Samples taken must be representative means that they can represent the whole of the population. Population is the whole object of research consisting of humans and objects or events as a source of data that represents certain characteristics in the study (Sugiyono, 2014). Population is also said to be the whole area of individuals, objects, symptoms or events for a generalization or a conclusion imposed (Hadi, 2003). The population in this study were all VIP visitors to the Cambridge City Square shopping center, specifically taken in December 2018.

The number of respondents obtained was 322. According to Roscoe quoted by Sugiyono (2014) that the size of the sample should range from 30 to 500 people. Sampling technique. The sampling technique in this study is simple random sampling. Sugiyono (2014) said that a simple random sampling technique is a sampling technique from members of a population that is carried out randomly without regard to strata that exist in that population.

This research data analysis method uses path analysis analysis techniques. The statistical tests used are regression analysis t test.

III. Research Results

Structure Model 1

Table 1. Regression Coefficient of Structure Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.211	2.240		7.685	.000
Atmosfer Pusat Perbelanjaan	.395	.032	.569	12.402	.000

The regression equation above indicates that the hedonic shopping value variable is influenced by the shopping center atmosphere and other variables outside the study. In this model, it can be stated that:

a) B (17,211) or constant is also called intercept (a). The meaning is that if the company does not improve the shopping center atmosphere or its value 0 then the hedonic shopping value is 17,211. Negative constants are not a concern in this study as long as the regression model that you have tested has fulfilled the assumptions (normality test, autocorrelation test, heteroscedasticity test and multicollinearity test). In addition, as long as the slope value is not zero then there is no need to care about this negative constant. Negative constants are generally occurs if there is a sufficiently large range between X (independent variable) and Y.

b) The value of the shopping center atmospheric regression coefficient is 0.395, meaning that if the shopping center atmospheric value changes one unit, the hedonic shopping value will change by 0.095. The positive value sign in the regression indicates a direct relationship between the shopping center atmosphere and hedonic shopping value. This means that if the central shopping atmosphere increases, the hedonic shopping value will also increase.

Structure Model 2

Table 2. Regression Coefficient of Structure Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.223	1.753		8.114	.000
Atmosfer Pusat Perbelanjaan	.210	.025	.425	8.424	.000

The regression equation above indicates that the impulse buying variable is influenced by the shopping center atmosphere and other variables outside the study. In the model, it can be stated that:

a) B (14,223) or constant is also called intercept (a). This means that if the company does not improve the atmosphere of the shopping center or its value 0 then impulse buying is 14,223. Negative constants are not a

concern in this study as long as the regression model that you test meets the assumptions (normality test, autocorrelation test, heterokedasticity test and multicollinite test). In addition, as long as the value of the slope (independent variable) is not zero, then there is no need to care about this negative constant. if there is a sufficiently large range between X (the independent variable) and Y.

b)The value of the shopping center atmospheric regression coefficient is 0.210, meaning that if the shopping center atmospheric value changes by one unit, then the impulse will change by 0.210. The positive sign in the regression indicates a direct relationship between the shopping center atmosphere and impulse buying. This means that if the atmosphere of a shopping mall increases, then impulse buying will also increase.

Structure Model 3

Table 3. Regression Coefficient of Structure Model 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.152	1.590		8.901	.000
Hedonic Shopping Value	.329	.035	.462	9.345	.000

The regression equation above indicates that the impulse buying variable is influenced by the shopping center atmosphere and other variables outside the study. In the model, it can be stated that:

a)B (14.152) or constant is also called intercept (a). This means that if the company does not improve the hedonic shopping value or the value is 0 then the impulse buying is 14,152. Negative constants are not a concern in this study as long as the regression model you are testing has fulfilled the assumptions (normality test, autocorrelation test, heterokedasticity test and multicollinearity test). Moreover, as long as the slope value is not zero then there is no need to care about these negative constants. Negative constants generally occur if there is a sufficiently large range between X (independent variable) and Y.

b)The hedonic shopping value regression coefficient value is 0.329, meaning that if the value of the hedonic shopping value changes to one unit, then impulse buying will change by 0.210. The positive sign in the regression indicates a direct relationship between the shopping center atmosphere and impulse buying. This means that if hedonic shopping value increases, then impulse buying will also increase

IV. Conclusion and Suggestion

The conclusions in this study are as follows:

- a)There is an influence of shopping center atmosphere on hedonic shopping valuation at Mall Cambridge City Square Medan.
- b)There is an influence of the shopping center atmosphere on impulse buying on the Cambridge City Square Medan.
- c)There is an influence of hedonic shopping value on impulse buying at MallCambridge City Square Medan.
- d)There is an influence of the shopping center atmosphere on impulse buying through medical shopping value at Cambridge City Square Mall Medan.

The suggestions in this study are as follows:

- a)Responding to the lack of the Cambridge City Square Mall based on consumer perception, it is therefore necessary to improve the shopping center atmosphere. Such as parking lots and air circulation.
- b)Responding to the condition of the Cambridge City Square Mall which is still felt by sellers, therefore a marketing strategy should be made so that the sellers are more interested in marketing their products in the Cambridge City Square Mall.

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