

**THE INFLUENCE OF VISUAL MERCHANDISING, STORE ATMOSPHERE,
AND ONE STOP SHOPPING ON IMPULSE BUYING IN CONSUMERS OF OH!
SOME (KKV) GALAXY MALL SURABAYA**

Reni Vianggraini¹

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
reni55232@gmail.com

Jojok Dwiridotjahjono²

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia.
dwiridotjahjono_jojok@upnjatim.ac.id



Abstract

The rapid growth of the modern retail sector in Indonesia encourages retailers to continuously innovate in developing effective strategies to face competition. This study examines the influence of visual merchandising, store atmosphere, and one-stop shopping on impulse buying among consumers of OH! SOME (KKV) Galaxy Mall Surabaya. This research is an associative research type using a quantitative approach. Determination of the number of samples using the Cochran formula and sampling using purposive sampling techniques. Data collection was carried out by questionnaire, and data analysis was conducted using multiple linear regression. The results of the research indicate that visual merchandising, store atmosphere, and one-stop shopping simultaneously or partially have a significant influence on impulse buying. This study serves as a reference for retail managers to design effective marketing strategies to enhance competitiveness and sales volume.

Keywords: Visual Merchandising, Store Atmosphere, One Stop Shopping, Impulse Buying

INTRODUCTION

Indonesia's economic growth shows a positive trend despite the global economic slowdown in 2022. Based on data from the Asian Development Bank (ADB) in the 2023 Indonesian Economic Report, Indonesia recorded economic growth of 5.31%, surpassing the average growth of other developing countries, which only reached 4.2% (Badan Pusat Statistik [Central Statistics Agency], 2023). One sector that drives this growth is the retail industry, which contributes up to 53.56% to gross domestic product (GDP) through household consumption (kemendag.go.id, 2022). This dominance reflects the strategic role of the retail sector in meeting people's daily needs, while also showing the great potential for developing the retail business in Indonesia.

The retail business in Indonesia is experiencing rapid development, marked by the transformation of traditional retail into modern retail as well as the emergence of various new modern retailers. According to the 2021 Global Retail Development Index (GRDI) data by AT Kearney, Indonesia is ranked fourth out of 35 developing countries with the largest retail markets in the world. With national retail sales reaching USD 407 billion (around IDR 6,044 trillion), and a total GRDI score of 53.0, Indonesia shows high stability and competitiveness, even in the midst of a pandemic. GRDI, which measures retail market development globally based on country risk, market attractiveness, market saturation, and time pressure, highlights Indonesia as a stable and mature market with strong demographics, an efficient business environment, and potential growth opportunities for local and international retailers (Naurah, 2022; Kearney.com, 2022).

Despite having great potential, the Indonesian retail sector also faces the challenge of intense competition, especially with the increasing number of foreign modern retailers entering the Indonesian market. This situation requires retailers to innovate in marketing strategies to maintain attractiveness amidst competitive market dynamics. Wijaya and Setyawan (2020) stated that the growth of modern retail in Indonesia is greatly influenced by changes in consumer behavior, so understanding this behavior is key for retailers in developing strategies to increase attractiveness and purchasing interest. Consumer behavior refers to actions involving the acquisition, consumption, and expenditure of products and services, including the decision processes underlying these actions (Utami, 2018). The stimulus-response model is one of the important approaches in understanding consumer

behavior, where stimuli from marketing and the environment can influence consumer awareness, while psychological factors such as motivation, perception, learning, and attitudes influence their purchasing decision-making process (Utami, 2018).

In modern retail, one effective marketing strategy is to utilize the phenomenon of impulse buying behavior to increase sales. Impulse buying is an unplanned purchasing behavior, where purchases that occur in the store are different from the consumer's initial plan when entering the store (Utami, 2018). This phenomenon dominates the shopping patterns of modern consumers in the retail sector, which often occurs spontaneously without consideration, especially for goods that are desired but not always needed (Wijaya & Setyawan, 2020).

Impulse buying can be triggered by stimuli or stimulation from retail mix elements, including physical facilities such as store design, layout, and product presentation (Utami, 2018). Physical facilities play a strategic role in attracting consumers' attention, creating a positive store image, and encouraging them to enter the store. Elements such as aesthetic interior and exterior design, attractive brand identity, and creative merchandise arrangement are often the main attractions that influence consumer purchasing behavior (Anggraini & Sulistyowati, 2020). Visual merchandising techniques, which are part of physical facilities, are one of the effective approaches to influencing consumer behavior.

Research by Firdayanti et al. (2020) states that visual merchandising elements such as lighting, layout, and product presentation can create a comfortable and attractive store atmosphere, thereby increasing consumer interest in buying. This is reinforced by the findings of Sudarsono (2017, in Anggraini & Sulistyowati, 2020), which shows that shop exterior design often attracts consumers to enter the shop, while aesthetic shop interiors increase their enthusiasm for shopping. Thus, the more attractive and aesthetic the way the product is presented, the greater the sales potential (Yusuf, 2022).

In addition to visual merchandising, store atmosphere also plays an important role in winning the hearts of consumers amidst increasingly fierce competition by focusing on creating a comfortable and pleasant store atmosphere for consumers (Vishella & Megawati, 2022). Store atmosphere not only adds to the attractiveness of the store's physical facilities, but also influences consumer emotions and perceptions, which have an impact on the purchasing process. Levy and Weitz's store atmosphere theory states that an attractive store

environment can stimulate consumers' five senses and build positive perceptions (Kertiana & Artini, 2019). This shows that a well-designed store atmosphere not only attracts attention, but also makes consumers feel at home, encourages them to shop longer, and increases the likelihood of impulse buying.

Changes in modern consumer behavior show a shift in perception that now shopping is not just an activity to fulfill needs, but is also part of recreation, with a focus on comfort, efficiency and ease of shopping. One strategy adopted by retailers to meet this need is one-stop shopping, which is the concept of shopping for various needs in one place at once or in one stop (Utami, 2018). This strategy offers several advantages, such as shorter shopping time, energy efficiency, and a more practical and comfortable shopping experience (Pratomo, 2023). The implementation of the one-stop shopping strategy has the potential to trigger impulse buying, where consumers who initially come to fulfill a particular need are often tempted to buy other products that were not previously planned. This situation is different from stores that only provide specific products, because the completeness of products in the one-stop shopping concept creates more stimuli that influence spontaneous purchasing decisions (Cori & Tresia, 2022).

The Indonesian retail market is growing rapidly along with the expansion of foreign retailers in various big cities, one of which is OH! SOME (formerly KKV), part of the KK Group, a trendy retail company from China that has opened branches in various countries such as Hong Kong, Malaysia, Dubai, and Singapore. OH! SOME (KKV) is known for its innovative marketing strategy through unique, aesthetic, and instagrammable store designs, making it a major attraction for the younger generation, especially generation Z (KK Group, 2024). KKV began its expansion in Indonesia in March 2020 by opening its first store at Central Park Mall, Jakarta. As of July 2024, KKV has 65 branches in various big cities, including four branches in Surabaya located in shopping centers such as Tunjungan Plaza, Pakuwon Mall, Galaxy Mall, and Trans Icon Mall (kkvindo, n.d.).

On August 1, 2024, most KKV branches in Indonesia rebranded to OH! SOME. Although the reason for the rebranding was not specifically announced, this transformation shows the company's commitment to presenting a more innovative and engaging shopping experience. This rebranding involves not only a name change but also a strategic collaboration with Disney through the development of licensed products featuring iconic

characters and marketing activities as part of an effort to strengthen brand identity in the global market (ohsome.idn, 2024; JPNN.com, 2024).

This research focuses on OH! SOME (KKV) Galaxy Mall Surabaya, the ninth branch of KKV Indonesia which has been operating since September 3, 2022. This branch is unique as the first OH! SOME (KKV) store in Indonesia with a two-story design, designed to offer a unique and immersive shopping experience. Despite the rebranding, the basic concept of the store that combines visual merchandising, store atmosphere, and one-stop shopping remains the hallmark as well as the main strategy to increase the store's attractiveness and influence consumers' impulsive buying behavior. Visual merchandising is implemented through neat and strategic product arrangements based on categories with the use of clear labels, as well as placing goods in the cashier queue area to increase the opportunity for impulsive buying. This store also presents unique features such as a noodles wall, which displays various types of instant noodles from various countries, highlighting creativity and visual appeal (Anggraini & Sulistyowati, 2020).

Store atmosphere at OH! SOME (KKV) Galaxy Mall Surabaya is implemented through interior design with a dominant bright yellow color to create a strong visual identity and warm atmosphere, as well as lighting to increase product visibility, which can trigger impulsive purchases. This shop also provides an instagrammable area which adds to the shop's appeal, allowing consumers to express themselves, especially for the younger generation who are active on social media. This combination of visual and sensory elements influences consumer emotions and purchasing decisions (Vishella & Megawati, 2022).

Meanwhile, the one-stop shopping concept is implemented by OH! SOME (KKV) Galaxy Mall Surabaya by providing various local and international products in one location. With more than 20,000 SKUs, OH! SOME (KKV) presents a variety of well-known imported products and new domestic brands, ranging from beauty product categories, snacks, accessories, to household needs, which are designed to meet consumers' exclusive lifestyle needs (KK Group, 2024). This one-stop shopping concept not only provides convenience but also encourages cross-category purchasing behavior that is often impulsive. Consumers who initially only intended to buy one item are often tempted to buy other products because they find many attractive choices in one place (Cori & Tresia, 2022).

The implementation of these three strategies received positive responses from consumers on various social media platforms, one of which was Google Maps, indicating a significant influence on the shopping experience, purchasing decisions, and impulse buying behavior. However, it is inevitable that behind this success, there are problems that arise. Based on reviews collected from Google Maps and other social media platforms, differences in views were found regarding human resource (HR) services at OH! SOME (KKV) Galaxy Mall Surabaya. Some consumers gave critical reviews, mentioning aspects of service that needed to be improved, such as staff responsiveness or friendliness in serving consumers. Meanwhile, other reviews actually gave positive appreciation, highlighting a satisfactory service experience, including friendly and alert staff assistance. This difference in views is important to pay attention to, considering that service is one part of the one-stop shopping strategy, which aims to provide comfort and a holistic shopping experience for consumers. These variations in reviews also reflect the potential for improving service elements to further support the success of the overall retail marketing strategy.

Several previous studies show mixed results regarding the relationship between visual merchandising, store atmosphere, one-stop shopping, and impulse buying. Some studies found a significant effect, while others did not. Anggraini & Sulistyowati (2020) found a significant effect between visual merchandising and store atmosphere on impulse buying, while Kertiana & Artini (2019) did not find a strong relationship. SURIANSHA et al. (2022) showed the simultaneous effect of visual merchandising, product display, and store atmosphere on impulse buying, but they noted the possibility of other variables that had not been identified. On the other hand, studies by Cori & Tresia (2022) and Hashmi (2020) highlighted the important role of the one-stop shopping concept in increasing consumer satisfaction, which has implications for consumer purchasing patterns, including impulse buying.

These differences in findings create a research gap in the literature because there are no consistent conclusions regarding the influence of these three variables on impulse buying. This uncertainty indicates the need for further research to clarify the relationship between visual merchandising, store atmosphere, and one-stop shopping on impulse buying. Based on the observed phenomena and research gaps found, the researcher is interested in conducting a study entitled “The Influence of Visual Merchandising, Store Atmosphere, and

One Stop Shopping on Impulse Buying in Consumers of OH! SOME (KKV) Galaxy Mall Surabaya”.

This study aims to analyze the influence of visual merchandising, store atmosphere, and one-stop shopping simultaneously or partially on impulse buying among OH! SOME (KKV) Galaxy Mall Surabaya. By considering the differences in consumer reviews regarding service and the results of previous studies, this study is expected to provide theoretical contributions by filling the gap in the existing literature and offering practical insights for retail business actors to develop more effective and innovative marketing strategies to increase store attractiveness and encourage consumer impulse buying.

This research offers some novelty in examining the relationship between visual merchandising, store atmosphere, and one-stop shopping with impulse buying behavior, especially in the retail environment OH! SOME (KKV) Galaxy Mall Surabaya. First, this research fills gaps in research gaps identified from previous research, where study results show inconsistencies. Second, this research adds the one-stop shopping variable as a potential factor in the retail business, but it is still rarely studied, especially concerning impulse buying behavior. Third, this research focuses on consumers of OH! SOME (KKV) Galaxy Mall Surabaya, which provides a different perspective from previous research. Finally, this study combines visual merchandising, store atmosphere, and one-stop shopping in one study, an approach that is still rarely done, even though it is important, considering that all three have the potential to influence the impulse buying behavior of retail consumers.

REVIEW OF LITERATURE

Visual Merchandising

Merchandise refers to the products offered by retailers in their stores, while merchandising is the process of procuring products that are tailored to the business needs of the store. Merchandise presentation is the procedure for arranging products in a store to create a certain atmosphere. Merchandise presentation is often associated with visual merchandising practices that combine elements of store environmental design, product placement, and in-store communication. Kertiana and Artini (2019) define visual merchandising as a technique for displaying merchandise in an eye-catching manner to attract consumers' attention and trigger impulse buying. This practice combines art and science:

from the artistic side, visual elements such as color, lighting, and layout are used to create an aesthetic appearance, while from the scientific side, psychological principles are applied to influence consumer emotions and behavior (Yusuf, 2022).

Based on the theory of merchandise presentation techniques by Utami (2018), four main indicators of visual merchandising are relevant in this research, including: (1) Color presentation, this technique involves product placement based on the relationship and suitability of colors to attract consumer attention; (2) Vertical arrangement of goods, referring to the arrangement of products parallel to the wall from top to bottom to optimize the use of display space while inviting consumer attention to be more interested in seeing the product closer; (3) Tonation arrangement of goods, namely the technique of displaying products by forming certain patterns such as pyramids or towers to increase consumer perception of the value and quality of the products offered; and (4) Front presentation, namely a method of strategically placing products in areas that are first seen and easily accessible to consumers when entering the store to create a strong impression from the start.

Store Atmosphere

According to Ramaiska et al. (2020), store atmosphere is an effort to manipulate interior design, layout, color, aroma, and sound to create visual, sensory, and psychological impacts that affect the consumer experience. Each store has a physical layout that can affect the consumer's shopping experience. By creating a well-planned atmosphere suited to the target market, stores can stimulate emotional and perceptual responses in consumers and influence their impulse buying decisions.

Referring to the theory of atmosphere creation (Utami, 2018), five main indicators of store atmosphere are relevant in this study, including: (1) Visual communication, refers to the use of graphics, signs, and stage effects in the store to create an attractive atmosphere and convey product information effectively; (2) Lighting, involves selecting the type, intensity and distribution of light to highlight products, create an atmosphere that matches the store's image, and increase visual appeal; (3) Color, plays a role in raising spirits through warm colors, or cool colors to provide calm, both of which can influence consumer mood and behavior; (4) Music, refers to playing music with a genre that suits the target market's preferences to create a comfortable atmosphere, extend the duration of the visit, and increase

the opportunity for impulse purchases; and (5) Aroma, an element of the store atmosphere designed to influence consumers' emotional responses.

One Stop Shopping

One-stop shopping is a business model that provides various main and related products in one location at once, allowing consumers to fulfill their needs without having to move places (Cori & Tresia, 2022; Utami, 2018). This strategy is implemented to increase sales by creating a comfortable and clean store environment, neat and tidy product layout, supported by friendly service, affordable prices, product education, and integrated services to meet various needs (Cori & Tresia, 2022). Based on research (Cori & Tresia, 2022), there are three main indicators used to measure one-stop shopping, including: (1) Service, referring to a series of activities and programs to improve the shopping experience, provide rewards to consumers, and increase product value; (2) Product completeness, namely the variety of goods or services offered to meet market needs and influence consumer decisions in choosing a store; and (3) Facilities, referring to physical elements that can strengthen the store's image and influence consumer perceptions.

Impulse Buying

Impulse buying is defined as an unplanned purchase that is triggered by an impulse or in-store stimulus, such as an attractive product layout, promotion, or other visual elements (Utami, 2018; Vishella & Megawati, 2022). This purchase can occur when someone is unfamiliar with the store layout, under time pressure, or when reminded of the need to buy something. Some impulse purchases can be triggered by stimulus or stimuli in the store, while others occur without any planning at all due to spontaneity or behavior that appears suddenly (Utami, 2018). Referring to Utami's theory (2018), there are two main indicators for measuring impulse buying in this research, namely: (1) Stimulus or stimulation in the store, including elements such as products, labels, colors and layout that attract attention; and (2) Spontaneity, describes the consumer's decision to buy a product suddenly without prior planning, accompanied by feelings of joy or strong encouragement without much consideration.

RESEARCH METHOD

This study is a type of associative research with a quantitative approach, which aims to measure the relationship between two or more variables using data in the form of numbers and statistical analysis. Based on the philosophy of positivism, this approach examines a specific population or sample with data collected through research instruments and analyzed statistically to test the hypothesis (Sugiyono, 2019). The quantitative approach was chosen because it allows measuring the influence of independent variables on dependent variables objectively and provides strong generalizations. This research involves three independent variables: visual merchandising (X_1), store atmosphere (X_2), and one stop shopping (X_3), as well as one dependent variable: impulse buying (Y). Variable measurement uses a Likert scale, which assesses respondents' attitudes, opinions and perceptions of certain phenomena through five answer categories: Strongly Agree (SS) score 5, Agree (S) score 4, Neutral (N) score 3, Disagree (TS) score 2, Strongly Disagree (STS) score 1 (Riduan, 2020).

The research population includes all consumers who have visited and shopped at OH! SOME (KKV) Galaxy Mall Surabaya. This population is included in the infinite population category because the number is not known for sure, so to determine the number of samples, it was calculated using the Cochran formula (Sugiyono, 2019), resulting in 96 respondents. To increase representation, the researcher set the number of samples at 100 respondents. Sampling used the nonprobability sampling method with a purposive sampling technique, where not all members of the population have the same chance of being selected (Sugiyono, 2019). Respondents were chosen deliberately based on certain criteria set by the researcher, namely: (1) At least 17 years old; (2) Have visited the offline store OH! SOME (KKV) Galaxy Mall Surabaya, and (3) have made purchases at the store.

The type of data used is quantitative, sourced from primary and secondary data. Primary data was obtained through a closed questionnaire, namely a list of statements that asked respondents to choose one of the available alternative answers. The questionnaire was compiled using Google Forms and distributed online. Meanwhile, secondary data was collected through documentation studies from books, journals, articles, reports, and social media content, to broaden the perspective related to the phenomenon being studied (Sugiyono, 2019; Riduan, 2020).

The data analysis method used is multiple linear regression analysis to identify the relationship between two or more independent variables on one dependent variable. This method aims to predict how much the dependent variable changes based on changes in the independent variable. The use of multiple linear regression analysis allows researchers to evaluate and measure the influence of each independent variable simultaneously or partially on the dependent variable (Basuki & Prawoto, 2017; Sugiyono, 2021).

Before the multiple linear regression analysis, validity and reliability tests were conducted to ensure that the research instrument produces accurate and consistent data. Validity measures the suitability of the instrument to the concept under study, while reliability ensures the consistency of measurement results (Sugiyono, 2021). Then continued with the classical assumption test which includes normality, multicollinearity, heteroscedasticity, and autocorrelation tests, to ensure that the regression model meets the requirements to provide the best estimation results. Hypothesis testing involves the F test to evaluate the combined influence of the independent variables on the dependent, and the t test to assess the partial influence of each independent variable (Basuki & Prawoto, 2017). In addition, a determination coefficient test (adjusted R^2) was carried out to determine the contribution of the independent variables in explaining variations in the dependent variable (Basuki & Prawoto, 2017). The data analysis process was carried out with the help of IBM SPSS software version 26, to improve the accuracy of the results, minimize the possibility of manual errors, and speed up data processing (Suryani & Hendryadi, 2015).

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test Results

Variable	Item	r_{count}	r_{table}	Information
Visual Merchandising (X_1)	X1.1	0.624	0.195	Valid
	X1.2	0.427	0.195	Valid
	X1.3	0.579	0.195	Valid
	X1.4	0.619	0.195	Valid
	X1.5	0.628	0.195	Valid

Variable	Item	r_{count}	r_{table}	Information
Store Atmosphere (X ₂)	X1.6	0.635	0.195	Valid
	X1.7	0.703	0.195	Valid
	X1.8	0.632	0.195	Valid
	X2.1	0.467	0.195	Valid
	X2.2	0.418	0.195	Valid
	X2.3	0.621	0.195	Valid
	X2.4	0.633	0.195	Valid
	X2.5	0.566	0.195	Valid
	X2.6	0.705	0.195	Valid
	X2.7	0.740	0.195	Valid
One-Stop Shopping (X ₃)	X2.8	0.696	0.195	Valid
	X2.9	0.749	0.195	Valid
	X2.10	0.758	0.195	Valid
	X3.1	0.712	0.195	Valid
	X3.2	0.730	0.195	Valid
	X3.3	0.763	0.195	Valid
Impulse Buying (Y)	X3.4	0.771	0.195	Valid
	X3.5	0.648	0.195	Valid
	X3.6	0.692	0.195	Valid
	Y.1	0.827	0.195	Valid
	Y.2	0.794	0.195	Valid
	Y.3	0.791	0.195	Valid
	Y.4	0.772	0.195	Valid

Source: data processing results with IBM SPSS 26 (2024)

The results of the validity test with IBM SPSS version 26 in Table 1 show that the r_{count} value for all statement items in the questionnaire related to visual merchandising, store atmosphere, one stop shopping, and impulse buying is greater than r_{table} (0.195). This proves that all instrument items are valid and suitable for use to measure research variables.

Reliability Test

Table 2.
Reliability Test Results

Variable	Number of Items	Cronbach's Alpha Coefficient (r_{ac})		Information
		r_{ac} Minimum	r_{ac} Count	
		Visual Merchandising (X_1)	8	
Store Atmosphere (X_2)	10	0.70	0.839	Reliable
One-Stop Shopping (X_3)	6	0.70	0.814	Reliable
Impulse Buying (Y)	4	0.70	0.803	Reliable

Source: data processing results with IBM SPSS 26 (2024)

The results of the reliability test using IBM SPSS version 26 in Table 2 show that the Cronbach's Alpha coefficient (r_{ac}) for all variables is greater than the threshold of 0.70. This indicates that the instrument used has a good level of internal consistency. This means that each statement item in the questionnaire for the variables of visual merchandising, store atmosphere, one-stop shopping, and impulse buying is able to provide consistent results when used in the same measurement. Thus, the instrument was declared reliable and suitable for use in this research.

Normality Test

Table 3.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.58804128
Most Extreme Differences	Absolute	.047
	Positive	.041
	Negative	-.047

Test Statistic	.047
Asymp. Sig. (2-tailed)	.200 ^{c,d}
a. Test distribution is Normal. b. Calculated from data. c. Liliefors Significance Correction. d. This is a lower bound of the true significance.	

Source: data processing results with IBM SPSS 26 (2024)

The results of the normality test using the Kolmogorov-Smirnov method in Table 3 show an Asymp. Sig. (2-tailed) value of 0.200. Because this value is greater than the 5% significance threshold (0.05), it indicates that the residual data is normally distributed, so the normality assumption is met, and the data in this study can be used for multiple linear regression analysis.

Multicollinearity Test

Table 4.
Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Visual Merchandising	0.491	2.036
Store Atmosphere	0.428	2.339
One-Stop Shopping	0.543	1.842
a. Dependent Variable: Impulse buying		

Source: data processing results with IBM SPSS 26 (2024)

The results of the multicollinearity test in Table 4 show that the tolerance value for the three independent variables is greater than 0.10 and the VIF value is less than 10. This indicates that there is no multicollinearity problem between the independent variables (visual merchandising, store atmosphere, and one-stop shopping), so that all three can be used in a regression model to analyze their influence on impulse buying in consumers of OH! SOME (KKV) Galaxy Mall Surabaya.

Heteroscedasticity Test

Table 5.
Heteroscedasticity Test Results

Variable	Significance	Information
Visual Merchandising	0.230	There is no heteroscedasticity
Store Atmosphere	0.597	There is no heteroscedasticity
One-Stop Shopping	0.743	There is no heteroscedasticity

Source: data processing results with IBM SPSS 26 (2024)

The results of the heteroscedasticity test in Table 5 show that all variables have a significance value greater than 0.05, which means there is no heteroscedasticity problem in the regression model. This indicates that the residual variance is constant at each level of the independent variable, so that the regression model meets the homoscedasticity assumption and can be relied on to analyze the effect of visual merchandising, store atmosphere, and one-stop shopping on impulse buying in consumers of OH! SOME (KKV) Galaxy Mall Surabaya.

Autocorrelation Test

Table 6.
Autocorrelation Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.951 ^a	.904	.901	.597	1.950

a. Predictors: (Constant), One stop shopping, Visual merchandising, Store atmosphere
 b. Dependent Variable: Impulse buying

Source: data processing results with IBM SPSS 26 (2024)

The results of the autocorrelation test in Table 6 show a Durbin-Watson (d) value of 1.950. Meanwhile, based on the Durbin-Watson statistical table with 3 independent variables (k = 3), 100 samples (n = 100), and a significance level of 5% ($\alpha = 0.05$), the dU value is 1.7364, so that the 4-dU value is 2.2636. Because the Durbin-Watson (d) value is greater than dU and less than 4-dU ($1.7364 < 1.950 < 2.2636$), it can be stated that there is no autocorrelation in the regression model. This shows that the regression model used, involving the variables of visual merchandising, store atmosphere, and one-stop shopping, meets the

assumption of being free of autocorrelation, and is valid for analyzing the influence of the three variables on impulse buying in consumers of OH! SOME (KKV) Galaxy Mall Surabaya.

Multiple Linear Regression Analysis

Table 7.
Multiple Linear Regression Analysis Results

Coefficients^a

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	-3.588	.605		-5.925	.000
Visual merchandising	.248	.024	.468	10.381	.000
Store atmosphere	.182	.020	.436	9.013	.000
One stop shopping	.105	.027	.166	3.864	.000

a. Dependent Variable: Impulse buying

Source: data processing results with IBM SPSS 26 (2024)

The results of the multiple linear regression analysis in Table 7 produce a regression equation model: $Y = -3.588 + 0.248 X_1 + 0.182 X_2 + 0.105 X_3 + e$. The constant -3.588 indicates that if visual merchandising, store atmosphere, and one-stop shopping have a value of zero or without any influence from these three variables, then the impulse buying value will be negative at -3.588. The coefficient of 0.248 on visual merchandising indicates that every one unit increase in this variable will increase impulse buying by 0.248, assuming other variables remain constant. Meanwhile, the coefficient of 0.182 on store atmosphere indicates that a one-unit increase in this variable will increase impulse buying by 0.182. Likewise, a coefficient of 0.105 on one-stop shopping indicates an increase in impulse buying of 0.105 for every one-unit increase in that variable. The residual value (e) represents variables or other factors outside the model that influence impulse buying.

All independent variables have a positive influence on impulse buying in consumers of OH! SOME (KKV) Galaxy Mall Surabaya. Visual merchandising has the greatest influence, followed by store atmosphere and one-stop shopping. This confirms that product arrangement in the store plays an important role in encouraging impulse buying. However,

although this model explains most of the relationships between variables, there are still other factors outside the model that also influence impulse buying.

Simultaneous Test (F Test)

Table 8.
Simultaneous Hypothesis Test Results (F Test)

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	322.407	3	107.469	301.372	.000 ^b
	Residual	34.233	96	.357		
	Total	356.640	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), One-Stop Shopping, Visual Merchandising, Store Atmosphere

Source: data processing results with IBM SPSS 26 (2024)

Simultaneous test results (F test) in Table 8 show F_{count} of 301.372 with a significance of 0.000. F_{count} is greater than F_{table} ($301.372 > 2.704$), and the significance value is less than 0.05 ($0.000 < 0.05$). This means that visual merchandising, store atmosphere, and one-stop shopping together have a significant influence on impulse buying, so that increasing these aspects can encourage impulse buying and increase sales.

Partial Test (t-Test)

Table 9.
Partial Hypothesis Test Results (t-Test)

Coefficients^a

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1 (Constant)	-3.588	.605			-5.925	.000
Visual Merchandising	.248	.024	.468		10.381	.000
Store Atmosphere	.182	.020	.436		9.013	.000
One-Stop Shopping	.105	.027	.166		3.864	.000

a. Dependent Variable: Impulse Buying

Source: data processing results with IBM SPSS 26 (2024)

The results of the partial hypothesis test (t-test) in Table 9 show that each independent variable has a significant effect on impulse buying. Visual merchandising has a t_{count} of 10.381, greater than the t_{table} (1.987) with a significance of 0.000 less than 0.05. This indicates that an attractive visual arrangement of products increases the chance of impulsive buying. Store atmosphere has a t_{count} of 9.013 with a significance of 0.000, also exceeding the t_{table} and the significance threshold, reinforcing that a comfortable and pleasant store atmosphere can encourage impulsive behavior. One stop shopping, with a t_{count} greater than the t_{table} ($3.864 > 1.987$) and a significance of less than 0.05 ($0.000 < 0.05$), indicates that the more complete the products offered in one location, the more likely consumers are to shop impulsively. Overall, these three variables have a partial significant effect on impulse buying, confirming the importance of these elements in encouraging impulsive buying and increasing sales.

Determination Coefficient Test (adjusted R^2)

Table 10.

Results of the Determination Coefficient Test (adjusted R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 ^a	.904	.901	.597

a. Predictors: (Constant), One-Stop Shopping, Visual Merchandising, Store Atmosphere

Source: data processing results with IBM SPSS 26 (2024)

The results of the determination coefficient test in Table 10 show an adjusted R^2 value of 0.901, which means that 90.1% of the variation in impulse buying is influenced by a combination of visual merchandising, store atmosphere, and one-stop shopping. While the remaining 9.9% is influenced by other variables outside the research. This shows that the regression model has very good abilities in explaining the factors that influence impulse buying behavior. The almost identical adjusted R^2 and R^2 values also indicate that the model is very stable and does not experience overfitting, so it can be relied on in this research.

The Influence of Visual Merchandising, Store Atmosphere, and One-Stop Shopping on Impulse Buying

The research results show that visual merchandising, store atmosphere, and one-stop shopping together have a significant influence on impulse buying, with a contribution of 90.1%. While the remaining 9.9% is influenced by other variables that were not observed in this study. Following Utami's retail mix theory (2018), the combination of these three elements at OH! SOME (KKV) Galaxy Mall Surabaya creates a positive store image and encourages impulse buying. Visual merchandising optimizes product display, store atmosphere creates a comfortable atmosphere, while one-stop shopping makes it easy for consumers to get various products in one place. This combination builds a retail environment that arouses consumers' emotions, making them susceptible to impulse buying. When consumers feel comfortable and attracted to the store atmosphere, they are more easily influenced to make spontaneous purchases, especially in places that offer the one-stop shopping concept.

The results of this research are in line with research by Anggraini & Sulistyowati (2020), which found that visual merchandising and store atmosphere simultaneously had a significant effect on impulse buying among Miniso consumers in Surabaya, with a contribution of 52.1%. These research results also support the findings of Suriانشa et al. (2022), which showed that the combination of visual merchandising, product display, and store atmosphere had a significant effect on impulse buying, with a contribution of 84%. However, this is different from the results of research by Kertiana & Artini (2019), which found that visual merchandising, store atmosphere, and product displays did not have a significant simultaneous effect on impulse buying among Ramayana Denpasar consumers, with a contribution of only 10%.

These differences can be caused by different retail formats, marketing approaches, and target markets. The visual merchandising and store atmosphere concepts at OH! SOME (KKV) tend to be stronger and target consumers who are more responsive to store aesthetics. Apart from that, a greater contribution in this research was influenced by the addition of the one-stop shopping variable. These differences in findings also show that the effectiveness of retail strategies depends on consumer characteristics and the marketing approaches applied, in accordance with Utami's (2018) retail marketing strategy theory, which includes the

selection of market segments, retail formats, and the development of competitive advantages that allow retailers to reduce the level of competition they face.

The Influence of Visual Merchandising on Impulse Buying

The research results show that visual merchandising has a positive and significant influence on impulse buying. Visual merchandising techniques applied at OH! SOME (KKV) Galaxy Mall Surabaya, such as grouping products with clear labels, placing products in the cashier area, to thematic displays of noodles walls, provide effective visual stimuli, attracts consumers' attention through creative and unique product presentations, and highlights brand identity. The combination of visual appeal, product accessibility, and shopping comfort created by visual merchandising makes consumers feel at home longer in the store, thus increasing the chances of impulsive purchases. In line with the stimulus-response theory, which states that visual elements in the retail environment can influence consumer perceptions and emotions, thus encouraging impulsive purchasing decisions (Utami, 2018).

This finding is in line with research by Anggraini & Sulistyowati (2020), which found a significant influence of visual merchandising on impulse buying among Miniso consumers in Surabaya. However, it is different from the research of Kertiana & Artini (2019) in Ramayana Denpasar, which showed that visual merchandising did not have a significant effect on impulse buying. This difference can be caused by differences in retail concepts and visual merchandising techniques applied. OH! SOME (KKV) and Miniso tend to prioritize aesthetic and modern product appearance, so they have greater visual appeal to encourage impulse buying, compared to Ramayana which is simpler in visual presentation.

The Influence of Store Atmosphere on Impulse Buying

The research results show that store atmosphere has a positive and significant influence on impulse buying. Visual and sensory elements such as color, lighting, and interior design at OH! SOME (KKV) Galaxy Mall Surabaya creates a pleasant atmosphere that affects consumer mood. The bright yellow color of the store's interior strengthens the brand identity while creating a warm and energetic atmosphere. The Instagrammable store design attracts young consumers who are active on social media, while optimal lighting increases product visibility and encourages spontaneous purchases. These findings are in line with the stimulus-response theory, which states that store atmosphere can influence consumer perceptions and emotions, thus encouraging impulsive purchases (Utami, 2018). The

implementation of a well-planned store atmosphere creates a psychological effect that affects consumer mood, encourages them to stay longer, and increases the chances of impulsive purchases.

The results of this research are in line with research by Anggraini & Sulistyowati (2020), which found a significant influence of store atmosphere on impulse buying among Miniso consumers in Surabaya. However, it is different from the research of Kertiana & Artini (2019) in Ramayana Denpasar, which did not find a significant influence of store atmosphere on impulse buying. This difference can be caused by the concept of store atmosphere applied, where the modern and thematic interior design of OH! SOME (KKV) and Miniso tend to be more effective at attracting consumers' attention compared to the simpler Ramayana concept.

The Influence of One-Stop Shopping on Impulse Buying

The research results show that one-stop shopping has a positive and significant effect on impulse buying. The one-stop shopping strategy at OH! SOME (KKV) Galaxy Mall Surabaya not only increases shopping convenience, but also encourages impulse buying behavior through product completeness. By providing various product categories and brands, such as skincare, makeup, toys, accessories, to household equipment in one store, OH! SOME (KKV) creates unplanned purchasing opportunities. Access to various product categories in one location makes consumers more susceptible to impulse buying because they are exposed to attractive choices from various types of goods. Consumers who initially only intended to buy one item can be tempted to buy others. As stated by Utami (2018), one-stop shopping makes it easier for consumers to fulfill various needs in one place, increasing convenience and triggering impulse purchases.

The findings of this research are in line with research by Cori & Tresia (2022), which found that the one-stop shopping strategy had a positive impact on consumer satisfaction through easy access to various products in one location. This finding is also in accordance with the research of Baseera Hashmi (2020), which states that the one-stop shopping trend has a significant positive effect on the economy and consumer purchasing patterns, where the increasing one-stop shopping trend, the greater consumer interest in impulsive purchases.

CONCLUSION

The research results show that visual merchandising, store atmosphere, and one stop shopping significantly influence the impulse buying behavior of consumers at OH! SOME (KKV) Galaxy Mall Surabaya with a total contribution of 90.1%, while the remaining 9.9% was influenced by other variables outside this research. These three variables, both simultaneously and partially, have an important influence in increasing impulse buying. Visual merchandising attracts consumers' attention through attractive product arrangement and the use of appropriate visual elements, store atmosphere creates shopping comfort, while one-stop shopping makes it easier for consumers to make additional purchases that were not previously planned.

Based on the findings of this research, companies need to maintain and strengthen these three aspects to maximize sales. In addition, considering the differences in consumer views regarding employee service, companies are advised to improve the quality of human resources through training so that employees are more professional, responsive, and informative in interacting with consumers. Periodic performance evaluations are also needed to ensure consistent and satisfactory service and in accordance with company standards.

As for suggestions for further research, we can add other relevant variables, for example, consumer psychological factors in the purchasing process, such as emotions, perceptions, and shopping motivation, to explain variations in impulse buying that have not been identified. Research can also expand the population and location in retail stores with different formats, market segments, or marketing approaches to test the consistency of the results. The use of qualitative methods or a combination of quantitative and qualitative methods can also be used to dig deeper into the emotional or psychological reasons behind consumer impulse buying behavior. In addition, considering the company's rebranding, future research can explore the impact of changes in the company's name and image on consumer behavior, loyalty, and their perceptions of the new brand OH! SOME (KKV), to provide valuable insights for the company in developing post-rebranding marketing strategies.

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