

THE INFLUENCE STORE ATMOSPHERE TO REPURCHASE INTENTION TOWARDS CONSUMER EMOTION AND PURCHASE DECISION AT TRANSMART CARREFOUR CEMPAKA PUTIH, BASED IN CENTAL JAKARTA

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Abstract: This research studied about the analysis of the effect of store atmosphere to repurchase intention with emotion and consumer purchase decision as a mediating variable in Transmart Carrefour Cempaka Putih in Central Jakarta. Used as a sample of 100 consumers who have shopped at Transmart Carrefour Cempaka Putih by using a questionnaire to collect data. The data is processed using SmartPLS03, and the results is the data can be inferred the consumer emotion, purchase decision may mediate the effect of store atmosphere to repurchase intention

Keywords : *Store Atmosphere, Consumer Emotion, Purchase Decision, Repurchase Intention*

INTRODUCTION

The Indonesian retail industry in 2016 is indeed facing major obstacles, as quoted by the Indonesian Retailers Association (APRINDO), retail sales across the Asia Pacific region has decreased by 50%. Retail in Asia Pacific in the average nominal growth of 13%, since the year 2013 decreased growth slumped to 6%. In fact, growth in retail volume in Asia Pacific is only about 2% -3% from quarter to quarter. And the impact is felt at Indonesia, Aprindo were recorded in 2014 retail turnover amounted to Rp. 168 trillion, this figure does not correspond to a specified target Rp.175 billion.

The condition of consumer market began to decline and accompanied by an increase a lot of retail stores, makes the retail businesses to devise strategies in order to survive to continue to grow in increase sales and get consumers to shop again. Of course, every retailer has certain advantages to attract customers to make repeat purchases (repurchase intention). If consumers feel comfortable and happy shopping somewhere, they will shop again thus corporate profits are maintained (Hellier, 2003). The various ways continuously developed retail business owners in increasing repeat purchase (repurchase intention). One way is to develop the attributes of sightings store (Store atmosphere). To create an atmosphere that stimulates store purchases, a retailer should be able to raise the intent or desire to shop in the minds of consumers. With the display of goods and attractive atmosphere of the shop, can

cause emotions, desire or intention of the consumer to make a purchase (Manning and Reece, 2001: 159).

An understanding of consumer needs and buying process is also very important in increasing the interest expenditure, according to Kotler and Armstrong (2003), the purchasing decision is when consumers buy a particular product. And with reference to Levy and Weitz (2001), which revealed that the purchasing behavior of consumers in addition affected by the goods and services and are also influenced by the state of the store itself (store atmosphere). Making appearances unique store atmosphere and fun to add to the consumer and make purchases on a regular basis. Emotions consumers (consumer emotion) is one of the important factors in determining the repurchase (repurchase intention). According to (Limayem, Hirt, & Cheung), 2007: "It is such as fulfillment of needs, emotional response roomates is a sense of comfort or positive emotions that is associated with the experience in purchasing a product or service, visit stores or malls as a unity in shopping ", which confirmed through the emotions of consumers (consumer emotion) there will be a feeling of inner whether happy, comfortable or bored and unpleasant. Therefore, through the expected emotional atmosphere Store consumers (consumer emotion) became positive in shopping thus increasing repeat purchase (repurchase intention).

Survey of retailers in accordance with the International Mass Retail Association found that 60% of the sample was speeding up plans to renovate the store and build a store using the new design and many of them hire consultants store design. This shows that retailers realize the importance of a positive perception of their stores.

Design shops that will truly make those who are not interested in being interested and who previously did not want to buy into a wish to make purchase. One example of a shopping center in Indonesia is Transmart Carrefour whose established by PT Trans Retail with Carrefour shares acquired as much as 100% previously held by PT Carrefour Indonesia. Some changes were made, start from the original name Carrefour has been Transmart Carrefour, and the colour logo also has been changed from the original Carrefour colour : red colored blue and white like the French flag has became into red and white logo with Indonesian flag for the theme. Transmart Carrefour was established the concept of the shopping center by combining a hypermarket, entertainment, food, fashion, in one area, the division of the shopping corridor more neat and more comfortable shopping atmosphere.

THEORITICAL FRAMEWORK

Store Atmosphere

The atmosphere outside shops, in the inner shops, layout shops, and interior decorarion store that is a component of the atmosphere shops can generate pleasure, the passion customers, and the taste freedom customer or domiation when consumers are in the store.

Kotler (2005), store atmosphere is an atmosphere in accordance with the target market and to attract consumers to purchased. Store atmosphere can affect the emotional state buyers that cause or influence the purchase of the emotional state will create two dominant feelings are feelings of pleasure and arouse desire. and according to Mowen and Minor (2002), store atmosphere affect the consumer's emotional state, which would then create an impression that makes buyers to increase their purchases or decrease their purchases and even can decide whether to go back or not come back again. There is also Cheng, et al (2009) which concluded that emotional state Store atmosphere affected a customer who will cause as well as or degradation will. The emotional feelings will make two dominant, namely euphoria and raise desire, both that emerged from psychological set or wishes that is sudden impulse) Cheng, et al, (2009). This is a growing as well as perception customer will shop atmosphere, it will be better emotional customers.

H1: Store atmosphere affect on Consumer emotion

Consumer Emotion

Peter and Olson (2000) revealed the pleasure and arousal can affect consumers in the excitement of shopping in a store, the time used to browse and explore in the store, a desire to speak with the salesperson, the desire to make a purchase and then back again to store. Hawkins and Mothersbaugh (2010) adds that consumers can continue to purchase back although it did not have an emotional attachment to a product or goods.

Emotional customers responding to the advanced shop atmosphere have an impact on purchasing decisions. Shopping emotion is the determining factor is important that affect consumer behavior in a number context. In particular, shopping mood emotion or a consumer is considered as situational answer and becomes compliment variables that affect on shopping one (Dawson, Bloch, and Ridgway 1990). Research Results from Levy and Weitz (2009) and Pragita, et al (2013) shows that the influence of emotion with purchasing decisions. Therefore, the low emotional customers will have an impact on purchasing decisions if the atmosphere are clean, tidy, and comfortable. And according to Bilson (2003: 51) revealed that consumers consider the re-purchase only two parts: the price factor and non-price factor. The non-price factor consists of product factors and non-product factors. Factor products attributes are directly related to the products, related products are, brand, durable, attractive design, prestigious products, the choice of products that suit their needs. And the non price factor is the availability of product supply products, products that are easily obtained. And apablila consumers find it easy to get the products in the store and feel comfortable with the store, the consumer is likely to be spending again

H2: Consumer emotion affect on Purchase Decision

H3: Consumer emotion affect on Repurchase Intention

Purchase Decision

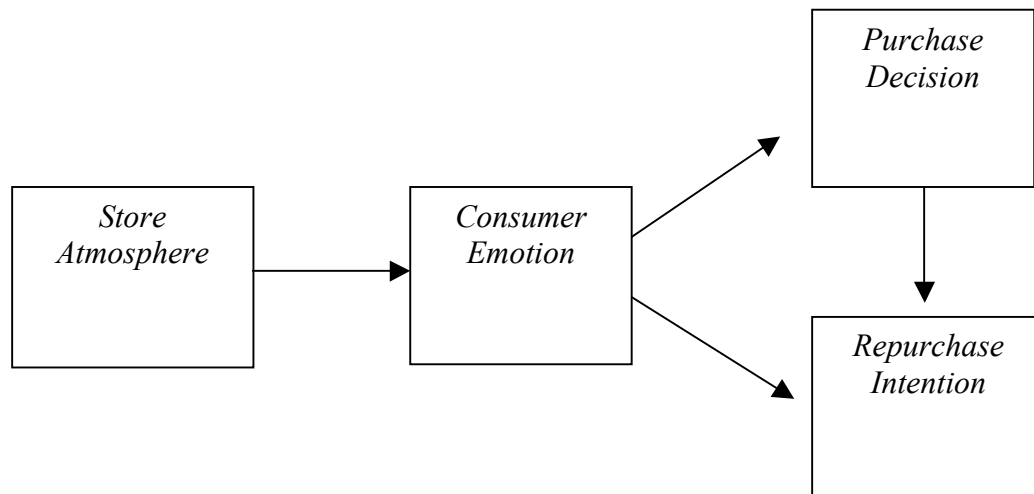
Kotler, Bowen, Makens (2009), customer buying decision - all their experience in learning, Choosing, using, even disposing of a product. Which means consumers have the desire to buy a product or make your choice, and if the product or service to satisfy the needs, then consumers will be interested to make repeat purchases. Donovan and Rossiter (in Peter and Olson 2002), store atmosphere influenced consumer emotion, "Emotional states that consumers experience in a store but may not be fully conscious of while shopping". This means that the store atmosphere is an emotional state experienced by customers in the store, but customers may not fully realize that it experienced while shopping, Kotler and Armstrong (2006) said, is that consumers who already have spending would normally be spending reset if the consumer get excited over the results.

In this case it can be seen that the store atmosphere affect what a person feels when in a shop although feeling it appeared unconsciously start shopping choose products and up to the return of customers to shop

H4 : Purchase Decision affect on Repurchase Intention

H5 : Store Atmosphere affect on Repurchase Intention Towards Consumer Emotion and Purchase Decision

RESEARCH FRAMEWORK



Source: Author (2016)

DATA AND METHODOLOGY

The structured questionnaire was used, with closed questions used 5-point Likert type response scale. Sampling procedure was non random purposive sampling which the sample was in accordance to Purposive sampling method with certain criteria. Respondens atleast had shopping once time at Transmart Carrefour Cempaka Putih. This data was collected from Maret 2016 – Mei 2016. A field questionnaire survey was collected into 100 sample.

MESUREMENT ITEMS

Relevant research is taken from the journal "The influence of store atmosphere towards customer emotion and purchase decision" Vol 3, issue 10 (October 2014) .PP 11-19 by Majid Rahmat explained how customer emotion Store atmosphere and positively influence consumer purchase intentions. Relevant research in other was taken from the journal "Atmospheric effects on shopping behavior: A review of the experimental Evidence" (january2010: 49) 193-211 oleh LW Turley and RE Miliman discussing the elements - elements contained in the store atmosphere will affect customers in the consumer desires to enter and the store and purchased. other research was revealed in "Retail Shoppability:" The Impact of Store Atmospheric & Store Layout On Consumer Buying Pattern "IJSTR2014Vol 3, Issue 8 (Augst 2014) by Priyanka Singh, Neha Katiyar, Gaurav verma (Augst 8, 2014), which discusses on the Influence of sightings store atmosphere on purchasing patterns and desires konsmen in shopping in the store. And more research is taken from "The influence on the Store Atmosphere on Consumer Behaviour" by El - Bacir Sabrina (May 2014), which discusses the influence Store atmosphere in influencing consumer purchasing behavior

RESULTS AND DISCUSSION

Based Descriptive statistical report, we got information : total respondent 41 percent of sampled are man, and 59 percent of respondens are woman.

Table 1. Consumer Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	41	41.0	41.0	41.0
	Woman	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Source : Field Survey 2016

Table 2 describe the respondents in term of the age. Most respondents are above 35 years old.

Table 2. Consumer Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <20 years old	9	9.0	9.0	9.0
>20 years old - 25 years old	12	12.0	12.0	21.0
>25 years old - 30 years old	22	22.0	22.0	43.0
>30 years old - 35 years old	26	26.0	26.0	69.0
>35 years old	31	31.0	31.0	100.0
Total	100	100.0	100.0	

Source: Filed Survey 2016

Table 3 describe the respondents in term of the age. Most respondents average expenditure for a month are >2.500.000 – 3.500.000

Table 3. Average Expenditure for a Month

Average Expenditure for a month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1.500.000	12	12.0	12.0	12.0
>1.500.000 - 2.500.000	25	25.0	25.0	37.0
>2.500.000 - 3.500.000	43	43.0	43.0	80.0
>3.500.000	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Source: Filed Survey 2016

Scale Validity and Reability

Reliability testing is done by looking at the value of the resulting composite reability with PLS calculations. The value of a variable is said to be reliable if the value of composite reability > 0.70 and Variance extraced > 50 (Werts et al. 1974) reliability test results are presented in table 4

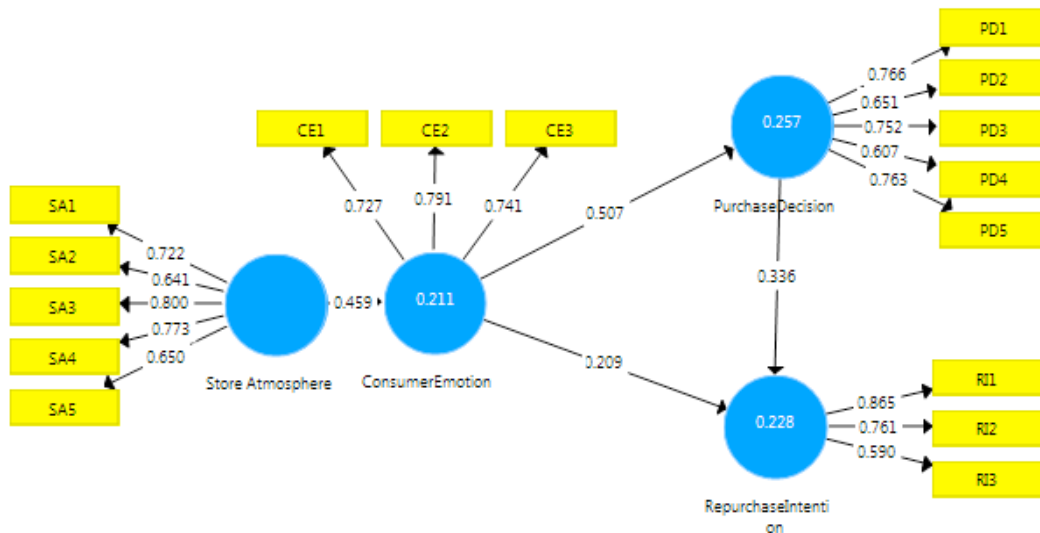
Table 4 Consturct Reability and Validity

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
PurchaseDecisi...	0.77	0.82	0.84	0.51
Store Atmosph...	0.77	0.77	0.84	0.52
ConsumerEmo...	0.62	0.63	0.80	0.57
RepurchaseInte...	0.60	0.65	0.79	0.56

Source :SmartPLS03

Then, Test the validity of the evaluation carried out by the use of measurement (outer) models by using convergent validity, the amount of loading factor 0.5 for each variables are defined (Ghozali 2011),and the results are presented in table 5 and picture 1.

Picture 1 : Output SmartPLS



Source : SmartPLS03

Tabel 5. Outer Loadings

	<i>Store Atmosphere</i>	<i>Consumer Emotion</i>	<i>Purchase Decision</i>	<i>Repurchase Intention</i>
SA1	0,722	0	0	0
SA2	0,641	0	0	0
SA3	0,800	0	0	0
SA4	0,773	0	0	0
SA5	0,650	0	0	0
CE1	0	0,727	0	0
CE2	0	0,791	0	0
CE3	0	0,741	0	0
PD1	0	0	0,766	0
PD2	0	0	0,651	0
PD3	0	0	0,752	0
PD4	0	0	0,607	0
PD5	0	0	0,763	0
RE1	0	0	0	0,865
RE2	0	0	0	0,761
RE3	0	0	0	0,590

Source : Author (2016)

In Picture 1 and Table 5, can be concluded all variabels have been valid and reliable.

Hypothetical Testting

Tabel 6. Hypothetical Testing

Hipotesis	Variabel	Original Sample (O)	Standard Deviaion (STDEV)	T Statistics(0/STERR)	Description
H1	SA->CE	0.46	0.10	4.71	Significant
H2	CE->PD	0.51	0.08	6.22	Significant
H3	CE-RI	0.38	0.11	3.38	Significant
H4	PD-RI	0.34	0.11	2.99	Significant

Source : Data was analyzed using SmartPLS3 Software (2016)

The concluded from output data (tabel6) :

H1 :Store atmosphere can affect consumer emotion postively and significantly, (original sample was positive 0,46 and T statistics 4,71>1,96 was significant)

H2 :Consumer Emotion can affect purchase desicion postively and significantly, (original sample was positive 0,51 and T statistics 6,22>1,96 was significant)

H3 :Consumer Emotion can affect repurchase intention postively and significantly, (original sample was positive 0,38 and T statistics 3,38>1,96 was significant)

H4 :Purchase decision can affect repurchase intention postively and significantly, (original sample was positive 0,34 and T statistics 2,99>1,96 was significant)

Mediation Testing

Table 7. Path Coefficient consumer emotion to repurchase intention

	Consumer Em...	Repurchase Int...	Store Atmosph...
Consumer Em...		0.38	
Repurchase Int...			
Store Atmosph...	0.46		

Source : Data was analyzed using SmartPLS3 Software (2016)

Table 8. Path Coefficient consumer emotion to repurchase intention towards purchase decision

	ConsumerEmo...	PurchaseDecisi...	RepurchaseInt...	Store Atmosph...
ConsumerEmo...		0.51	0.21	
PurchaseDecisi...			0.34	
RepurchaseInte...				
Store Atmosph...	0.46			

Source : Data was analyzed using SmartPLS3 Software (2016)

From table 7 and table 8, we can conclude, coefficient consumer emotion to repurchase intention towards purchase decision is the higher value than consumer emotion to repurchase intention. According to Baron and Kenny (1986), this model have the mediation.

Table 8. *P*value consumer emotion to repurchase intention towards purchase decision

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
ConsumerEmotion_...	0.51	0.52	0.08	6.22	0.00
ConsumerEmotion_ -> RepurchaseIntention		0.21	0.12	1.77	0.08
PurchaseDecision -...	0.34	0.35	0.11	2.99	0.00
Store Atmosphere ...	0.46	0.47	0.10	4.71	0.00

Source : Data was analyzed using SmartPLS3 Software (2016)

Based from Table 8 *P*value number isn't significant, and According to Baron and Kenny (1986), this model have full mediation.

H5 : Store Atmosphere affect on Repurchase Intention Towards Consumer Emotion and Purchase Decision

CONCLUSION AND FUTURE RESEARCH

To build repurchase intention from customer, the retailer must be create the consumer emotion stimulti by store atmosphere. Consumers who already have purchased would normaly will purchased again if the consumer get excited over the results.

To future research maybe can adds some object to investigated, such the place, price, promotion, product, culture etc to build repurchase intention

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