
**INFLUENCE OF STORE ATMOSPHERE AND SALES PROMOTION ON
IMPULSE BUYING THROUGH POSITIVE EMOTION AS AN INTERVENING
VARIABLE (STUDY ON CHARLES & KEITH TUNJUNGAN PLAZA STORE
CONSUMERS)**

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Abstract

The retail industry in Indonesia has achieved success by maintaining the best quality for consumers. Using positive emotion as an intervening variable, this study attempts to ascertain and examine how sales promotions and store atmosphere affect impulsive purchases made by customers of the Charles & Keith Tunjungan Plaza store. Given that the data collected for this kind of research is numerical, a quantitative method is used. Customers who have bought Charles and Keith products and who meet the requirements of being at least eighteen years old and residing in Surabaya comprise the demographic that is the subject of this study. 99 respondents participated in the purposive sampling technique used for the sampling process. Numerous methods, including surveys, books, websites, and other literature, are used to gather data. Google Forms were used to distribute questionnaires as part of the data collection strategy. The Partial Least Square approach, which is enabled by SmartPLS 4.0 software, is used in this study's data analysis to examine the relationship between one or more independent variables and the dependent variable. The study's findings show that sales promotions have no effect on impulse buying, store atmosphere has no effect on impulse buying, sales promotion has an impact on impulse buying, sales promotion and store atmosphere have an impact on positive emotion, positive emotion influences impulse buying, and store atmosphere influences impulse buying through positive emotion.

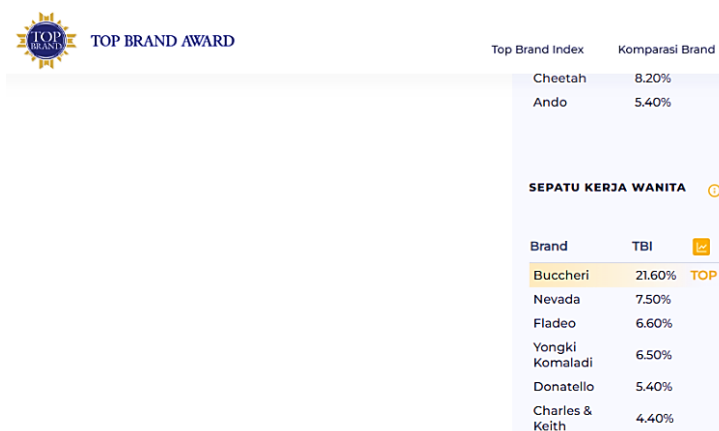
Keywords: Store Atmosphere, Sales Promotion, Positive Emotion, Impulse Buying

INTRODUCTION

Indonesia has become a country with good retail growth, since the emergence of local and international brands that began to explore the world of modern retail. Over the years, the retail industry in Indonesia has undergone many changes, reflecting the country's economic progress. Changes in consumer behavior encourage the Indonesian fashion industry to implement strategies in an effort to anticipate market dynamics, especially consumers who have diverse needs and preferences. Retail establishments like department stores and plazas are therefore required to be able to facilitate shopping for customers and encourage them to do so in light of shifting consumer behavior. The proper sales promotion plan and a pleasant store environment can help achieve this. A good shopping experience can encourage consumers to make purchases. A good store atmosphere creates a feeling of happiness and interest in exploring the products in the store. The definition of Store atmosphere has been expressed by Berman & Evans in Fanza Shofaun Nafsi (2024), Store atmosphere is a physical arrangement or store layout to provide an attractive atmosphere and impression on customers when shopping. The shop atmosphere affects the emotional state of the buyer, in an emotional state, two feelings will dominate: pleasure and desire which will trigger consumers to make purchases.

Apart from creating a pleasant store atmosphere, store staff or retailers try to provide the best offers to attract consumers to buy a product. This statement is supported by the theory put forward by Fandy Tjiptono in (Heri, Sudarno, & Yusrizal, 2022), that Sales promotion is the most common method used by retailers to increase consumer interest in buying products. The purpose of this sales promotion is to increase the value of sales transactions.

Several international brands are present in Surabaya's shopping centers, one of which is Charles and Keith. This accessory and footwear brand was originally founded in Singapore in 1996 by Charles Wong & Keith Wong. Dozens of Charles & Keith stores are spread throughout Indonesia, one of which is at Tunjungan Plaza Surabaya. Charles & Keith managed to attract the interest of the Indonesian people through quality daily luxury products and their specialties. Charles & Keith has entered the ranks of the most popular fashion brands in the Women's work shoes category on the Top Brand Index 2024.



Picture 1
Top Brand Index Indonesia
Source: Website Top Brand Index, 2024

Charles & Keith has successfully attracted the attention of the Indonesian people and become one of the fashion brands that competes fiercely in the category of work shoes for women. Charles and Keith have premium luxury quality fashion products with modern and elegant designs, but still at a more affordable price than other luxury brands. The combination of beauty, comfort, and utility makes Charles & Keith products increasingly popular.

CHARLES & KEITH CHARLES & KEITH

JABODETABEK : 18

TOKO			
No. Store		Store Location	
004	1	Pondok Indah Mall	CK.PIM
008	2	Mall Artha Gading	CK.MAG
010	3	Senayan City	CK.SC
011	4	Grand Indonesia	CK.GI
014	5	Supermal Lippo Karawaci	CK.LK
016	6	Mall Kelapa Gading 3	CK.MKG
017	7	Summarecon Mall Serpong	CK.SMS
020	8	Central Park	CK.CP
022	9	Margo City Depok	CK.MC
025	10	Mal Alam Sutera	CK.AS
026	11	Kota Kasablanka	CK.KK
027	12	Botani Square - Bogor	CK.BS
029	13	Summarecon Mall Bekasi	CK.SMB
030	14	Mall Grand Ciputra - Cibubur	CK.CC
036	15	Grand Metropolitan Bekasi	CK.GMB
037	16	Aeon BSD - Jakarta	CK.ABSD
040	17	Lippo Mal Puri	CK.LMP
045	18	Trans Studio Cibubur	CK.TSM

LUAR KOTA/OUTCITY : 20 TOKO

Store Code		Store Name	Area
024	1	Solo Paragon	CK.SP SOLO
028	2	Medan Center Point	CK.MCP MDN
031	3	Big Mall Samarinda	CK.BSMD SMD
032	4	Palembang Icon	CK.PIC PLB
034	5	Pentacity Balikpapan	CK.PEPP BPN
035	6	Plaza Ambarukmo	CK.AY YOG
038	7	Manado Town Square	CK.MTS MND
043	8	Pakuwon Mall Yogyakarta	CK.PMY YOG
042	9	SKA Pekanbaru	CK.SKA PKU
044	10	Bali Galeria	CK.BALI BALI
046	11	Deli Park Medan	CK.DPM MDN
047	12	Duta Mall Banjarmasin	CK.DMB BJ
048	13	Sun Plaza Medan	CK.SPM MDN
050	14	Beachwalk Bali	CK.BWB BALI
051	15	AEON Mall Sentul City	CK.AMSC Sentul
SMG002	16	Paragon Semarang	CK.SMGP SMG
SMG004	17	The Park Semarang	CK.TPS SMG
AGA002	18	Tunjungan Surabaya	CK.TP SBY
AGA003	19	Galaxy Surabaya	CK.GLX SBY
AGA006	20	Pakuwon Surabaya	CK.PKW SBY

Picture 2
Distribution of Store Charles & Keith Indonesia
Source: KCG Mobile Academy, 2023

Now, Charles and Keith have experienced significant growth with more than 80 retail stores in Indonesia. They offer a variety of products, ranging from footwear, bags, wallets, to accessories that can enhance the appearance, such as lanyards, and glasses that are in great demand by local consumers because Charles & Keith's product collection always follows the latest season fashion trends and varies. Charles & Keith always holds the launch of the latest model every week. Highlighting the image of elegance and luxury, Charles & Keith features a modern silver store design and a beautiful store layout that creates a good store atmosphere. Charles & Keith creates a variety of good sales promotion strategies to encourage consumers to make purchases.

The success of Charles and Keith has brought this brand to open stores in various cities in Indonesia. The author chose Charles and Keith, located in Tunjungan Plaza, as the object of research based on a direct survey. The author's consideration in this selection is to reveal the uniqueness of the place.

REVIEW OF LITERATURE

Marketing

Marketing includes all the processes undertaken to make products visible to consumers. Marketing aims to know and understand consumers so that the products offered match their desires, so that they can sell themselves. Ideally, the marketing process prepares consumers to make a purchase, and the next step is to ensure the product is available in the market (Juli, 2024).

Store Atmosphere

The store's visual communication, narratives, colors, amenities, and displays all contribute to its environment, which draws customers in based on their impressions and feelings. Other studies claim that the retail atmosphere is a conglomeration of the restaurant's physical features, including its layout, architecture, color, and temperature, all of which work together harmoniously to promote the business in the eyes of customers. (Anggareni, 2024)

Sales Promotion

According to Peter & Olson in a book entitled “Strategic Marketing” by Marissa Grace (2022), Sales Promotion can be defined as marketing activities that focus on efforts aimed at directly influencing the consumer behavior of a company. Basically, sales promotion includes all activities aimed at introducing or presenting a product or service to the intended market in order to make a purchase immediately. Sales promotion includes various activities organized by retail businesses to advertise products and convince consumers to make transactions. One of the strategies that can be used is the provision of discounts, coupons and shopping vouchers can be offered in the context of promotions, so that they can influence consumers' desire to make impulse buying. (Fatmawati and Dinar, 2021).

Positive Emotion

In a book entitled “Positive Psychology” written by (Fahlevi, 2022), psychologists attempt to develop the concept and benefits of positive emotion. They argue that positive emotion is the ability that exists in humans to carry out behaviors that produce positive effects. According to Hawkins, Mothersbaugh, and Best in (Heri, Sudarno, & Yusrizal, 2022) Emotions are difficult to explain but can also affect a person's behavior or habits. The three main dimensions of emotions are pleasure, arousal, and dominance. When these needs are fully met, positive emotions will arise. This positive emotion can foster the desire of consumers to engage in impulse buying. In this case, media promotion is a very important tool to influence consumer sentiment. The purpose of using this media is to encourage consumers to buy the product they want, even though they don't actually need it.

Impulse Buying

Impulse buying or unplanned purchases is one of the most crucial strategies in the retail industry to encourage individuals to make transactions (Surveyandini, 2021). According to Sofi and Nika's opinion in Ria Arifianti's journal (2021), the desire to make impulse buying is usually the main trigger for emotional conflict. Actually, more than that, impulse purchases often occur when consumers pay less attention to considering the future consequences of the purchase decision. In other words, when consumers have made a purchase without a plan, they tend not to pay attention to the future losses that arise as a result of the purchase action.

RESEARCH METHOD

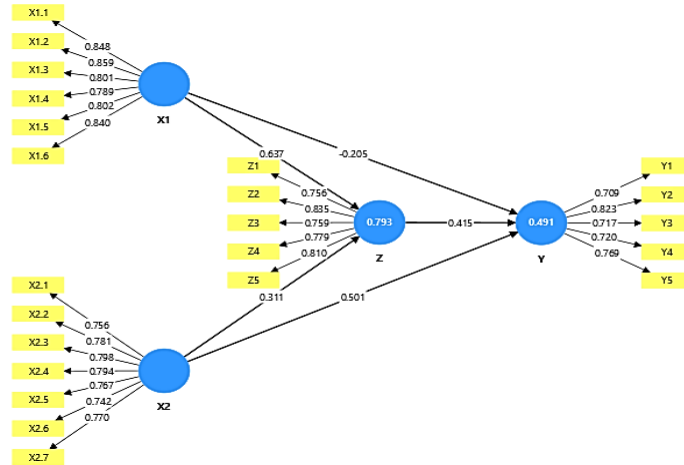
Quantitative research is used in this study. Customers who have visited and purchased Charles & Keith Tunjungan Plaza 2024 merchandise make up the study's demographic. Customers who are at least 18 years old, reside in Surabaya, and have purchased goods from Charles & Keith Tunjungan Plaza meet the sample criteria. Non-probability sampling, which does not provide every member of the population an equal chance of being chosen as a sample, was the sampling strategy employed in this study (Sugiyono in Sitohang, 2023). Purposive sampling is the nonprobability sampling technique that is employed. The Slovin

formula yielded a sample size of 99, based on the population's known size of 14,303. Using clever PLS 4 software, the measurement model (Outer Model) and the structural model (Inner Model) are the analysis models used.

RESULTS AND DISCUSSION

Outer Model

The outer model is used to ensure that all signs of hidden variables have good convergence and discrimination values. Based on the outer loading value values, the validity of the indicators that belong to the variables is assessed using Outer Model analysis.



Picture 3
Outer Model

Source: Primer Data, Processed 2025

Convergent Validity

Table 1
Outer Loading Result

Outer loadings - Matrix				
	X1	X2	Y	Z
X1.1	0.848			
X1.2	0.859			
X1.3	0.801			
X1.4	0.789			
X1.5	0.802			
X1.6	0.840			
X2.1		0.756		
X2.2		0.781		
X2.3		0.798		
X2.4		0.794		
X2.5		0.767		
X2.6		0.742		
X2.7		0.770		
Y1			0.709	
Y2			0.823	
Y3			0.717	
Y4			0.720	
Y5			0.769	
Z1				0.756
Z2				0.835
Z3				0.759
Z4				0.779
Z5				0.810

Source: Primer Data, Processed 2025

The Outer Loading and Average Variance Extracted (AVE) findings demonstrate that the Smart PLS 4 test is used to perform Convergent Validity testing. Every indicator in table 1 above has an outer loading value greater than 0.70, indicating that they are all deemed appropriate for further investigation or legitimate for expressing latent variables. The Average Variance Extracted (AVE) value is also assessed via convergent validity. The outcomes of Average Variance Extracted (AVE) are as follows:

Table 2
Average Variance Extracted (AVE) Result

Variable	AVE
Store Atmosphere (X1)	0.678
Sales Promotion (X2)	0.597
Positive Emotion (Z)	0.561
Impulse Buying (Y)	0.621

Source: Primer Data, Processed 2025

Average Variance Extracted (AVE) is the value measured for each variable or construct. Based on table 2 above, it can be seen that the AVE value for each variable exceeds 0.50. This proves that all of these variables can be considered valid.

Discriminant Validity

Cross loading is a method used to identify the relationship between indicators and variables being studied. This measurement is done by comparing the correlation between indicators with their own constructs and with constructs from other blocks.

Table 3
Discriminant Validity

Discriminant validity - Cross loadings				
	X1	X2	Y	Z
X1.1	0.848	0.562	0.453	0.736
X1.2	0.859	0.590	0.392	0.765
X1.3	0.801	0.632	0.441	0.712
X1.4	0.789	0.658	0.399	0.665
X1.5	0.802	0.608	0.457	0.705
X1.6	0.840	0.569	0.426	0.686
X2.1	0.583	0.756	0.511	0.609
X2.2	0.534	0.781	0.542	0.547
X2.3	0.608	0.798	0.522	0.665
X2.4	0.589	0.794	0.451	0.618
X2.5	0.537	0.767	0.539	0.556
X2.6	0.517	0.742	0.599	0.582
X2.7	0.585	0.770	0.472	0.622
Y1	0.591	0.589	0.709	0.653
Y2	0.303	0.500	0.823	0.394
Y3	0.393	0.461	0.717	0.445
Y4	0.372	0.388	0.720	0.440
Y5	0.235	0.534	0.769	0.359
Z1	0.657	0.575	0.529	0.756
Z2	0.730	0.647	0.470	0.835
Z3	0.639	0.623	0.514	0.759
Z4	0.722	0.589	0.469	0.779
Z5	0.656	0.627	0.489	0.810

Source: Primer Data, Processed 2025

All of the indicators utilized in this study have demonstrated strong discriminant validity, as can be seen from the above table, where the cross-loading value for each variable is greater than 0.70.

Reliability Test

Table 4
Composite Reliability Result

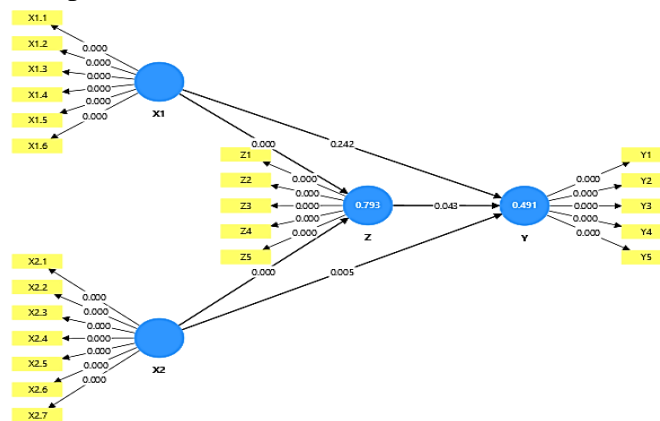
Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho...)	Composite reliability (rho_c)	Average variance extracte...
X1	0.905	0.906	0.927	0.678
X2	0.888	0.888	0.912	0.597
Y	0.804	0.809	0.864	0.561
Z	0.847	0.847	0.891	0.621

Source: Primer Data, Processed 2025

Table 4 indicates that every variable has a composite reliability score greater than 0.7. This indicates that the study's construct variables have been deemed credible.

Inner Model

Latent variables are connected to one another to produce the structural model, also known as the inner model. The path coefficient value for the independent variable and the R-square for the dependent variable are used to evaluate the structural model (inner model) while analyzing it with PLS. The significance of the results is then determined by calculating the t-statistic value for each path.



Picture 4
Inner Model

Source: Primer Data, Processed 2025

R-square

Table 5
R-square Result

R-square - Overview		
	R-square	R-square adjusted
Y	0.491	0.475
Z	0.793	0.788

Source: Primer Data, Processed 2025

The Impulse Buying (Y) variable's R-Square value is 0.475, as indicated by the results in Table 5. This indicates that store atmosphere, sales promotion, and pleasant emotion factors—all of which fall into the moderate category—account for 47% of the variance in Impulse Buying (Y). On the other hand, the result for the Positive Emotion variable (Z) is 0.788, indicating a substantial connection between the variables, with the Store environment and Sales Promotion variables accounting for 78% of the Z value.

Estimate for Path Coefficients

Path Coefficients are used in testing hypotheses by explaining the importance of the relationship between independent variables and dependent variables, whether strong or not. To overcome this, we can use Smart PLS, where the analysis results can be seen through the path coefficients. In addition, indirect effects can also be identified through Indirect Effects obtained from Bootstrapping testing in Smart PLS 4. The following are the results of the path coefficients obtained:

Table 6
Path Coefficients Result

Variable	Path Coefficients	t-statistics	P-values
Store Atmosphere -> Impulse Buying	-0.205	1.169	0.242
Sales Promotion -> Impulse Buying	0.501	2.830	0.005
Store Atmosphere -> Positive Emotion	0.637	7.439	0.000
Sales Promotion -> Positive Emotion	0.311	3.502	0.000
Positive Emotion -> Impulse Buying	0.415	2.027	0.043

Source: Primer Data, Processed 2025

- a. Store atmosphere has no effect on impulse buying with a path coefficients value of -0.205 smaller than 0.1. The p-value of 0.242 is greater than 0.05. This is also indicated by the t-statistic value of 1.169 smaller than 1.96 (t-table). Based on these results, it can be concluded that H1, store atmosphere has no effect on impulse buying.
- b. Sales Promotion affects impulse buying with a path coefficient of 0.501 greater than 0.1. The p-value of 0.005 is smaller than 0.05. This is also evidenced by the t-statistic value of 2.830 greater than 1.96 (t-table). Based on these results, it can be concluded that H2, sales promotion has an effect on impulse buying.
- c. Store atmosphere affects positive emotion with a path coefficient of 0.637 greater than 0.1. The p-value of 0.000 is smaller than 0.05. This is also indicated by the t-statistic value of 7.439 greater than 1.96 (t-table). Based on these results, it can be concluded that H3, store atmosphere, has an effect on positive emotion.
- d. Sales promotion affects positive emotion, with a path coefficient of 0.311, which is more than 0.1. The p-value is 0.000, which is less than 0.05. This is further supported by the t-statistic value of 3.502, which is higher than 1.96 (t-table).

Based on these results, it can be concluded that H4, sales promotion has an effect on positive emotion.

- e. Positive Emotion affects Impulse Buying with a path coefficient of $0.415 > 0.1$. The p-value of $0.043 < 0.05$. This is also supported by the t-statistic value of $2.027 > 1.96$ (t-table). According to these results, it can be confirmed that H5, positive emotion has an effect on impulse buying. The results of measuring indirect effects can be seen in table 7 below:

Table 7
Indirect Effects Result

Variabel	Indirect Effect	t-statistics	P-values
Store Atmosphere -> Positive Emotion -> Impulse Buying	0.264	2.066	0.039
Sales Promotion -> Positive Emotion -> Impulse Buying	0.129	1.550	0.121

Source: Research Data, Processed in 2025

- a. In the indirect effects value of the effect of Store atmosphere on Impulse Buying through Positive emotion has a value of 0.264 with a t-statistic value of $2.066 > 1.96$ (t-table). The p-value of 0.039 is < 0.05 . So that the Positive emotion variable as an intervening variable (pseudo), meaning that it can act as a mediating variable but also an independent variable (independent). Positive emotion variables are able to play a good role in mediating the effect of Store atmosphere on Impulse Buying, which means H6 is accepted.
- b. In the indirect effects value of the effect of Sales Promotion on Impulse Buying through Positive emotion has a value of 0.129 with a t-statistic value of $1.550 < 1.96$ (t-table). The p-value of $0.121 > 0.05$. So that the Positive emotion variable as an intervening variable, meaning that the mediator variable does not mediate the effect of Sales Promotion on Impulse Buying, which means H7 is rejected and it can be concluded that the effect is direct.

CONCLUSION

According to the findings of the research, store atmosphere has no effect on impulse buying, sales promotion has an impact on impulse buying, store atmosphere and sales promotion have an impact on positive emotion, positive emotion influences impulse buying, store atmosphere influences impulse buying through positive emotion, and sales promotion has no impact on impulse buying through positive emotion.

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