

## The Effect of Store Atmosphere on Impulse Buying During the Covid-19 Pandemic (Study on Consumers of Transmart Carrefour Medan Fair)

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### Manuscript Information

### Abstract

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keyword:

Store Atmosphere; Impulse Buying

Impulsive buying this can interfere with the thoughts and attitudes of a consumer, when purchases are made on the basis of needs and daily routines, of course, consumers will not spend money on goods that they do not need. Meanwhile, impulsive buying tends to prioritize momentary emotions regardless of whether the product purchased is a need that must be met. A comfortable store atmosphere is one of the things that influences a consumer when they want to choose the product they want to buy. This study aims to determine and analyze the effect of Store atmosphere on Impulse Buying (Study on Consumers of Transmart Carrefour Plaza Medan Fair). This study uses the associative method with a quantitative approach. The population in this study were consumers of Transmart Carrefour Medan Fair and the sample in this study amounted to 96 people. The data analysis method used is validity and reliability test, classical assumption test, simple regression analysis test, hypothesis test (t-test) and coefficient of determination test. The test was carried out using the help of SPSS 22.0. Based on the research, it was found that the store atmosphere variable had a positive and significant effect on impulse buying during the Covid-19 pandemic. Where the t-count results for the store atmosphere variable are 4.842 and the t-table value is 1.661, it is concluded that  $t\text{-count} > t\text{-table}$  ( $4.842 > 1.661$ ) with a significance value of  $0.000 < 0.05$ . The r-square value is 0.200, where the correlation coefficient value shows that the relationship between store atmosphere variables has a positive and significant influence on impulse buying is weak.

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### INTRODUCTION

The rapid development of the current era has an impact on several sectors of human life, one of which is related to the business world (business). The development of the business world in Indonesia is increasing day by day, this is due to the emergence of business actors who add to the fierce competition in the business world. One of the businesses that is currently developing a lot is the retail business which is currently growing in various regions in Indonesia, especially in the city of Medan. Competition in the business world is unavoidable, retail business competition is currently increasingly competitive because apart from Indonesian companies, the presence of foreign companies to fill the retail market in Indonesia is seen as creating fierce competition among retail business actors.

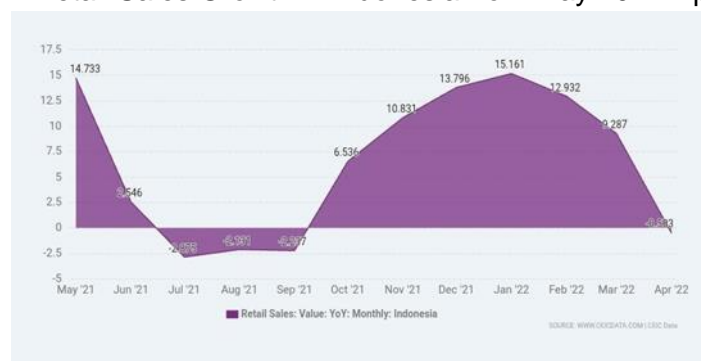
This impulsive purchase can interfere with the thoughts and attitudes of a consumer, when purchases are made on the basis of needs and daily routines, of course consumers will not spend money on goods that they do not need. Meanwhile, impulsive buying tends to

prioritize momentary emotions regardless of whether the product purchased is a need that must be met. In the end, consumers will lose control when buying impulsively than when making purchases on a need-fulfilling basis.

A comfortable store atmosphere is one of the things that influences a consumer when they want to choose the product they want to buy. This is in line with the results of research from Supriono (2018) which states that the results of the study show that store atmosphere has a strong influence on consumers to make impulse buying. Facing competition in the increasingly fierce retail business world, retail business actors must be able to create a store atmosphere that provides comfort to consumers. The store atmosphere aims to provide comfort to consumers and can be the main attraction for consumers.

Consumers who feel comfortable in the store tend to look around most of the items in the store and do impulse buying in stores. Berbeda dengan jika seorang konsumen sedang dalam suasana hati yang tidak baik dan tidak nyaman berada di dalam toko, konsumen akan cenderung untuk langsung membeli barang yang sudah direncanakan dan segera untuk melakukan pembayaran di kasir tanpa melihat-lihat barang yang lainnya di toko tersebut. Transmart Carrefour as one of the retail companies that controls most of the retail market in Indonesia serves the daily needs of consumers.

**Table 1:** Retail Sales Growth in Indonesia from May 2021-April 2022



Source : [www.ceicdata.com](http://www.ceicdata.com) (2022)

Currently, many other retail companies are facing very serious problems related to the company's revenue. The retail sector is one of the sectors most affected by this pandemic. This can be seen from several transactions from several retail companies in Indonesia. Like the shopping center owned by the Lippo Group, Matahari also experienced a 24.10% decrease in revenue to Rp 741.40 billion in the first 3 months of 2021, down from the same period the previous year of Rp 976.77 billion. Mitra Adi Perkasa recorded the best performance compared to Matahari and Ramayana although it still experienced a 7.04% decline in revenue to Rp 4.10 trillion from the same period last year of Rp 4.41 trillion. Although MAPI's revenue fell, The company's net profit, which is famous for its shopping coupon products, actually increased drastically by 223% to Rp 26.08 billion from only Rp 8.07 billion in the same period last year. Matahari experienced an increase in net loss from Rp 93.95 billion in the first quarter of 2020, now it has increased by 1.49% to Rp 95.35 billion. (Source: [cnbc.indonesia-market.com](http://cnbc.indonesia-market.com)) accessed on Sunday, August 29, 2021 at 20:15 WIB).

This data is inversely proportional to the condition of the retail business before the Covid-19 pandemic occurred. Where in the period before the Covid-19 pandemic hit Indonesia, the retail business was on an increasing trend from year to year. This increase occurred in line with the increasing need for the community to fulfill their daily needs and retail business players provided convenience for consumers who wanted to shop for their daily needs.

The Covid-19 pandemic that hit at the beginning of 2020 had a huge impact on the retail business because the Covid-19 pandemic required every individual to limit all forms of community mobilization including community activities to meet daily needs. Any retail business is very dependent on customers, more and more Consumers who come to the store are an opportunity for retail businesses to market the products they sell. The Covid-19 pandemic has

had a significant impact on the decrease in the number of Transmart Carrefour Plaza Medan Fair. The implementation of micro PPKM to emergency places limits on the mobilization of a person.

The public is not free to mobilize to their destination, this is done to reduce the spread of Covid-19 to other areas. The implementation of Emergency PPKM in Medan City caused Transmart Carrefour Plaza Medan Fair to reduce operating hours and limit the number of visitors. This reduction in operating hours certainly has an impact on the income earned by Transmart Carrefour Plaza Medan Fair.

The PPKM policy carried out by the government to block the spread of the corona virus (Covid-19) made Transmart Carrefour Plaza Medan Fair set a strategy to increase its sales, namely by providing delivery services to consumers. This service makes it easy for consumers who want to shop for daily necessities without the risk of contracting Covid-19. The service was created to meet the needs of consumers, consumers are of course more satisfied with shopping directly at the store compared to delivery services because by visiting the store directly, consumers can choose and search directly for the goods they want. Before the Covid-19 pandemic, consumers felt it was easier with the product layout at the Transmart Carrefour Plaza Medan Fair which was arranged based on the type of product.

## **RESEARCH METHODOLOGY**

The form of this research is the associative method with a quantitative approach, which can be interpreted as a research statement that is asking for the relationship or influence between two or more variables. The variables in this study are store atmosphere (X) and impulse buying (Y). The research location is the place where the problem is examined in a study. This research was conducted on consumers of Transmart Carrefour Medan Fair. In this study, the sampling technique used was purposive sampling.

Data collection techniques in this study used two data, namely primary data and secondary data. Primary data is a source of research data obtained directly from the original source or the subject without going through an intermediary. The primary data collection technique was carried out using a questionnaire/questionnaire method which was used as a companion tool in collecting data. While secondary data is a study of documentation by obtaining data through assessment and review of records and documents related to the problem under study.

## **RESULTS AND DISCUSSION**

Transmart Carrefour as a company engaged in the retail sector must pay attention to consumers and the behaviors that appear in a Transmart Carrefour consumer need to observe the desires of consumers to anticipate and find ways to attract consumers to shop at Transmart Carrefour. One of the characteristics of the retail business is impulse buying (Sunnyoto, 2015:36). Mowen and Minor (2012: 6) explain that impulse buying is an act of buying that was not previously recognized consciously as a result of a consideration, or purchase intention that was formed before entering the store. Mowen and Minor (2012:10) add that impulse buying can be said to be a sudden, persistent and unplanned urge to buy something directly,

Impulse buying occurs when consumers lose control because of emotions that have been influenced by several factors and then carry out the raid. Utami (2010: 69) explains that there are two causes of impulse buying on a consumer, namely internal and external factors. Impulsive buying is caused by the influence of stimulus in shopping places to remind consumers how retailers create new needs because of displays, atmosphere and promotions.

Muruganatham and Bhakat (in Alifia, 2021) state that one of the factors causing impulse buying by consumers, namely external factors which include store characteristics, store environment, store atmosphere and others. A comfortable store atmosphere will make consumers feel at home to be in the store for a long time. Store atmosphere is one of the

external factors that influence impulse buying behavior.

Store atmosphere (store atmosphere) is a planned atmosphere in accordance with the target market and which can attract consumers to buy (Kotler 2008:61). Store atmosphere affects the emotional state of the buyer that causes or influences the purchase. The emotional state will create two dominant feelings, namely feelings of pleasure and desire. Store atmosphere can be created through the design of a visual environment, light, color, music and aroma that can stimulate consumer emotions to make purchasing decisions.

Store atmosphere will not only provide a pleasant purchasing environment, but can also provide added value to the products being sold. Store atmosphere will also determine the image of the store itself. A comfortable store atmosphere is seen to increase consumers' desire to linger in the store, this can create a consumer's desire to shop, the longer the consumer is in the store, the consumer's opportunity to make a purchase will also increase.

## **CONCLUSION**

The results showed that the store atmosphere variable had a positive and significant effect on impulse buying during the Covid-19 pandemic. Where the results of the t-count for the store atmosphere variable are 4.842 and the t-table value is 1.661, it is concluded that  $t\text{-count} > t\text{-table}$  ( $4.842 > 1.661$ ) with a significance value of  $0.000 < 0.05$ . The results show that the R-Square value is 0.200, where the correlation coefficient value indicates that the relationship between the store atmosphere variables has a positive and significant influence on impulse buying is weak. The R-Square value above shows that the contribution of the store atmosphere variable in influencing impulse buying is 20%. The results showed that there are several factors that influence the occurrence of impulse buying, namely external factors, internal factors, situational factors and socio-cultural demographic factors. External factors include the characteristics of a store, sales promotion, store atmosphere, and others. Internal factors include feeling comfortable when shopping, hedonistic nature, emotional feelings, and others. Situational factors include time, money owned by consumers, product characteristics, or new products in the store. Socio-cultural demographic factors include age, gender, income, education level, culture and socioeconomic of each consumer. emotional feelings, and so on. Situational factors include time, money owned by consumers, product characteristics, or new products in the store. Socio-cultural demographic factors include age, gender, income, education level, culture and socioeconomic of each consumer. emotional feelings, and so on. Situational factors include time, money owned by consumers, product characteristics, or new products in the store. Socio-cultural demographic factors include age, gender, income, education level, culture and socioeconomic of each consumer.

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