

ANALYSIS OF FACTORS IMPULSIVE BUYING (Case Study in Suzuya Lhokseumawe Mall)

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Abstract

This research aims to determine and analyze the magnitude of the influence of impulsive buying factors at Suzuya Mall, Lhokseumawe city and to find out which factors have the most dominant influence on impulsive buying at Suzuya Mall, Lhokseumawe city. The factors that influence impulsive buying in this research are Fashion Involvement, shopping lifestyle, and Store Atmosphere. Where data from these variables is taken using the incidental sampling technique, which is part of non-probability sampling. Where all these variables will be measured using an ordinal scale. The data used in this research is primary data obtained by distributing questionnaires to 100 respondents who made purchases at Suzuya Mall, Lhokseumawe city. The data analysis technique used is multiple linear regression with the help of SPSS software. The research results show that Fashion Involvement, shopping lifestyle, and Store Atmosphere have a positive and significant effect on impulsive buying at Suzuya Mall, Lhokseumawe city. Meanwhile, the results of the coefficient of determination test showed that impulsive buying at Suzuya Mall, Lhokseumawe city was influenced by Fashion Involvement, shopping lifestyle and Store Atmosphere by 64 percent.

Keywords: *Fashion Involvement, Shopping Lifestyle, Store Atmosphere And Impulsive Buying*

1. INTRODUCTION

Shopping is a very enjoyable activity for some people to do. The shopping lifestyle is the consumer's habit of spending some or all of their money to get various products they need or even just want. Shopping in general is buying only the materials or products that are needed, however, with the large variety of various products nowadays, consumers spend more time choosing materials or products that are not only needed but also desired and this causes sudden purchases without paying attention to the benefits of the item. The presence of Suzuya Mall in the city of Lhokseumawe certainly encourages every retailer in Lhokseumawe to maintain its existence. This is done by companies by means of how these companies can understand consumer behavior, one of the consumer behaviors that occurs in malls is impulsive buying. Unplanned purchasing behavior (impulsive buying) constitutes the largest market share in the modern market, this is interesting for producers to create strategies which are expected to attract buying interest and emotional consumer interest because consumers are emotionally interested in the purchasing decision process will no longer involve rationality in buying. A person's involvement in fashion products is very diverse, fashion involvement in clothing is closely related to personal characteristics (namely young people and women) and fashion knowledge. Clothing is closely related to an individual's personal characteristics, making them more likely to be interested in buying it. The desire to always look attractive makes someone tend to make unplanned purchases (impulsive buying).

Apart from fashion involvement, impulsive buying is usually influenced by shopping lifestyle. This also causes people to be interested in buying fashion products without realizing that the product is not needed. Plus, fashion trends are increasing, causing consumers' needs for fashion to change, especially shopping lifestyles. Necessity encourages someone to continue following the latest fashion models in shopping activities so that a shopping lifestyle is formed. One of the visitors to Suzuya mall is teenagers and adults who prioritize their appearance. For them, shopping has become a lifestyle, they will be willing to sacrifice something to get a product they like. This is supported by Leon Tan's statement which said that "the shadow of the global recession, either directly or indirectly, influences our thinking patterns and lifestyle, including the way we shop. However, the crisis does not mean we have to

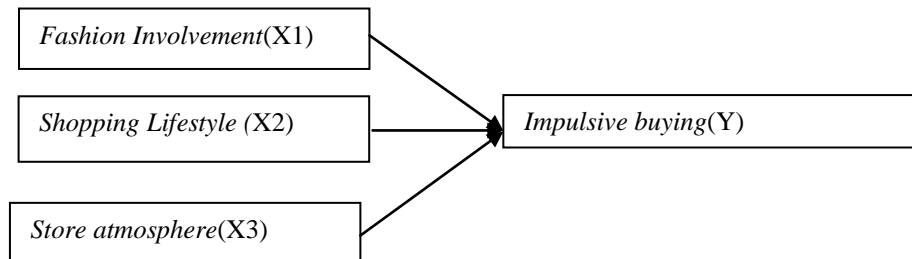
stop our lifestyle shopping activities." At Suzuya Mall, visitors are often seduced by strong visual stimuli. Apart from that, promotions and special offers also play an important role in impulse buying at Suzuya Mall. Stores often offer deep discounts or limited sales to create an urgent need for visitors to quickly purchase items before time or stock runs out.

2. RESEARCH PURPOSES

1. To find out and analyze the influence of fashion involvement on Impulsive buying of Suzuya Mall Lhoksumawe consumers?
2. To find out and analyze the influence of shopping lifestyle on Impulsive buying of Suzuya Mall Lhoksumawe consumers?
3. To find out and analyze the influence of store atmosphere on Impulsive buying of Suzuya Mall Lhoksumawe consumers?

3. CONCEPTUAL FRAMEWORK

Based on the explanation of the analysis of factors that influence impulsive buying at Suzuya Mall Lhokseumawe, the following conceptual framework can be developed:



4. METHOD

Multiple linear analysis

$$YI = \beta_0 + \beta_1X1 + \beta_2X2 + \beta_3X3 + e$$

Y1 = Purchase Decision
 β_0 = Constant
 β_1 - β_3 = Regression Coefficient
X1 = fashion involment
X2 = Shopping lifestyle
X3 = Store atmosphere
e =error terms

5. RESULTS AND DISCUSSION

The location that will be used for this research is Suzuya Mall Lhokseumawe. The population in this research is all consumers who come to Suzuya Mall with the aim of buying products sold at Suzuya Mall Lhokseumawe. Meanwhile, the sample used for respondents in this research was 100 respondents.

5.1 Validity Testing Results

The validity test is used to measure whether a questionnaire is valid or not. The results of validity testing can be seen in Table 1

Table 1 validity test

Vaiaabel		r Count	r table	Note
Fashion involvement	X1.1	0.822	0.197	Valid
	X1.2	0.779	0.197	Valid
	X1.3	0.854	0.197	Valid
	X1.4	0.864	0.197	Valid
	X1.5	0.827	0.197	Valid
	X1.6	0.809	0.197	Valid
Fashion lifestyle	X2.1	0.858	0.197	Valid
	X2.2	0.865	0.197	Valid
	X2.3	0.870	0.197	Valid
	X2.4	0.800	0.197	Valid
	X2.5	0.865	0.197	Valid
	X2.6	0.751	0.197	Valid
Store atmosphere	X3.1	0.805	0.197	Valid
	X3.2	0.843	0.197	Valid
	X3.3	0.803	0.197	Valid
	X3.4	0.462	0.197	Valid
Impulsive buying	Y1	0.765	0.197	Valid
	Y2	0.862	0.197	Valid
	Y3	0.869	0.197	Valid
	Y4	0.854	0.197	Valid
	Y5	0.729	0.197	Valid

Based on the table above, it can be seen that all the variables used have Rcount values greater than Rtable with significant values smaller than 0.05. So it can be concluded that the data in this study is valid.

5.2 Reliability Test Results

Table 2 Reliability Test

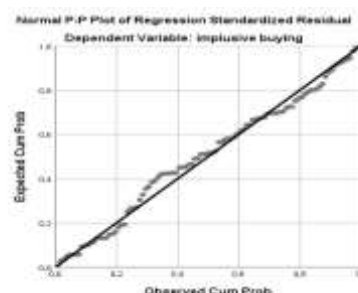
Variable	Cronbach's Alpha	Critical value	Information
Fashion Involvement	0.907	0.6	Reliable
Fashion Lifestyle	0.913	0.6	Reliable
Store Atmosphere	0.713	0.6	Reliable
Impulsive Buying	0.883	0.6	Reliable

Based on table 2 above, it can be seen that all the variables used have a Cronbach's alpha value greater than 0.6. So it can be concluded that the data in this study is reliable.

5.3 Classic Assumption Test

5.3.1 Normality Test

Data normality testing was carried out to determine whether the data obtained through distributing questionnaires was normally distributed or not. The results of the normality test can be seen in the image below



Based on Figure 2, it is known that the dots are spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the assumption of normality because the image provides a normal distribution pattern.

5.3.2 Multicollinearity Test

Table 3 Multicollinearity Test

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	fashion involvement	,414	2,414
	fashion lifestyle	,427	2,342
	store atmosphere	,584	1,712
a. Dependent Variable: impulsive buying			

Based on Table 3, it can be seen that the tolerance value of the three variables is above 0.10 and the VIF is below 10 so that the regression model used does not occur multicollinearity.

5.3.3 Heteroskedasticity Test

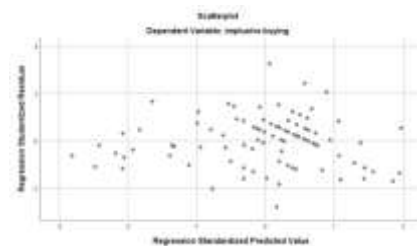


Figure 3 Heteroscedasticity test

From the picture above we can see that the results of the heteroscedasticity test using a scatterplot have met the heteroscedasticity requirements because in the scatterplot graph above the dots are irregular and do not form a certain pattern, so it can be concluded that there is no heteroscedasticity problem or is free from heteroscedasticity problems.

Multiple linear analysis

5.4 Multiple Linear Analysis

Table 4 Unstandardized Coefficients B

Coefficientsa			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	3,435	1,242
	fashion involvement	,215	,067
	fashion lifestyle	,603	,066
	store atmosphere	,451	,103
a. Dependent Variable: impulsive buying			

Table 4 "Unstandardized Coefficients B" provides information about the regression equation, namely how much the fashion involvement variable (X1) and the fashion lifestyle variable (X2) and the store atmosphere variable (X3) predict the Impulsive Buying variable (Y). The regression equation formula in this analysis or research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 3.435 + 0.215 (X_1) + 0.603(X_2) + 0.451(X_3).$$

Based on the multiple regression equation above, it can be interpreted that:

1. The regression coefficient This means that if the Fashion involvement variable increases by 1%, the Impulsive buying level of Suzuya Mall Lhoksemawe Retail Fashion consumers will increase by 0.215
2. The regression coefficient X_2 , which is obtained from the value (β_2), which is 0, 603 or 60.3%, is positive. This means that if the fashion lifestyle variable (X_2) increases by 1%, the Impulsive Buying level of Suzuya Mall Lhokseumawe Fashion consumers will increase by 0.603.
3. The regression coefficient X_3 , which is obtained from the value (β_3), which is 0, 451 or 45.1%, is positive. This means that if the store atmosphere variable increases by 1%, the Impulsive Buying level of Suzuya Mall Lhokseumawe Fashion consumers will increase by 0.451.

5.6 HYPOTHESIS TESTING

5.6.1 Partial Hypothesis Testing (t Test)

Table 5 t test

Coefficients ^a				
Model		Standardized Coefficients	Q	Sig.
		Beta		
1	(Constant)		2,766	,007
	fashion involvement	,277	3,214	,002
	fashion lifestyle	,785	9,118	,000
	store atmosphere	,327	4,377	,000
a. Dependent Variable: impulsive buying				

Based on the t-calculated value in table 4.10, the test rule can be carried out with the t-table value, $\alpha = 0.05$ and $n = 100$, one party test $dk = n - k - 1 / dk = 100 - 3 - 1 = 96$, so that the t-table value = 1.984 is obtained and the results can be concluded that:

1. *Fashion Involvement*(X_1)

The value of the fashion involvement variable (X_1) is 3.214 with a value of 3.214 indicating that 3.214 is greater than 1.984. So H_a is accepted and H_o is rejected, so it can be interpreted that the Fashion involvement variable (X_1) partially has a positive and significant effect on the Impulsive buying variable (Y).

2. *Shopping Lifestyle*(X_2)

The value of the Shopping lifestyle variable (X_2) is 9.118 with a value of 9.118 indicating that 9.118 is greater than 1.984 ($9.118 > 1.984$). So H_a is accepted and H_o is rejected, so it can be interpreted that the Shopping lifestyle variable (X_2) partially has a positive and significant effect on the Impulsive buying variable (Y).

3. *Store Atmosphere*(X_3)

The value of the Store atmosphere variable (X_3) is 4.377 with a value of 1.984 indicating 4.377 is greater than 1.984 ($3.106 > 1.984$). So H_a is accepted and H_o is rejected, so it can be interpreted that the Store atmosphere variable (X_3) partially has a positive and significant effect on the Impulsive buying variable (Y).

5.6.2 Determination Coefficient Test (R^2)

Table 6 Determination Coefficient Test (R^2)

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807a	,650	,640	2,118
a. Predictors: (Constant), store atmosphere, fashion lifestyle, fashion involvement				
b. Dependent Variable: impulsive buying				

Based on Table 6, the amount of the Adjusted R Square is 0.640, this means 64% which shows that this figure means that the variables Fashion involvement (X1) and Fashion lifestyle (X2) as well as the store atmosphere variable (X3) together have an influence on the Impulsive Buying variable (Y) of 64.0%. Meanwhile, for the remainder ($100\% - 64.0\% = 36\%$) the independent variables together are able to explain the dependent variable, while the remaining 36% is explained by other causes outside the model which can explain the impulsive buying variable.

5.7 Discussion

5.7.1 The Influence of Fashion Involvement on Impulsive Buying

Based on the studies that have been carried out, it is known that there is a positive and significant influence between Fashion Involvement on Impulsive Buying. In the t-test, it is known that the calculated t-value is $4.377 \geq$ the t-table value, namely 1.986. Based on these results, the hypothesis which states that Fashion involvement influences Impulsive buying or H_a is accepted. In the multiple linear regression analysis test, Fashion involvement is 0.215, which is 21.5% or has a positive value. This means that if the Fashion involvement variable increases by 1%, the Impulsive buying level of Suzuya Mall Lhokseumawe Retail Fashion consumers will increase by 0.215. This is also in accordance with research which states that Fashion involvement has a positive and significant effect on Impulsive buying Survey among residents of Tulusrejo Village, Lowokwaru District, Malang City (Adriyanto.DA, Suyadi.I and Fanani.D, 2016).

5.7.2 The Influence of Fashion Involvement on Impulsive Buying

Based on the output results using SPSS in partial hypothesis testing (t), variable values *Shopping lifestyle*(X2) is 9.118 with a value of 9.118 indicating that 9.118 is greater than the t table value, namely 1.984 ($9.118 > 1.984$). So H_a is accepted and H_o is rejected, so it can be interpreted that the Shopping lifestyle variable (X2) partially has a positive and significant effect on the Impulsive buying variable (Y). The results of this research are in accordance with research conducted by Umi Barokah (2021) which statet that the shopping lifestyle variable has a positive and significant influence on the impulsive buying of Rita Pasaraya Kebumen consumers.

5.7.3 The influence of the store atomsphere on impulsive buying

Based on the studies that have been carried out, it is known that there is a positive and significant influence between *store atomsphere* Against Impulsive buying. In the t-test, it is known that the calculated t-value is $4.377 \geq$ the t-table value, namely 1.986. Based on these results, the hypothesis which states that the store atomsphere has an effect on Impulsive buying or H_a is accepted. In the multiple linear regression analysis test, the store atomsphere is 0.215, which is 21.5% positive. 1. namely 0, 451 or 45.1% is positive. Which means that if the store atmosphere variable increases by 1%, the level will increase further *Impulsive Buying* Suzuya Mall Lhokseumawe Fashion consumers amounted to 0.451. The results of this research are in accordance with the research researched by Umi Barokah (2021), namely Variables *store atmosphere* has a positive and significant influence on impulsive buying consumer Rita Pasaraya Kebumen. This shows that the better or more comfortable the shop (outlet) environment that consumers can feel, the more impulsive buying consumers at Suzuya Mall Lhokseumawe will increase.

6. CONCLUSION

1. The fashion involvement variable has a positive and significant effect on impulsive buying among consumers at Suzuya Mall, Lhokseumawe city. This means that special involvement with fashion products can increase consumers' impulsive behavior in shopping at Suzuya Mall, Lhokseumawe city.
2. The shopping lifestyle variable has a positive and significant influence on the impulsive buying of consumers at Suzuya Mall, Lhokseumawe city. This shows that the higher the consumer's shopping lifestyle, the more impulsive buying consumers at Suzuya Mall, Lhokseumawe city, will increase.
3. The store atmosphere variable has a positive and significant influence on impulsive buying among consumers at Suzuya Mall, Lhokseumawe city. This shows that the better or more comfortable the shop (outlet) environment that consumers can feel, the more impulsive buying consumers at Suzuya Mall, Lhokseumawe city, will increase.

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