EMPIRICAL ANALYSIS OF CONSUMER BEHAVIOR IMPULSE PURCHASES IN SHOPPING CENTERS (MAL) JAKARTA AND BANDUNG

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Abstract: *The primary objective of this research is to integrate and validate a wide range theoretical basis of impulsive buying antecedents. While literature review stated different causes of this phenomenon, this research would like to empirically test its relevance on Indonesian consumer settings. Based on literature review, researcher found five critical antecedents of impulsive buying, namely store image, emotion, shopping motives, cultural context and situational factors. As these antecedents is multi- indicators in nature, the next steps, hence, are conducting statistical analysis with path analysis. Path analysis is methodologically considered as an advanced version of multiple regression, therefore the statistical procedures are similar with multiple regression as well.*

Path analysis therefore generated two sub models. The models are $Y1 = 0.616X1 + \varepsilon 1$, and $Y2 = -0.083X1 – 0.023Y1 + 0.312X2 – 0.218X3 + 0.420X4 + \varepsilon 2$. Both model revealed there were three variables found to have influence on impulsive buying, namely shopping motive, cultural context, and situational factors. In line with those variables, shopping motive and cultural context showed positive influence. For the sake of practical implications, it is better that shopping center (mall) manager should pay more attention with variable with positive influence. This condition will enhance the likelihood of consumer to buy impulsively.

Keywords: *Impulsive Buying, Path Analysis, Multiple Regression, Shopping Center*

INTRODUCTION

Understanding consumer behavior can help marketers in designing marketing strategies appropriately. The research on consumer behavior is very interesting to study in depth. Definition of consumer behavior in general is the process of decision making and physical activity in acquiring, evaluating, using and disposing of goods and services (Khan, 2006). This decision - making process include five stage, starting from motivation, problem recognition, information search, evaluate alternatives, and purchase.

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From the stages of the process described above, the premise that arises is the process of information processing in the brain is the cognitive- rational consumer. It is encouraging on the premise that every consumer is a rational economic man who makes purchasing decisions rationally and purchasing a representation needs of the functional value of the product (Tjiptono and Diana, 2000).

The premise of rational economic man based information processing paradigm is widely criticized by experts in consumer behavior. Sheth *et al.* (1999), This is because the products bought by consumers is a combination of functional benefits, social, and emotional. Furthermore, Sheth *et al.* (1999) so that social and emotional values included in the product include sensory enjoyment, attainment of desired mood states, the achievement of social goals, and self-fulfillment concept. One form of the purchase of a domain beyond the rational economic man is impulsive purchases.

Various studies have been conducted that examines the impulsive purchase of a variety of perspectives. Among them is the impulsive purchase of television shows (Tsai *et al.*, 2008). Impulsive purchases online (Madhavaram, 2004), (Koski, 2002), from the perspective of culture (Kacen and Lee, 2002).

However, there is little research that examines the impulse purchases from the perspective of the people of Asia, especially Indonesia as a consumer. Research Jalees (2009), examines the impulse purchases from the perspective of Pakistani society. In his research examines the relationship between aspects of culture (individualism and collectivism), mood (mood), with impulsive purchases. Research conducted by Kacen and Lee (2002) concerning an impulsive purchase of a perspective oriented cultural comparisons between the individual and the group, which can be seen from the design samples that illustrate that Australia and the United States selected to illustrate the individual cultures while Malaysia and Singapore chosen as an illustration Collective Culture.

Research that examines the impulsive purchase with cultural considerations in Indonesia is still very limited. Thus, this study examines the diverse perspectives on impulsive purchases, including store image (the image of the store), mood (mood), motivation / orientation purchases (hedonic and utilitarian), cultural context (individualism and collectivism), and situational (time pressure and money availability). Based on the description above, the topic of this research is "Empirical Analysis of Consumer Buying Behavior Impulsive Shopping Center (mall) in Jakarta and Bandung".

1. Formulation of the Problem

The main problems to be studied is to measure the amount of influence each - each variable: store image, mood, motivation /orientation of the shopping, cultural and situational context to impulsive buying behavior.

2. Research Purposes

The aim of this study is:

1. To determine the magnitude of the effect partial variable store image, emotion, motive shopping, cultural context and situational factors on impulsive buying,

2. To determine the magnitude of the effect of variables simultaneously store image, emotion, motive shopping, cultural context and situational factors on impulsive buying,

3. To determine the magnitude of the level of impulsivity respondents in making impulse purchases.

3. Research Hypothesis

Based on the description above formulated several important hypotheses:

1. Store the image has an influence on emotion,

2. Store image, emotion, shopping motives, cultural context and situational factors have an influence on impulsive buying

LITARATURE THEORY

The study included six variables and all the latent variable, due to the nature of the variable six doubles. Thus, the approach used is to use Path Analysis (Sarwono, 2007).

1. Impulsive Purchases

Currently shopping assessed as a recreational activity that is more oriented than transactional functions then shopping is considered as an instant solution to escape (escaping) from the reality of life. Thus, a negative mood (bad mood) can be converted into pleasure through shopping (Cinjarevic *et al.*, 2011).

One of the most comprehensive studies assessing antecedent impulsive buying is done by Virvilaite et al (2011). From the description above, impulse buying is also driven by situational factors (Tsang et al, 2003; Kwon and Armstrong, 2003; Virvilaite *et al.*, 2011;). On the other hand, they also expressed the availability of money will increase positive feelings when shopping, so that eventually encourage consumers to buy a sudden (unplanned). Other research also identified psychological condition that arises when the impulsive buying is "fun", then "feeling free" (free care) and "excited" (Jalees, 2008). Consumers expressed with impulsive purchases help them to gain a sense of this pleasure. This is related on self-control (self control) (Herman and Polivy in Jalees, 2004), which is expected to reduce impulse purchases unpleasant mood (Mick and DeMoss, 1990).

On the other hand, the cultural context also plays a role in influencing impulse purchases. Triandis (1995) in Kacen and Lee (2002) defines collectivism as a pattern in which the individual sees himself as an important part of one or more persons in the group.

1.1. *Impulsive Purchases antecedent*

Antecedents impulsive purchases also widely studied by researchers. Impulsive buying this is the end result of the confrontation of consumers against the effects of the stimulus (Madhavaram, 2004). The retail environment (stores) that are conditioned (manipulated), the governance of goods in stores (merchandising) as the layout of the product on the store shelf, and the number of products placed in a certain shelf store resulted in consumers behave impulsively (Madhavaram, 2004).

Some researchers agree that it is consistent with the implementation of environmental psychology theory popularized by Mehrabian and Russell states that environmental conditions may affect or adjust the response behavior of an individual (Huang and Hsieh, 2011).

2. Store Image

In the context of retail management, store image plays an important role in shaping consumer behavior. Store image is not only the overall purpose of an individual to a store, but the vast dimensions that consumers receive (Marks, in Hartman and Spiro, 2005).

One study that examines the significance of the image of the store to the consumer behavior conducted by Baker *et al.* (2002), showed a positive effect between store environment and customer loyalty (consumer patronage). In his research examines the three main factors into the store environment components, namely ambient (background characteristics stores such as temperature, lighting, sound, music, and atmosphere aroma), design (stimulus that comes to mind consumer awareness, such as architecture, color, and material shop), and social (conditions related to the number, type, and customer and employee behavior). Image of the store to help consumers in making pre-purchase decision, which ultimately determine the choice of the store. Store image also affect way consumers evaluate and select the store (Kleinhans, in Van der Vyver, 2008).

3. Emotion

One of the psychological theory which is widely accepted and is able to explain the emotion dynamics consumer is Environmental Psychology Theory (Environmental Psychology) were introduced by Mehrabian and Russell (Saim, 2009). This theory to measure the impact of affective (emotional) from the environment and then deduce what actions can be designed to influence consumer behavior in stores (in-store consumer behavior) (Salim, 2009). This theory framework constructed by bipolar (bipolar framework). This framework is then translated into three main components, namely pleasure (joy or sadness), arousal (stimulated or not inspired), and dominance (dominant or surrender on the circumstances) (Huang and Hsieh, 2011) These three major components is then known by the acronym PAD (Pleasure-Arousal-Dominance).

As one of the variants of the dominant emotion, mood has been the focus of research impulsive purchases. In his study, explains that pleasure and arousal become a significant mediator of shopping behavior, such as time spent in the store, the tendency to interact in person, the desire to re-visit and the estimated expenditure for shopping (Lee and Yee, 2008). With the growing complexity of life and routine high, then shopping becomes a means of escape (escape) from saturation (Cinjarevic et al, 2011; Huang and Hsieh, 2011). Shopping subsequently assessed as medium to reduce the negative mood and can provide great mood immediately.

4. Shopping Motive

Factors affecting the shop has been widely studied. According Chakraborty (2010), this shop is very important motif with consideration of several things: First, it is that encourages consumers to conduct transactions in the market. Second, the fulfillment of specific requirements will be associated with the motif shopping. Third, it would be different shopping patterns among consumers. Certain consumers will shop with limited acquisition purposes only products, while other consumers are more oriented to the fulfillment of desire formation shopping experience.

Based shopping motivation pattern, identified two types of shopping motives that Utilitarian and Hedonic Shopping Motive Motive (Rohm and Swaminathan, 2004; Teller, *et al.*, 2008; Delafrooz *et al.*, 2009; Chakraborty, 2010; Shannon and Chai, 2011; Ashtiani and Aghaziarati, 2011; Sarkar, 2011). The second motive of this shop is very contradictory. If the motive shop utilitarian emphasis on the transaction and the acquisition of products, then the hedonic motive strongly emphasizes the importance of the shopping experience as the objective of the activity (Nita and Stell, 2010; Sarkar, 2011; Cinjarevic *et al.*, 2011).

In general, differences in the two types of shopping motives formulated by Rintamaki *et al.* (2008) in Teller *et al.*, 2008) as shown in the table below:

Table 1
Characterization Motif Utilitarian and Hedonic Shopping

Characterisisation	Shopper Type	
	Utilitarian	Hedonist
Perspective/view	Cognitive Information-processing	Experiential
PurposeofConsumption	Means to somepredefined end	An end in itself
Criterion Benefit	Economical Monetary Savings, Convenience	Emotional Entertainment Exploration
Sacrifices	Money, time andeffort	Stress, Negative Emotions
Synonym	Homo economicus	HomoLudens

Source: Rintamaki *et al.*, in Teller *et al.*, 2008

To further explore the two categories of shopping motives, the researchers describe in the following analysis.

4.1. Utilitarian motives

The main rationale utilitarian motive is grounded by the inner psychology of consumers. It is based on the argumentthat the shopping process is the accumulation function of the mind and senses stimulus which then determine the motive of shopping, both hedonic and utilitarian (Irani and Hanzaee, 2011). On the basis of this hypothesis, utilitarian motive is formed when consumers obtain the necessary product and its value will increase when the product is obtained with no difficulty. This utilitarian behavior then also be explained by the role of the task and rational behavior (Batra and Ahtola, 1990; Kempf, 1999). The main focus of this utilitarian shopping motives is how much consumption required can be met. So the key issue is the motive shopping purchases made intentional and unintentional (deliberately). One aspect that has been criticized by researchers from the motive of this shop is the lack of analysis of consumer behavior and deepen the process of product selection, which is mostly done on the basis of emotional needs (Hirschman and Holbrrok, in Irani and Hanzaee, 2011).

4.2. Hedonic Motif

Hedonic shopping motives reflect the benefits derived from the consumer shopping process and is not concerned with transactions and capability of the product to meet the needs and desires of consumers (Teller *et al.*, 2008) . Different with utilitarian shopping motives, consumers are motivated more emphasis hedonic subjectivity and individualism itself (Irani and Hanzaee, 2011). In shopping with hedonic motive involving many components of affective (emotional), such as pleasure, satisfaction, leisure, freedom, fantasy, increased stimulation (Increased arousal), increase engagement, acquisition of new information, escape from the realities of life (Irani and Hanzaee, 2011; Cinjarevic *et al.*, 2011). Consumers with hedonic shopping motives are looking for aesthetics, experience, and benefits associated with pleasure (Batra and Ahtola, 1990; Poyry, 2011). Because the emphasis of subjectivity and hedonic shopping experience, then the consumption is interpreted as a symbolic consumption process, where the product is used to represent the identity of the consumer (Kaul, 2006; Witt, 2008; Sowden and Grimmer, 2009). On the other hand, this hedonic behavior encourage impulsive shopping behavior. It is consumers who tend to be less planned hedonist in making a purchase (Tsang *et al.*, 2008; Irani and Hanzaee, 2011).

5. Cultural Context

Hofstede (1991) conducted a taxonomy of cultural communities in the world into four main dimensions, namely: individualist-collectivist, power-distance, masculinity-feminimity, and uncertainty-feminimity (Shulruf *et al.*, 2003). Nonetheless, collectivist individualism dimension becomes an important element in cross-cultural studies (cross-cultural research) to understand variations in culture, attitudes and behaviors (Okoro *et al.*, 2008). To explore the culture of the above two categories, the following explanation the researchers show both that and its relevance to the impulsive buying behavior:

5.1. Individualism

Individuals who belong to the individualist is a type of individual is unique and different in their group (Triandis and Gelfand, 1998). In action, they always declare "I will do it in my own way". This represents the type of individual they are independent (self-reliant), and ready to compete with other individuals. They are highly motivated by spsifik preferences, rights, and needs so that they prioritize the interests of his (personal goals). They also emphasized the rationality in developing relationships with others. The same thing appears in the pattern of consumption of its products, which is very often impulsive behavior arises because a strong urge to represent himself (self-identity). Impulsivity into effect because of their failure to suppress internal understanding them to behave appropriately. They also did not consider the negative consequences of impulsive buying behavior (Kacen and Lee, 2002).

5.2. Collectivism

Triandis (1995) defines collectivism as a pattern in which the individual sees himself as an important part of one or more persons in the group (Kacen and Lee, 2002). According to him, people from more collective cultures compelled to behave according to the norms and responsibilities of the group and continues to maintain connectedness with the group. With orientation in the group or this group, then it becomes the control behavior of individuals in order to be consistent with values - values shared by groups (Tsai and Levenson, in Kacen and Lee, 2002). So as to manage the emotions of individuals becomes important.

In the impulsive purchase, impulsive pattern indicates a low level, because the essence of impulsive buying is showing the existence of the consumer, then the consumer with a collectivist culture will reduce his existence to match the perceptions and values of the group. Because this pattern of social control has been instilled since childhood by their family (Kacen and Lee, 2002).

6. Situational Factors

Belk (in Zhuang *et al.*, 2006) stated that there are two factors that affect the overall consumer shopping behavior. It is a non-situational factors and situational factors. Belk view is based on the paradigm of "Stimulus - Organism - Response" which is the premise of environmental psychology theory promoted by Mehrabian and Russel. Non situational factors refer to the general characteristics of the individual such as personality, intellect, gender, race, or components of an object such as brand image, quality, and functional attributes of a product that can be purchased. While other situational factors refer to the specific factors of time and place of an observation that does not follow personal knowledge or attributes stimulus but can establish a systematic and verifiable effect on certain behavior. On this basis the expansion of research conducted with the involvement of situational factors to examine linkages

with impulsive purchases. In general, there are two crucial components of these situational factors, namely the availability of time and availability wrought.

6.1. Availability Time

Availability of time including one trigger impulse purchases. This is indicated by studies conducted by Iyer (in Kwon and Armstrong, 2002). In his study, Iyer find a negative correlation between pressure (time pressure) with a tendency to shop unplanned. The lower the pressure of time, the higher the possibility to shop impulsively.

6.2. Availability of Money

Other components of situational factors is the availability of money. Unlike the availability of time showed a contradictory pattern, the relationship between the availability of money to purchase these impulsive positively correlated. The more money you have, the more allowing for impulsive (Kwon and Armstrong, 2002).

RESEARCH METHODOLOGY

1.   Location and Time Research

The research was conducted during the month of March 2012 until mid-April 2012. This study uses survey experience approach, where researchers propose a set of questions in a questionnaire format to the respondents and asked respondents to evaluate the experience berbelanjanya at the mall. Ideally, this research using a mall intercept method, where researchers present at the mall and do a face to face interview or questionnaire asks respondents independently fill (self administered questionnaire).

2.   Strategy and Research Methods

This research uses descriptive research approach , namely research aims to describe a characteristic, or function of the market, (Simamora, 2004). In this study using an online survey. Methods online survey was conducted by sending a questionnaire to the respondents via email and Facebook. The use of online survey method gives the advantage of the practical side. In addition, by using Facebook, researchers obtained a large database which was then regarded as a potential respondent (prospective respondents).

3.   Population and Sample

3.1. Population

a.   General population, all Indonesian consumers who shop in the mall.

b.   Target Population, the consumer in Jakarta and Bandung.

3.2. Samples

A. Sampling methods used by researchers is to combine the judgmental approach and snowball sampling.

B. Samples were included in this study were obtained from the two cities, namely Bandung and Jakarta.

C. Implementation of the above sampling method is as follows. First, the researchers set specific criteria to be interviewed respondents, the age group between 17-50 years, and never shopped at the mall in the past year. The second criterion is to establish the maximum time limit visited mall in the last six months

4. Data Collection Method

This data collection process using an online survey through questionnaires attaching scheme on the respondent or email inbox message on Facebook. After determine to what criteria the respondents, made an explanation to potential respondents through the conversation on Facebook, either through the facilities of message inbox or chat box (confidentiality with information provided by respondents). Preferences handed over entirely to the respondents to the questionnaire a maximum payback period of 5 days.

5. Data collection instrument

In this study, used a questionnaire with closed-format questions (closed questions). It builds to reduce the variability of the data on respondents' answers given response. However, this approach limits the expression of the respondents in providing answers according to their perception (through consumer language).

In terms of scaling, researchers used Five Likert Scale. Likert Scale categorization itself is still controversial (Simamora, 2005).

6. Method Data Analysis

6.1. Data Processing Method

For the data processing will use the software SPSS 17 software is used to perform statistical data processing. Before performing the analysis with SPSS 17, presentation of data is done by a process of data entry on Excel Microsoft.

6.2. Statistical Analysis Method.

6.2.1. Reliability Test Methods

Analysis reliability test used approach Spearman- Brown, Flanagan approaches, Rulon approach, the approach Kuder-Richardson 20 (KR 20), approaches KR 21 Hoyt approach, and the approach of Cronbach Alpha.

Cronbach Alpha mathematical equation will produce the ideal score is in the range 0. 6 to 0. 7. by providing a range of reliability as follows: if <0. 6, the instrument said to be less reliable, if = 0. 7 - 0. 8 then the level of reliability is acceptable, and if> 0. 8 then the instrument has a very good level of reliability. (Anwar in Novasari, 2006).

6.2.2. Validity Test Method

Test the validity of measuring the validity or the validity of the questionnaire. Validity is related to the ability of an instrument to be able to measure what is desired (Simamora, 2004).

6.2.3. Frequency Analysis Method

Frequency analysis method used to calculate demographic information in the questionnaire such as the city of origin, sex, age, occupation, length of visit to the shopping center, the frequency of visiting the shopping centers, social and economic status (SES), marital status and education level of respondents.

6.2.4. Descriptive Analysis Method

Descriptive analysis method used to calculate the characteristics of the data such as the average, minimum and maximum values, standard deviations, and the strength of the relationship in the data (Sugiyono, 2005).

6.2.5. Classical Assumption Test Methods

This study will use path analysis (path analysis). Analysis of these pathways is the development of multiple regression analysis. In multiple regression, we need to achieve a regression model with an unbiased estimator best (best linear estimator unbias) or BLUE (Suliyanto, 2005).

6.2.6. Path Analysis Method

Path analysis is a technique the development of multiple analysis. This technique was first developed by Sewal Wright in 1934 (Sarwono, 2007). In subsequent development, path analysis dependend in the analysis of "Structural Equation Modelling" or SEM.

RESEARCH RESULT

The discussion will begin with an analysis showing reliability, and validity. Then the method of frequency analysis and descriptive. And the last two sections are the classic assumption test (by measuring five assumptions, namely normality test, multicolinearity, heterocedasticity test, linearity test and autocorrelation test) and path analysis.

1. Test Reliability

Reliabilias test performed showed the reliability score was 0.69 (above 0.6) That is, research can be continued as a reliable instrument to support the collection of information needed.

2. Test Validity

In the validity test, loading factor above 0. 4 is valid. Nonetheless, researchers prefer the argument of Sarwono (2006) that the KMO-MSA scores should be above 0.5. To increase the degree explanations a construct can be done by removing (iterate) sub indicator Component Matrix score is below 0.5.

3. Frequency Analysis

From the results of data collection to the 107 respondents were conducted in two cities, showed that the majority of respondents came from Jakarta, as many as 70 respondents (65.4%), and the remaining 37 respondents (34.6%) came from Bandung. A total of 66 respondents in this study were women, which reached 60.7% and the rest are male respondents (as much as 39.3%).

In general, the age profile of the respondents in this study were in the age range 17-25 years, representing 53.3% of the sample. As for the smallest proportion of the age range are in the age range 40-45 years which represented only 3 respondents or only 2.8%.

The majority of respondents involved in this research work as private employees. This is evident from the proportion of respondents who exceed half the number of samples (up 57.9%).

Time visited the mall, as many as 31.8% of respondents said a visit to the mall for 2-3 hours, while only 8.4% of respondents who visited less than 1 hour. The enthusiasm of the respondents to visit the mall is quite high. It can be seen from the above table that 56.1% of respondents stated that they visit more than once in a month. While there are only a small proportion of respondents who said visiting the mall only once in 3-4 months (1.9%) and one in the 4-6 (2.8%).

Measurement of social and economic class, researchers using the criteria of AC Nielsen, there are 21% of respondents who occupied the highest class with monthly expenditure of more than Rp. 3.000.000, -. While the highest proportion of respondents achieved by the segment with monthly expenses between Rp. 1,500,001, - up to Rp. 1,500,000 with a proportion of 29%. The rest of spreading pattern is not very significant in terms of the difference between social and economic classes with one another.

Marital status of respondents in general are dominated by unmarried respondents with the acquisition of 82.2%. No rest 16.8% of respondents who were married and 0.9% of respondents who never married.

Respondents in general education at diploma level with a percentage of 36.4. The next position is occupied by respondents with high school education last as much as 30.8%. Then 29% of respondents graduated at the undergraduate level and only 3.7% of respondents who completed his education at the graduate level.

4. Descriptive Analysis

The highest scores achieved by the dimension of "Pleasure" with a score of 4:06. It can be interpreted that the shopping behavior of respondents to obtain psychological pleasure. On the other hand, an interesting phenomenon is the low score of "grand mean" to "Impulsive Buying', with a score of 2.60. It can be concluded that the respondents had a low level of impulsivity. Respondents in Jakarta and Bandung tend to think deeply before making a purchase decision Another thing that can be observed is in indicators of arousal which iteration the sub indicators "arous_4" where scores for its Component Matrix is under 0.5. Interestingly, scores AIC sub indicators fit (because of above 0.5). However, this iteration is done to increase the predictability of indicators of arousal of 47.20% to 59.50%. It can then be interpreted that 59.50% describe factors - factors on indicators of arousal.

5. Classical Assumption Test

Classic assumption test carried out in accordance with the rules in multiple regression is to obtain value estimator is not bias the best or BLUE (Best Linear Estimator unbias): Test of normality, multicollinearity test, test heterocedasticity, linearity test and autocorrelation test.

5.1. Normality Test

On the table shows that normal distribution of data. Asymp value. sig. (2-tailed) for 0988> 0.05 alpha (Suliyanto, 2005). So that it can be interpreted data used in this study has a residual value that is standardized so that the normal spread.

5.2. Test multicollinearity

Coefficient of Variance Inflation Factor (VIF) shows the correlation coefficient between independent variables (independent) .l. VIF scores below 10 (VIF <10). On the other hand, the value of Tolerance (TOL) is the opposite of VIF (Tolerance = 1 / VIF). In all independent variables indicate the range of numbers 1, so the data is free from multikolinearitas concluded. Of association (correlation) between the independent variable scores below 0.5. Thus the two are confirmed absence of autocorrelation because the findings of both the consistent.

5.3. Test heterokedastisitas

Heterokedastisitas used to estimate approach gleyser park. 0:05 above significance probability value (alpha values above 0.05). According Suliyanto (2005), heterokedastisitas can be presumed if: t <t table or sig t> 0.05.

5.4. Linearity test

From colinearity test, using the approach Analysis of Variance (ANOVA). Based on the table all the values of F indicates a score above 0:05. Specifically, it appears on each - each table Impulsive buying the store image (a score of F = 0649), table Impulsive buying with emotion (a score of F = 0669), table Impulsive buying with shopping motives (a score of F = 1, 087), table Impulsive buying the cultural context (score F = 1. 358), and tables impulsive buying by situational factors (score of F = 0764).

Other things that can be observed is in indicators of arousal where do iteration on the sub-indicators "arous_4" where scores for its Component Matrix is under 0.5. Interestingly, scores AIC sub indicators fit (because of above 0.5). However, this iteration is done to increase the predictability of indicators of arousal of 47. 20% to 59. 50%. It can then be interpreted that 59.50% describe factors - factors on indicators of arousal.

5.5. Test Autocorrelation

The study included 107 samples, with five independent variables. With reference to the statistical tables DW. In the table, the sample size in this study was not found to be precise. The most adjacent is if the sample 100 and 150. Then the researchers decided to use the number 100 because this figure closer together with the number 107 (compared with number 150).

Tabel 4.1
Tabel Model Summary Durbin Watson
Model Summary(a)

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate	Durbin-Watson
1	. 535(a)	. 286	. 251	3. 27447	1. 798

Durbin Watson in the summary table above shows the model numbers 1798, where the figure is in the region there is no correlation. So that we can conclude that the data contained in this study did not autocorrelation

6.   Analysis of Line

Thus we can do to design the path analysis equations with two equations submodel, namely:

Submodel 1: Y1 = PY1X1 + e1

Submodel 2: Y2 = PY2X1 + PY2Y1 + PY2X2 + PY2X3 + PY2X4 + e2

6.1. *Submodel line 1*

To submodel lines 1, Based on the analysis performed by submodel equations to track 1, namely:

Submodel 1: Y1 = PY1X1 + e1.

To see the overall effect of store image to the emotion, we can see

Table 4.2
Summary submodel Line 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 616(a)	. 380	. 374	3. 58320

The figure can be interpreted that the effect of store image on emotion is 38.0%. The remaining portion of 62.0% (100% -38.0%) influenced by other factors. In other words, emotion variability can be explained by variable image store, while 62.0% were caused by factors - other factors beyond this model.

To determine the feasibility of the regression model described by the numbers - the numbers on the table ANOVA below.

Table 4.3
ANOVA Submodel Jalur 1

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	825.946	1	825.946	64.329	.000(a)
	Residual	1348.129	105	12.839		
	Total	2174.075	106			

a Predictors: (Constant), TOT_STOR
b Dependent Variable: TOT_EMO

Based on numerical computation of significance 0.000 < 0.05, then H0 rejected and H1 accepted. That is, there is a linear relationship between the store image to the emotion.

Relations partial image of the emotion we store using Table 4.3. Coefficients below.

Based on calculations, the figure of 8,021 research t > t table of 1984, so that H0 rejected and H1 accepted. This means that there is a linear relationship between store image with the emotion of 0616 or 61.6%.

Table 4.4
Coefficient submodel Line 1

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.709	2.749	.616	6.079	.000
	TOT_STOR	.561	.070		8.021	.000

a Dependent Variable: TOT_EMO

6.2. Submodel line 2

To submodel lane 2, Based on the analysis performed by submodel equations to track 2, namely :

Submodel 2 : Y2 = PY2X1 + PY2Y1 + PY2X2 + PY2X3 + PY2X4 + e2

6.2.1. Regression Analysis

First, we will look at the influence of situational factors, image stores, shopping motives, cultural context, and emotion against impulsive buying as a whole. As shown in Table 4. Model Summary below, then known figure Rsquare (r2) is 0286. Thus, we can know that the influence of situational factors, image stores, shopping motives, cultural context, and emotion against impulsive buying as a whole was 28.6%. In other words, this variability describes the influence of the independent variable on the dependent variable single compound. The remaining balance of 71.4% (100% - 28.6%) is explained by factors - other factors outside the model.

Table 4.5
Model Summary Submodel Line 2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 535(a)	. 286	. 251	3. 27447

a Predictors: (Constant), TOT_SITU, TOT_STOR, TOT_SHOM, TOT_CULT, TOT_EMO

To determine whether the regression model above is right or wrong , it is necessary to test hypotheses using ANOVA table as shown in Table 4.5. Below this.

Table 4.6
ANOVA Submodel Line 2
ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	434.052	5	86.810	8.096	.000(a)
	Residual	1082.939	101	10.722		
	Total	1516.991	106			

a Predictors: (Constant), TOT_SITU, TOT_STOR, TOT_SHOM, TOT_CULT, TOT_EMO
b Dependent Variable: TOT_IMP

Based on numerical computation of significance 0. 000 < 0. 05, then H0 rejected and H1 accepted. That is, there is a linear relationship between the situational factors, store image, shopping motives, cultural context, and emotion with impulsive buying Next we will look at the effect of partially between situational factors, image stores, shopping motives, cultural context, and emotion with impulsive buying. To analyze it, we will use the Table 4.6. below this.

Table 4.7
Submodel coefficients Line 2
Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.763	3.560		2.181	.032
	TOT_STOR	-.063	.082	-.083	-.773	.441
	TOT_EMO	-.019	.097	-.023	-.196	.845
	TOT_SHOM	.200	.062	.312	3.244	.002
	TOT_CULT	-.150	.064	-.218	-2.338	.021
	TOT_SITU	.953	.220	.420	4.335	.000

a Dependent Variable: TOT_IMP

For ease of interpretation, the researchers summarize the results of the regression analysis to the table below:

Table 4.8
Summary submodel Regression Line 2

No	Regresi Variabel Independen	Skor	Skor t	Koefisien	Pattern
1	Store Image->Impulsive Buying	-1. 984	-0. 773	-0. 083	No Relations
2	Emotion ->Impulsive Buying	-1. 984	-0. 196	-0. 023	No Relations
3	ShoppingMotive->Impulsive Buying	1. 984	3. 244	0. 312	There is Relations
4	CulturalContext ->Impulsive Buying	-1. 984	-2. 338	-0. 218	There is Relations
5	SituationalFactors->Impulsive Buying	1. 984	4. 335	0. 42	There is Relations

6.2.2. Correlation Analysis

The following will be done correlation analysis to measure the relationship between the independent variable, the variable stores the image, emotion, shopping motives, cultural context and situational factors. To interpret the correlation number, it will be used the following criteria (Sarwono, 2007):

To facilitate interpretation of the results of the above correlation, shown Table 4.8. That sums up the correlation between independent variables.

6.2.3. Construction Model Path Analysis

The next stage is to draw up structural similarities of the two sub model that has been developed and calculate the effect of the two sub-models. For structural equations of the model are as follows:

Submodel 1: Y1 = PY1X1 + e1

Then the equation is: Y1 = 0. 616X1 + e1

Submodel 2: Y2 = PY2X1 + PY2Y1 + PY2X2 + PY2X3 + PY2X4 + e2

Then the equation is: Y2 = -0. 083X1 - 0. 023Y1 + 0. 312X2 - 0. 218X3 + 0. 420X4 + e2

Table 4.9
Summary Correlation Sub Model 2

No	Variable Correlation	Correlation		Significance	
		Score	Interpretation Correlation Score	Score	Interpretation Significance Score
1	Store Image->Emotion	0. 540	Strong and direct	0. 00	Significant
2	Store Image-> ShoppingMotive	0. 243	Weak and direct	0. 12	Not Significant
3	Store Image-> CulturalContext	0. 183	Weak and direct	0. 59	Not Significant
4	Store Image-> SituationalFactors	0. 177	Weak and direct	0. 67	Not Significant
5	Emotion -> ShoppingMotive	0. 455	Enough and direct	0. 00	Significant
6	Emotion -> CulturalContext	0. 304	Enough and direct	0. 01	Significant
7	Emotion -> SituationalFactors	0. 349	Enough and direct	0. 00	Significant
8	ShoppingMotive ->CulturalContext	0. 275	Enough and direct	0. 04	Not Significant
9	ShoppingMotive -> SituationalFactors	0. 397	Enough and direct	0. 00	Significant
10	CulturalContext -> SituationalFactors	0. 405	Enough and direct	0. 00	Signifikan

Next is calculating the amount of influence in the regression model. This influence is then divided into three kinds of influence, namely direct effect (direct effect or DE), the indirect influence (Indirect Effect or IE), and the total effect (Total Effect or TE).

1. **Direct Impact (Direct Effect or DE)**

   The direct effect of this research can be calculated using the following formula:

   - The influence of store image to the emotion variables X1 -> Y1 = 0616

   - The influence of variables to store image Impulsive buying X1 -> Y2 = - 0. 083

   - The influence of the impulsive buying emotion variables Y1 -> Y2 = - 0:02

   - The influence of variables shopping motive against impulsive buying X2 -> Y2 = 0312

   - The influence of cultural context variables against impulsive buying X3 -> Y2 = - 0. 218

   - Influence of situational variable factors against impulsive buying X4 -> Y2 = 0. 420

2. **Indirect Influence (Indirect Effect or IE)**

3. **Effect of variable store image to impulsive buying through emotion**

   X1 -> Y1 -> Y2 = (0616 x -0, 023) = -0. 01417

4. **Effect of Total (Total Effect or TE)**

   - Effect of variable store image to impulsive buying through emotion
   - X1 -> Y1 -> Y2 = (0616 + -0023) = 0593
   - The influence of store image to the emotion variables X1 -> Y1 = 0616
   - The influence of variables to store image Impulsive buying X1 -> Y2 = - 0.083

- The influence of the impulsive buying emotion variables Y1 -> Y2 = - 0. 023
- The influence of variables shopping motive against impulsive buying X2 -> Y2 = 0312
- The influence of cultural context variables against impulsive buying X3 -> Y2 = - 0. 218
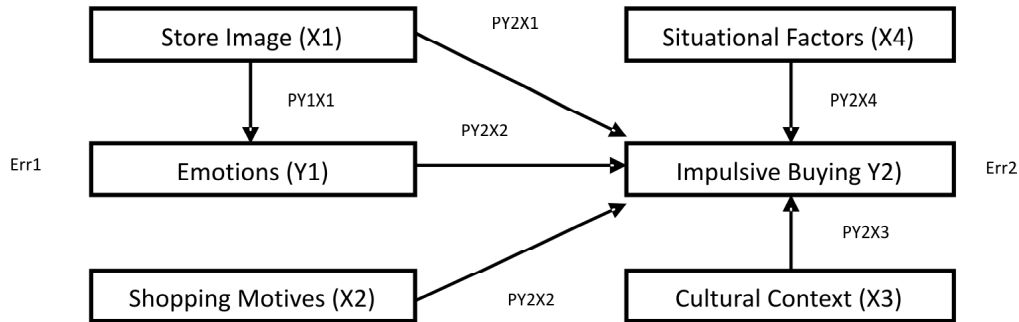- Influence of situational variable factors against impulsive buying X4 -> Y2 = 0. 420

Figure 4.1: Results of the Analysis Research Model Line

Diagram to map the pattern of the relationship of each variable in this study:

CONCLUSION

From research conducted, it is known that the theoretical framework of research kosntruksi eventually produce two sub model in path analysis. The second submodel are as follows:

Submodel 1: Y1 = 0. 616X1 + ε1

Submodel 2: Y2 = -0.083X1 - 0.023Y1 + 0.312X2 - 0.218X3 + 0.420X4 + ε2

Through these two equations can be seen that in aggregate, there are only two variables that positively influence impulsive buying behavior, namely variables shopping motives and situational variable factors. That is, if the independent variable increases, the dependent variable will also increase. On the other hand, three other variables play a role contradicted by showing a pattern of negative influences, namely to store variable image, emotion variables, and variable cultural context.

These conditions provide the theoretical implications of that in the context of Indonesian consumers, the relevance of variables - variables that illustrated the positive effect (in literature), it gives a negative influence. So it is becoming an important record (future direction) to conduct further research elaboration to obtain sharper antecedents.

Initial hypothesis proposed by the researchers to unravel this phenomenon can be explained on any variable. To store a variable image, consumers perceive the store with high imaging indicate that the price of products sold product high as well. It is that act as personal control (self control) to behave in impulsive shopping.

The tendency of consumers is to do the shopping trip as seeing the product in a mall, or if possible to negotiate with the seller to obtain a lower price than that stated in the product. This is one form of gratification (self satisfying) of consumers from the psychological side.

Last shopping for variable motive, indicating a negative relationship patterns as they go to the mall to compensate for the problems of life with pleasure-seeking behavior through things - novelty (novelty-seeking behavior) through the mall. Like walking - street in the mall, see a product - a product that is becoming a trend in the market, or improve their knowledge through interaction with consumers who explore trends specific product (market mavens).

Through descriptive analysis known that the grand mean score of 2. 60 Impulsive buying shows. This indicates that the low impulsive buying behavior in Jakarta and Bandung. However, this has limitations in performing operational interpretation that is to perform the ratio of an interval. Thus, we need a second approach, namely by using Top Two Boxes (TTB).

In this method, the measurement is done by calculating the top two answers of respondents in a scale of measurement. Thus, the implementation of TTB method is done by calculating the percentage of respondents who answered "agree" and "strongly agree" to the question on the dimensions of impulsive buying. Item question 1 shows the index (49.5%), item 2 inquiry index was 19.6%, item 3 questions index is 13%, the index question 4 index is 14%, and the 5 question items index was 16.5%. In order to obtain the total index for the dimension Impulsive buying is 22:52% (49.5% + 19.6% + 13% + 14% + 16.5% / 5 items). This index can be interpreted 22:52% that of 100 samples of respondents involved in this research, including 22:52 impulsive purchases.

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