

## The Influence of Store Atmosphere, Product Diversity, And Hedonic Shopping Motivation on Impulsive Buying AT MR. D.I.Y Megamall Manado

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### ABSTRACT

This study aims to determine how the influence of store atmosphere, product diversity, and hedonic shopping motivation on impulsive buying at MR. D.I.Y Megamall Manado. The increasingly common phenomenon of impulsive shopping, especially in the younger generation, is the background for the importance of this study. This type of research is quantitative with a sample size of 91 respondents from distributing questionnaires using google form. The result showed that simultaneously the store atmosphere, product diversity, and hedonic shopping motivation variables together had a positive and significant effect on impulsive buying with a contribution of 75,4%. Partially, the store atmosphere variable has a positive and significant effect on impulsive buying. Product diversity variable has a positive and significant effect on impulsive buying. And the hedonic shopping motivation variable has a positive and significant effect on impulsive buying.

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### INTRODUCTION

The development of technology in the modern era has brought significant changes to people's lifestyles, including in consumption patterns and shopping behavior. An increasingly consumptive and trend-oriented society has caused consumer preferences to become more diverse. This transformation has an impact on the growth of the retail industry, where the retail industry not only contributes to supporting economic activity but also becomes an indicator of national economic growth (Lutfiani et al., 2023). In Indonesia, the retail industry is experiencing rapid development, making the domestic market very potential, including for foreign retail companies. However, the increasing number of retail businesses has also triggered increasingly fierce competition. This competition requires retail businesses to develop

creative and innovative marketing strategies with their own uniqueness to attract consumers to shop. An interesting phenomenon that occurs today is the tendency of people to make purchases without planning or shopping impulsively, especially among adolescents and early adults who fall into the age group 18-26 years. This age group often makes purchases without careful consideration, based more on what they see rather than actual needs. This condition is reinforced when consumers are under stress or have a high workload, so that shopping becomes a form of entertainment and a way to please themselves (Wiyono et al., 2017).

The surprising fact is that only 15% of shopping transactions are planned, while the remaining 85% are spontaneous or unplanned purchases (Ni'mah & Hasan, 2024). The unique characteristics of Indonesian consumers who tend not to have careful planning in shopping further strengthen the phenomenon of impulsive buying (Purnamasari et al., 2021). This trend shows a significant increase from year to year, and Manado City is no exception. Manado City as the capital of North Sulawesi Province is experiencing rapid development in the retail sector. The emergence of various malls, supermarkets, and modern retail chains such as Indomart and Alfamart in almost every corner of the city indicates the dynamic growth of the retail industry. By looking at a number of existing shopping centers, it indicates that Manado people have a consumptive tendency and have the potential to do impulsive buying.

MR. D.I.Y, a Malaysian retail company specializing in home appliances and tools, is one of the significant players in the Indonesian retail industry. With the tagline "Always Low Price" MR. D.I.Y seeks to strengthen its reputation as a trusted store that provides quality household needs at affordable prices. The company's aggressive expansion is evident from opening its first store in Indonesia in 2017 to reaching more than 800 stores by 2024. This achievement has resulted in several awards, one of which is the award as the Favorite Store in Southeast Asia for the period 2022-2023.

**Table 1. Branches of MR. D.I.Y in Manado City**

| No. | Name & Location  |
|-----|--|
| 1.  | MR. D.I.Y at Manado Town Square                                  |
| 2.  | MR. D.I.Y at Megamall Manado                                     |
| 3.  | MR. D.I.Y at MTC Megamas Manado                                  |
| 4.  | MR. D.I.Y at Ruko Malalayang Satu Timur Manado                   |
| 5.  | MR. D.I.Y at Ruko Sudirman Pinaesaan Wenang Manado               |
| 6.  | MR. D.I.Y at Ruko Martadinata Dendengan Tikala Manado            |
| 7.  | MR. D.I.Y at Ruko Hasanuddin Manado                              |
| 8.  | MR. D.I.Y at Lippo Plaza Manado                                  |
| 9.  | MR. D.I.Y at Ruko AA Maramis Paniki Bawah Mapanget Manado        |
| 10. | MR. D.I.Y at Ruko Manado, Bitung Kolongan Kalawat Minahasa Utara |
| 11. | MR. D.I.Y at Ruko Airmadidi Minahasa Utara                       |

*Source: Website MR. D.I.Y, 2025*

MR. D.I.Y Megamall Manado is the focus of research because it is located in a shopping center that is visited by many people. Megamall Manado not only functions as a place to shop, but also as a gathering place with family and friends, creating a great opportunity for impulsive buying. Impulsive buying is a purchasing behavior that arises due to certain stimulus that makes consumers feel interested and

spontaneously want to buy the product. There are several factors that influence this behavior, including store atmosphere, product diversity, and hedonic shopping motivation.

Store atmosphere which includes aspects such as layout, lighting, store cleanliness is an important factor that needs to be considered because it can influence consumers to make purchases. Meanwhile, Product diversity available in a store is also very important because then consumers will feel more cared for and satisfied because of the ease of choosing various products without having to move around the store again. Likewise with Hedonic shopping motivation which is an emotional drive in shopping activities. Understanding these works as an important key for retail businesses in designing effective marketing strategies amid increasingly fierce competition. Therefore, this study aims to examine empirically the extent to which the influence of store atmosphere, product diversity, and hedonic shopping motivation on impulsive buying at MR. D.I.Y Megamall Manado.

Based on the above background, this research aims to: 1) Knowing the effect of Store Atmosphere, Product Diversity, and Hedonic Shopping Motivation on Impulsive Buying at MR. D.I.Y Megamall Manado; 2) Knowing the effect of Store Atmosphere on Impulsive Buying at MR. D.I.Y Megamall Manado; 3) Knowing the effect of Product Diversity on Impulsive Buying at MR. D.I.Y Megamall Manado; 4) Knowing the effect of Hedonic Shopping Motivation on Impulsive Buying at MR. D.I.Y Megamall Manado.

## LITERATURE REVIEWS

### Marketing Management

Marketing is an important component in the business world that can increase profitability and company survival. According to Haryanto (2020), marketing management is a process of analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges with target markets to achieve organizational goals.

### Consumer Behavior

Consumer behavior is an activity that is closely related to the purchasing process based on the selection of products, experiences, and ideas to meet needs and desires. Consumer behavior includes a set of actual actions by individuals or groups that are influenced by internal and external aspects to consume or use desired products and services (Satish et al., 2021).

### Impulsive Buying

According to Imbayani & Novarini (2018), impulsive buying is a spontaneous decision-making process where consumers do not pay attention in detail to the product, starting from its benefits, usability value and so on. According to Wahyuni & Setyawati (2020), indicators of impulsive buying are spontaneous spending, purchases made in a hurry, purchases influenced by emotional conditions, purchases without thinking about the consequences.

### Store Atmosphere

According to Utami (2017), store atmosphere is a combination of physical store characteristics such as display, color, lighting, temperature, music, and aroma which together form an image in the minds of consumers. According to Berman & Evans

(2018), store atmosphere indicators are exterior facilities, general interior, store layout, and interior display.

### **Product Diversity**

According to Gunawan (2022), product diversity refers to the variety of all products offered, availability, and completeness at one time in a store including brand, size, quality, and other characteristics. According to Ni'mah & Hasan (2024), product diversity indicators are variations in product brands, variations in product completeness, variations in product size, and variations in product quality.

### **Hedonic Shopping Motivation**

According to Syafri & Besra (2019), hedonic shopping motivation is an encouragement for individuals to shop because they believe shopping gives pleasure and satisfaction when needs are met. According to Purnomo & Riani (2018), indicators of hedonic shopping motivation are adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.

### **Previous research**

Safitri & Arifin (2024), this study aims to determine the effect of visual merchandising, product diversity, and hedonic shopping motivation on impulse buying at visitors to the MR DIY Jepara store. This study uses a quantitative approach with a sample size of 96 respondents. The results showed that the variables of visual merchandising, product diversity, and hedonic shopping motivation simultaneously and partially had a positive and significant effect on impulse buying.

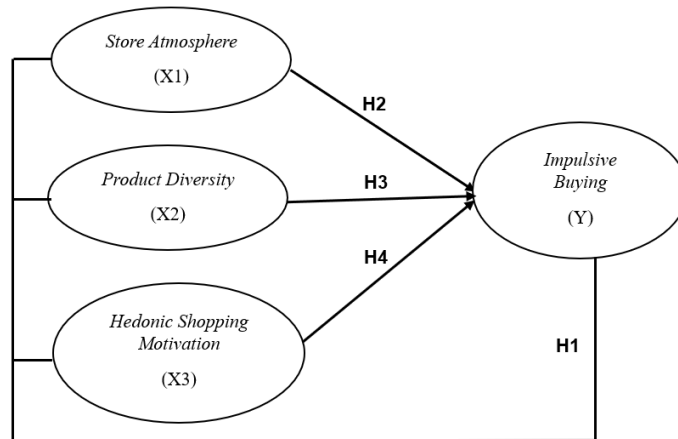
Prasiwy (2023), this study aims to determine the effect of price discounts and hedonic shopping motivation on impulse buying on Tokopedia consumers in Semarang city. This study uses a quantitative approach with a sample size of 100 respondents. The results showed that the price discounts and hedonic shopping motivation variables simultaneously and partially had a positive and significant effect on impulse buying.

Vishella & Megawati (2022), this study aims to determine the effect of store image, store atmosphere, product diversity, and shopping emotion on impulse buying (studi at CV. Aladin Jaya in Palembang City). This study uses a quantitative approach with a sample size of 200 respondents. The results showed that the variables of store image, store atmosphere, product diversity, and shopping emotion simultaneously and partially had a positive and significant effect on impulse buying.

Hidiani & Rahayu (2021), this study aims to determine the effect of hedonic shopping motivation, shopping lifestyle, and visual merchandising on impulse buying (on fashion products of Muhammadiyah purwokerto university students). This study uses a quantitative approach with a sample size of 110 respondents. The results showed that the variables of hedonic shopping motivation, shopping lifestyle, and visual merchandising simultaneously and partially had a positive and significant effect on impulse buying.

## Research Model and Hypothesis

### Research Model



**Figure 1. Research Model**

*Source: Researcher, 2025*

### Hypothesis

Based on the theoretical and empirical studies that have been conducted, and referring to the research model developed, this study proposes several hypotheses that will be tested empirically, namely:

- H1: It is suspected that store atmosphere, product diversity, and hedonic shopping motivation affect impulsive buying
- H2: It is suspected that store atmosphere affects impulsive buying
- H3: It is suspected that product diversity affects impulsive buying
- H4: It is suspected that hedonic shopping motivation affects impulsive buying

### METHODS

This study uses an explanatory research method with a quantitative approach. The explanatory method is a research approach that explains the influence between one variable and another or how a variable affects another variable (Sugiyono, 2018). The quantitative approach was chosen because it involves data collection using research instruments and data analysis using statistical methods, with the aim of testing the hypothesis that has been formulated. This research design is cross-sectional where data is collected at one specific time to describe the conditions that exist at the time the research is conducted. Explanatory research with a quantitative approach was chosen to be able to provide a systematic and measurable explanation of the causal relationship between the variables studied.

### Location and Place Research

This research is located at Jl. Piere Tendean, Wenang Selatan, Wenang, Manado. In this research, the object of research is MR. D.I.Y Megamall Manado.

### Data Collection Methods

Data collection in this study used two main methods, namely:

1. Primary data collection through distributing questionnaires to respondents.

2. Data collection through literature review that includes books, scientific journals, and previous research.

### **Research Population and Sample**

The population in this study are all people who have made purchases at MR. D.I.Y Megamall Manado. Given that the population in this study is not identified with certainty (unidentified population). So the researcher uses the approach put forward by (Bougie & Sekaran, 2017) by taking a sample size within a certain range, namely  $n > 30$  dan  $n < 500$ . This means that the number of samples considered representative enough for statistical analysis in business research is between 30 and 500 respondents, depending on the context, population complexity, and analysis techniques used. After a one-week data collection process. 91 respondents met the criteria and provided complete responses.

### **Data Analysis**

Data analysis in this study used a statistical approach with the help of SPSS 26 software. The data analysis process was carried out through several stages of testing to ensure the validity and reliability of the research result.

### **Validity and Reliability Test**

The validity test is carried out to ensure that the research instrument actually measures the construct to be measured. According to (Sugiyono, 2018), the validity test is a testing process to determine whether a measuring instrument is relevant for measuring certain variables. The reliability test is carried out to test the consistency of the answer from respondents with the Cronbach Alpha  $\alpha > 0,60$  criteria, so it is said to be reliable (Sugiyono, 2018).

### **Classical Assumption Test**

Classical assumption testing includes: (1) Normality test using Kolmogorov-Smirnov with a significance criterion  $> 0,05$  for normally distributed data, (2) Heteroscedasticity test to check the equality of residual variants, and (3) Multicollinearity test with tolerance  $> 0,10$  and VIF  $< 10$  criteria for no multicollinearity (Ghozali, 2018).

### **Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to determine the effect of store atmosphere (X1), product diversity (X2), and hedonic shopping motivation (X3) on impulsive buying (Y) with the equation:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ .

### **Hypothesis Test**

Hypothesis testing using the F test (simultaneous) and t test (partial) with a significance level of 0,05. The coefficient of determination ( $R^2$ ) test is used to measure the extent to which the regression model can explain variations in the dependent variable, with values ranging from  $0 < R^2 < 1$  (Ferdinand, 2014).

### **Research Instruments**

The instrument used in this research is a questionnaire with a Likert scale. According to Sugiyono (2018), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group about phenomena. The Likert scale was

chosen because it can provide a clear gradation of answers from respondents to each statement submitted.

## RESULT AND DISCUSSION

### Research Results

#### Validity and Reliability Test Results

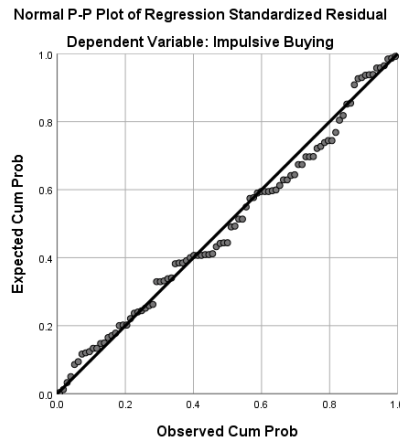
**Table 2. Validity and Reliability Test Results**

| Item No. | R Count | Description                        | Cronbach's Alpha | Description |
|----------|---------|------------------------------------|------------------|-------------|
|          |         | <b>Store Atmosphere</b>            |                  |             |
| X1.1     | 0.793   | Valid                              |                  |             |
| X1.2     | 0.778   | Valid                              | 0.806            | Reliable    |
| X1.3     | 0.784   | Valid                              |                  |             |
| X1.4     | 0.826   | Valid                              |                  |             |
|          |         | <b>Product Diversity</b>           |                  |             |
| X2.1     | 0.771   | Valid                              |                  |             |
| X2.2     | 0.836   | Valid                              | 0.825            | Reliable    |
| X2.3     | 0.877   | Valid                              |                  |             |
| X2.4     | 0.753   | Valid                              |                  |             |
|          |         | <b>Hedonic Shopping Motivation</b> |                  |             |
| X3.1     | 0.764   | Valid                              |                  |             |
| X3.2     | 0.772   | Valid                              |                  |             |
| X3.3     | 0.722   | Valid                              | 0.848            | Reliable    |
| X3.4     | 0.726   | Valid                              |                  |             |
| X3.5     | 0.827   | Valid                              |                  |             |
| X3.6     | 0.715   | Valid                              |                  |             |
|          |         | <b>Impulsive Buying</b>            |                  |             |
| Y.1      | 0.772   | Valid                              |                  |             |
| Y.2      | 0.833   | Valid                              | 0.789            | Reliable    |
| Y.3      | 0.813   | Valid                              |                  |             |
| Y.4      | 0.711   | Valid                              |                  |             |

*Source: SPSS Data Result, 2025*

Based on the table 2 above shows that all items are valid because r count > r table, namely 0.206. Meanwhile, the Cronbach's alpha value obtained for each variable is greater than 0.6. Thus this shows that all variables are reliable and can be used in further analysis.

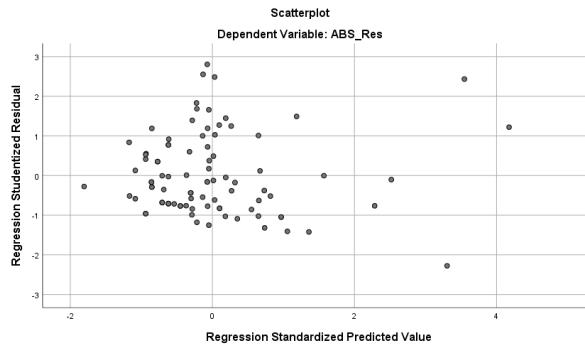
**Classical Assumption Test  
Normality Test**



**Figure 2. PP-Plot Normality Test**  
*Source: SPSS Data Result, 2025*

Based on Figure 2 above, it shows that the points spread around and follow the diagonal line. Thus it can be concluded that the regression model is normally distributed.

**Heteroscedasticity Test**



**Figure 3. Scatterplot of Heteroscedasticity Test**  
*Source: SPSS Data Result, 2025*

Based on Figure 3 above, it shows that the points spread and do not form a clear pattern. Thus, it can be concluded that in this study there is no heteroscedasticity.

**Multicollinearity Test**

**Table 3. Multicollinearity Test Results**

| Variables                   | Tolerance | VIF   | Description          |
|-----------------------------|-----------|-------|----------------------|
| Store Atmosphere            | ,252      | 3,968 | No multicollinearity |
| Product Diversity           | ,224      | 4,469 | No multicollinearity |
| Hedonic Shopping Motivation | ,234      | 4,313 | No multicollinearity |

*Source: SPSS Data Result, 2025*

Based on table 3 above, it shows that for all independent variables, the tolerance value is above 0,10 and the VIF value is below 10. Thus it can be concluded that there is no multicollinearity between the independent variables in this regression model.

### Multiple Linear Regression Analysis

**Table 4. Multiple Linear Regression Test Results**

| Model |                             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                             | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                  | 1.777                       | 1.001      |                           | 1.776 | .079 |
|       | Store Atmosphere            | .242                        | .102       | .252                      | 2.381 | .019 |
|       | Product Diversity           | .308                        | .104       | .335                      | 2.977 | .004 |
|       | Hedonic Shopping Motivation | .235                        | .078       | .332                      | 3.003 | .003 |

Source: SPSS Data Result, 2025

Based on the results of multiple linear regression tests in table 4 above, the regression equation formed is:

$$Y = 1.777 + 0.242 X_1 + 0.308 X_2 + 0.235 X_3$$

The interpretation of the regression equation above shows a constant value of 1.777, meaning that without the influence of the independent variable, impulsive buying has a value of 1.777. The store atmosphere variable regression coefficient (0.242) is positive, which means that if the store atmosphere increases by 1 unit, then impulsive buying will increase by 0.242. Likewise, the regression coefficient of the product diversity variable (0.308) is positive, which means that if product diversity increases by 1 unit, then impulsive buying will increase by 0.308. And the regression coefficient of the hedonic shopping motivation variable (0.235) is positive, which means that if the hedonic shopping motivation increases by 1 unit, then impulsive buying will increase by 0.235. Thus, it can be concluded that the independent variables consisting of Store Atmosphere, Product Diversity, and Hedonic Shopping Motivation have a positive or unidirectional influence on the dependent variable Impulsive Buying.

### Hypothesis Test

#### Simultaneous Test (F Test)

**Table 5. F Test Result**  
ANOVA<sup>a</sup>

|   | Model      | Sum of Squares | df | Mean Square | F      | Sig.              |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 348.398        | 3  | 116.133     | 88.835 | .000 <sup>b</sup> |
|   | Residual   | 113.733        | 87 | 1.307       |        |                   |
|   | Total      | 462.132        | 90 |             |        |                   |

Source: SPSS Data Result, 2025

Based on the results of the F test in table 5 above, it shows the F value of 88.835 > F table 2.71 with a significance of 0.000 < 0.05, so that the store atmosphere, product diversity, and hedonic shopping motivation variables simultaneously have a significant effect on impulsive buying.

### Partial Test (t Test)

**Table 6. Result of the t-test**

| Model |                             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                             | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                  | 1.777                       | 1.001      |                           | 1.776 | .079 |
|       | Store Atmosphere            | .242                        | .102       | .252                      | 2.381 | .019 |
|       | Product Diversity           | .308                        | .104       | .335                      | 2.977 | .004 |
|       | Hedonic Shopping Motivation | .235                        | .078       | .332                      | 3.003 | .003 |

Source: SPSS Data Result, 2025

Based on the partial test result in table 6 above, it shows that all independent variables have a positive and significant effect on impulsive buying. Store atmosphere has a t value of 2.381 > t table 1.988 with significance level of 0.019 < 0.05. Product diversity shows t count 2.977 > t table 1.988 with significance level of 0.004 < 0.05. Hedonic shopping motivation obtained t count 3.003 > t table 1.988 with significance level of 0.003 < 0.05.

### Determination Coefficient Test

**Table 7. Determination Coefficient Test Result**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .868 <sup>a</sup> | .754     | .745              | 1.143                      |

Source: SPSS Data Result, 2025

Based on table 7 above, it is obtained that the coefficient of determination (R Square) is  $0.754 \times 100 = 75.4\%$ , which means that the effect of the independent variables (X1, X2, and X3) on the dependent variable (Y) is 75.4% and the rest is influenced by other factors that the researchers did not examine.

### Discussion

#### The Effect of Store Atmosphere, Product Diversity, and Hedonic Shopping Motivation on Impulsive Buying

Based on the results of the F test on data processing using the SPSS 26 program, it is found that the variables store atmosphere (X1), product diversity (X2), and hedonic shopping motivation (X3) simultaneously have a significant effect on impulsive buying (Y) the three independent variables simultaneously or together have a significant effect on the dependent variable impulsive buying. The results of the coefficient of determination (R Square) show 0.754, which means that the three independent variables have an effect of 75,4% and the rest is influenced by other factors that the researchers did not examine. This finding is in line with research from Vishella & Megawati (2022) and Safitri & Arifin (2024). Thus, it can be concluded that Hypothesis 1 (H1) which states that Store Atmosphere, Product Diversity, and Hedonic Shopping Motivation affect Impulsive Buying at MR. D.I.Y Megamall Manado can be accepted or proven. A comfortable store environment with a wide selection of products available at

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a store can change the mood of consumers so that they are motivated to shop hedonistically which in turn creates opportunities for unplanned purchases.

### **The Effect of Store Atmosphere on Impulsive Buying**

Based on result of the t test, the store atmosphere variable partially has a positive and significant effect on impulsive buying. This finding is in line with research from Maharani & Sudarwanto (2021). Thus, it can be concluded that Hypothesis 2 (H2) which states that Store Atmosphere has an effect on Impulsive Buying at MR. D.I.Y Megamall Manado can be accepted or proven. The better the store atmosphere in a store, the more it will attract consumers to visit and make purchases. MR. D.I.Y Megamall Manado which pays great attention to elements such as lighting, paint color, aroma, air temperature, music, and store cleanliness is proven to affect consumer mood and trigger impulse purchases.

### **The Effect of Product Diversity on Impulsive Buying**

Based on the results of the t test, the product diversity variable partially has a positive and significant effect on impulsive buying. This finding is in line with research from Safitri & Arifin (2024). Thus, it can be concluded that Hypothesis 3 (H3) which states that Product Diversity has an effect on Impulsive Buying at MR. D.I.Y Megamall Manado can be accepted or proven. The more diverse the variety of products offered by a store, the greater the opportunity for consumers to make unplanned purchases. MR. D.I.Y Megamall Manado, which offers and provides a variety of products to choose from, makes consumers who initially only come to buy certain products, potentially interested in other product categories that are not planned to be purchased because they see the availability of diverse products in number and type so that this can increase the possibility of additional impulse purchases.

### **The Effect of Hedonic Shopping Motivation on Impulsive Buying**

Based on the results of the t test, the hedonic shopping motivation variable partially has a positive and significant effect on impulsive buying. This finding is in line with research from Styowati & Dwiridotjahjono (2023). Thus, it can be concluded that Hypothesis 4 (H4) which states that Hedonic Shopping Motivation affects Impulsive Buying at MR. D.I.Y Megamall Manado can be accepted or proven. MR. D.I.Y Megamall Manado, which is located in an area adjacent to a food court and near a movie theater, has the potential to attract consumers to visit the store. Although initially they have no intention of buying and only want to look around, consumers are often tempted to buy products because they find interesting or funny items, which can then cause feelings of pleasure. Feelings such as excitement, pleasure, and satisfaction that arise during these shopping activities can generate hedonic shopping motivation, which ultimately encourages consumers to make purchases without prior planning.

## **CONCLUSION**

Store Atmosphere, Product Diversity, and Hedonic Shopping Motivation simultaneously and significantly affect Impulsive Buying at MR. D.I.Y Megamall Manado. Store Atmosphere partially has a positive and significant effect on Impulsive Buying at MR. D.I.Y Megamall Manado. Product Diversity partially has a positive and significant effect on Impulsive Buying at MR. D.I.Y Megamall Manado. Hedonic Shopping Motivation partially has a positive and significant effect on Impulsive Buying at MR. D.I.Y Megamall Manado.

For MR. D.I.Y is advised to pay more attention to aspects that can affect impulsive purchases by continuing to innovate marketing strategies in order to further strengthen and maintain its position as one of the main players in the retail industry in Indonesia. The results of this study can be used as a reference for the development of marketing management science, especially those related to store atmosphere, product diversity, hedonic shopping motivation, and impulsive buying. For future research, it is recommended that other variables be explored in different places and locations.

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