

FAST FASHION FRENZY: EXPLORING THE IMPACT OF STORE ATMOSPHERE ON IMPULSIVE BUYING

Siti Mayla Faiza Naomi¹, Gatot Nazir Ahmad¹, Nofriska Krissanya², Terrylina Aryinta Monoarfa⁴

^{1,2,3,4} Department of Management, Universitas Negeri Jakarta, Indonesia

Abstract

The purpose of this study was to analyze the effect of store atmosphere, discounts and hedonic shopping value on positive emotions in the formation of impulsive buying in fast fashion industry retailers. Impulsive Buying which is an unplanned purchasing behavior that is often driven by emotional factors is an important phenomenon among Gen Z who are the main target audience of fast fashion industry retailers. This study uses a quantitative approach with a survey design, with a target respondent of 250 people domiciled in Jakarta who have purchased fast fashion products at least twice in the last six months. Data were collected using a six-point Likert scale-based questionnaire and analyzed using Partial Least Square - Structural Equation Modeling (PLS-SEM). 1) store atmosphere has a significant effect on impulsive buying 2) store atmosphere has a significant effect on positive emotions 3) discounts have a significant effect on positive emotions 4) discounts have a significant effect on impulsive buying 5) hedonic shopping value has a significant effect on positive emotions 6) hedonic shopping value has a significant effect on impulsive buying 7) positive emotions have a significant effect on impulsive buying. This study provides theoretical contributions to marketing science and the fast fashion industry to develop effective strategies to leverage consumer emotional factors to increase impulse buying in a competitive market.

Keyword: Store Atmosphere, Discount, Hedonic Shopping Value, Positive Emotion, Impulsive Buying.

1. Introduction

The fast fashion industry continues to grow rapidly in Indonesia. The Indonesian Ministry of Industry in 2024, clothing is a basic human need, basically clothing plays a role in protecting the body, but clothing is very important for humans, so that over time clothing has become part of identity, culture, etc. The leather, leather products, footwear, textiles, and apparel industries recorded positive growth in the first quarter of 2024 (Central Statistics Agency, 2024). Driven by an increase in impulsive buying behavior, especially among millennials and Gen Z. Impulsive buying behavior is a challenge, especially for business people in the fashion industry, because they have to create a strong emotional appeal to consumers (Gamaya and Suardana 2024). Thus, the emotions experienced by consumers have the potential to influence unplanned purchasing decisions. Emotions are evaluative responses, both positive and negative, from a person's nervous system to internal or external stimuli. This stimulus is often a trigger that drives consumer interest in purchasing and using a product, and is considered a general factor that influences emotional reactions, both positive and negative responses (Gamaya and Suardana 2024).

Generation Z has a close and complex relationship with the world of fashion. For those born between 1995 and 2010, fashion not only serves to fulfill basic needs, but also becomes a medium to show identity, self-expression, and personal actualization. As a result, many of them make clothing purchases not because of primary needs, but are driven by emotional factors or the need to attend certain events (Kompas, 2022). Store Atmosphere is one of the important factors that can create positive emotions for consumers. To ensure customer comfort, the store atmosphere aspect needs to be considered carefully. Store atmosphere has a significant influence on consumer perceptions of retail, where a comfortable store environment can encourage positive emotions in customers (Rahadhini, Wibowo, and Lukiyanto 2020). The more attractive the product and interior design, the more comfortable customers will be when shopping (Gamaya and Suardana 2024). Impulsive buying is not only influenced by external stimuli, but can also be triggered by internal factors from within the consumer, such as the nature of hedonic shopping value. Hedonic shopping value has a significant influence on impulsive buying behavior. Consumers tend to make impulsive purchases because of the urge to seek pleasure, fulfill fantasies, socialize, or gain emotional satisfaction. When shopping activities are aimed at fulfilling hedonic shopping value needs, the items purchased are often chosen spontaneously without prior planning, thus triggering impulsive buying behavior (Harahap 2022). Another factor, namely discounts, is an external factor that can be utilized by retail entrepreneurs to attract customer interest and trigger impulsive buying behavior.

Reducing product prices in a certain period is carried out as a strategy to encourage increased sales. (Gamaya and Suardana 2024).

2. Literature Review

2.1 Impulsive Buying

Impulsive Buying is a purchase that occurs without prior planning, characterized by quick decisions and the urge to immediately own the item (Palilingan, Hussein, and Prabandari 2022). Factors that influence impulsive buying behavior include hedonic shopping motivations related to the emotional aspects of consumers, such as feelings of pleasure and satisfaction that arise during shopping (Palilingan, Hussein, and Prabandari 2022). The Impulsive Buying dimension includes several aspects. First, the sudden urge to buy something without any prior planning. Second, the sense of pleasure felt while shopping. Third, the availability of free time available for shopping. Fourth, the availability of funds or money that can be used to buy goods (disposable money) In addition (Heri., 2022). The Impulsive Buying indicator also reflects factors of the urge to make a purchase, the pleasure felt when shopping, the availability of time to shop, the availability of funds that can be used, and the tendency of purchasing behavior (Renaldi and Nurlinda 2023).

2.2 Positive Emotion

Positive Emotion can affect impulsive buying behavior when shopping, consumers often feel joy and happiness, which can trigger the desire to buy suddenly. Increasing positive emotions in consumers can encourage them to do impulsive buying (Setiawan and Sri Ardani 2022). Positive Emotions include feelings of peace, love, happiness, joy, and excitement. When someone feels enthusiasm, drive, and excitement, this usually occurs when they have high energy and are able to focus fully. The three dimensions of positive emotions include pleasure, passion, and dominance (Renaldi and Nurlinda 2023). Indikator *poitive emotion* meliputi perasaan nyaman saat berbelanja, kepuasan yang dirasakan selama berbelanja, dan perasaan senang saat melakukan aktivitas belanja (Heri., 2022).

2.3 Store Atmosphere

Store atmosphere is an effort to design a store environment that can produce an emotional impact on buyers and encourage purchases. Store management can use proper lighting to attract buyers' attention, but inadequate lighting can make buyers reluctant to examine the product, which has the potential to create a negative effect.

Adequate lighting is very important to create a comfortable atmosphere for consumers. Products that are illuminated with appropriate light can influence consumers to make impulsive purchases (Setiawan and Sri Ardani 2022). The dimensions of store atmosphere consist of four main elements, namely cleanliness, aroma, lighting and layout (Mohammad Barqi Tobroni, 2022). There are four components of store atmosphere indicators. The first is external facilities (store front), the second is general interior (inside of the store), the third is store layout, and the last is interior display (bulletin board) (Berman & Evan dalam Tanjung, 2020).

2.4 Discount

Discount is a price reduction given to customers from the normal price of a product, which is stated on the label or packaging, with a pricing strategy that includes a long-term plan to gradually lower the price after the product is introduced at a higher price (Setiawan and Sri Ardani 2022). The use of discounts in promotional materials by companies is an effective way to reach consumers (Azwari and Lina 2020). Discount dimensions include product price reductions from normal prices within a certain period. Discount indicators are measured through several aspects, such as the amount of price cut, comparison with competitors, duration of the discount, selection of discount timing, type of discount program implemented, and product suitability with the discount program (Arifin, 2020).

2.5 Hedonic Shopping Value

Hedonic Shopping Value involves emotions such as joy and happiness when buying goods, which affect the physical and mental conditions of consumers. These emotions also affect the level of interest, activity, and alertness of consumers when shopping. Hedonic Shopping Value reflects the view that shopping is a fun activity (Japariato and Monika 2020). The hedonic shopping value dimension is divided into four categories, namely: Novelty, Fun, Escape and Social Interaction. The hedonic shopping value indicator is measured using indicators such as adventure/explore shopping which leads to shopping adventures, idea shopping which motivates consumers to find out the latest trends, social shopping which encourages a shopping atmosphere together, gratification shopping which is related to feelings of pleasure after successfully shopping, role shopping which encourages purchases for others, and value shopping which is related to the motivation to buy goods because of discounts or promotions (Renaldi and Nurlinda 2023).

The Influence of Store Atmosphere on Impulsive Buying

Store atmosphere is a crucial aspect in driving consumer purchasing intentions, because a visually appealing store design can create a strong sensory experience (Fatmawati, Astuti, and Iswanti 2021). Previous research, such as that conducted by (Palilingan, Hussein, and Prabandari 2022) Store Atmosphere has a positive and significant influence on impulse buying as well (Setiawan and Sri Ardani 2022) proves that store atmosphere has a positive and significant influence on impulsive buying behavior.

Hypothesis 1. (H1) store atmosphere has a positive and significant effect on impulsive Buying

The Influence of Store Atmosphere on Positive Emotion

Store Atmosphere is designed to influence consumers in the process of purchasing products and to shape their positive emotions and perceptions. Through store atmosphere, retailers convey various information such as service, price, quality, and availability of goods. The emotional experience experienced by consumers while in the store, although often not realized, can be influenced by the way they view the store. There are three main elements that determine the effectiveness of Store Atmosphere, namely store location, layout, and stimulation elements in the store (Palilingan, Hussein, and Prabandari 2022). Research shows that Store Atmosphere has a significant positive influence on consumers' positive emotions (Siti Harfiah and Firmantyas Putri Pertiwi 2022). Something similar was also found in research that confirmed the significant impact of store atmosphere on positive emotions (Heri, Lancang Kuning, and Bisnis dan Teknologi Pelita Indonesia 2022).

Hypothesis 2. (H2) store atmosphere has a positive and significant effect on positive emotion

The Influence of Discount on Positive Emotion

Discount has a significant relationship with positive emotion. Positive Emotion when shopping includes feelings of satisfaction, comfort, interest, and enthusiasm. This shows that positive emotion has a positive and significant influence on impulsive buying behavior (Larasati and Yasa 2021). In addition, price discount has also been proven to have a positive and significant impact on positive emotion. (Setiawan and Sri Ardani 2022).

Hypothesis 3. (H3) discount has a positive and significant effect on positive emotion

The Influence of Discount on Impulsive Buying

Discounts are designed to encourage consumers to buy more items. When consumers see a product marked with a discount, they are more likely to be attracted to it and may decide to buy more at a lower cost. Discounts have also been shown to increase impulse buying behavior (Azwari and Lina 2020). This finding is in line with research results which show that discounts have a significant influence on impulsive buying (Setiawan and Sri Ardani 2022). Discounts or price cuts are a form of sales promotion that provides financial benefits to consumers by lowering the price of a product compared to its normal price (Isfantin and Lestari 2018).

Hypothesis 4. (H4) discount has a positive and significant effect on impulsive buying

The Influence of Hedonic Shopping Value on Positive Emotion

Hedonic Shopping Value refers to the consumption experience related to fantasy pleasure, which can affect one's emotions. To reduce or even eliminate negative emotions in consumers, a pleasant shopping experience can be presented by fulfilling their emotional needs (Renaldi and Nurlinda 2023). This Hedonic Shopping Value has been proven to have a positive impact on impulsive purchases, as found in research which shows that hedonic shopping value has a significant influence on impulsive purchasing behavior (Rahadhini, Wibowo, and Lukiyanto 2020). A similar thing is also confirmed by research which reveals that hedonic shopping value directly has a positive and significant influence on Impulsive Buying (Nurlinda et al. 2020).

Hypothesis 5. (H5) hedonic shopping value has a positive and significant effect on positive emotion

The Influence of Hedonic Shopping Value on Impulsive Buying

Hedonic Shopping Value reflects how the enjoyment in the shopping experience can be seen directly, such as through feelings of pleasure and novelty. This role supports the conceptual relationship between hedonic shopping motivation and impulsive buying behavior. Emotional satisfaction tends to make it easier to do impulsive buying. Because the main purpose of the shopping experience is to fulfill the hedonic shopping needs, the items purchased are often chosen without careful consideration, thus triggering impulsive buying behavior (Kempa et al., 2020). This study shows that Hedonic Shopping Value has

a positive and significant impact on impulsive behavior in shopping (Renaldi and Nurlinda 2023).

Hypothesis 6. (H6) hedonic shopping value has a positive and significant effect on impulsive buying

The Influence of Positive Emotion on Impulsive Buying

The results of the study showed that positive emotions have a significant influence on impulsive buying behavior. The more positive the consumer's feelings, the more likely it is to create or increase impulsive buying behavior. Positive Emotion is one of the important aspects that need to be considered in influencing consumer or potential consumer decisions. This Positive Emotion can encourage consumers to make spontaneous or unplanned purchases. Basically, the emotions experienced by consumers are factors that can trigger impulsive buying behavior (Palilingan, Hussein, and Prabandari 2022). In addition, impulsive buying is also associated with Positive Emotion, which reflects the individual's level of satisfaction and alertness (Heri, Lancang Kuning, and Bisnis dan Teknologi Pelita Indonesia 2022).

Hypothesis 7. (H7) positive emotion has a positive and significant effect on impulsive buying

3. Material and Method

This study aims to analyze the influence of store atmosphere, discount, and hedonic shopping value on positive emotions in forming impulsive buying in fast fashion industry retailers. Data collection was conducted using a survey method through an online questionnaire designed using Google Forms. The respondents of this study were consumers of fast fashion industry retailers domiciled in Jakarta. The questionnaire included questions related to store atmosphere, discount, hedonic shopping value, positive emotions, and impulsive buying. Respondents were asked to provide an assessment of each statement using a 6-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree). The collected data were analyzed using SmartPLS statistical software to test the measurement model (outer model) and structural model (inner model). Validity tests include convergent validity and discriminant validity, while reliability tests were conducted using Cronbach's alpha and composite

reliability. The results of this analysis are used to evaluate the relationship between variables and test the research hypothesis.

3.1 Design Study

This study uses a quantitative approach with a survey method to analyze the influence of store atmosphere, discount, and hedonic shopping value on positive emotions in forming impulsive buying in fast fashion industry retailers. The research design is descriptive causal, aiming to test the causal relationship between variables. The population in this study are consumers who live in Jakarta and have purchased fast fashion industry retailers products. The sample was taken using a non-probability purposive sampling technique with a total of 250 respondents. Inclusion criteria include:

1. At least 17 years old.
2. Have purchased fast fashion products at least twice in the last six months.
3. Domiciled in Jakarta.

3.2 Data Analysis

The collected data were analyzed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The analysis was carried out through two main stages, namely, the measurement model (outer model) validity and reliability test of the data was carried out using the Convergent validity indicator, namely, checked through the outer loading value (≥ 0.7) and Average Variance Extracted ($AVE \geq 0.5$). Discriminant validity, namely, assessed using cross loading and Heterotrait-Monotrait Ratio ($HTMT < 0.85$) and reliability was tested with Cronbach's alpha and composite reliability, with a minimum value of ≥ 0.7 . The Structural Model (inner model) of the relationship between latent variables was analyzed by looking at the path coefficient, p-value, and t-statistic values, where a p-value < 0.05 was considered statistically significant. In addition, additional tests were carried out including, R-Square (R^2) which describes the extent to which the dependent variable can be explained by the model. F-Square (F^2) which assesses the relative contribution of each independent variable in the model. And Variance Inflation Factor (VIF): Used to identify potential multicollinearity between variables. The results of this analysis are used to test the research hypothesis and understand the causal relationship between variables. Respondent data has been anonymized to maintain confidentiality,

and consent for participation was given by respondents prior to data collection. Based on the results of the research analysis and formulation that have been carried out on the theory of each variable:

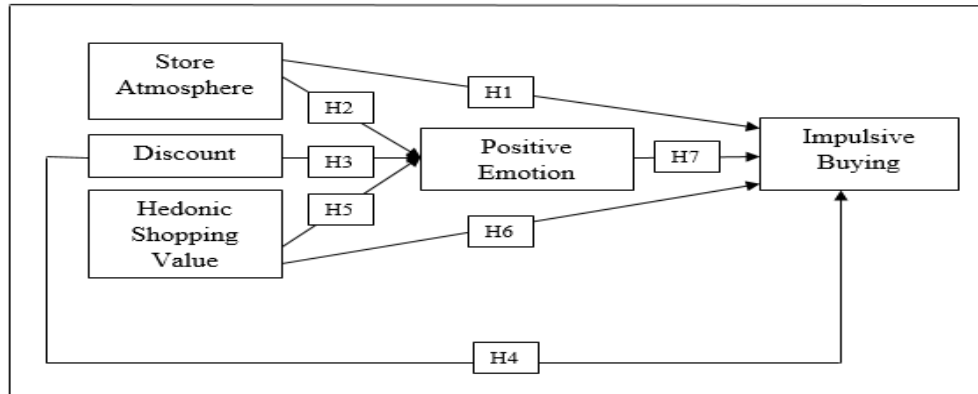


Figure 1. Research Model

4. Result

Based on data received by the researcher and can be used as a sample, there are 250 respondent, in more detail can be seen below:

Tabel 1. Characteristics Respondent

Responden Characteristics		Frequency	Percentage (%)
Gender	Female	161	64.4%
	Male	89	35.6%
Total		250	100%
Merk Fast Fashion	Uniqlo	99	39.6%
	H&M	57	22.8%
	ZARA	51	20.4%
	Pull&Bear	28	11.2%
	Other	15	6%
Total		250	100%
Duration of product use	< 1 Tahun	8	3.2%
	1-3 Tahun	127	50.8%
	4-6 Tahun	76	30.4%
	> 6 Tahun	39	15.6%
Total		250	100%

Responden Characteristics		Frequency	Percentage (%)
Product Purchase	2 Kali	32	12.8%
	3 Kali	117	46.8%
	4 Kali	55	22%
	> 5 Kali	46	18.4%
Total		250	100%
Age	17-21 Tahun	89	35.6%
	22-27 Tahun	129	51.6%
	>28 Tahun	32	12.8%
Total		250	100%
Domiciled	West Jakarta	36	14.4%
	Central Jakarta	61	24.4%
	South Jakarta	88	35.2%
	East Jakarta	46	18.4%
	North Jakarta	19	7.6%
Total		250	100%
Last Study	< Senior High School	4	1.6%
	Senior High School	89	35.6%
	Diploma	31	12.4%
	S1	111	44.4%
	S2	13	5.2%
	S3	2	0.8%
Total		250	100%
Occupation	Student	103	41.2%
	Entrepreneur	31	12.4%
	Government Employees	42	16.8%
	Private Employees	65	26%
	Other	9	3.6%
Total		250	100%
Income	< Rp 1.000.000	16	6.4%
	Rp 1.000.000 - Rp 3.000.000	61	24.4%
	Rp 3.000.000 - Rp 5.000.000	73	29.2%
	Rp 5.000.000 - Rp 7.000.000	53	21.2%
	> Rp 7.000.000	38	15.2%
	Other	9	3.6%
Total		250	100%

Responden Characteristics		Frequency	Percentage (%)
Marital Status	Not Married Yet	198	79.2%
	Married	48	19.2%
	Divorced	2	0.8%
	Deceased Spouse	2	0.8%
Total		250	100%

Source: Processed by researchers (2024)

Researchers use the outer model method to test the validity and reliability of the questionnaire used. Validity testing includes analysis of convergent validity and discriminant validity. Meanwhile, reliability will be tested through composite reliability and Cronbach's alpha. Convergent validity testing in PLS is evaluated based on the loading factor value, namely the correlation between item scores or component scores with construct scores. The rule of thumb for convergent validity includes an outer loading value > 0.70 and an Average Variance Extracted (AVE) value > 0.50 (Ghozali & Latan, 2015).

Tabel 2. Outer Loadings & AVE

Indicator	Nilai <i>Outer Loading</i>	<i>Average Variance Extracted (AVE)</i>	Information
Store Atmosphere			
SA 1	0,61875	0,5027778	Valid
SA 2	0,5840278		Valid
SA 3	0,5722222		Valid
SA 4	0,5673611		Valid
SA 5	0,6104167		Valid
Discount			
DC 1	0,6138889	0,5006944	Valid
DC 2	0,5819444		Valid
DC 3	0,5881944		Valid
DC 4	0,5798611		Valid
DC 5	0,5833333		Valid

Hedonic Shopping Value			
HSV 1	0,60625	0,4770833	Valid
HSV 2	0,5298611		Valid
HSV 3	0,5819444		Valid
HSV 4	0,5729167		Valid
HSV 5	0,5847222		Valid
Impulsive Buying			
IB 1	0,6069444	0,4916667	Valid
IB 2	0,5805556		Valid
IB 3	0,5722222		Valid
IB 4	0,5701389		Valid
IB 5	0,5902778		Valid
Positif Emotion			
PE 1	0,6076389	0,5131944	Valid
PE 2	0,5840278		Valid
PE 3	0,5895833		Valid
PE 4	0,5944444		Valid
PE 5	0,6097222		Valid

Source: Processed Data Smart PLS 4.0

Based on the table above, it can be seen that the value of each indicator or outer loading is more than 0.7, and based on the table above, the AVE value of all variables has a value of >0.5 . This result can be stated that each variable has a good value in discriminant validity. So that all indicator items can be said to be valid because they have met the requirements of convergent validity and can be further analyzed.

Tabel 3.HTMT

	SA	DC	HSV	IB	PE
SA					
DC	0.767				
HSV	0.851	0.799			
IB	0.739	0.706	0.767		
PE	0.667	0.674	0.719	0.695	

Source: Processed Data Smart PLS 4.0

To assess discriminant validity, the heterotrait-monotrait ratio (HTMT) is used with the accepted limit value being $<0,9$ (Hair et al., 2022).

Tabel 4. Cronbach's Alpha & Composite Reliability

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
SA	0,627777778	0,629861111	0,645138889
DC	0,627083333	0,627777778	0,644444444
HSV	0,615277778	0,619444444	0,636111111
IB	0,622916667	0,622916667	0,641666667
PE	0,633333333	0,634027778	0,648611111

Source: Processed Data Smart PLS 4.0

In SEM-PLS analysis, a construct is declared reliable if it has a composite reliability value >0.6 and is strengthened by a Cronbach's Alpha value >0.7 . Based on table 3, the Composite Reliability value of all variables has exceeded 0.6 and the Cronbach's Alpha value is above 0.7, which means it has met the reliability assumption.

Tabel 5.VIF

Variable	VIF
SE -> IB	2.725
SE -> PE	2.663
DC -> IB	2.427
DC -> PE	2.310
HSV -> IB	3.056
HSV -> PE	2.832
PE -> IB	1.928

Source: Processed Data Smart PLS 4.0

The Variation Inflation Factor (VIF) value is a value used to test the collinearity of the model. A VIF value higher than 5.00 indicates that there is a problem with collinearity, because a high VIF value can cause difficulties in interpreting the path coefficients (Akinwande et al., 2015). Conversely, a VIF value less than 5.00 indicates that there is no problem with collinearity (Hair et al., 2017). Based on the results of the multicollinear test, the inner VIF value is below 5, indicating that there is no multicollinearity between variable.

Tabel 6. R-Square

Variable	R-square	R-square adjusted
IB	0.571	0.564
PE	0.481	0.475

Source: Processed Data Smart PLS 4.0

There are three categories in the R-square value grouping. If the R-square value is > 0.75 , it is included in the strong category; for R-square values 0.50 - 0.75, it is

included in the moderate category and 0.25 is included in the weak category (Hair et al, 2010). Based on Table 5, the results of data processing through SmartPLS produced an R Square value of the Impulsive Buying variable of 0.571. This value explains that the strength of Store Atmosphere, Discount, and Positive Emotion in predicting Impulsive Buying is 0.571 or 57.1% in moderate criteria. While the R Square value of the Positive Emotion variable is 0.481. This value explains that the strength of Store Atmosphere, Discount, in predicting Positive Emotion is 0.481 or 48.1% in moderate criteria.

Tabel 7. F-Square

Variable	F-Square
SA -> IB	0.043
SA -> PE	0.023
DC -> IB	0.025
DC -> PE	0.050
HSV -> IB	0.048
HSV -> PE	0.079
PE -> IB	0.064

Source: Processed Data Smart PLS 4.0

The f square value of 0.02 is considered small, 0.15 is considered medium, and 0.35 is considered large. Values less than 0.02 can be ignored or considered to have no effect (Sarstedt et al., 2017). Based on the F Square value table above, there is no large effect size with the criteria F Square > 0.35 and a moderate effect, namely between 0.15 - 0.35. While the effect size of 0.02 - 0.15 is the entire influence of the independent variable on the endogenous variable, while there is no influence that is ignored because it does not have an f square value <0.02.

Tabel 8. Path Coefficient

Variable	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SA -> IB	0.224	0.074	3.015	0.003
SA -> PE	0.178	0.083	2.148	0.032
DC -> IB	0.163	0.071	2.304	0.021
DC -> PE	0.246	0.072	3.405	0.001
HSV -> IB	0.250	0.085	2.938	0.003
HSV -> PE	0.341	0.067	5.121	0.000
PE -> IB	0.231	0.057	4.047	0.000

Source: Processed Data Smart PLS 4.0

Hypothesis testing is done by observing the original sample estimates (O) value to determine the direction of the relationship between variables, as well as t-statistics (T), and p-values (P) to determine the level of significance of the relationship. The

original sample value approaching +1 indicates a positive relationship, while a value approaching -1 indicates a negative relationship (Sarstedt et al., 2017). A t-statistics value of more than 1.96 or a p-value smaller than the significance level (<0.05) indicates that a relationship between variables is significant.

5. Discussion

5.1 The Influence of Store Atmosphere on Impulsive Buying

The results of the analysis show that store atmosphere has a significant positive effect on impulsive buying, with a path coefficient (0.224) and p-value ($0.003 < 0.05$). Every increase in Store Atmosphere will increase Impulsive Buying, and vice versa. Thus, the first hypothesis stating that store atmosphere has a positive and significant effect on impulsive buying is accepted. The results of this study are in accordance with research (Palilingan et al., 2022); (Fatmawati, Astuti, and Iswanti 2021); dan (Barros et al. 2019) in his research, store atmosphere has a significant positive relationship with impulsive buying.

5.2 The Influence of Store Atmosphere to Positive Emotion

The results of the analysis show that store atmosphere has a significant positive effect on positive emotions with a path coefficient (0.178) and p-value ($0.032 < 0.05$). Every increase in Store Atmosphere will increase positive emotions, and vice versa. Thus, the second hypothesis states that store atmosphere has a positive and significant effect on positive emotions is accepted. The results of this study are in accordance with the research (Palilingan et al., 2022);(Heri., 2022) and (Siti Harfiyah and Firmantyas Putri Pertiwi 2022) in his research, store atmosphere has a significant positive relationship with positive emotions.

5.3 The Influence of Discount on Positive Emotion

The results of the analysis show that Discount has a positive and significant effect on Positive Emotion with a path coefficient (0.246) and p-value ($0.001 < 0.05$). Every increase in Discount will increase its Positive Emotion, and vice versa. Thus, the third hypothesis stating that discount has a positive and significant effect on positive emotion is accepted. The results of this study are in accordance with the research (Larasati and Yasa 2021) and (Setiawan and Sri Ardani 2022) in his research, discounts have a significant positive relationship with positive emotions.

5.4 The Influence of Discount on Impulsive Buying

The results of the analysis show that Discount has a positive and significant effect on Impulsive Buying with a path coefficient (0.163) and p-value ($0.021 < 0.05$). Every increase in Discount will increase Impulsive Buying. Thus, the fourth hypothesis stating that discount has a positive and significant effect on impulsive buying is accepted. The results of this study are in accordance with the research (Azwari and Lina 2020); (Setiawan and Sri Ardani 2022) and (Isfantin and Lestari 2018) in his research, discounts have a significant positive relationship with impulsive buying.

5.5 The Influence of Hedonic Shopping Value on Positive Emotion

The results of the analysis show that Hedonic Shopping Value has a positive and significant effect on Positive Emotion with a path coefficient (0.246) and p-value ($0.001 < 0.05$). Every increase in Hedonic Shopping Value will increase its Positive Emotion, and vice versa. Thus, the fifth hypothesis stating that hedonic shopping value has a positive and significant effect on positive emotion is accepted. The results of this study are in accordance with the research (Renaldi and Nurlinda 2023); (Rahadhini, Wibowo, and Lukiyanto 2020) and (Nurlinda et al. 2020) in his research, hedonic shopping value has a significant positive relationship with positive emotions.

5.6 The Influence of Shopping Value on Impulsive Buying

The results of the analysis show that Hedonic Shopping Value has a positive and significant effect on Impulsive Buying with a path coefficient (0.250) and p-value ($0.003 < 0.05$). Every increase in Hedonic Shopping Value will increase Impulsive Buying, and vice versa. Thus, the sixth hypothesis stating that hedonic shopping value has a positive and significant effect on impulsive buying is accepted. The results of this study are in accordance with the research (Kempa, Vebrian, and Bendjeroua 2020) and (Renaldi and Nurlinda 2023) in his research, hedonic shopping value has a significant positive relationship with impulsive buying.

5.7 The Influence of Positive Emotion on Impulsive Buying

The results of the analysis show that Positive Emotion has a positive and significant effect on Impulsive Buying with a path coefficient (0.231) and p-value ($0.000 < 0.05$). Every increase in Positive Emotion will increase Impulsive Buying, and vice versa. Thus, the seventh hypothesis stating that positive emotion has a positive and significant effect on impulsive buying is accepted. The results of this study are in accordance with the research (Palilingan, Hussein, and Prabandari 2022); (Heri., 2020);

(Setiawan and Sri Ardani 2022) and (Nurlinda et al., 2020) in his research, hedonic shopping value has a significant positive relationship with impulsive buying.

6. Conclusion, Implication, and Recommendation

This study analyzes the influence of the dependent variables store atmosphere, discount, hedonic shopping value and positive emotion. The independent variables in this study are positive emotion and impulsive buying. This study was conducted using structural equation modeling (SEM) using the Smart PLS 4.0 application. This study used a sample of 250 respondents with the criteria of fast fashion industry retailers in Jakarta. The results of this study show valid and reliable results. From the results of the hypotheses carried out, all 7 hypotheses show a positive influence. This study found that a good store atmosphere can increase positive emotions in consumers and can make consumers do impulsive buying. In addition, with the discount can also make consumers feel positive emotions and do impulsive buying. Hedonic shopping value can also make consumers impulsive buying with the influence of positive emotions and positive emotions can also increase impulsive buying in consumers.

The implication of this study is to increase insight into the importance of the role of store atmosphere, discounts, and hedonic shopping value in shaping positive consumer emotions, which can ultimately encourage impulsive purchases in the fast fashion retail industry. The results of this study confirm that store environment factors, discount offers, and pleasant shopping experiences are not only interrelated but also have a significant influence on positive consumer emotions. This study provides empirical evidence on the relationship between these factors and impulsive purchases, thus strengthening the theoretical model of consumer behavior that focuses on the emotional aspect. These findings emphasize that an attractive store atmosphere, strategic discounts, and shopping experiences that trigger hedonic value can be effective tools for retailers to improve sales performance, especially in a competitive industry such as fast fashion.

This study provides practical implications for fast fashion companies to enhance store atmosphere through layout, lighting, and background music that evoke positive emotions. Discount strategies such as surprise or limited-time promotions can be used to encourage impulse purchases. In addition, the shopping experience can be enriched through interactive features and personalized services, which can increase consumer engagement and strengthen customer loyalty.

This study focuses on store atmosphere, discounts, and hedonic shopping value in driving impulsive purchases in fast fashion. Further research can explore other factors, such as

psychographics, social influence, and shopping technology, to provide a more comprehensive understanding.

7. References

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