



The Role of Positive Emotion in Mediating the Influence of Store Atmosphere on Impulse Buying (A Study on Customers of Uniqlo Outlet at Mall Bali Galeria)

Putu Yuan Barananda^{1*}, Gede Suparna²

^{1,2}Management, Faculty of Economics and Business, Udayana University, Indonesia

*Author's correspondence : yuanbarananda05@gmail.com

Abstract The industry in Indonesia has experienced significant development both online and offline, including the fashion industry, which has also undergone rapid growth. This development inevitably alters consumer behavior toward products in the market. One consumer behavior that requires attention is impulse buying, which refers to unplanned purchases. Impulse buying occurs due to emotional factors, which are also influenced by the store atmosphere, prompting spontaneous purchases. This study aims to examine and analyze the role of positive emotion in mediating the relationship between store atmosphere and impulse buying. The research was conducted among customers of the Uniqlo store at Bali Galeria Mall, with a sample size of 160 respondents selected through purposive sampling. Data collection was carried out using questionnaires. The analytical techniques employed include the Classical Assumption Test, Path Analysis, Sobel Test, and Variance Accounted For (VAF) Test. The analysis results indicate that: Store atmosphere has a positive and significant effect on impulse buying, Store atmosphere has a positive and significant effect on positive emotion, Positive emotion has a positive and significant effect on impulse buying, Positive emotion mediates the effect of store atmosphere on impulse buying. The theoretical implications of this study support previous research findings from the perspective of Consumer Behavior Theory. The practical implications provide guidelines for managers and staff at the Uniqlo store at Bali Galeria Mall to enhance customer impulse buying by leveraging store atmosphere and positive emotion.

Keywords: Positive, Emotion, Store, Atmosphere, Impulse, Buying

1. INTRODUCTION

Uniqlo was established in 1984 and, as of August 23, 2023, operates 65 stores in Indonesia. Uniqlo has become an Asian fashion brand capable of competing globally. The name Uniqlo stands for "Unique Clothing Warehouse." Uniqlo targets three market segments: women, men, and children. To date, Uniqlo produces various types of clothing based on style and needs, including outerwear, tops, bottoms, innerwear, homewear, and accessories (www.uniqlo.com, 2024).

In Bali, Uniqlo operates four outlets, located at Level 21 Mall, Mall Bali Galeria, Beachwalk Mall, and Living World. The Uniqlo outlet at Mall Bali Galeria was the first Uniqlo store in Bali and began operations in October 2018. A key factor contributing to Uniqlo's success is its store presentation. The interior designs of Uniqlo stores are adapted to the cultural preferences of each country. For example, in Asia, particularly Indonesia, the displayed clothing tends to feature brighter colors, while in Europe, the designs are more minimalist, as consumers there prefer simpler styles (Sumampouw et al., 2023).

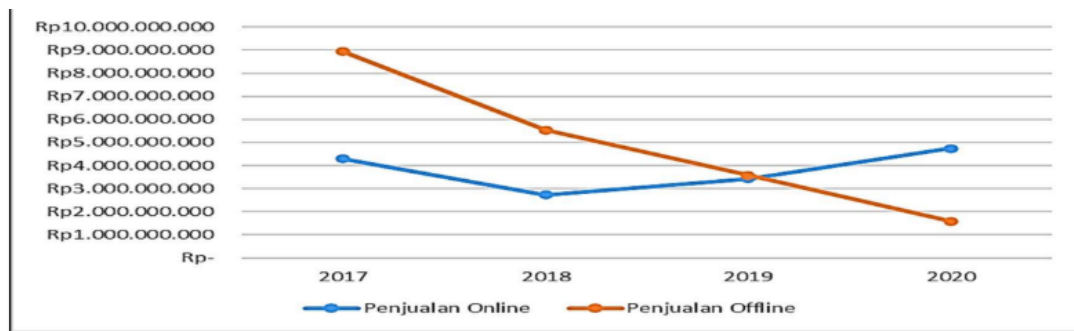


Figure 1. Trends in Online and Offline Sales, 2017-2020

Figure 1 illustrates that during the 2017-2020 period, offline sales experienced a decline, while online sales consistently increased, indicating a shift in consumer behavior toward online shopping (Lindiawatie et al., 2024). This shift to online shopping presents new challenges for store atmosphere in attracting customers to physical stores. With the growing preference for practical online shopping, an appealing store atmosphere can become a key factor in influencing consumer perceptions and responses toward making purchases (Yusana and Wahyuati, 2018). A positive store ambiance that excites consumers tends to encourage them to spend more time in the store and engage socially, thereby increasing purchases (Purwanto, 2021:31).

One strategy to boost sales is by increasing impulse buying. This statement is supported by research conducted by Putra and Rahanatha (2023), which found that direct impulsive purchases contribute significantly to retail sales revenue. Impulse buying can be defined as a quick, spontaneous, and unplanned purchase, usually accompanied by a mental conflict and emotional drive associated with the desire to immediately buy a product without considering negative consequences (Makal, 2018). Impulse buying is also part of a broader condition known as "unplanned buying," or unplanned purchases (Purwanto, 2021:4). Impulse buying is often driven by emotional factors, impulsivity, or the temptation triggered by products or specific situations (Saragih et al., 2023:56).

Impulse buying does not occur randomly; companies need to create emotional appeal for consumers. By doing so, consumers are more likely to disregard rationality in their decision-making process (Diany et al., 2019). The emergence of impulsive purchases is also influenced by stimuli such as visual aspects, displays, banners, or elements like fragrances, colors, or music strategically placed by marketers (Dewi and Jatra, 2021).

Creating a pleasant store atmosphere can stimulate consumers to experience enjoyable shopping, helping businesses retain their customers (Putra & Warmika, 2023). Berman et al. (2018:464) stated that atmosphere refers to the physical characteristics of a store used to build impressions and attract customers. Store atmosphere not only provides a pleasant shopping environment but also adds value to the products and enhances the store's image (Pratomo and Supriono, 2017). Elements like layout, music, and store fragrance play a vital role in shaping customer experiences (Kotler and Keller, 2011:457). Store atmosphere is essential for marketers to consider, as creating a good ambience can stimulate consumer emotions, encouraging them to shop more (Wisessa & Ardani, 2022).

Although Uniqlo has made efforts to improve its store atmosphere, it still lags behind its competitors. A well-organized store environment plays an important role in attracting customers, creating shopping comfort, and triggering purchase decisions (Wisman, 2015). Retailers strive to influence consumer responses by intentionally designing the store atmosphere (Saputro, 2019).

Previous studies, such as those by Setiawan & Ardani (2022), stated that store atmosphere has a positive and significant effect on impulse buying. Similarly, Devi and Nurcaya (2020) and Aurellia (2019) also found that store atmosphere significantly influences impulse buying. However, other studies, such as Artana et al. (2019), found no significant effect of store atmosphere on impulse buying. Trihudyatmanto (2020) demonstrated that store atmosphere does not have a positive and significant effect on impulse buying, and Wiranata & Suryadi (2022) also concluded that store atmosphere does not directly affect impulse buying.

These discrepancies highlight the need for mediating variables to address inconsistencies. Rochmulyani et al. (2017) suggested that hedonic value can mediate the relationship between store atmosphere and impulse buying. Sangaji (2020) found that store atmosphere indirectly affects impulse buying through hedonic shopping value, albeit with a smaller indirect effect compared to its direct effect. Other studies, such as Bulan and Chandra (2023), suggested that shopping lifestyle mediates the relationship between store atmosphere and impulse buying. Shah et al. (2021) found that payment facility shows partial mediation in the relationship between store atmosphere and impulse buying.

Previous studies indicate that mediating variables such as hedonic value, shopping lifestyle, and payment facility partially strengthen the relationship between store atmosphere and impulse buying. However, they have not fully enhanced the effect. Therefore, positive

emotion is chosen as a mediating variable, as it is expected to be more effective due to its direct role in triggering impulsive buying behavior through a pleasant and stimulating atmosphere for consumers.

Several experts and previous studies have shown that when consumers experience positive emotions, it significantly influences impulse buying behavior (Andani and Wahyono, 2018). Building a good emotional atmosphere has a favorable impact on businesses, as consumers with positive emotions are more likely to act on their desires easily. Consumers in a positive emotional state are more inclined toward approach behavior rather than avoidance. Such emotions arise from the fulfillment of a person’s needs or desires (Putri & Andani, 2023). Positive emotion represents the internal ability of individuals to engage in behaviors with positive impacts (Fahlevi et al., 2022:40). Positive emotion can also be defined as a mood that influences decision-making, reducing complexity and time when making purchasing decisions (Sudarsono, 2017). Positive consumer emotions are created after finding desired fashion products in a store that meets their expectations (Purwanto, 2021:52).

Based on the aforementioned issues and the research gap in previous studies, a preliminary survey was conducted to further explore the relationship or influence of store atmosphere on impulse buying among customers at the Uniqlo Mall Bali Galeria outlet. The preliminary survey was conducted using a temporary questionnaire distributed to 30 respondents. The questionnaire contained statements related to the variables being studied.

Table 1. Pre-Survey of Uniqlo Mall Bali Galeria Outlet Customers

Statement	Yes	No	Percentage	
			Yes	No
I have made an impulse purchase at the Uniqlo Mall Bali Galeria outlet.	30	0	100%	0 %
I experienced an appealing and satisfying store atmosphere at the Uniqlo Mall Bali Galeria outlet.	10	20	33.3%	66.7%
I feel happy and proud when shopping at the Uniqlo store in Mall Bali Galeria.	13	17	43.3%	56.6%

Source: Data Processed, 2024

Table 1 shows that 100% of respondents stated they had made unintentional purchases at the Uniqlo Mall Bali Galeria outlet. Furthermore, 33.3% felt that the store atmosphere of the Uniqlo Mall Bali Galeria outlet was appealing and satisfying, while the remaining 66.7% expressed otherwise. A total of 43.3% felt happy and proud when shopping at the Uniqlo store in Mall Bali Galeria, while the remaining 56.6% stated otherwise. This indicates that the store

atmosphere of the Uniqlo Mall Bali Galeria outlet still needs improvement to better encourage impulse buying among customers.

The researcher is interested in conducting this study and addressing the identified issue as the research topic, based on the previously outlined background, preliminary survey results, and references from prior studies. This study utilizes three types of variables: dependent variables, independent variables, and mediating variables. The independent variable in this research is store atmosphere, which influences the dependent variable, impulse buying. The mediating variable in this study is positive emotion. The objective of this research is to examine the role of positive emotion (Y1) in mediating the effect of store atmosphere (X) on impulse buying (Y2). The sampling technique employed is non-probability sampling using the purposive sampling method. Data collection is conducted using a questionnaire measured on a Likert scale. This study employs descriptive statistical analysis and inferential statistical analysis, with path analysis and the Sobel test conducted using IBM SPSS.

2. RESEARCH METHODS

The research location is the Uniqlo Mall Bali Galeria outlet located on Jl. By Pass Ngurah Rai, Kuta, Badung, Bali. The Uniqlo outlet at Mall Bali Galeria is the first branch established in Bali (www.liputan6.com) and has the highest number of reviews among all Uniqlo outlets in Bali on Google Maps, totaling 1,224 as of January 2024. The research object in this study is consumer behavior regarding the role of positive emotion (Y1) in mediating the effect of store atmosphere (X) on impulse buying (Y2) among customers of the Uniqlo Mall Bali Galeria outlet.

The population in this study consists of Uniqlo customers at Mall Bali Galeria who have made impulse purchases. The exact size of the population is unknown. The number of indicators used in this study is 16, suggesting a sample size range of 80 to 160. The determined sample size for this study is 160 respondents. This number is considered sufficient to represent the entire population in this research. The sampling method for this study uses non-probability sampling with a purposive sampling technique, as the population size cannot be precisely determined.

3. RESULTS AND DISCUSSION

Results of Inferential Statistical Analysis

Inferential statistics is a statistical technique used to analyze sample data, with the results generalized to the population (Sugiyono, 2022: 207). Inferential statistics are employed to test the research hypothesis. The inferential statistical analysis used in this study is path analysis.

Results of Path Analysis

According to Utama (2016:159), path analysis is an extension of the application of multiple linear regression analysis used to predict causal relationships between variables (causal models) that have been established based on theory. This model is considered suitable for research when the relationships analyzed involve cause-and-effect relationships with a complex model. Data processing for path analysis in this study is performed using SPSS for Windows. The variables analyzed include store atmosphere (X), positive emotion (Y1), and impulse buying (Y2). Path analysis can only be used if certain assumptions are met. The steps in hypothesis testing using path analysis are as follows:

1) Formulating Hypotheses and Sub-Structural Equations

The first step in path analysis is to formulate the research model hypotheses based on the existing theory:

- a) Store atmosphere has a positive and significant effect on impulse buying among customers at the Uniqlo Mall Bali Galeria outlet.
- b) Store atmosphere has a positive and significant effect on positive emotion among customers at the Uniqlo Mall Bali Galeria outlet.
- c) Positive emotion has a positive and significant effect on impulse buying among customers at the Uniqlo Mall Bali Galeria outlet.
- d) Positive emotion mediates the effect of store atmosphere on impulse buying among customers at the Uniqlo Mall Bali Galeria outlet.

Based on the formulated hypotheses, the sub-structural equations can be expressed as follows:

Sub-structural equation 1:

$$Y_1 = \beta_1 X + e_1$$

Sub-structural equation 2:

$$Y_2 = \beta_3 X + \beta_2 Y_1 + e_2$$

The effect of store atmosphere on positive emotion is calculated using SPSS 25.0 for Windows.

Table 2 shows the results of the first sub-structural calculation.

Table 2. Results of Path Analysis on Sub-structure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,686	1,248		6,962	0,000
Store atmosphere	0,379	0,052	0,504	7,345	0,000
R ² : 0,255					

Source: Appendix 6 (Processed Data, 2024)

Based on the results of path analysis in Table 2, it can be concluded that the structural equation for Sub-structure 1 is as follows:

$$Y_1 = \beta_1 X + e_1$$

$$Y_1 = 0,379 X$$

The equation for Sub-structure 1 indicates that the variable "store atmosphere" has a coefficient of 0.379, which means that "store atmosphere" has a positive effect on "positive emotion." This result suggests that an increase in store atmosphere will lead to an increase in positive emotion.

The impact of store atmosphere and positive emotion on impulse buying was analyzed using SPSS 25.0 for Windows. Table 3 presents the results of the calculations for Sub-structure 2.

Table 3. Results of Path Analysis on Sub-structure 2

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,579	0,992		2,600	0,010
Store atmosphere	0,165	0,042	0,267	3,958	0,000
Positive emotion	0,418	0,055	0,510	7,560	0,000
R ² : 0,468					

Source: Appendix 6 (Processed Data, 2024)

Based on the results of the path analysis in Table 3, the structural equation for Sub-structure 2 is as follows:

$$Y_2 = \beta_3 X + \beta_2 Y_1$$

$$Y_2 = 0,165X + 0,418Y_1$$

The equation for Sub-structure 2 indicates the following:

The variable "store atmosphere" has a coefficient of 0.165, which means that the "store atmosphere" positively influences "impulse buying." This implies that an increase in the store atmosphere will lead to an increase in impulse buying.

The variable "positive emotion" has a coefficient of 0.418, which means that "positive emotion" positively influences "impulse buying." This implies that an increase in positive emotion will also lead to an increase in impulse buying.

2) Path Coefficient Diagram

1. Direct Effect:

A direct effect occurs when one variable influences another without any mediating variables.

- The direct effect of store atmosphere on impulse buying is 0.267.
- The direct effect of store atmosphere on positive emotion is 0.504.
- The direct effect of positive emotion on impulse buying is 0.510.

2. Indirect Effect:

An indirect effect occurs when a variable influences another through a mediating variable.

The indirect effect of store atmosphere on impulse buying, mediated by positive emotion, is calculated as: $0.504 \times 0.510 = 0.257$

3. Total Effect:

The total effect is the sum of the direct and indirect effects. The total effect of store atmosphere on impulse buying is: $0.267 + 0.257 = 0.524$.

3) Determination Coefficient (R^2) and Error Variables

The determination coefficient (R^2) and error variables (e) for each sub-structure are calculated to finalize the path diagram. The calculations for each sub-structure are as follows:

$$e_i = \sqrt{1 - R_i^2}$$

$$e_{\$1} = \sqrt{1 - R_1^2} = \sqrt{1 - 0,255} = 0,863$$

$$e_{\$2} = \sqrt{1 - R_2^2} = \sqrt{1 - 0,468} = 0,729$$

The calculation of the error effect (e) yields a result of 0.863 for the error effect in Sub-structure 1 (e1) and 0.729 for the error effect in Sub-structure 2 (e2). Subsequently, the total determination coefficient is calculated as follows:

$$\begin{aligned} R_m^2 &= 1 - (e_{\$1})^2 (e_{\$2})^2 \\ &= 1 - (0,863)^2 (0,729)^2 \\ &= 1 - (0,745) (0,532) \\ &= 1 - 0,396 = 0,604 \end{aligned}$$

The calculation of the total determination coefficient resulted in a value of 0.604. This indicates that 60.4% of the impulse buying behavior at the Uniqlo Store in Bali Galleria Mall is influenced by store atmosphere and positive emotion through the sub-structural model. Meanwhile, the remaining 39.6% is influenced by other factors not included in or beyond the scope of this research model.

Based on the explanation of the sub-structural equations, the results of the path coefficient calculations are further detailed using the standardized beta coefficients for each relationship between variables.

The magnitude of the influence of store atmosphere on positive emotion and impulse buying, as well as the influence of positive emotion on impulse buying, is determined based on the standardized beta coefficients and the error values of each sub-structural equation.

Hypothesis Testing

1. Effect of Store Atmosphere on Impulse Buying

- H₀: Store atmosphere does not have a significant positive effect on impulse buying.
- H_a: Store atmosphere has a significant positive effect on impulse buying.

Based on the path analysis for Sub-structure 2, the beta value of store atmosphere is 0.267, and the Sig. value is 0.000. Since Sig. = 0.000 < 0.05, H₀ is rejected, and H_a is accepted. This indicates that store atmosphere has a significant positive effect on impulse buying.

2. Effect of Store Atmosphere on Positive Emotion

- H₀: Store atmosphere does not have a significant positive effect on positive emotion.
- H_a: Store atmosphere has a significant positive effect on positive emotion.

Based on the path analysis for Sub-structure 1, the beta value of store atmosphere is 0.504, and the Sig. value is 0.000. Since Sig. = 0.000 < 0.05, H₀ is rejected, and H_a is accepted. This indicates that store atmosphere significantly positively influences positive emotion.

3. Effect of Positive Emotion on Impulse Buying

- H0: Positive emotion does not have a significant positive effect on impulse buying.
- Ha: Positive emotion has a significant positive effect on impulse buying.

Based on the path analysis for Sub-structure 2, the beta value of positive emotion is 0.510, and the Sig. value is 0.000. Since Sig. = 0.000 < 0.05, H0 is rejected, and Ha is accepted. This indicates that positive emotion significantly positively influences impulse buying.

5) Summarizing and Concluding

Based on the calculations above, the direct effects, indirect effects, and total effects of each sub-structural equation can be summarized and are presented in Table 4 below.

Table 4. Direct and Indirect Effects of Store Atmosphere (X) on Positive Emotion (Y1) and Impulse Buying (Y2)

Variable Effect	Direct Effect	Indirect Effect via Y1	Total Effect	Significance	Result
X → Y1	0.504	-	0.504	0.000	Significant
Y1 → Y2	0.510	-	0.510	0.000	Significant
X → Y2	0.267	0.257	0.524	0.000	Significant

Source: Appendix 6 (Processed Data, 2024)

□ The Influence of Store Atmosphere on Impulse Buying

The research conducted on customers of Uniqlo Mall Bali Galeria regarding the influence of store atmosphere on impulse buying shows that store atmosphere has a direct influence on impulse buying, with a magnitude of 0.267 and a significance value of 0.000.

□ **The Influence of Store Atmosphere on Positive Emotion**

The research conducted on customers of Uniqlo Mall Bali Galeria regarding the influence of store atmosphere on positive emotion indicates that store atmosphere has a direct influence on positive emotion, with a magnitude of 0.504 and a significance value of 0.000.

□ **The Influence of Positive Emotion on Impulse Buying**

The research conducted on customers of Uniqlo Mall Bali Galeria regarding the influence of positive emotion on impulse buying reveals that positive emotion has a direct influence on impulse buying, with a magnitude of 0.510 and a significance value of 0.000.

□ **The Role of Positive Emotion in Mediating the Influence of Store Atmosphere on Impulse Buying**

The research conducted on customers of Uniqlo Mall Bali Galeria regarding the role of positive emotion in mediating the influence of store atmosphere on impulse buying finds that store atmosphere has a direct influence on impulse buying of 0.267 and an indirect influence of 0.257. The total effect is 0.524.

Sobel Test Results

According to Utama (2016:169), mediation hypothesis testing can be conducted using the procedure developed by Sobel (1982), commonly known as the Sobel Test. This test is performed by examining the strength of the indirect effect of an independent variable (X) on a dependent variable (Y2) through a mediating/intervening variable (Y1). The Sobel Test is used to evaluate the strength of the indirect effect of the variable store atmosphere (X) on impulse buying (Y2) via the variable positive emotion (Y1). The indirect effect of store atmosphere (X) on impulse buying (Y2) through positive emotion (Y1) is calculated by multiplying the path coefficient of X to Y1 (a) by the path coefficient of Y1 to Y2 (b), denoted as **ab**. The standard errors of coefficients **a** and **b** are denoted as **Sa** and **Sb**, respectively. The magnitude of the standard error of the indirect effect is calculated. If the Z-calculation value exceeds 1.96 (with a 95% confidence level), the mediator variable is considered to significantly mediate the relationship between the dependent and independent variables, indicating that H_0 is rejected and H_a is accepted.

H_0 : Positive emotion does not mediate the effect of store atmosphere on impulse buying.

H_a : Positive emotion mediates the effect of store atmosphere on impulse buying.

$$Z = \frac{ab}{\sqrt{b^2S_a^2 + a^2S_b^2 + S_a^2S_b^2}}$$

Details:

$$a = 0,379$$

$$S_a = 0,052$$

$$b = 0,418$$

$$S_b = 0,055$$

$$Z = \frac{0,379 \cdot 0,418}{\sqrt{(0,418^2 \cdot 0,052^2) + (0,379^2 \cdot 0,055^2) + (0,052^2 \cdot 0,055^2)}}$$

$$Z = \frac{0,158}{0,031}$$

$$Z = 5,097$$

Based on the results of the Sobel test, it can be concluded that the value of $Z = 5.09$, which is greater than 1.96, indicates that H_0 is rejected and H_a is accepted. This means that positive emotion serves as a significant mediating variable in the relationship between store atmosphere and impulse buying among customers at the Uniqlo store in Bali Galeria Mall. Therefore, the fourth hypothesis in this study is proven to be true.

Results of the VAF Test

Variance Accounted For (VAF) is a measure of how much the mediating variable can capture the direct effect. The VAF test is used to calculate the correlation of the coefficient values of the paths compared to the total coefficient values. The formula for calculating the VAF is as follows:

$$VAF = \frac{\text{Indirect Effect}}{\text{Direct Effect} + \text{Indirect Effect}}$$

$$VAF = \frac{0,257}{0,267 + 0,257}$$

$$VAF = 0,4905 \text{ (49,05\%)}$$

There are criteria regarding the need for the mediating effect using the VAF value (Sholihin, 2014):

- If the VAF value is above 80%, it indicates a full mediation effect.
 - If the VAF value is between 20% and 80%, it can be categorized as partial mediation.
 - If the VAF value is less than 20%, it indicates that there is almost no mediating effect.
- Based on the VAF test, the calculated value is 49.05%, which falls within the 20%-80% range, thus categorizing it as partial mediation (Sholihin, 2014). Therefore, it can be concluded that positive emotion partially mediates the relationship between store atmosphere and impulse buying among customers at the Uniqlo store in Bali Galeria Mall.

Results of the Classical Assumption Test

Hypothesis testing can be conducted if the regression model with the mediating variable meets the requirements of classical assumption tests. A model theoretically produces accurate predictor parameter values when it satisfies the classical regression assumption requirements, which include normality tests, multicollinearity tests, and heteroscedasticity tests.

1) Normality Test

Table 5. Normality Test (One-Sample Kolmogorov-Smirnov)

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Sub-structural 1	0.200
Sub-structural 2	0.200
Source: Appendix 5 (Processed Data, 2024)	

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test displayed in Table 5, the Asymp. Sig. (2-tailed) values for Kolmogorov-Smirnov are 0.200 and 0.200. These values are greater than the alpha level of 0.05, indicating that the data used in this study are normally distributed. Therefore, it can be concluded that the model meets the normality assumption.

2) Multicollinearity test

Table 6. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Equation	Model	Collinearity Statistics
		Tolerance
Sub-structural 2	Store atmosphere	0.745
	Positive emotion	0.745
Source: Appendix 5 (Processed Data, 2024)		

Table 6 indicates that there are no independent variables with a tolerance value less than 0.10, and there are also no independent variables with a VIF value greater than 10. Therefore, the regression model is free from multicollinearity symptoms.

3) Heteroscedasticity Test

Table 7. Heteroscedasticity Test (Glejser Test)

Equation	Model	T	Sig.
Sub-structural 1	Store atmosphere	- 0.203	0.839
Sub-structural 2	Store atmosphere	- 0.692	0.490
	Positive emotion	- 0.743	0.459
Source: Appendix 5 (Processed Data, 2024)			

Table 7 shows that each model has a significance value greater than 5% (0.05). This indicates that the independent variables used in this study do not significantly affect the dependent variable, which is the absolute residuals. Therefore, this study is free from heteroscedasticity symptoms.

Discussion

The Influence of Store Atmosphere on Impulse Buying

The results of testing the first hypothesis in this study indicate that the store atmosphere has a positive and significant influence on impulse buying. This means that the better the store atmosphere, the more likely impulse buying will increase among customers of Uniqlo Mall Bali Galeria. Thus, this hypothesis is accepted.

The store atmosphere refers to the internal and external environment of a store, including design, layout, colors, lighting, and scents, which can attract consumer interest and create a positive impression (Devi and Jatra, 2020). A well-organized store environment plays a significant role in attracting consumers, providing shopping comfort, and triggering consumer purchasing decisions (Wisman, 2015). By intentionally creating a conducive store atmosphere, retailers aim to influence consumer responses (Saputro, 2019).

The findings align with previous research by Devi and Nurcaya (2020), which demonstrated that the store atmosphere positively and significantly affects impulse buying. Similarly, Aurellia (2019) found that the store atmosphere impacts impulse buying. Additional studies by Angga et al. (2018) and Rosyida and Anjarwati (2016) corroborate these findings, emphasizing that a positive store environment significantly influences impulsive buying behavior.

The Influence of Store Atmosphere on Positive Emotion

The results of the second hypothesis test reveal that the store atmosphere has a positive and significant effect on positive emotion. This suggests that an improved store atmosphere enhances the positive emotions of customers at Uniqlo Mall Bali Galeria. Thus, this hypothesis is accepted.

The store atmosphere is critical for marketers as creating a pleasant environment can stimulate consumers' emotions to shop more (Wisesa & Ardani, 2022). A well-designed store atmosphere can evoke enjoyable shopping experiences, helping retain customers (Putra and Warmika, 2023). Retailers strive to provide comfort through a carefully crafted atmosphere to generate positive feelings and emotions among consumers (Agustiadi et al., 2023).

These findings are consistent with studies by Alfarizi and Rachma (2019), which found that the store atmosphere positively and significantly influences positive emotion. Similar results were observed by Asrinta (2018), Rosyida and Anjarwati (2016), and Devi and Nurcaya (2020), all of which demonstrated the positive relationship between store atmosphere and consumers' positive emotions.

The Influence of Positive Emotion on Impulse Buying

The third hypothesis test shows that positive emotion positively and significantly affects impulse buying. This implies that an increase in positive emotion among customers at Uniqlo Mall Bali Galeria leads to a higher likelihood of impulse buying. Therefore, this hypothesis is accepted.

When consumers experience positive emotions, their behavior is more likely to include impulse buying (Andani and Wahyono, 2018). Building positive emotions encourages consumers to take actions they desire more readily, as they are inclined to approach rather than avoid situations. Positive emotions often arise from the fulfillment of consumers' needs or desires (Putri and Andani, 2023). Moreover, positive emotions reduce complexity and decision-making time during purchases (Sudarsono, 2017).

This research aligns with previous findings by Devi and Jatra (2020), who observed that positive emotion significantly influences impulse buying. Other studies by Renaldi and Nurlinda (2023), Maulana et al. (2019), Permatasari et al. (2017), and Nindyakirana et al. (2016) further support the conclusion that positive emotions play a pivotal role in encouraging impulsive buying behavior.

The Mediating Role of Positive Emotion in the Influence of Store Atmosphere on Impulse Buying

The fourth hypothesis test indicates that the store atmosphere affects impulse buying among customers at Uniqlo Mall Bali Galeria through the mediation of positive emotion, suggesting that positive emotion serves as a partial mediator. This means that a good store atmosphere can enhance positive emotions, which, in turn, increases impulse buying. Thus, this hypothesis is accepted.

Creating a pleasant store atmosphere stimulates consumers to have enjoyable shopping experiences, thereby fostering customer retention (Putra and Warmika, 2023). The store atmosphere must be emphasized by marketers as it directly influences consumers' emotions and encourages higher spending (Wisesa and Ardani, 2022). Positive emotions often stem from the satisfaction of needs or desires (Putri and Andani, 2023).

These findings are consistent with studies by Putra and Rahanatha (2023), which highlight that positive emotions mediate the influence of store environment on impulsive buying. Devi and Jatra (2020) also found that positive emotion significantly mediates the effect of store atmosphere on impulse buying. Similar results were noted by Kwan (2016) and Dewi and Giantari (2015), affirming that the store atmosphere has a significant positive effect on impulse buying through positive emotion mediation.

4. CONCLUSIONS

The conclusions derived from this study are as follows:

1. **Store Atmosphere Positively and Significantly Influences Impulse Buying**
The findings indicate that an improved store atmosphere positively impacts the increase in impulse buying among customers at Uniqlo Mall Bali Galeria.
2. **Store Atmosphere Positively and Significantly Influences Positive Emotions**
The results demonstrate that enhancing the store atmosphere positively affects the increase in positive emotions among customers at Uniqlo Mall Bali Galeria.
3. **Positive Emotions Positively and Significantly Influence Impulse Buying**
The results suggest that an increase in positive emotions significantly impacts the enhancement of impulse buying among customers at Uniqlo Mall Bali Galeria.
4. **Positive Emotions Act as a Partial Mediator in the Relationship Between Store Atmosphere and Impulse Buying.** The findings indicate that an improved store atmosphere enhances positive emotions among customers at Uniqlo Mall Bali Galeria. This increase in positive emotions subsequently elevates impulse buying.

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