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The Influence of Store Atmosphere, Service Quality and Hedonic Shopping Value on Purchasing Decisions at Kwangya Store Jakarta with Emotion as a Mediating Variable

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Abstrak

Perkembangan industri kpop membuat berkembangnya *store* yang menjual *merchandise kpop*. Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko, kualitas pelayanan dan *hedonic shopping value* terhadap keputusan pembelian dengan emosional sebagai mediasi di Kwangya store Jakarta. Penelitian ini merupakan penelitian kuantitatif. Populasi pada penelitian ini adalah pengunjung Kwangya store Jakarta. Sampel pada penelitian ini berjumlah 250 responden. Pengambilan sampel dilakukan dengan menggunakan metode nonprobability sampling berupa purposive sampling. Teknik pengumpulan data dilakukan dengan kuesioner melalui google form. Pengolahan data pada penelitian ini menggunakan software SmartPLS versi 4. Hasil penelitian ini menunjukkan bahwa suasana toko berpengaruh positif dan signifikan terhadap keputusan pembelian; kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian; *hedonic shopping value* berpengaruh positif dan signifikan terhadap keputusan pembelian; suasana toko berpengaruh positif dan signifikan terhadap emosional; kualitas pelayanan berpengaruh positif dan signifikan terhadap emosional; emosional berpengaruh positif dan signifikan terhadap keputusan pembelian; suasana toko berpengaruh positif dan signifikan terhadap keputusan pembelian melalui emosional sebagai mediasi; kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian melalui emosional sebagai mediasi.

Kata Kunci: *Suasana Toko, Kualitas Pelayanan, Hedonic Shopping Value, Emosional, Keputusan Pembelian*

Abstract

The development of the kpop industry has resulted in the development of stores selling kpop merchandise. This research aims to determine the influence of store atmosphere, service quality and hedonic shopping value on emotional purchasing decisions as mediation at Kwangya store Jakarta. This research is quantitative research. The population in this study were visitors to the Kwangya store Jakarta. The sample in this study amounted to 250 respondents. Sampling was carried out using a non-probability sampling method in the form of purposive sampling. The data collection technique was carried out using a questionnaire via Google Form. Data processing in this research uses SmartPLS version 4 software. The results of this research show that store atmosphere has a positive and significant effect on purchasing decisions; service quality has a positive and significant effect on purchasing decisions; hedonic shopping value has a positive and significant effect on purchasing decisions; shop atmosphere has a positive and significant effect on emotions; service quality has a positive and significant effect on emotions; emotional influence is positive and significant on purchasing decisions; store atmosphere has a positive and significant effect on purchasing decisions through emotion as mediation; Service quality has a positive and significant effect on purchasing decisions through emotion as mediation.

Keyword: *Store Atmosphere, Service Quality, Hedonic Shopping Value, Emotional, Purchasing Decisions*

INTRODUCTION

The development of the Korean pop industry or what is often called Kpop has resulted in more and more stores selling Kpop goods. With the development of the K-pop industry, stores that sell K-pop merchandise have developed. With this shop, it can make it easier for consumers to buy goods. One of the shops in Jakarta, namely Kwangya Store, is in the center of Jakarta, precisely at Lotte Mart. Kwangya store is a store that sells kpop merchandise, for example albums, light sticks and other merchandise.

The term Korean wave refers to the spread of Korean popular culture through entertainment products such as drama, music and lifestyle. Hallyu or Korean wave is the term given to South Korean pop culture which is global in various countries in the world, including Indonesia. The Korean wave industry is developing rapidly in music, boybands and girlbands dominate the development of the Korean wave. The Korean Foundation (2022) noted a significant increase in the number of hallyu fans, increasing from 94 million fans in 2019 to 178 million fans in 2022 covering 118 countries. The phenomenon of the development of the Korean wave also gives rise to a phenomenon that cannot be separated from the Korean wave fans themselves. From this phenomenon, a fan's lifestyle is formed to consume a product from that culture. A lifestyle to form their own identity which is usually carried out by Kpop or Korean Pop fans. Korean pop or better known as kpop is a form of

Korean popular culture that has gone global.

Kpop fans are teenagers who usually buy their idols' merchandise. Merchandise that fans usually buy are albums, photocards, posters, lightsticks, action figures/dolls, memberships and many more. According to a survey conducted by Katadata Insight Center (KIC) (2022) of 1,609 people spread across Indonesia, respondents were dominated by Generation Z, millennials and various groups. The results of a survey conducted by KIC showed that around 30% of the 1,609 respondents had merchandise in the form of photocards.

The attractiveness of the store atmosphere can cause consumers to increase purchases of the products provided. Competition that may emerge with many similar stores can increase competition. Store atmosphere has a positive and significant effect on purchasing decisions (Titing et al. 2023). Store atmosphere can improve consumer decisions so they make purchases. From the description explained, the aim of this research is to determine the influence of store atmosphere, service quality and hedonic shopping value on purchasing decisions at Kwangya Store Jakarta with emotion as mediation.

1. Store Atmosphere

The store atmosphere is an element of the retailing mix that a business must pay attention to. Each store has a layout that can make it easier or more difficult for buyers to move around the store (Wati, 2019). According to Berman & Evan (2018) the shop atmosphere has four indicators, namely the outside of the shop, the inside of the shop, layout and interior appearance.

2. Quality of Service

Service quality is a form of consumer assessment of the level of service received and the expected level of service if the service received or felt is in accordance with expectations (Kotler, 2019). According to Danaher & Sweeney (2007), service quality indicators are good service quality, impressive service quality, high standard service quality and superior service quality.

3. Hedonic Shopping Value

Hedonic shopping value is a purchasing activity that is driven by behavior related to the five senses, imagination and emotions which makes pleasure and material enjoyment the main goal (Faizah, 2024). According to Shaleha & Hamid (2020), in hedonic shopping value there are several indicators for assessment, namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping.

4. Purchase Decision

The purchase decision is an evaluation stage, consumers rank brands and form purchase intentions (Kotler et al. 2020). According to Herlambang (2017), in making buyer decisions, there are several indicators that consumers can consider, namely being quick in making decisions, purchasing on their own, acting because of the superiority of the product and confidence in the purchase.

5. Emotional

Emotional is a key belief that involves a person's willingness to behave in a certain way with the belief that it will provide what is expected (Bernes, 2013). According to Kusuma & Suwitho (2015), emotional indicators are feelings of joy, pride, self-confidence and comfort.

METHOD

The research method used in this research is quantitative research. The data collection technique used in this research was using an online questionnaire via Google Form. The sample in this study consisted of 250 respondents. The population in this study were visitors to the Kwangya Store Jakarta. The sampling technique is nonprobability sampling with purposive sampling. Hypothesis testing in this research was carried out using a Structural Equation Model (SEM) approach based on SmartPLS version 4.0.

RESULTS AND DISCUSSION

Result

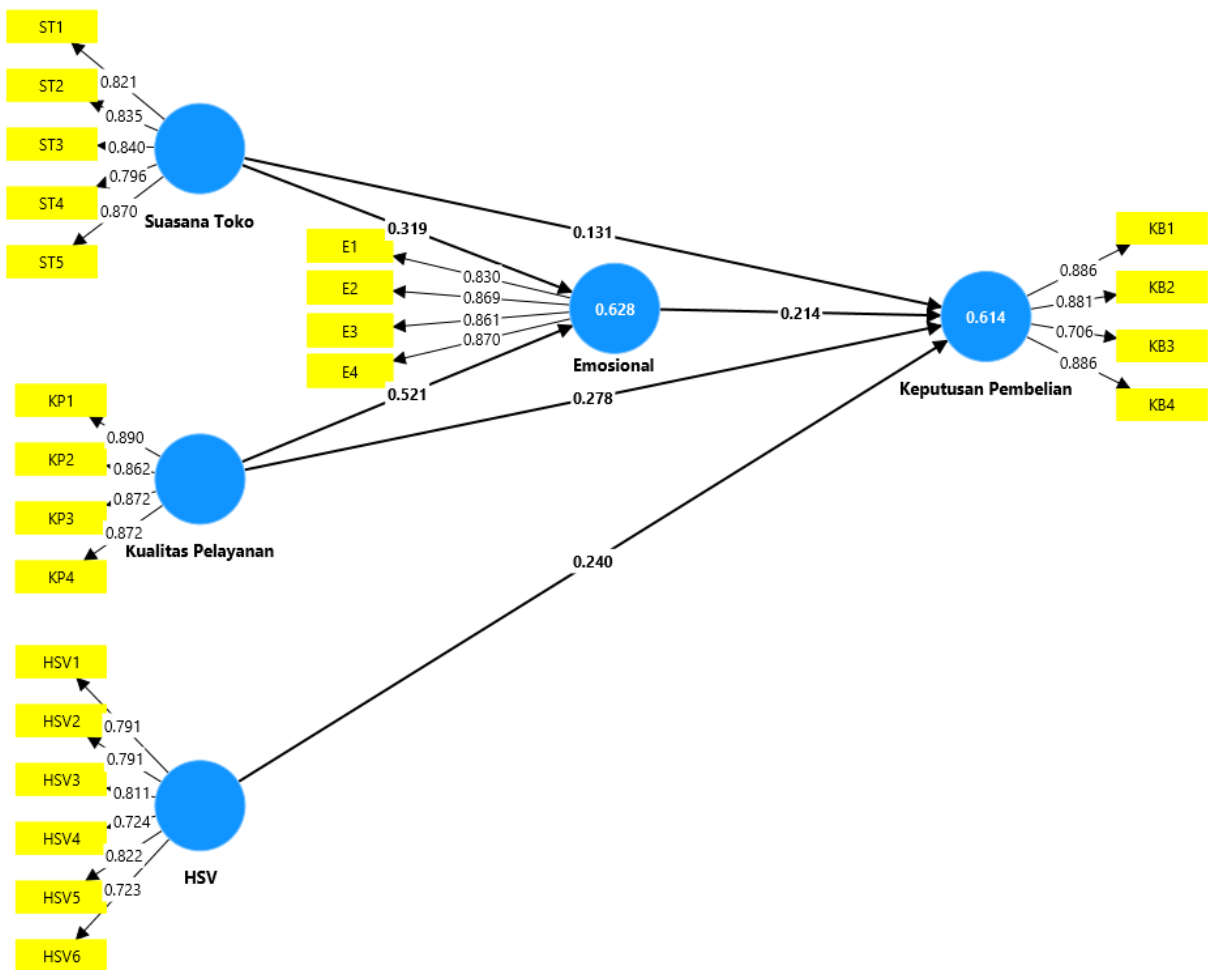


Figure 1. Data Processing Results Diagram SEM-PLS, 2024

The results obtained after processing the data on composite reliability values and Cronbach's alpha are in table 1.

Table 1. Composite Reliability Values and Cronbach's Alpha

	Reabilitas Komposit	Cronbach's Alpha
Atmosphere Store (X1)	0,919	0,889
Service Quality (X2)	0,928	0,897
Hedonic Shopping Value (X3)	0,902	0,869
Emotional (Z)	0,918	0,880
Purchasing Decisions (Y)	0,907	0,862

Based on table 1 above, all variables in this study meet the criteria in testing. From all

the data it can be concluded that each variable can be continued with inner model testing.

Table 2. R-Square Value

	R-Square	Adjusted R Square
Emotional	0,628	0,625
Purchasing Decisions	0,614	0,607

Based on table 2 above, it shows that the emotional R-Square value is 0.628 and the purchasing decision R-square is 0.614, which means this model has quite good abilities in explaining the dependent variable.

Table 3. Hypothesis Testing Results

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Values	Information
X1 – Y	0,199	0,201	0,068	2,944	0,003	H1 Accepted
X2 – Y	0,390	0,382	0,072	5,422	0,000	H2 Accepted
X3 – Y	0,240	0,245	0,077	3,126	0,002	H3 Accepted
X1 – Z	0,319	0,322	0,070	4,570	0,000	H4 Accepted
X2 – Z	0,521	0,517	0,074	7,066	0,000	H5 Accepted
Z – Y	0,214	0,217	0,077	2,787	0,006	H6 Accepted
X1 – Z – Y	0,111	0,112	0,042	2,630	0,009	H7 Accepted
X2 – Z – Y	0,068	0,070	0,029	2,319	0,021	H8 Accepted

Store Atmosphere on Purchasing Decisions (X1 – Y)

Based on table 3, it shows that the t-statistic value of the shop atmosphere on purchasing decisions is $2.944 > 1.96$ or can be seen from the P-Value value of $0.003 < 0.05$, which means the shop atmosphere has a positive and significant effect on purchasing decisions. The original

sample value is 0.199, which shows that the direction of the relationship between store atmosphere and purchasing decisions is positive. It can be concluded from hypothesis 1 that:

H1: Store atmosphere has a positive and significant effect on purchasing decisions.

[Purchasing Decisions Against Purchasing Decisions \(X2 – Y\)](#)

Based on table 3, it shows that the t-statistic value of service quality on purchasing decisions is $5.422 > 1.96$ or can be seen from the P-Value value of $0.000 < 0.05$, which means that service quality has a positive and significant effect on purchasing decisions. The original sample value is 0.390 which shows that the direction of the relationship between service quality and purchasing decisions is positive. It can be concluded from hypothesis 2 that:

H2: service quality has a positive and significant effect on purchasing decisions.

[Hedonic Shopping Value on Purchasing Decisions \(X3 – Y\)](#)

Based on table 3, it shows that the t-statistic hedonic shopping value on purchasing decisions is $3.126 > 1.96$ or can be seen from the P-Value value of $0.002 < 0.05$, which means that hedonic shopping value has a positive and significant effect on purchasing decisions. The original sample value is 0.240, which shows that the direction of the relationship between hedonic shopping value and purchasing decisions is positive. It can be concluded from hypothesis 3 that:

H3: hedonic shopping value has a positive and significant effect on purchasing decisions.

[Emotional Store Atmosphere \(X1 – Z\)](#)

Based on table 3, it shows that the t-statistic value of the shop atmosphere on emotions is $4.570 > 1.96$ or can be seen from the P-Value value of $0.000 < 0.05$, which means the shop atmosphere has a positive and significant effect on emotions. The original sample value is 0.319 which shows that the direction of the relationship between store atmosphere and emotions is positive. It can be concluded from hypothesis 4 that:

H4: shop atmosphere has a positive and significant effect on emotions.

[Emotional Service Quality \(X2 – Z\)](#)

Based on table 3, it shows that the t-statistic value of service quality on emotions is $7.066 > 1.96$ or can be seen from the P-Value value of $0.000 < 0.05$, which means that service quality has a positive and significant effect on emotions. The original sample value is 0.351 which shows that the direction of the relationship between service quality and emotions is positive. It can be concluded from hypothesis 5 that:

H5: Service quality has a positive and significant effect on emotions.

[Emotional Regarding Purchasing Decisions \(Z – Y\)](#)

Based on table 3, it shows that the emotional t-statistic value for purchasing decisions is $2.787 > 1.96$ or can be seen from the P-Value value of $0.006 < 0.05$, which means that emotions have a positive and significant effect on purchasing decisions. The original sample value is 0.214 which

shows that the direction of the relationship between emotions and purchasing decisions is positive. It can be concluded from hypothesis 6 that:

H6: Emotions have a positive and significant effect on purchasing decisions.

Store Atmosphere on Purchasing Decisions with Emotions as Mediation (X1 – Z- Y)

Based on table 3, it shows that the t-statistic value of the shop atmosphere on emotional mediating purchasing decisions is $2.630 > 1.96$ or can be seen from the P-Value value of $0.009 < 0.05$, which means that the shop atmosphere has a positive and significant effect on emotional mediating purchasing decisions. The original sample value is 0.111, which shows that the direction of the relationship between store atmosphere and emotional-mediated purchasing decisions is positive. It can be concluded from hypothesis 7 that:

H7: Store atmosphere has a positive and significant effect on emotional mediating purchasing decisions.

Service Quality on Purchasing Decisions Using Emotion as Mediation (X2 – Z- Y)

Based on table 3, it shows that the t-statistic value of service quality on emotional mediating purchasing decisions is $2.319 > 1.96$ or can be seen from the P-Value value of $0.021 < 0.05$, which means that service quality has a positive and significant effect on emotional mediating purchasing decisions. The original sample value is 0.068 which shows that the direction of the relationship between service quality and emotional-mediated purchasing decisions is positive. It can be concluded from hypothesis 8 that:

H8: Service quality has a positive and significant effect on purchasing decisions through emotional mediation.

CONCLUSION

The results of this research show that store atmosphere has a positive and significant effect on purchasing decisions; service quality has a positive and significant effect on purchasing decisions; hedonic shopping value has a positive and significant effect on purchasing decisions; shop atmosphere has a positive and significant effect on emotions; service quality has a positive and significant effect on emotions; emotional influence is positive and significant on purchasing decisions; store atmosphere has a positive and significant effect on purchasing decisions through emotion as mediation; Service quality has a positive and significant effect on purchasing decisions through emotion as mediation.

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