

The Effect of Promotion and Servicescape on Impulsive Buying Behavior with Shopping Emotion as Intervening Variables for Consumers Store of Fashion H&M in Sun Plaza Medan, North Sumatera, Indonesia

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ABSTRACT

Along with the increasingly rapid business development in today's era, companies are required to have an effective strategy to create an outstanding market share for their consumers, especially in modern shopping centers, which are commonly called malls. The companies or brands must maintain stability to face changes in attitudes and consumer shopping styles. Based on the survey, the H&M Brand is still the favorite market for consumers in Medan. This case is indicated by the highest percentage of 48% of consumers who think that the H&M brand is the most popular in Medan, above Zara and Uniqlo. This study aims to determine and analyze the effect of promotion and servicescape on impulsive buying behavior through shopping emotion to consumers of H&M stores at Sun Plaza Medan. This research type is associated with the types of data used: primary and secondary data obtained from questionnaires and literature studies. The population in this study are all consumers store H&M at Sun Plaza Medan an unknown number. The samples in this study were 175 respondents. The sampling method uses a nonprobability sampling method with an accidental sampling technique. The data analysis method used is path analysis that was performed through SPSS. The results showed that promotion has a positive and significant effect on shopping emotion. Servicescape has a positive and

significant effect on shopping emotion. The promotion has a positive and significant effect on impulsive buying behavior. Servicescape has a positive and significant effect on impulsive buying behavior. Shopping emotion has a positive and significant effect on impulsive buying behavior. The promotion has a positive and significant effect on impulsive buying behavior through shopping emotion. Also, servicescape has a positive and significant impact on impulsive buying behavior through shopping emotion.

Keywords: Promotion, Servicescape, Shopping Emotion, Impulsive Buying Behavior

1.0 INTRODUCTION

Along with the rapid development of business today, companies must have an effective strategy to create an outstanding market share for their consumers, especially in modern shopping malls, commonly called malls. Companies or brands must maintain stability in the face of changing attitudes and consumer spending styles. The mall has a dual function to shop for daily necessities and as a filler of leisure time, eliminate boredom, or eat, drink, and explore the new atmosphere for people in the present era. Consumer behavior has changed their shopping patterns due to modern trade facilities, including malls, department

stores, hypermarkets, supermarkets, minimarkets, factory outlets, distribution outlets, and fast food.

It is possible that it dramatically influences consumer behavior underlies their shopping emotion is more increase with the mall's situation. This case allows the occurrence of purchasing activities to fulfill the needs and wants to possess by consumers. Shopping is one of the main things that everyone does to meet their needs. Many shopping centers, especially in Medan City, become a unique opportunity for each brand and outlet to sell the best quality products at attractive prices to suit consumers' situation in Medan.

Consumer shopping behavior may change over time due to high shopping emotions is supported by environmental conditions. This case causes consumers who buy a product more leads to their behavior. Consumers purchase a good due to they want, and they do not need the goods. Nowadays, consumers who purchase are affected by their needs and also enjoy the lifestyle. Consumers who were previously only interested in shopping for goods every day in the traditional market have changed the shopping style in modern malls.

Peter and Olson (2013) explain that consumer behavior will involve consumer interaction and exchange's dynamic nature. It will require a marketer to develop a marketing strategy to compete with a changing shopping style pattern that makes the consumers. Recently, research has found that consumers may impulsively buy, and it would not become influential by their family, friends, ads, and advertising models. However, the mood, state, and emotions all combine to form a comprehensive consumer behavior capable of reflecting aspects and knowledge in decision making (Priansa, 2017).

The factors that cause a person who is motivated to impulsive buying are internal and external. The internal factor in a person is the mood that is influenced by the emotional state when shopping. The external factors that affect impulsive buying

are promotional activities or informing a product—giving a discount price, displaying products in a store, and the state of the shopping environment services both inside and outside the store. Impulsive buying is a result of stimulus exposure. The purchase is decided on the spot simultaneously. It is a result of the consumer's emotional experience or cognitive reaction (Tinne, 2010).

Consumers are influential to various promotional activities related to a product while they are shopping at the mall. This sense is an essential point for companies, outlets, and a brand. Consumer spending motivation was initially based on rational motives, but other values affect consumer spending motives, especially during the promotion, namely emotional value.

The promotion aims to increase short-term sales volume by creating appropriate sales promotion activities to encourage impulsive buying. Most consumers do shopping activities to meet their needs, but some want to fulfill their wants. According to Priansa (2017), promotion consists of various promotional activities that include trade shows, contests, samples, displays, and demonstrations at the point of purchase.

Accordingly, the promotion has a significant effect on impulsive buying behavior (Bagus & Ardani, 2016; Elisabeth & Japariato, 2015; Hidayat & Erika, 2017; Sari & Suryani, 2016). On the other hand, the study found that promotion has a negative impact on impulsive buying behavior (Jauhari, 2017).

While the authors employ a pre-survey and a brief interview on consumer shopping behavior, we found the problems that occurred at the H&M Store in Sun Plaza Medan were related to the promotion. Consumers believe that the minimum frequency of giving a discount is much higher than its competitors like Uniqlo, where almost all products are delivered a discount. Lack of product promotion by the H&M brand on Instagram, Twitter, and other social media that is not a negative

value in consumers' view on H&M. They still have a positive value regarding quality motives of highly tailored goods to consumer tastes.

The promotion and sales should make as much as possible online to increase H&M sales during the Covid-19 pandemic. The number of fashion brand stores in Medan City makes consumers more interactive in choosing the available items according to their desires and tastes. In this case, the company should consider achieving the ideal strategy to attract consumers, such as looking for discounts by stores in the mall and direct to the store at an affordable price and good quality. Consumers may take a valuable benefit of the product's quality at low prices. In this sense, physical environmental conditions such as in-store design, symbols, and facilities motivate consumers' emotions and comfort level to buy.

In shopping activities, consumers are initially motivated by rational motives for their benefits (utilitarian value). Nevertheless, consumers are influenced by other values in shopping that is emotional as hedonic values. A person's mood or emotions, or psychological at the time of purchase, can significantly impact what they buy or evaluate their purchase (Solomon, 2015).

Ying-Ping Liang (2012) states that consumers will make unknowing purchases, and it will estimate two-thirds of purchasing decisions are developed while looking at goods. This case causes consumers to change their shopping patterns, resulting in purchase activities and focus on satisfaction post buying the desired product.

LITERATURE REVIEW

The relationship between promotion and shopping emotion

The retail businesses try to increase sales by influencing consumer emotions by creating a comfortable shop atmosphere accompanied by attractive promotions, interest in shopping, products that have been planned to be purchased, and purchase other

products that were not previously planned after arriving. Impulse buying behavior tends to dominate consumers' buying behavior at this time (Naen-tiana and Setiawan, 2014).

Shopping emotion is a feeling uncontrolled, but it can affect a person's behavior or habits, needs, and desires that cannot be fulfilled lead to negative emotional feelings. However, if a person's needs are met as a whole, it means that the person will form positive emotions. The positive emotions that are formed can increase customer satisfaction and loyalty. Promotion media also plays a crucial role in shaping consumer emotions. As evidenced by Rahmat Hidayat's research, Risa Erika (2016) states that promotion has a positive effect on shopping emotion. This case means that promotions affect shopping emotion, so implementing sales by setting attractive prices or discounts will increase the desire to buy goods/products.

H1: Promotion directly affects shopping Emotion in the Consumer Store Brand Fashion H&M at Sun Plaza Medan.

The relationship between servicescape and shopping emotion

The store's environmental service atmosphere is a whole that is conveyed by the physical layout, decoration, and surroundings. An environmental service will cover a shopping environment that realizes only one product, but it can also increase the value of the total number of products. Servicescape will also create the store's image to positively image consumers' minds on the existing brand/store. Servicescape is a store adapted well by regular maintenance for their consumers as essential things that consumers should remember when shopping. It is hoped that consumers will feel comfortable, and the shopping experience can create consumer services.

Emotions can trigger a consumer to make a purchase. The environment around the store has a close relationship with the Shopping Emotion that consumers perceive,

which means that servicescape will create a positive or even negative impression and image for consumers who will also be distracted by their buyers.

Servicescape is closely related to consumers' physical appearance and experience (Lovell & Wirtz, 2011). Research results developed the relationship between Servicescape and Shopping Emotion from Adawiyah (2018). These results show that even though servicescape has characteristics and layouts that match the type, it will increase Roxy consumers' shopping emotion in Banyuwangi.

H2: Servicescape directly affects shopping Emotion in the Consumer Store Brand Fashion H&M at Sun Plaza Medan.

The relationship between promotion and impulsive buying behavior

Consumer behavior in modern retail stores in impulse buying behavior is commonly called marketers with unplanned purchases. Impulse buying can be defined as part of a condition called "unplanned purchase" or unplanned purchases (Purwa & Yasa, 2014). According to (Utami 2010), Impulsive buying is caused by the influence of stimuli in shopping places to remind consumers how retailers create new needs due to displays and promotions. Producers or marketers also seem to understand impulsive buying, as seen by the increasing number of shops or shopping centers or other producers and marketers who provide many offers for (potential) consumers, including through promotional programs (Mulyono, 2012). Therefore, Consumers often make impulsive purchases because they are attracted to companies' promotions, such as discounts, lottery coupons, and prizes. The majority of consumers who make impulsive purchases buy spontaneously, do not think about the consequences and are influenced by emotional conditions. Promotion is a marketing strategy that companies often apply to increase sales, which is where most

of the sales increase comes from consumers who make impulse buying.

This case is evidenced by research conducted by (Nagadeepa et al., 2015) that promotional techniques play an essential role in consumers' impulsive purchasing decisions. As research was conducted by Laura Elisabeth Tjantoko and Edwin Japariato (2015), there is a positive influence, where the higher the promotion, the more impulse buying increases.

H3: Promotion directly affects impulsive buying behavior in the H&M Fashion Brand Store Consumers at Sun Plaza Medan.

H6: Indirectly, the promotion affects impulsive buying behavior through Shopping Emotion to H&M Fashion Brand Store Consumers at Sun Plaza Medan.

The relationship between servicescape and impulsive buying behavior

A right service environment is one of the critical factors in creating satisfaction for consumers in shopping. In this case, a useful service can be seen from the shop environment's state and the existing workers/employees' condition. An excellent environmental assessment in consumers' eyes provides essential experiences and identities in consumers' minds, such as a comfortable state, a clean environment, symbols, and an exciting thing. That can be a personal impression of consumers in shopping. This case also encourages consumers' condition when shopping is not controlled in deciding to spend impulsively on a product it sees for the first time. According to Rossiter and Bellman (2012), a retail outlet's internal retail atmosphere is direct by consumers in two emotional dimensions: pleasure and arousal. Both emotions have a significant influence on consumers' willingness essential and time in stores.

Furthermore, buy more. That way, the physical appearance (servicescape) is attractive, and the existing make visitors excited or can stimulate visitors' emotions to

make purchases. Consumers can make purchases without rational considerations, and consumers feel the goods need to be purchased. Shopping emotions, promotions, and the physical environment (servicescape) have played an essential role in unplanned purchases made by consumers (impulse buying).

H4: Servicescape directly affects impulsive buying behavior in the H&M Fashion Brand Store Consumers at Sun Plaza Medan.

H7: Indirectly, servicescape affects impulsive buying behavior through shopping emotion at the H&M Fashion Brand Store at Sun Plaza Medan.

The relationship between shopping emotion and impulsive buying behavior

Shopping emotion and impulsive buying have a strong relationship. The emotion of a person will affect the purchasing decisions and how many will he buy. If emotions and moods are getting better, consumers' possibilities tend to keep playing inside the store so much. According to (Mancruf 2010), who claimed that the atmosphere describes the moment of truth, which is a situation where consumers feel and explain. Consumers who feel comfortable in the store tend to look for more than many people in the store and call for impulse buying from a large number of stores. The relationship of shopping activity with impulse buying is proven by the research carried out by now (2016), evidenced by the value of a high channel coefficient (β) of 0.307. These results show that shopping emotion has a positive and significant impact on unplanned shopping.

H5: Shopping emotion directly affects impulsive buying behavior in the H&M Fashion Brand Store Consumers at Sun Plaza Medan.

RESEARCH METHODS

This research was conducted to test the proposed hypothesis using a research method that has been designed to obtain accurate results. This type of research, according to the level of explanation, is causal associative. This research was conducted on the H & M Fashion Brand Store consumers at Sun Plaza Medan, starting from January 2020 to October 2020. This study's population were all H & M Fashion Brand store consumers at Sun Plaza Medan. The sampling method uses a non-probability sampling method with accidental sampling techniques, namely anyone who meets the researcher. It is seen that the consumer is making an impulsive purchase. (Hair et al., 2014) recommends that the number of samples is the number of indicators multiplied by 5. In this study, the complete statement was 35, so the number of samples taken in the study was 175. By distributing questionnaires, namely: Store Brand Fashion H&M in Sun Plaza Medan, they were totaling 175 respondents. One way to get primary data is through interviews and distributing questionnaires. People who answer statements are called respondents (Situmorang, 2017). Data analysis techniques in a study use two statistical approaches,

Validity and Reliability

Validity and reliability tests were carried out outside the research sample. Respondents for the validity and reliability test were carried out on consumers of the H&M Store at Mall Center Point, with a total of 30 respondents outside the study sample. The validity test results for promotion, servicescape, shopping emotion, and impulsive buying behavior variables show that the correlation coefficient is more significant than 0.30. Therefore, all of these statements are declared valid.

Table 1. Validity Tests

X1	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Correlation	Item-Total	Cronbach's Alpha if Item Deleted
P1.1	26,9000	23,472	.484		.879
P1.2	27.1667	21,316	.828		.841
P1.3	26,9000	22,921	.677		.858
P1.4	27.1333	22,257	.674		.858
P1.5	27.0000	24,000	.466		.879
P1.6	27.0667	20,961	.867		.837
P1.7	26,9000	22,576	.684		.857
P1.8	27.0000	24,207	.467		.879
X2	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Correlation	Item-Total	Cronbach's Alpha if Item Deleted
P2.1	31.0000	31,379	.429		.893
P2.2	30,8333	27,937	.668		.876
P2.3	30,8667	29,154	.498		.891
P2.4	31.1333	27,154	.789		.865
P2.5	30,8667	28,257	.724		.872
P2.6	31.1000	27,886	.676		.875
P2.7	30,9667	29,482	.507		.889
P2.8	31,0333	26,171	.898		.856
P2.9	30,8667	28,671	.636		.878
Z	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Correlation	Item-Total	Cronbach's Alpha if Item Deleted
Z.1	31.1667	22,764	.473		.829
Z.2	31.1000	23,128	.443		.832
Z.3	31.0000	22,138	.489		.828
Z.4	31,0333	19,964	.722		.800
Z.5	30,9333	21,720	.686		.808
Z.6	31.1000	21,610	.654		.810
Z.7	30,9333	23,444	.403		.836
Z.8	31.1000	21,403	.577		.818
Z.9	31.1000	22,438	.504		.826
Y	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Correlation	Item-Total	Cronbach's Alpha if Item Deleted
Y.1	27,8667	35,775	.581		.914
Y.2	27,4000	34,593	.828		.895
Y.3	27,9333	33,926	.641		.910
Y.4	27,5333	33,637	.867		.890
Y.5	27,7000	33,803	.631		.912
Y.6	27,5667	33,220	.927		.886
Y.7	27,6333	36,723	.556		.915
Y.8	27,5667	33,978	.813		.895

Table 2. Reliability Tests

Variable	Cronbach Alpha value
Promotion X1	0.877
Servicescape X2	0.890
Shopping Emotion Z	0.838
Impulsive Buying Behavior Y	0.913

In the table above, we can see that Cronbach's alpha value for all research variables is > 0.60; it can be said that the

reliability test results of all variables are reliable.

RESULTS

In the study, the sample used was 175 consumers who shop impulsively at the H&M Sun Plaza Medan store. The characteristics of the respondents described below.

Table 3. Characteristics of the respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Men	75	42.9	42.9	42.9
	Women	100	57.1	57.1	100.0
	Total	175	100.0	100.0	
Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 Years	76	43.4	43.4	43.4
	25-31 years	63	36.0	36.0	79.4
	32-38 years	31	17.7	17.7	97.1
	39-45 years	4	2.3	2.3	99.4
	> 45 Years	1	.6	.6	100.0
	Total	175	100.0	100.0	

Table 3 Continued

Level of education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	67	38.3	38.3	38.3
	S2	21	12.0	12.0	50.3
	S3	3	1.7	1.7	52.0
	High school	84	48.0	48.0	100.0
	Total	175	100.0	100.0	
Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000000-2000000	47	26.9	26.9	26.9
	2000005-3000000	73	41.7	41.7	68.6
	3000005-4000000	34	19.4	19.4	88.0
	4000005-5000000	11	6.3	6.3	94.3
	> 5000005	10	5.7	5.7	100.0
	Total	175	100.0	100.0	
Time to Visit in a Month		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 Times	147	84.0	84.0	84.0
	3-4 times	23	13.1	13.1	97.1
	> 4 times	5	2.9	2.9	100.0
	Total	175	100.0	100.0	

Path Analyze

Substructural Regression Model I & II

Substructure I research model as follows: $Z = 2.169 + 0.821 X_1 + 0.204 X_2$

Substructure II research model as follows: $Y = 1.191 + 0.551 X_1 + 0.214 X_2 + 0.222 Z$

Simultaneous Test Results (Test F)

Table 4. F-Test Results (Substructural I & II)

Model		Sum of Squares	df	Mean Square	F	Sig.
I	Regression	3650,994	2	1825,497	155,469	.000a
	Residual	2019,600	172	11,742		
	Total	5670,594	174			
Model		Sum of Squares	Df	Mean Square	F	Sig.
I	Regression	3401,713	3	1133,904	163,265	.000a
	Residual	1187,625	171	6,945		
	Total	4589,337	174			

Based on the table above, it can be seen that the F-test produces F-count 163,265 while F-table 2.42 (nk-1 at k = 175-4-1 at 4) with a significant level of 0.000 smaller than alpha 0.05 (5%). This case

means that promotion, servicescape, and shopping emotion positively and significantly affect impulsive buying behavior.

Partial Test Result (t-test)

Table 5. Partial Test (Substructural I & II)

Substructural t-test I		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
I	(Constant)	2,169	2,043		1,062	.290
	Promotion	.821	.068	.693	12,152	.000
	Servicescape	.204	.071	.163	2,855	.005
Substructural t-test II		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
I	(Constant)	1,191	1,577		.756	.451
	Promotion	.551	.071	.518	7,787	.000
	Servicescape	.214	.056	.190	3,809	.000
	Shopping Emotion	.222	.059	.247	3,786	.000

Structural Model Testing Results

Direct Influence

Based on the results of data processing, the conclusions of the research

results are obtained to answer the following hypotheses:

The direct effect of the promotion (X1) variable on shopping emotion (Z) can be formulated as follows: $X_1 \rightarrow Z = 0.693$

The direct effect of the servicescape (X2) variable on shopping emotion (Z) can be formulated as follows: $X2 \rightarrow Z = 0.163$

The direct effect of the promotion (X1) variable on impulsive buying behavior (Y) can be formulated as follows: $X1 \rightarrow Y = 0.518$

The direct effect of the servicescape (X2) variable on impulsive buying behavior (Y) can be formulated as follows: $X2 \rightarrow Y = 0.190$

The direct effect of the shopping emotion (Z) variable on impulsive buying behavior (Y) can be formulated as follows: $Z \rightarrow Y = 0.247$

4.5.2 Indirect Effects

Promotion (X1) indirectly affects impulsive buying behavior (Y) through Shopping Emotion (Z) can be formulated as follows:

$$X1 \rightarrow Z \rightarrow Y = (\rho1) (\rho5) = (0.693) (0.247) = 0.171$$

Servicescape (X2) indirectly affects impulsive buying behavior (Y) through shopping emotion (Z) can be formulated as follows: $X2 \rightarrow Z \rightarrow Y = (\rho2) (\rho5) = (0.163) (0.247) = 0.040$

Total Effect

The total effect of promotion (X1) on impulsive buying behavior (Y) via shopping emotion (Z) can be formulated as follows: $X1 \rightarrow Z \rightarrow Y = (\rho3) + (\rho1 \times \rho5) = 0.518 + 0.171 = 0.689$

Total influence of servicescape (X2) on impulsive buying behavior (Y) via shopping emotion (Z) can be formulated as follows: $X2 \rightarrow Z \rightarrow Y = (\rho4) + (\rho2 \times \rho5) = 0.190 + 0.040 = 0.230$

Coefficient of Determination Test

Table 6. Coefficient of Determination Test Results (Substructural I & II)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802a	.644	.640	3.426
2	.861a	.741	.737	2.635

Based on the table above, substructure I shows the amount of Adjusted R Square 0.640, which can be called the coefficient of determination, which means 64%. This case shows that the Promotion and Servicescape variables on Shopping Emotion have a strong relationship. And the rest is (100% - 64.0% = 36.0%.) Explained by the influence of other factors or variables outside the model that were not studied.

Based on the table above, substructure II shows the amount of Adjusted R Square of 0.741, which can be called the coefficient of determination, which means 73.7%. This case shows that the promotion, servicescape, and shopping emotion variables to impulsive buying behavior have a strong relationship. And the rest is (100% - 73.7% = 26.3%.) Explained by the influence of other factors or variables outside the model that were not studied.

DISCUSSION

The effect of promotion on shopping emotion.

The need continues to increase causes consumer spending to increase (Kurniawan & Kunto, 2013). Consumer behavior that often occurs today, especially when in the mall, is the high emotional level of consumers to visit, have a look, and buy existing products. The emotional state will create two dominants: feeling happy and arousing desire (Kurniawan & Kunto, 2013).

Lovelock & Wirtz (2011) states that promotion aims to motivate consumers to buy, meaning that consumer behavior in buying involves consumer emotions. Cummins & Mullin (2004) revealed that one of the promotion goals is to create interest and divert attention to the price. This interest will generate passion or enthusiasm for consumers to buy a product and keep buying at the outlet in question. Promotion

of value creates interest and results in an increased emotional level of consumers in shopping and creating impulsive buying behavior. Promotion is one element that has an essential role in marketing. The promotion is a form of direct persuasion through various incentive tools to encourage the purchase of a particular product or service quickly and increase the number of goods purchased by consumers (Tjiptono, 2012).

The results showed that promotion directly and significantly affected shopping emotion at the H&M Consumer Store at Sun Plaza Medan. It can be seen that the analysis path analyzes substructural 1 through the t-test shows the coefficient of the promotion variable on shopping emotion. The t-value of promotion is 12.152, and the significant value for promotion is $0.000 < 0.05$. The promotion variable has a significant and positive effect on shopping emotion. Thus, the hypothesis is accepted. Based on these results, it can be concluded that Hypothesis 1 (one) in this study is tested and can be accepted positive direction shows that promotion will simultaneously increase shopping emotion by 0.821.

The results of this study support the research of Waruan & Poluan (2016), Cakraningrat & Ardani (2016), Fahd (2015), and Asrinta (2018), which state that promotion has a significant and positive effect on shopping emotion.

This case indicates that implementing various types of attractive promotions and effective pricing will increase consumers' desire and emotional attitude in shopping. Promotion is one-way companies need to increase sales volume, attract consumers' hearts, and stimulate consumers to make purchases. Therefore, promotional activities must be carried out in line with the marketing plan and well directed and controlled so that the promotion can provide a high contribution to attract existing consumers.

H&M is a fashion company that is engaged and focused on consumers, creative and responsible. For this H&M fashion

company, fashion, fun, and action are essential. H & M, one of the best fashion brands currently globally and in Indonesia, based on data from the distribution of questionnaires, researchers assess that H&M currently has the most extensive segmentation among adolescents aged 18-24.

Promotions carried out by the H&M Sun Plaza Store are currently carried out in various ways, starting from providing the latest product promotions, providing discounted prices, and providing attractive promos every week and month. The problem now is that the covid-19 virus pandemic has also impacted the reduced number of consumers who buy and look at products. With this, H&M maximizes the effective promotion process through social media such as Instagram, Twitter, and Facebook to provide exciting information regarding goods or products that H&M wants to market to consumers. The goal is for consumers to see and communicate these products to their colleagues, friends, and family and finally come to visit the H&M store at Sun Plaza Medan. The better the promotion carried out by H&M, the level of shopping emotions owned by consumers will also increase simultaneously.

The effect of servicescape on shopping emotion

Environmental events generally trigger emotions. According to Solomon (2012), a person's mood or emotions or a person's psychological condition at the time of purchase can significantly impact what he buys or values his purchases.

That way, the physical appearance (servicescape) is attractive, and the existing promotions can make visitors excited or stimulate visitors' emotions to make purchases.

Purchases by these consumers can be made spontaneously, without rational considerations, and consumers feel that the goods need to be purchased. Shopping emotions, promotions, and the physical environment (servicescape) have played an

essential role in unplanned purchases made by consumers (impulse buying) (Bitner & Gremler, 2006).

The store environment has a close relationship with the shopping emotion that consumers perceive, which means that servicescape will create a positive or even negative impression and image for consumers who will also be distracted by their buyers.

The results showed that servicescape directly and significantly affected shopping emotion at the H&M Consumer Store at Sun Plaza Medan. It can be seen that the analysis path analysis (substructural I through the t-test shows the coefficient of the promotion variable on shopping emotion. The t-value of servicescape is 2.855, and the significant value for servicescape is $0.005 < 0.05$. The servicescape variable has a significant and positive effect on shopping emotion; thus, the hypothesis is accepted. Based on these results, it can be concluded that Hypothesis 2 (two) in this study is tested and can be accepted positively, indicating that servicescape will simultaneously increase shopping emotion by 0.204 units.

The results of this study support the research of Waruan & Poluan (2016), Cakraningrat & Ardani (2016), Fahd (2015), and Asrinta (2018), which state that servicescape has a significant and positive effect on shopping emotion. This case indicates that the servicescape variable has a significant and significant effect on shopping emotion; thus, the hypothesis is accepted. Servicescape affects the shopping emotion of consumers before, during, and after purchase. According to Situmorang & Mulyono (2019), elements of the physical service landscape that affect customers include the exterior (parking and landscapes) and interior attributes (such as design, layout, equipment, and decorations). In terms of the interior attributes, the modern H&M store design is equipped with a characteristic H&M color, red, on each small side of the stone wall. Red is the color that most often attracts attention. Color has the characteristics of stimulating nerves,

adrenal glands (endocrine), and sensory nerves. Red also improves blood circulation and reactivity of the blood itself. Red is also the most potent color for stimulating and increasing physical energy, strengthening motivation, increasing circulation, and sexuality. Red also evokes emotions and creates a feeling of excitement or intensity.

Psychology of color or through the color of a brand can build a compelling visual identity, form a strong relationship with the target market, and position itself with competitors in the market (Situmorang & Mulyono, 2019). The next is the layout of goods and products arranged as much as possible by H & M to make it easier for consumers to shop and provide meaningful experiences to consumers when walking to see the goods or products being marketed. Servicescape also includes atmospheres such as lighting and music, the state of physical services available at the H&M Sun Plaza Medan store from the lighting is very maximal and effective. H&M Sun Plaza also provides a comfortable and calm shopping feel by playing a playlist of relaxing music for consumers to listen to when in the store.

Creating an ideal and practical servicescape will also provide a different experience for consumers who shop and impact consumer behaviour changes (Wirtz & Lovelock, 2018). Furthermore, calm down by playing a playlist of relaxing music for consumers to listen to while in the store.

The effect of promotion on impulsive buying behavior

Promotion and the physical environment (servicescape) have played an essential role in consumers' unplanned purchases (impulse buying). Interesting consumer behavior in modern retail stores is impulse buying behavior, commonly called marketers with unplanned purchases. Impulse buying can be defined as part of a condition called "unplanned purchase" or unplanned purchases (Purwa & Yasa, 2014).

According to Utami (2010), impulsive buying is caused by the influence

of stimuli in shopping places to remind consumers how retailers create new needs due to displays and promotions. Producers or marketers also seem to understand impulsive buying, as seen by the increasing number of shops or shopping centers or other producers and marketers who provide many offers for (potential) consumers, including through promotional programs (Mulyono, 2012). Therefore, consumers often make impulsive purchases because they are attracted by the company's promotions, such as discounts, lottery coupons, and prizes. The majority of consumers who make impulsive purchases buy spontaneously, do not think about the consequences and are influenced by emotional conditions.

The results showed that promotion directly and significantly influenced the impulsive buying behavior at the H&M Store Consumer at Sun Plaza Medan. It can be seen that the path analyses (substructural II) through the t-test shows the coefficient of the promotion variable on the impulsive buying behavior. The t-count value of the promotion is 7,787, and the significant value for promotion is 0,000 <0.05. The promotion variable directly and significantly influences impulsive buying behavior; thus, the hypothesis is accepted. Based on these results, it can be concluded that Hypothesis 3 (three) in this study is tested and can be accepted positive direction shows that promotion will increase impulsive buying behavior simultaneously equal to 0.551 units.

This study supports Nagadeepa et al. (2015) that promotional techniques play an essential role in consumers' impulsive purchasing decisions. Tjantoko & Japarianto (2015) states that there is a positive influence, where the higher the promotion, the more impulse buying increases.

The promotion is an essential point in increasing the company's long-term projection. In this case, the promotion must always be evaluated that all predictions to be achieved focusing on consumers can be maximally performed. Increasing consumer

attachment to a brand or company is to provide experience and effective strategies in it.

One of which is created in terms of existing promotions for the H & M store at Sun Plaza has provided ideas and strategies. Such as giving discounts on each product, providing information via online media, and providing promos or interesting articles that can attract consumers outside the store to stop by and shop. The ideal promotional activity that must be carried out with consumer interest in marketed products is to create consumers' experiences who see, use, buy the H&M products in the store. It is starting from interest because of the excellent quality of materials, affordable prices, full employee service, and support from existing facilities in the shopping room, which causes impulsive buying behavior from existing consumers. Promotion is a marketing strategy often applied by companies to increase sales. Most of the sales increase comes from consumers who make impulse buying because consumers who shop today are more modernized by circumstances, lifestyles, and hedonic attitude. The more attractive the store/brand's promotions, the higher its spontaneity level buying goods.

The effect of servicescape on impulsive buying behavior

Servicescape is also very important in forming an image or perception because, through the service environment, consumers are ready to identify and compare specifically a service company with other service companies.

The results showed that servicescape directly and significantly influenced impulsive buying behavior at H&M Store Consumers at Sun Plaza Medan. It can be seen that the path analyses (substructural II) through the t-test shows the servicescape coefficient on impulsive buying behavior. The t-count value of servicescape is 3.809, and the significant value for servicescape is 0,000 <0.05. The servicescape variable has a significant and significant effect on

impulsive buying behavior; thus, the hypothesis is accepted. Based on these results, it can be concluded that Hypothesis 4 (four) in this study is tested and can be accepted positive direction indicates that servicescape will improve impulsive buying behavior simultaneously equal to 0.214 units.

The results of this study support the research of Waruan & Poluan (2016), Cakraningrat & Ardani (2016), Fahd (2015), Asrinta (2018), and Adawiyah (2018), which state that servicescape has a positive and significant effect on impulsive buying behavior. Servicescape has played an essential role in unplanned purchases made by consumers. Usually, they are interested in displays in attractive product booths and neat layouts. With a good design, consumers will think that the company has effectively maximized all critical aspects: product arrangement to create consumer curiosity and spontaneous consumer purchasing decisions. The distance that is not close together between existing fashion displays is a strategy for Store H & M Sun Plaza Medan. Consumers are more interested in exploring and walking around all the rooms where fashion products are displayed and marketed. According to (Zetihaml & Shariat, 2009), a servicescape is anything that is physically present around consumers during service transaction meetings. One of them is the availability of chairs, mirrors, and changing rooms is a critical aspect in consumer assessment of stores. The unique journey that starts from the store entrance as greeted by employees and a comfortable atmosphere accompanied by relaxing music becomes a consumer experience process to create unplanned sales transactions in advance.

The effect of shopping emotion on impulsive buying behavior

More money and free time will influence a consumer to make impulsive buying in a good mood. This case is inseparable from quality fashion products and attractive promos offered.

The results showed that servicescape directly and significantly influenced impulsive buying behavior at H&M Store Consumers at Sun Plaza Medan. This case can be seen through the analysis path to analyze substructural II through t-test. The shopping emotion variable's coefficient on impulsive buying behavior shows that the t-count value of shopping emotion is 3,786 the significant value for shopping emotion is $0,000 < 0.05$. The shopping emotion variable has a significant on impulsive buying behavior; thus, the hypothesis is accepted. Based on these results, it can be concluded that Hypothesis 5 (five) in this study is tested and can be accepted positive direction indicates that shopping emotion will improve impulsive buying behavior simultaneously equal to 0.222 units.

Consumer behavior in shopping will impact buying a product/item with emotional attitudes in shopping by consumers caused by several circumstances, namely pleasure (joy) and sadness. This case also means that the consumer's mood affects every consumer shopping process. The feeling of happiness/pleasure that consumers own is the cause of consumers feeling more relaxed and calm in shopping, enjoying all the essential aspects of the store such as the shopping environment, forms of promotion, and other elements that support the consumer's mood in shopping.

Conditions like this can also lead to impulsive buying for consumers because of extreme pleasure. Consumers cannot control their shopping emotions and decide to buy goods that are considered excellent and attractive.

The higher the consumers' shopping emotions when they see a product, the impulsive buying behavior will also increase. This case indicates that shopping emotion has a vital role in consumer shopping activities.

The effect of promotion on impulsive buying behavior through shopping emotion

The results showed the effect of promoting impulsive buying behavior through shopping emotion at H&M Store Consumers at Sun Plaza Medan.

This case shows that the analysis shows that the promotion variable indirectly and significantly affects the impulsive buying behavior is 0.171, with a significant value of 0.000 <0.05. In other words, shopping emotion significantly mediates the relationship between promotion and impulsive buying behavior. There is a direct and indirect effect of promotion to impulsive buying behavior. With the mediation of shopping emotion, a total effect that occurs from promotion to impulsive buying behavior is 0.689 and a significance of 0.000 <0.05.

Some of the vital efforts carried out by the H&M store at Sun Plaza Medan as one of the H&M fashion brand sales stores in Medan to consumers are significant. Several promotions offered, such as demos and discounts, will increase unplanned purchases of H&M products. Promotional activities carried out regularly and well planned will motivate consumers to make impulsive purchases. The display window of the characters influences impulsive buying behavior. The facility to accept payments by debit or credit cards can also influence impulsive buying behavior. Consumers efficiently use a credit or debit card to pay without bothering to spend money in cash from the start.

The shopping emotion variable can mediate the relationship between the promotion and impulsive buying behavior with a value of 0.171 and a significant value of 0.000 <0.05. the emotional state of shopping that consumers have when they come, visit, and look at the H&M store will increase with the brand's effective promotion process. Strong shopping emotions will create a spontaneous buying activity by consumers of the goods/products on display. Therefore, consumers' shopping emotions are among the causes of buying activities to change immediately when they first see existing promotional activities, such

as giving discounts, good product knowledge processes from employees, attractive booth displays, and goods. -new items with the best quality and are priced at a price that is not too expensive.

The effect of servicescape on impulsive buying behavior through shopping emotion

The resulting research shows servicescape's effect on impulsive buying behavior through shopping emotion at H&M Store Consumers at Sun Plaza Medan. It can be seen that the analysis shows that the servicescape variable indirectly and significantly affects the impulsive buying behavior is 0.040, with a significant value of 0.000 <0.05. In other words, shopping emotion significantly mediates the relationship between servicescape and impulsive buying behavior. There is a direct and indirect influence from servicescape to impulsive buying behavior, with shopping emotion mediation. A total effect from servicescape to impulsive buying behavior is 0.230 and a significance of 0.000 <0.05.

The length of time visiting is determined by the comfort and nuances in the physical environment; the longer the consumer is in the store, the more likely the visitor will buy. Wilson (2018) argues that customers will always rely on physical evidence to evaluate services before purchase and assess their satisfaction with services during and after purchasing. A good servicescape in a shopping store will also affect consumers' shopping emotions when they come and look for the first time into the scape.

The shopping emotion variable can mediate the relationship between the servicescape variable and the impulsive buying behavior with a value of 0.040 and a significant value of 0.000 <0.05. The state of physical services provided can impact consumers' emotional level when they are in the store, which can be seen from the convenience of consumers in choosing and browsing the products being marketed. In

this case, when consumers have felt a relaxed attitude in the existing service environment, it will also create a purchase decision process for these goods. Shopping emotions owned by consumers, of course, differ, there are positive and negative emotions, but with the excellent physical services owned by the store, the activity of purchasing goods/products by consumers will undoubtedly feel more comfortable, of course with a physical condition that reflects an experience when consumers come shopping to be the first attraction for shopping such as a modern store concept,

CONCLUSION & SUGGESTIONS

Based on the analysis and discussion of promotion and servicescape on impulsive buying behavior with shopping emotion as an intervening variable at the H&M Store Consumer at Sun Plaza Medan, some conclusions and suggestions can be taken as follows:

The promotion directly affects shopping emotion in consumers of the H&M Fashion Brand store at Sun Plaza Medan. Servicescape directly affects shopping emotion in consumers of the H&M Fashion Brand store at Sun Plaza Medan. The promotion directly affects impulsive buying behavior in consumers of the H&M Fashion Brand store at Sun Plaza Medan. Servicescape directly affects Impulsive Buying Behavior in consumers of the H&M Fashion Brand store at Sun Plaza Medan. Shopping emotion directly affects impulsive buying behavior in consumers of the H&M Fashion Brand store at Sun Plaza Medan. Promotion indirectly affects impulsive buying behavior through shopping emotion. In other words, shopping emotion can mediate the relationship between promoting impulsive buying behavior in H&M Brand Fashion store consumers at Sun Plaza Medan. Servicescape indirectly affects impulsive buying behavior through shopping emotion. In other words, shopping emotion can mediate the relationship between servicescape and impulsive buying behavior

in consumers of the H&M Fashion Brand store at Sun Plaza Medan.

The conclusions above can be identified in the research results that the problems faced in promotion and servicescape on impulsive buying behavior through shopping emotion for consumers of the H&M Fashion Brand store at Sun Plaza Medan. Then the following suggestions are submitted:

It is recommended for Sun Plaza Medan H&M Store to maintain promotion given (ex: discounts, product displays, online promotions). Furthermore, the H&M Store Sun Plaza Medan pays attention to information from explaining the products offered are not following reality. The H&M Store's solution to increase shopping emotion and impulsive buying behavior from consumers is to provide attractive promotions every day. Such as giving discounts, providing the best promo design words and templates whose goal is that consumers who come can see and be interested can visit the store and finally decide to make a purchase. The H&M Sun Plaza store must be more interactive in conducting promotions and providing the latest information through online media such as Instagram and Facebook.

It is recommended for Sun Plaza Medan H&M Store to maintain lighting that can increase attractiveness when shopping by consumers. Furthermore, it is also suggested that the H&M Store Sun Plaza Medan pay attention to Fragrance aromas that are served to consumers. Solutions that can be done to increase shopping emotion and impulsive buying behavior from consumers, in this case, the H&M Sun Plaza Medan store's interior conditions, have met the standards starting from the layout's cleanliness and others. However, many things must be maximized, namely the addition of chairs or benches For consumers to take a short break when looking for goods or products in the store. The H&M store must give a little impression and experience of consumers who enter the store with fragrances' aroma because the fragrance is

still not felt in the room. Hence, the room feels a little flat/bland, next store H & M.

It is recommended for Sun Plaza Medan H&M Store to maintain the sense of pleasure and happiness of consumers when shopping at the store. Furthermore, it is also suggested that the H&M Store Sun Plaza Medan pay attention to discounts given to consumers because it encourages consumers to make purchases. The solution that can be done by increasing shopping emotion and impulsive buying behavior from consumers is to improve consumers' emotional toward purchasing H&M stores. They must provide maximum product discounts because, in this case, the product discounts carried out by H&M are not as many as its competitors, namely Zara and Uniqlo. H&M Sun Plaza must anticipate this to get consumers to apply daily, monthly, couple discounts, month-end discounts, and early-month discounts as a strategy to attract consumers and create an emotional shopping attitude from existing consumers. One important thing, the H&M Sun Plaza store must provide a discount following the current state of consumers during the Covid-19 pandemic.

Impulsive buying behavior occurs because of several vital encouragements from existing companies/brands. In this case, based on the existing questionnaire, consumers argue that the discount given by the H&M store is an essential factor for them in making spontaneous purchases. The consumer questionnaire also argues that buying goods is done without thinking about the consequences before and after buying. It is necessary to maximize the Sun Plaza Medan H&M store in providing practical strategies to attract consumers' hearts. One of the effective methods that must be given to generate impulsive purchases is to offer new and quality products and provide discounts on these products.

Due to this study's limitations, it is hoped that the next researchers will be able to perfect this research by adding other factors that are not examined in this study. These include experiential marketing,

customer reviews, perceived quality, repurchase intention, or researching other objects related to brand fashion. Others compared this research to add theoretical insight and intellectual understanding in research about shopping emotion and impulsive buying behavior to consumers.

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