Customer Emotion and Impulse Buying: The Variables that Influence Repurchase Intention

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ABSTRACT

This study explored customers' emotion characteristics that predict and influence purchase intention. The study sought to understand customers' emotional responses and how they affect their purchase decisions. Results showed a positive correlation between factors and purchasing intention. A sample of recent buyers at Miniso store was used for the research. The data comprised customer emotions, perceived value, product quality, brand image, and satisfaction. Regression analysis was used to find purchase intention predictors. This study found that customers' emotions influence purchasing intention. Happy, excited, and satisfied customers are more likely to buy. Perceived value, product quality, and brand image also affect buyers' emotions and purchasing intentions. The ramifications for organizations and marketers are significant. Companies can modify their marketing efforts to inspire pleasant emotions and increase buying intent by knowing customers' emotions and purchase intention. This is possible through brand positioning, product quality management, and customer journeys that evoke good feelings.

Keywords: Store Atmosphere, Hedonic Shopping Value, Repurchase Intention, Customer Emotion, Impulse Buying

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INTRODUCTION

In the dynamic realm of marketing, possessing a comprehensive comprehension of the variables that impact consumers' buying intentions has emerged as an indispensable element for achieving organizational prosperity. One component that is becoming acknowledged as significant is consumer emotions. Consumer emotions have a pivotal role in shaping purchasing decisions, impacting the perceived value of products and brands, and enhancing consumer pleasure. Hence, the primary objective of this study was to ascertain the predictive factors that may exert an influence on consumers' purchase intentions by means of their emotional responses.

The objective of this study was to examine the impact of various predictive factors on consumers' purchase intentions by considering the role of consumer emotions. The factors encompassed in this study consisted of: Store Atmosphere which refers to the overall ambiance of a retail establishment, encompassing several factors such as lighting, music, aroma, and layout, which have the potential to impact consumer emotions. Hedonic shopping value refers to the subjective value experienced by consumers during the shopping process, encompassing factors such as sensory gratification, amusement, and positive encounters. Visual merchandising refers to the strategic arrangement and presentation of products, with the aim of influencing consumer emotions through the use of product layout, display arrangement, and visually appealing techniques.

Customer emotion refers to the range of emotional experiences that consumers go through during the process of buying. These emotions can encompass feelings of delight, fear, happiness, or disappointment, among others. Impulse buying refers to the act of making unplanned purchases, driven by consumer emotions, without prior deliberation or planning. Repurchase intention refers to the inclination of consumers to engage in future repeat purchases. This inclination is subject to the influence of customer emotions and prior impulsive buying behavior.

The focus of this study pertained to Miniso, a prominent retail corporation that has gained significant recognition in Indonesia, with its origins tracing back to China. Miniso is a retail business from China that was founded by Ye Guo Fu in 2013. Ye Guo Fu collaborated with a designer from

Japan, Miyake Jyunja.Miniso first opened in Guangzhou, China in 2013. Ye Guo Fu and Miyake Jyunja did research first to find out the characteristics of the market and consumers.

Miniso started to travel around the world, from the United States to Europe, conforming to the social mores of each nation. Miniso now has more than 4,200 locations across more than 80 nations. Miniso, has more than 3,000 employees in China. This is feasible in just four years. Miniso brought in USD 2.5 billion, or roughly IDR 36.6 trillion. In addition, Miniso's recent week NYSE offering gave this retail company a valuation of up to USD 7 billion, or over IDR 102 trillion (www. miniso.co.id).

Table 1: Number of Miniso outlets in Indonesia 2020 - 2022

Miniso outlet area	Number of outlets		
	2020	2021	2022
Jabodetabek	56	61	69
Jawa, Bali & Lombok	53	58	58
Kalimantan, Sulawesi & Maluku	11	14	22
Sumatra	24	27	28
Total	144	160	177

Source: Minisoindo (Official Instagram Miniso Indonesia, 2022).

The very large population of Indonesia, certainly attracted the attention of the Miniso company to open outlets in various cities in Indonesia. As shown in Table 1 Miniso companies officially entered Indonesia in 2016 and have managed to open 177 outlets in 2022 spread across four regions of Indonesia, namely the Jabodetabek area with 69 outlets, the Jawa, Bali, and Lombok areas with 58 outlets, then the Kalimantan area. Sulawesi and Maluku with 22 outlets, and the Sumatra area with 28 outlets. It can be said that Miniso is one of the most expansive retail outlets in Indonesia.

Table 2: Miniso Top Brand Index in Indonesia 2019-2022

Year	Brands	TBI
2019	Stroberi	55.4%
	Naughty	22.4%
	Miniso	7.9%
	Bunga	5.8%
2020	Stroberi	55.5%
	Naughty	24.0%
	Miniso	7.9%
	Bunga	6.0%
2021	Stroberi	42.6%
	Naughty	36.7%
	Yayang	9.2%
	Bunga	7.0%
	Miniso	4.5%
2022	Stroberi	47.5%
	Naughty	31.8%
	Yayang	7.2%
	Brun Brun	6.7%
	Miniso	5.9%

Source:(www.topbrand-award.com, 2022)

As shown in Table 2 Indonesian retailers, namely Stroberi, Naughty, and Miniso have always been the choice of the Indonesian people. The is evidenced when these companies have always been included in Indonesia's top brand index for four consecutive years. Miniso, which entered Indonesia in 2016, only took 3 years to become the product of choice for the Indonesian people. In 2019 Miniso was in third position with a percentage of 7.9%..

In 2020 Miniso was still occupying the third position as the top brand with the same percentage in 2019, namely 7.9%. However, in 2021 Miniso experienced a very drastic decline to occupy the fifth position with a percentage of 4.5%. Furthermore, in 2022 Miniso will still be in fifth position with a percentage of 5.9%. From this explanation, it can be concluded that Miniso had experienced a decline over the past two years as evidenced by Indonesia's top brand index which occupies the third position in 2019 and 2020 until it dropped dramatically to occupy the fifth position in 2021 and 2022. This makes it unique for researchers and becomes a reason for the researcher to take Miniso as the object of this study.

The present study holds significant academic and practical implications within the domains of marketing and corporate strategy. By comprehending the predictive factors that impact buying intentions via consumer emotions, organizations can devise more efficient marketing methods. This research has the potential to offer valuable insights into the strategies for developing an appealing store ambiance, enhancing the hedonic value experienced by consumers, and leveraging successful visual merchandising techniques to affect consumer emotions. Furthermore, the findings of this study have the potential to assist organizations in effectively managing impulsive buying behavior and enhancing consumers' inclination to engage in future repeat purchases.

LITERATURE REVIEW

Store Atmosphere

To create an enjoyable purchasing experience the atmosphere that influences consumer perceptions and emotions to make purchases is important.Atmosphere is defined as the design of a place that uses visual elements such as the brightness, colors, sounds, and scent to improve the customer's perception and excited reactions and, ultimately, to influence their purchasing. behaviour (Levy and Weitz, 2001).

Atmosphere can be separated into these key components: outside, common insides, store format, and shows. Based on the definition of the store atmosphere variable, these store athmosphere components incorporate the exterior of the store (outside), the interior of the store (insides), the format of the room (store format), and the inside point of buying (Berman & Evans, 1995, p. 550).

In this study using indicators adopted from Dharma & Kusumadewi (2018) the store atmosphere variables measured cleanliness, Layout, Music, lighting and temperature.

Hedonic Shopping Value

Hedonic buying value comes from shoppers' emotional arousal and enthusiastic reactions during purchasing. Babins et al. (1994) uncovered

that hedonic shopping value is excitement and a feeling that's felt through shopping exercises. Theoretical characteristics of products or services can contribute to feeling components when shopping and are closely related to hedonic values. Batra & Ahtola (1991) characterized that the generally assessment of a customer based on the fulfillment of his delight can be deciphered as a hedonic esteem.

In this study using indicators adopted from Yu & Bastin (2010) hedonic shopping value variables, measured were novelty, fun, praise from others, escapism, social interaction

Visual Merchandising

Hendri Ma'ruf (2005) argued that merchandising is portion of the retail blend, in which a company carries out exercises to obtain items that are taking after the trade the store runs to be given within the right amount, time and cost to attain the target of the store or retail company. Bastow-Shoop et al. (1991) characterized visuals as anything that a client sees, both outside and insides, that makes an unmistakable trade picture and produces consideration, intrigued, crave, and activity on the part of the customer.

In this study using indicators adopted from Pancaningrum (2017) visual merchandising variables measuredwere display, colour, lighting and assortment.

Customer Emotion

Consumer emotion is the thought they feel after buying or using a product or service, such as excitement and happiness or wrath and discontent. Richins (1997) defined customer emotion as a psychological response that comes from the experience of buying a product or using a service. In this study using indicators adopted from Margana & Setiawan (2014) the customer emotion variable measured were interest, satisfaction, fun and feeling proud.

Impulse Buying

Mowen & Minor (2001) defined impulse buying as an act that is carried out without any previous purchase intention, impulsive purchases occur

when consumers are in the store. Then according to Berman (2001, p. 112), impulse buying happens when customers purchase items and/or brands that are not arranged some time recently entering the store, perusing the offer catalog, watching television, going online on the website and so on. With impulse buying, consumers make buying decisions influenced by retailers.

In this study using indicators adopted by Japrianto & Sugiharto (2011) the impulse buying variable measured were special offer, the latest model, without thinking, direct entry, obsession with shopping and do not need.

Repurchase Intention

Consumer's willingness to buy the goods again and in larger numbers usually shows that it fits their needs. Repurchase intention is an individual's choice to repurchase a given benefit from the same company based on present and future circumstances (Hellier et al. 2003, p. 1765).

In this study using indicators adopted from Ferdinand (2002) the repurchase intention variables, measured were product review, recommend to others and desire to buy back

HYPOTHESIS DEVELOPMENT

Store Atmosphere on Customer Emotion

Mowen & Minor (2002) suggested that the atmosphere of shops affects the emotionality of buyers, then encourages them to support or curb spending on shopping. According to Levy & Weitz (2001) a store environment can fortify customer discernments and feelings eventually influence obtaining behavior.

Based on research conducted by Hidayah & Marlena (2021) Asrinta (2018), Maulana (2018), Choirul & Aryanti (2019), Setiawan & Ardani (2022), Devi & Nurcaya (2020), Diah et al. (2018), Fatmawati et al. (2020), Thomas & Mathew (2018) and Gumilang & Nurcahya (2019) the store atmosphere variable has a beneficial impact on the customer emotion variable. In contrast with a study conducted by Dewobroto & Wijaya (2020) stated there is no effect between store atmosphere on customer emotion.

H1: Store atmosphere has animpact on customer emotion

Hedonic Shopping Value on Customer Emotion

Hedonic utilization incorporates behavioral viewpoints related to multi-sensory, daydream and passionate utilization that are controlled by benefits such as joy in utilizing items and tasteful approaches (Holbrook & Hirschman, 1982).

Research conducted by Hidayah & Marlena (2021), Choirul & Aryanti (2019), Yi & Jai (2019), Fauzi et al. (2019) and Susanti & Maulina (2021) affirmed that the hedonic shopping value variable has a significant positive influence on customer emotion variable. In contrast with study conducted by Dewobroto & Wijaya (2020) in which there was no significant effect between hedonic shopping value on customer emotion.

H2: Hedonic shopping value has an impact on customer emotion

Visual Merchandising on Customer Emotion

Youn and Feber (2000) stated that a person's emotions when making a purchase is influenced by external factors. One of them is influencing consumer emotions through visuals, namely by merchandising activities. Merchandising is one step to attract consumer attention to a product by paying attention to product displays, colors, lighting and assortment (product diversity) therefore the potential for impulsive purchases can increase (Maymand & Ahmadinejad, 2011).

Based on research conducted by Krisanda & Sunaryo (2018), Rathanayak & Fernando (2017), Andani & Wahyono (2018), Listriyani & Wahyono (2019) and Sudarsono (2017) visual merchandising variables hada positive and significant effect on customer emotion. In contrast with studies conducted by Hidaya & Marlena (2020) and Shah et al. (2021) there was no significant effect between visual merchandising on customer emotion.

H3: Visual merchandising influences consumers'emotions

Store Atmosphere on Impulse Buying

Bastow-Shoop et al. (1991) stated that visual merchandising as a company's marketing efforts that helps generate impulsive buying decisions by consumers.

As the frequency of store stimuli, such as visual merchandising, serving as shopping facilitators increases, so does the likelihood of the emergence of a desire or requirement, ultimately leading to an impulsive purchase (Han, Morgan, Kotsiopulos, & Kamg-Park, 1991).

Research conducted by Hidayah & Marlena (2021), Anggraini et al. (2017), Devi & Nurcaya (2020), Chauhan et al. (2020), Andani & Wahyono (2018), Gunnanda & Purnami (2019), Fauzi et al. (2019) and Susanti & Maulina (2021) provides evidence supporting the notion that the store atmosphere variable exerts a substantial and favourable impact on impulsive buying. In contrast Suhoud & Herstanti (2017) stated there was no significant effect between store atmosphere and impulse buying.

H4: Store ambience influencesimpulsive purchases

Hedonic Shopping Value on Impulse Buying

As cash is important for liquidity and purchasing ability (Zakaria et al. 2009), Bayley & Nancarrow (1998) introduced impulse buying as a sudden, fascinating, and complex buying behaviour that arises hedonistically when purchasing decisions are made rashly.

Based on research conducted by Hidayah & Marlena (2021), Anggraini et al. (2017), Devi & Nurcaya (2020), Chauhan et al. (2020), Diah et al. (2018) Andani & Wahyono (2018), Gunnanda & Purnami (2019), Fauzi et al. (2019) and Susanti & Maulina (2021) the hedonic shopping incentive variable had a beneficial impact on the impulse purchase. In contrast with Diah et al. (2018) noted that there was no significant effect between hedonic value and impulse buying.

H5: Hedonistic benefits of shopping influences impulsive purchases

Visual Merchandising on Impulse Buying

Lazim et al. (2020) argued that visual merchandising significantly and positively influenced impulse purchasing behaviourBastow-Shoop et al. (1991) suggested that visual marketing significantly and positively influenced impulse buying behaviour.

H6: Visual merchandising influences unplanned purchases.

Store Atmosphere on Repurchase Intention

Wilson et al. (2012) suggested that a pleasant store atmosphere can increase customer intentions to return to the store, because it is the customer's evaluation of the involvement of being within the store that impacts their choice to repurchase.

Based on research conducted by Ratasuk & Gajesanand (2020) and Khoa et al. (2020) there was a positive and considerable impact that can be attributed to the store atmsophere on the repurchase intention. In contrast with study conducted by Soltan et al. (2021) and Diah et al. (2018) there was no effect between store atmosphere and impulse buying.

H7: Shop environment effects the likelihood of future purchases

Hedonic Shopping Value on Repurchase Intention

Based on MEC theory, Gutman (1997) argued that the hedonic value can be seen as a subgoal that leads to a higher goal such as a goal that motivates consumers to have the intention to make a repeat purchase.

Seo & Lee (2021), Hamdan & Paijan (2020) and Avcılar & Alkevi (2017), demonstrated that the hedonic value variable exerts a significant positive influence on the repurchase intention. In contrast Wibowo & Simanjuntak (2020) found no significant effect between hedonic shopping value and repurchase intention.

H8: Hedonic shopping value impactsrepurchase intention

Visual Merchandising on Repurchase Intention

Spangenberg et al. (2006) contended that retailers spend a parcel of exertion in making an interesting personality for their items through unmistakable visual marketing techniques. Chen & Chi (2018) suggested that the repurchase intention variable is significantly influenced in a positive manner by the quality of the visual merchandising.

H9:   Visual merchandising impacts repurchase intention

Customer Emotion on Impulse Buying

Rooks & Gardner (1993) revealed that consumers who are experiencing happy emotions make more purchases on a whim because they have a lower sense of control, a greater desire to esteem oneself, and a higher hedonic level.

Maulana (2018), Setiawan & Ardani (2022), Devi & Nurcaya (2020), Soeltan et al. (2021), Fatmawati et al. (2020), Devi & Jatra (2020), Pramasetya & Widagda (2020), and Susanti & Maulina (2021) provide evidence of a significant positive correlation between the shopping emotion variable and the impulse purchase variable. In contrast Choirul & Artanti (2019) and Yi & Jai (2019) stated that there was no significant effect between customer emotion and impulse buying.

H10: Customer emotion impacts impulse buying

Customer Emotion on Repurchase Intention

Swastha & Irawan (2008) suggeste that the factors that influence the intention to repurchase are related to sentiments and feelingsBased on research conducted by Cha & Shin (2021), Simanjuntak et al. (2019) and Peng & Chen (2019) the emotive response variable has a significant positive influence on the repurchase intention variable. This is in contrast with Cha and Shin (2021) where there was no significant effect between customer emotion and repurchase intention.

H11: Customer emotion impacts repurchase intention

Impulse Buying on Repurchase Intention

Apriliani et al. (2020) posited that the repurchase probability of a product will increase as the result of improvement of buyer-driven purchases .

Apriliani et al. (2020) claimed that feelings have a big and favourable impact on the intention to repurchase something. This is in contrast with Chopdar & Balakrishnan (2021) who found no significant effect between impulse buying and repurchase intention.
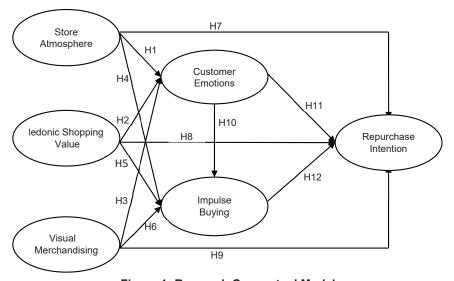
H12: Impulse buying impacts repurchase intention

Figure 1: Research Conceptual Model

This study employed the Emotion Theory to establish a conceptual framework that elucidated the impact of consumer emotions on the process of making purchasing decisions. This hypothesis provides support for the proposition that customer emotions play a significant role in predicting and affecting purchase intentions. Additionally, the present study incorporated the Consumer Satisfaction Theory as a fundamental framework for comprehending the intermediary function of customer satisfaction in relation to consumer emotions and buy intentions. This theoretical framework can

provide insights into the interplay between the aforementioned variables within the specific context of this study.

METHODOLOGY

In this study the method used was accidental sampling. According to Sugiyono (2009,) accidental sampling is a sampling technique based on chance, in which customers who meet analysts by chance can be utilized as a test in the event that it is decided that the individual met by chance is reasonable as a information source. The questionnaire was distributed online and offline. The metrics were evaluated on a 1–5 Likert scale. In this study, the hypothesis or provisional conjecture wasderived from the variables employed. The validity of this hypothesis was evaluated using statistical tests and analytical tools, specifically the Structural Equation Modelling (SEM) method with Assessment of Moment Structure (AMOS) 23.0 apps and Statistical Package for the Social Software (SPSS) 23.0 software.

Sample and Population

The sample represents a subset of the population under consideration and is deemed capable of effectively representing or reflecting the larger population. Arikunto (2010) The examination is defined as a subset or representative of the population to be tested. Put simply, the test, being a subset or representative of the population, allows for generalization of the results to the entire population. In situations where the population size is substantial and the researcher faces limitations in terms of resources, such as funding, personnel, or time, the researcher may resort to utilizing samples drawn from the said community (Sugiyono, 2010).

The research sample consisted of the Millennial group of Miniso customers in Samarinda City. The study utilized a total of 182 samples. It has been suggested that an appropriate sample size for the examination of the Standard Error of Measurement (SEM) instrument would range from 100 to 200 respondents, in order to effectively employ Structural Equation Modeling (SEM) for the evaluation of translations. In addition, according to Hair et al. (1995) determining the optimal number of tests for Structural Equation Modeling (SEM) is contingent upon the augmentation of the

number of constituent indicators by a range of 5 to 10. Given that there was a total of 26 pointers in this particular study and a multiplier of 7, the resulting number of tests conducted in this investigation was calculated as follows:

> Number of Samples = 27 x 7 = 189 samples corespondents

This study examined a set of six variables, which encompassed three external factors, two intervening variables, and one endogenous variable. The variables were measured using a total of 27 indicators. In relation to the determination of the minimum sample size, the present study opted to include a total of 189 respondents.

Descriptive Findings

There were 68 male respondents accounting for 36% of the whole sample. Additionally, there were 121 female respondents making up 64% of the total sample. In this study, the number of female participants exceeded that of male participants.

Based on the data collected from a sample of respondents aged 15-40 years old, it was found that the age group of 15-20 years old constituted 16.9% of the total sample, with a total of 32 individuals. The age group of 21-25 years old comprised the largest proportion of the sample, accounting for 58.2% with a total of 110 individuals. The age group of 26-30 years old constituted 22.8% of the sample, with 43 individuals. In contrast, the age group of 31-35 years old represented a smaller proportion, comprising only 1.6% of the sample with one individual. Similarly, the age group of 36-40 years old accounted for 2.6% of the sample, with three individuals. Notably, no respondents aged 41-50 years old were included in this study.

Based on the data pertaining to the respondents' highest level of education, it was observed that individuals with a postgraduate degree (S2) constituted a single person, accounting for 0.5% of the total sample. Furthermore, respondents with a bachelor's degree (S1) comprised 65 individuals, representing 34.4% of the sample. Additionally, individuals with diplomas (D1/D2/D3) constituted 46 respondents, accounting for 24.3% of the sample. Respondents with a senior high school education amounted to

73 individuals, representing 38.6% of the sample. Lastly, individuals with a junior high school education comprised 4 respondents, accounting for 2.1% of the sample.

Based on the occupational distribution, the survey revealed that there were a total of 71 respondents, accounting for 37.6% of the sample, who identified themselves as students or individuals engaged in collegiate pursuits. Additionally, 76 respondents, comprising 40.2% of the sample, reported their occupation as private employees. Furthermore, the survey identified 29 respondents, representing 15.3% of the sample, who identified themselves as entrepreneurs. The survey revealed that there was a total of five respondents, comprising 2.9% of the sample, who identified themselves as housewives. Notably, none of the participants in this study reported being employed in the Military/Police or Civil Service (PNS) sectors. The survey participants who reported having occupations other than the one under investigation amounted to a total of 8 individuals, or a proportion of 4.2%.

The study found that among the participants, 63 individuals, accounting for 33.3% of the total, had a monthly income of Rp. 1 million. Additionally, 98 individuals, representing 51.9% of the total, had a monthly income ranging from Rp. 1 million to Rp. 5 million. Furthermore, 27 individuals, constituting 14.3% of the total, reported a monthly income between Rp. 6 million and Rp. 10 million. Lastly, only one individual reported a monthly income exceeding Rp. 10 million.

RESULTS AND DISCUSSION

Validity and Reliability Test

Tabel 1: The Result of Validity and Reliability Test

Variable	Item	Code	Correlation Coefficient	Validity	Reliability
Store Atmosphere (X1)	Cleanliness	X1.1	0.717	Valid	0.742 (Reliable)
	Layout	X1.2	0.708	Valid	
	Music	X1.3	0.704	Valid	
	Lighting	X1.4	0.722	Valid	
	Temperature	X1.5	0.672	Valid	

Hedonic Shopping Value (X2)	Novelty	X2.1	0.591	Valid	0.679 (Reliable)
	Fun	X2.2	0.548	Valid	
	Praise from other	X2.3	0.725	Valid	
	Escapism	X2.4	0.684	Valid	
	Social Interaction	X2.5	0.740	Valid	
Visual Mercahndising (X3)	Display	X3.1	0.740	Valid	0.753 (Reliable)
	Colour	X3.2	0.834	Valid	
	Lighting	X3.3	0.767	Valid	
	Assortment	X3.4	0.691	Valid	
Customer Emotion (Y1)	Interest	Y1.1	0.813	Valid	0.816 (Reliable)
	Satisfy	Y1.2	0.884	Valid	
	Happy	Y1.3	0.843	Valid	
	Proud	Y1.4	0.685	Valid	
Impulse Buying (Y2)	Special offer	Y2.1	0.604	Valid	0.841 (Reliable)
	Latest model	Y2.2	0.695	Valid	
	Without thinking	Y2.3	0.819	Valid	
	Immediate entry	Y2.4	0.787	Valid	
	Obsessed with shopping	Y2.5	0.761	Valid	
	No need	Y2.6	0.806	Valid	
Repurchase Intention (Y3)	Product reviews	Y3.1	0.825	Valid	0.781 (Reliable)
	Recommendation to others	Y3.2	0.877	Valid	
	Desire to repurchase	Y3.3	0.799	Valid	

Source: Data processed by researcher, 2023.

According to Sugiyono (2012) a declaration of validity can be made when the Pearson Correlation value (also known as the Correlation Coefficient) exceeds 0.30. Similarly, a research instrument can be deemed dependable or consistent if the value of Cronbach's Alpha is greater than 0.60. The validity and reliability of the research instruments in this study were assessed by the utilisation of the SPSS version 23 analysis tool. The findings indicated that all of the items in the study were deemed genuine, and all of the variables demonstrated a high level of reliability.

Hypothesis Test

Tabel 2: Hypothesis Testing Results

Hypothesis	Variable Relationship	Estimate Value	C.R.	Probability Value	Description
H1	X1 → Y1	0,398	4,444	0,000	Significant
H2	X2 → Y1	0,777	5,225	0,000	Significant
H3	X3 → Y1	0,388	4,225	0,000	Significant
H4	X1 → Y2	0,75	1,424	0,154	Not Significant
H5	X2 → Y2	0,699	4,150	0,000	Significant
H6	X3 →Y2	-0,099	-1,597	0,110	Not Significant
H7	X1 → Y3	0,125	2,386	0,017	Significant
H8	X2 → Y3	0,319	2,170	0,030	Significant
H9	X3 → Y3	0,091	1.118	0,263	Not Significant
H10	Y1 → Y2	0,419	2.085	0,037	Significant
H11	Y1 → Y3	0,408	5,053	0,000	Significant
H12	Y2 → Y3	0,173	3,113	0,002	Significant

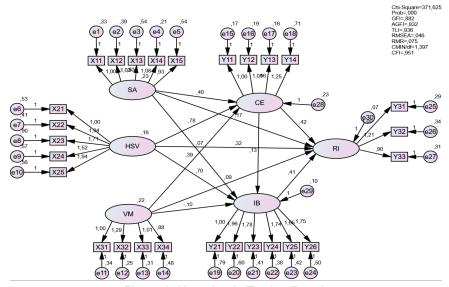Source: Data processed by researcher, 2023.

Figure 2: Hypothesis Testing Result

The findings of the study indicated that there was a positive and statistically significant relationship between the factors of store atmosphere, hedonic shopping value, visual merchandising, consumer emotion, and

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impulse buying with repurchase intention. The consequences of these findings are significant for the development of marketing strategies and initiatives aimed at enhancing consumer loyalty.

Store Atmopshere on Customer Emotion (H1)

The sentiments of Miniso customers in Samarinda might be significantly influenced for the better by the store's overall atmosphere. The reason for this is that the results of hypothesis testing had a Critical Ratio (C.R) value that is higher than 1.96, which is the value that was found in the t-table. In addition to this, it can be seen from the fact that the p-value was 0.000, which is lower than 0.050. According to these findings, if the lighting in the store is improved, then the consumers who shop at Miniso in Samarinda will experience an increased level of pride when doing their shopping there. These findings confirm the theories of Mowen & Minor (2002) and Levy & Weitz (2001), and support the research results of Hidayah & Marlena (2021).

The available research indicates that the ambiance of a store exerts a favorable and noteworthy impact on the intention of customers to make repeat purchases. The creation of a pleasant, cozy, and visually appealing ambiance within a store can significantly enhance the overall consumer experience. This phenomenon has the potential to enhance consumer pleasure and exert a significant impact on their inclinations to engage in future repurchase behaviours. Hence, it is vital for organizations to endeavour in establishing an appealing store ambiance and devote attention to many factors including lighting, music, aroma, and layout, which possess the potential to impact consumer emotions.

Hedonic Shopping Value on Customer Emotion (H2)

Customers in Samarinda who shop at Miniso reported experiencing a large and favourable uptick in their mood as a result of the hedonistic shopping value. This is due to the fact that the results of hypothesis testing e had a Critical Ratio (C.R) value that is higher than 1.96, which was the value that was found in the t-table. In addition, the p-value for this association was 0.000, which is lower than 0.050 because 0.000 is a smaller number. It suggests that the growing trend of customers to purchase for their own hedonistic pleasure will further raise the positive mood on the customer's side. The research findings indicated that there was a positive

and significant relationship between hedonic shopping value, which refers to the pleasure or enjoyment experienced by customers throughout the buying process, and their desire to repurchase. The hedonic value encompasses the sensory gratification, amusement, and favorable encounters that consumers experience during the purchasing process. By cultivating an enjoyable and stimulating retail environment, corporations have the potential to augment consumers' inclination to engage in subsequent transactions. These findings confirm the theory of Holbrook & Hirschman (1982) and support the research results of Hidayah & Marlena (2021).

Visual Merchandising on Customer Emotion (H3)
The visual merchandising of products has a substantial and favourable impact on the feelings of clients who shop at Miniso in Samarinda. Since the results of hypothesis testing had a Critical Ratio (C.R) value that is bigger than 1.96, which was the number found in the t-table. In addition, the p-value for this association was 0.000, which is lower than 0.050 because 0.000 is a smaller number. It suggested that when the store's visual merchandising is improved, it will further increase the positive mood on the part of customers when they are shopping at Miniso. The findings of the study indicated that visual merchandising, product layout, display arrangement, and visually appealing presentations had a notable and favorable impact on the intention of customers to make repeat purchases. The implementation of effective visual merchandising strategies has the potential to capture the attention of consumers, foster emotional connections, and enhance the likelihood of future repeat purchases. Hence, it is imperative for organizations to prioritize product layout and visually appealing presentations in order to cultivate a shopping experience that elicits emotional responses from consumers. This finding confirms the theory of Youn and Feber (2000), and supports the research results of Krisanda & Sunaryo (2018).

Store Atmopshere on Impulse Buying (H4)
Customers in Samarinda who shop at Miniso reported that the store atmosphere had a positive but insignificant influence on their propensity to make spontaneous purchases. Since the results of hypothesis testing had a Critical Ratio (C.R) value of 1.424, which is lower than the value of the t-table, which was 1.96, and so did not satisfy the requirements. In addition, the p-value for this link was 0.154, which is higher than 0.050, indicating that the relationship was significant. It is possible to assert that

the expanding atmosphere of Miniso stores in Samarinda will lead to an increase in the customers' propensity to make impulsive purchases, even though the effect will not have a substantial impact on the consumers' propensity to shop on a spur of the moment basis. The existing body of research indicates that customer emotion, or the feelings experienced by consumers, exerts a substantial and favorable impact on their intention to repurchase a product or service. Consumer emotions, such as feelings of joy, contentment, or disappointment, have the potential to impact the way individuals perceive the value of a product or brand, as well as influence their intents to repurchase. It is vital for companies to possess a comprehensive understanding of consumers' emotional states during the buying process, and thereafter endeavor to cultivate favorable encounters that have the capacity to elicit the intended feelings. This finding does not confirm the theory of Levy and Weitz (2001), and does not support the results of research from Maulana (2018).

Hedonic Shopping Value on Impulse Buying (H5)

In Samarinda, Miniso customers' impulse purchases were significantly influenced by the hedonic value of purchasing. This is because the Critical Ratio (C.R) value of 4.150 for hypothesis testing was greater than the t-table value of 1.96. In addition, this relationship had a p-value of 0.000, which is less than 0.050. It can be said that the increasing tendency of customers to shop hedonically will increase the tendency of Miniso customers in Samarinda to make unplanned purchases. So, when customers have a habit of shopping hedonically, it is likely that they will make impulsive purchases.

Visual Merchandising on Impulse Buying (H6)

Visual merchandising had the opposite but insignificant impact on Samarinda Miniso consumers' impulse purchases. The results of hypothesis testing hada Critical Ratio (C.R) value of -1.597, which was less than the t-table value of 1.96, and therefore did not satisfy the requirements. The results showed that if visual merchandising is increased, it will actually reduce impulse buying on Miniso customers in Samarinda by 10%. These results indicated that if visual merchandising is improved, it will reduce the tendency of Miniso customers in Samarinda to do impulse buying, even though the tendency of customers to do impulse buying was not significant. This finding did not confirm the theory of Bastow-Shoop et al. (1991) and Han et al. (1991), and did not support the research results of Lazim et al. (2020).

Store Atmosphere on Repurchase Intention (H7)

Samarinda Miniso customers repurchase intent was significantly influenced by the store's ambiance. Since the results of hypothesis testing had a Critical Ratio (C.R) value of 2.386, which was greater than the t-table value of 1.96 based on more than 100 processed respondent data. It was also evident from the fact that the p-value of 0.017 is less than 0.050. When the store's atmosphere is improved, the likelihood of a consumer making a repeat purchase will increase. This finding confirms the theory of Wilson et al. (2012) and supports the results of research by Ratasuk & Gajesanand (2020).

Hedonic Shopping Value on Repurchase Intention (H8)

Hedonic purchasing value had an important and beneficial impact on Miniso customers repurchase intent in Samarinda. This was due to the fact that the results of hypothesis testing had a Critical Ratio (C.R) value of 2.170, which was greater than the t-table value of 1.96 based on respondent data processed for more than 100 respondents. It was also evident from the fact that the p-value of 0.030 is less than 0.050. This indicated that the growing propensity to shop hedonistically will increase the likelihood that customers will make recurrent purchases. These findings confirm the MEC theory, Gutman (1997), and support the results of Seo & Lee (2021).

Visual Merchandising on Repurchase Intention (H9)

Visual merchandising had no significant effect on Miniso customers repurchase intent in Samarinda. This was due to the fact that the results of hypothesis testing hada Critical Ratio (C.R) value of 1.118, which was less than the t-table value of 1.96, which is based on the number of respondent data processed exceeding 100 times. In addition, the p-value of 0.263, which is greater than 0.050, supported this conclusion. This demonstrates that when a store's visual merchandising is enhanced, customers' intentions to make recurrent purchases will increase, even though the effect is not statistically significant. This finding did not confirm the theory of Spangenberg et al. (2006) and Cronin & Taylor (1992), and did not support the results of Chen & Chi's (2018)

Customer Emotion on Impulse Buying (H10)

The Samarinda Miniso consumers emotions had a minimal effect on the impetuous purchasing decisions of consumers. This was due to the

fact that the Critical Ratio (C.R) value for hypothesis testing was 2.085 and greater than the t-table value of 1.96. In addition, the p-value for this relationship was 0.037, which is less than 0.05. It suggests that the more emotion consumers feel when shopping at Miniso, the greater their propensity to shop impulsively. This finding confirms the theory of Rook & Gardner (1993), and supports the research results of Maulana (2018).

Customer Emotion on Repurchase Intention (H11)

Samarinda Miniso consumers repurchase intent was significantly influenced by their emotional state. This was due to the fact that the results of hypothesis testing hada Critical Ratio (C.R) value of 5.053, which was greater than the t-table value of 1.96 based on respondent data processed for more than 100 respondents. It was also evident from the fact that the p-value of 0.000 is less than 0.050. This indicated that the more positive the emotions customers experience when purchasing at Miniso, the more likely they are to repurchase Miniso products in Samarinda. This finding confirms the theory of Swastha & Irawan (2008), and supports the results of research from Cha & Shin (2021).

Impulse Buying on Repurchase Intention (H12)

Miniso consumers repurchase intent was significantly influenced by their propensity for impulsive purchases. This was because the Critical Ratio (C.R) value of 3.113 was greater than the t-table value of 1.96, which is based on the number of respondent data processed exceeding 100. It was also evident from the fact that the p-value of 0.002 is less than 0.050. This indicated that the propensity of consumers to make impulsive purchases correlated positively with their intention to make additional purchases. This finding confirms the theory of Apriliani et al. (2020), and supports the research results of Apriliani et al. (2020).

In summary, the results of this study indicated that the factors of store atmosphere, hedonic shopping value, visual merchandising, customer emotion, and impulse buying exert a favorable and statistically significant impact on repurchase intention. In order to enhance consumer loyalty and foster repeat buy intents, it is imperative for organizations to carefully consider these variables when formulating marketing strategies.

CONCLUSION

The objective of this study was to ascertain the predictor variables that have an impact on purchase intentions by means of consumer emotions. The variables under investigation encompassed store atmosphere, hedonic shopping value, visual merchandising, customer emotion, impulse buying, and repurchase intention. Based on an examination and analysis of collected data and study findings, it is possible to derive the following conclusions: The ambiance of a store exerts a favorable impact on consumer emotions and their intentions to make repeat purchases. The creation of a pleasant, comfortable, and visually appealing retail environment has the potential to generate a positive consumer experience, hence impacting their inclination to engage in future product repurchases.

The concept of hedonic shopping value pertains to the good emotional experience that consumers derive from shopping, which in turn influences their emotions and likelihood of making repeat purchases. A shopping experience that is enjoyable, interesting, and gives sensory fulfillment can raise consumers' positive feelings and impact their intention to repurchase. The practice of visual merchandising encompasses several elements such as product layout, display arrangement, and visually appealing presentations. It has been observed that visual merchandising exerts a favorable impact on consumer emotions and their intents to repurchase. The utilization of an aesthetically pleasing design and visually appealing presentation has the potential to captivate the interest of consumers, foster an emotional connection, and ultimately impact their inclination to engage in repeat purchases.

The emotions experienced by consumers have a direct impact on their intentions to repurchase a product or service. The experience of positive emotions, such as joy and contentment, has the potential to enhance consumers' inclination to engage in repeat purchases. In contrast, adverse emotional states, such as feelings of disappointment, have the potential to diminish individuals' intentions to engage in repeat purchases. The phenomenon of impulse buying is known to exert a beneficial impact on customer emotions and their intentions to make future purchases. The act of making impulsive purchases driven by emotional factors has the potential to enhance consumers' inclination to engage in repeat purchases

of the goods. The present study's findings support the notion that there exists a significant interrelationship between store atmosphere, hedonic shopping value, visual merchandising, customer emotion, impulse buying, and repurchase intention. It is imperative for companies to provide due consideration to these elements when formulating marketing strategies with the aim of augmenting repeat buy intentions and fostering consumer loyalty.

LIMITATIONS

After the research was carried out, the results were analyzed with existing scientific research guidelines. However, every research has limitations or something that becomes an obstacle in the process and procedure so that there is a need for improvement in the future

This research only covered one area, namely in the city of Samarinda, from the data obtained, it is still necessary to make improvements or test again so that all the results obtained are in accordance with the hypothesis,This study used one statement for each indicator used in this study so that the researchers didnot have more opportunities to process data with various matrix patterns. The data used was cross sectional which is data obtained by giving a list of questions to respondents when a study is conducted which can produce biased data.

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