Economic and Business Horizon

ISSN: 2963-2765

Economic and Business Horizon
Volume: 05
Issue: 04
Year: 2026
Page: 527-540

Citation:
Ali, A., Nurcahyo, S. A., Muafa, I. W., & Awal, M. (2026). The effects of store atmosphere and digital payment on impulse buying through hedonic shopping value. *Economic and Business Horizon*, *5*(4), 527–540.

The Effects of Store Atmosphere and Digital Payment on Impulse Buying through Hedonic Shopping Value

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Abstract

The rapid growth of modern retail has intensified competition, encouraging retailers to create shopping experiences that stimulate consumers' impulse buying behavior. Both store atmosphere and digital payment have become important factors in shaping consumers' shopping experiences, while hedonic shopping value may explain how these factors influence spontaneous purchasing decisions. This study aims to examine the direct and indirect effects of store atmosphere and digital payment on impulse buying through hedonic shopping. A quantitative approach was employed using a purposive sampling technique involving 150 consumers who had used digital payment methods. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results reveal that store atmosphere and digital payment significantly enhance hedonic shopping value and directly increase impulse buying. Hedonic shopping value also has a significant positive effect on impulse buying and mediates the relationships between store atmosphere, digital payment, and impulse buying. These findings highlight the importance of integrating physical store environments with digital transaction facilities to create enjoyable shopping experiences that encourage spontaneous purchases. The study contributes to consumer behavior literature by demonstrating the complementary roles of experiential and technological factors in explaining impulse buying within the context of Indonesian modern retail.

Keywords

Digital Payment, Hedonic Shopping Value, Impulse Buying, Store Atmosphere.

1. Introduction

The modern retail industry in Indonesia has experienced substantial growth over the past decade due to urbanization, technological advancement, and changing consumer lifestyles (Iskandar et al., 2015). Increasing competition has encouraged retailers to move beyond offering products and services by creating memorable shopping experiences that satisfy consumers' emotional as well as functional needs. Consequently, impulse buying has become an important contributor to retail sales because consumers frequently make spontaneous purchasing decisions when exposed to attractive marketing stimuli (Saura et al., 2022). Impulse buying is generally triggered by internal emotions and external factors such as product displays, promotional activities, store atmosphere, and convenient transaction systems (Nurcahyo et al., 2024a; Meirida & Nuvriasari, 2024).

Among these external factors, store atmosphere plays a crucial role in influencing consumer behavior. Store atmosphere represents the physical and psychological environment intentionally designed to create comfort and enjoyment during shopping through elements such as lighting, music, aroma, layout, cleanliness, and product arrangement (Rehman & Al-Ghazali, 2022). A pleasant shopping environment encourages consumers to spend more time exploring products and increases the likelihood of unplanned purchases. Therefore, creating an attractive store atmosphere has become an essential competitive strategy for modern retailers.

Alongside improvements in the physical shopping environment, the rapid adoption of digital payment has transformed consumer transaction behavior. Cashless payment methods, including QRIS, e-wallets, mobile banking, and debit cards, provide convenience, speed, and efficiency while reducing consumers' psychological barriers to spending (Nurcahyo, 2024). Promotional programs such as cashback, discounts, and reward points further encourage purchasing activities (Lonna et al., 2025). Moreover, the rapid expansion of QRIS reflects Indonesia's commitment to developing an efficient and inclusive digital payment ecosystem that supports the growth of the digital economy (Talakua et al., 2026). As a result, digital payment has become an important factor influencing consumer purchasing decisions in modern retail.

The combination of an attractive store atmosphere and convenient digital payment facilities creates shopping experiences that enhance hedonic shopping value, which refers to the emotional and experiential enjoyment consumers obtain during shopping (Nguyen & Hoai, 2023). Consumers who perceive shopping as enjoyable and entertaining are more likely to spend additional time in stores and make spontaneous purchases (Zulkarnain et al., 2020). Previous studies by Albaity and Rahman (2019) and Anggraeni and Ariyanti (2023) have also shown that favorable shopping environments, emotional excitement, and efficient transaction processes positively influence impulse buying behavior.

Indomaret Fresh Undip Tembalang provides an appropriate setting for investigating this phenomenon because it combines a modern store concept with integrated digital payment facilities while serving a large student and urban consumer market. The availability of comfortable shopping facilities, attractive product displays, and various digital payment options exposes consumers to both emotional and technological stimuli that may encourage impulse buying behavior (Nurcahyo et al., 2024b).

Despite growing interest in this topic, previous studies have produced inconsistent findings. Some studies by Sihotang and Supriyono (2024) report that store atmosphere directly influences impulse buying, whereas other studies by Putri and Fauzi (2023) suggest that the relationship is strengthened through hedonic shopping value. Likewise, although digital payment has been associated with increased consumer spending due to its convenience and efficiency, empirical evidence by Hendarsin et al. (2024) examining its simultaneous relationship with store atmosphere and impulse buying through hedonic shopping value remains limited, particularly in Indonesian modern retail settings. This limitation indicates the need for a more comprehensive model that integrates physical and digital retail factors in explaining consumer purchasing behavior.

Therefore, the research problem lies in the limited understanding of how store atmosphere and digital payment influence impulse buying through hedonic shopping value. While store atmosphere reflects the experiential aspect and digital payment represents transactional convenience, the mediating role of hedonic shopping value in explaining consumers' spontaneous purchasing decisions remains insufficiently explored in Indonesian modern retail contexts. Accordingly, this study aims to examine the effects of store atmosphere and digital payment on impulse buying, both directly and indirectly through hedonic shopping value, at Indomaret Fresh Undip Tembalang. This study contributes to the consumer behavior and retail marketing literature by extending understanding of how experiential and technological factors jointly influence impulse buying. The findings are expected to assist retail managers in designing integrated marketing strategies that combine attractive store environments with effective digital payment services to enhance customer experience and purchasing behavior.

2. Literature Review and Hypothesis Development

2.1. The Effect on Hedonic Shopping Value

Store atmosphere plays an important role in shaping consumers' emotional experiences during shopping. A comfortable, attractive, and well-organized retail environment can evoke positive emotions such as pleasure, excitement, and relaxation, thereby enhancing the overall shopping experience (Novia et al., 2020). Sensory elements, including lighting, music, aroma, interior design, and store layout, create an enjoyable environment that encourages consumers to spend more time exploring products. These positive emotional responses contribute to hedonic shopping value, as consumers perceive shopping not only as a functional activity but also as a source of enjoyment and entertainment (Tlapana et al., 2023). Furthermore, a pleasant store atmosphere strengthens consumers' emotional attachment to the shopping experience, increasing their perceived shopping satisfaction (Wang & Hariandja, 2016). Therefore, a favorable store atmosphere is expected to positively influence hedonic shopping value.

Digital payment systems enhance the shopping experience by providing convenience, efficiency, and flexibility throughout the transaction process. Fast, secure, and user-friendly payment methods reduce transaction effort and allow consumers to enjoy shopping with greater ease (Umagapi et al., 2016; Zhang et al., 2022). Moreover, digital payment platforms frequently offer promotional incentives such as cashback, discounts, reward points, and exclusive offers, which increase consumers' excitement and perceived shopping benefits. These advantages make shopping more enjoyable and strengthen consumers' hedonic shopping value. Previous studies by Anggraeni and Susilowati (2025) also indicate that digital payment adoption positively influences shopping satisfaction and emotional enjoyment, reinforcing consumers' perception of shopping as a pleasurable activity rather than merely fulfilling utilitarian needs.

H1: Store atmosphere has a positive and significant effect on hedonic shopping value.
H2: Digital payment has a positive and significant effect on hedonic shopping value.

2.2. The Effect on Impulse Buying

Impulse buying refers to spontaneous, sudden, and unplanned purchasing behavior triggered by emotional responses and environmental stimuli encountered during shopping activities. Consumers engaging in impulse buying typically make purchase decisions without prior planning or careful evaluation (Rehman & Al-Ghazali, 2022). In the retail context, impulse buying contributes significantly to sales growth because retailers intentionally create shopping environments that stimulate consumers' emotions and encourage unplanned purchases (Utama & Ambarwati, 2022). Store atmosphere is one of the key environmental stimuli influencing this behavior. A comfortable, attractive, and enjoyable shopping environment encourages consumers to spend more time exploring products while generating positive emotions that reduce rational purchase considerations. As consumers become more emotionally engaged in the shopping experience, they are more likely to make spontaneous purchasing decisions. Previous studies by Albaity and Rahman (2019) have demonstrated that a pleasant store atmosphere positively influences consumers' impulse buying behavior.

Digital payment systems also contribute to impulse buying by providing convenient, efficient, and seamless transaction processes. Cashless payments reduce transaction barriers, enabling consumers to complete purchases more quickly and with less perceived financial constraint (Putri & Fauzi, 2023). In addition, digital payment platforms frequently offer promotional incentives, such as cashback, discounts, reward points, and exclusive offers, which increase consumers' excitement and encourage additional unplanned purchases. These features not only simplify transactions but also enhance consumers' willingness to spend impulsively. Consequently, digital payment is expected to strengthen consumers' impulse buying tendencies, as supported by previous studies by Hendarsin et al. (2024), which reported a positive relationship between digital payment adoption and impulse buying behavior.

H3: Store atmosphere has a positive and significant effect on impulse buying.
H4: Digital payment has a positive and significant effect on impulse buying.

2.3. The Effect of Hedonic Shopping Value on Impulse Buying

Hedonic shopping value refers to the emotional and experiential benefits consumers obtain during shopping activities. Unlike utilitarian shopping value, which emphasizes functional and rational outcomes, hedonic shopping value reflects the pleasure, excitement, entertainment, and emotional satisfaction experienced throughout the shopping process (Sembiring & Nisa, 2024). Consumers with a strong hedonic shopping orientation generally perceive shopping as a recreational activity that provides enjoyment, relieves stress, and creates memorable experiences (Abubakar et al., 2021). In modern retail settings, hedonic shopping value has become increasingly important because consumers seek not only products but also engaging shopping experiences. Attractive store environments, enjoyable sensory stimulation, and convenient transaction systems can strengthen consumers' emotional responses and enhance their perceived hedonic shopping value (Seo et al., 2014).

Consumers who experience high hedonic shopping value are more likely to make spontaneous purchasing decisions because emotional enjoyment often outweighs rational evaluation during shopping (Priansa & Suryawardani, 2020). When consumers become emotionally involved in the shopping experience, they tend to focus on immediate gratification rather than planned purchasing behavior. This emotional orientation increases their susceptibility to impulse buying, as feelings of pleasure and excitement encourage unplanned purchases (Saifuddin et al., 2025). Previous studies by Fibriyanti and Kirom (2025) have consistently shown that hedonic shopping value is a significant predictor of impulse buying behavior, indicating that consumers with higher levels of hedonic value are more likely to engage in impulsive purchases. Therefore, hedonic shopping value is expected to positively influence impulse buying behavior.

H5: Hedonic shopping value has a positive and significant effect on impulse buying.

2.4. The Effect of Hedonic Shopping Value as a Mediating Variable

A favorable store atmosphere enhances consumers' emotional experiences by creating a pleasant and engaging shopping environment that increases hedonic shopping value. Environmental cues such as lighting, music, aroma, and store layout evoke feelings of enjoyment, excitement, and relaxation, encouraging consumers to focus on the experiential aspects of shopping rather than purely functional outcomes. As consumers derive greater pleasure from the shopping experience, they become more emotionally engaged and are consequently more likely to make unplanned purchases. According to Sembiring and Nisa (2024) and Hendarsin et al. (2024), hedonic shopping value is expected to mediate the relationship between store atmosphere and impulse buying by explaining how a positive shopping environment encourages spontaneous purchasing behavior.

Similarly, according to Setyaningsih and Abrori (2013), digital payment enhances consumers' shopping experiences by providing fast, convenient, and seamless transactions. In addition to improving transaction efficiency, digital payment often offers promotional incentives, such as cashback, discounts, and reward points, which increase consumers' enjoyment and perceived value during shopping. These benefits strengthen hedonic shopping value by making the shopping process more enjoyable and emotionally satisfying. Consequently, consumers become more likely to engage in impulse buying. Therefore, hedonic shopping value is expected to mediate the relationship between digital payment and impulse buying by enhancing consumers' shopping enjoyment and encouraging spontaneous purchasing behavior (Rehman & Al-Ghazali, 2022).

H6: Hedonic shopping value mediates the relationship between store atmosphere and impulse buying.
H7: Hedonic shopping value mediates the relationship between digital payment and impulse buying.

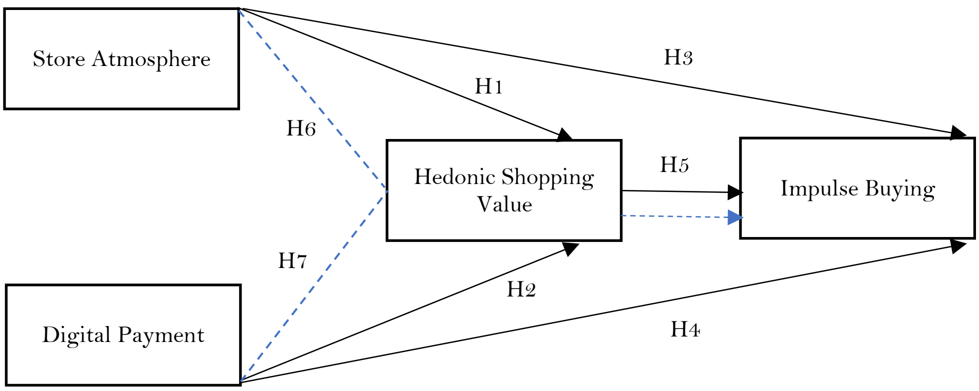

Figure 1. Research Framework

Figure 1 illustrates the research framework examining the relationships among store atmosphere, digital payment, hedonic shopping value, and impulse buying. The framework proposes that store atmosphere and digital payment influence impulse buying both directly and indirectly through hedonic shopping value. A favorable store environment and convenient digital payment facilities are expected to enhance consumers' shopping enjoyment, which may encourage spontaneous purchasing decisions. Thus, hedonic shopping value serves as a mechanism that explains how experiential and transactional factors contribute to impulse buying behavior.

3. Methods

This study employed a quantitative research approach using a causal explanatory design to examine the mediating role of hedonic shopping value in the relationship between store atmosphere, digital payment, and impulse buying at Indomaret Fresh Undip Tembalang. A quantitative approach was selected because it enables the objective measurement of relationships among research variables through statistical analysis and facilitates hypothesis testing based on established theories and previous empirical findings (Sugiyono, 2018; Sarstedt et al., 2021). The causal explanatory design was adopted to examine the direct and indirect relationships between store atmosphere, digital payment, hedonic shopping value, and impulse buying, with hedonic shopping value serving as the mediating variable.

The target population consisted of consumers who had shopped at Indomaret Fresh Undip Tembalang and used digital payment methods during their transactions. The unit of analysis was individual consumers who met the predetermined research criteria. This study employed purposive sampling because respondents were intentionally selected based on characteristics relevant to the research objectives. The inclusion criteria were consumers aged over 17 years, as individuals within this age group are considered capable of making independent purchasing decisions, and consumers who had completed non-cash transactions using digital payment methods, including e-wallets, QRIS, mobile banking, debit cards, or other electronic payment systems at Indomaret Fresh Undip Tembalang. Following the recommendation for SEM-PLS analysis, which suggests a sample size ranging from 100 to 150 respondents depending on the complexity of the research model, this study collected data from 150 respondents to ensure adequate statistical power and improve the reliability of the research findings.

Primary data were collected through a structured questionnaire distributed directly to respondents who met the sampling criteria. The questionnaire consisted of two sections. The first section collected respondents' demographic information, including gender, age, occupation, shopping frequency, and preferred digital payment method, to provide a comprehensive overview of the respondents and support the interpretation of the research findings. The second section measured the constructs of store atmosphere, digital payment, hedonic shopping value, and impulse buying using indicators adapted from previous studies. All questionnaire items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). This analytical technique was selected because it is appropriate for examining complex relationships among latent variables while simultaneously testing mediating effects. Furthermore, SEM-PLS is suitable for research with relatively moderate sample sizes and does not require strict assumptions of multivariate normality (Sarstedt et al., 2021). The analysis involved evaluating the measurement model by assessing convergent validity, discriminant validity, and construct reliability, followed by evaluating the structural model to test the proposed hypotheses and the mediating effect of hedonic shopping value.

4. Results

Before testing the structural relationships among the constructs, the measurement model was evaluated to ensure the validity and reliability of the measurement indicators. Convergent validity was assessed by examining the outer loading values of each indicator. According to the recommended threshold, indicators with outer loading values of 0.70 or higher are considered to have adequate convergent validity because they sufficiently represent their respective latent constructs. The results of the convergent validity assessment are presented in Table 1.

Table 1. Convergent Validity Test (Outer Loading)

Variable	Indicator	Outer Loading	Result
Store Atmosphere	SA1	0.812	Valid
	SA2	0.845	
	SA3	0.874	
	SA4	0.831	
Digital Payment	DP1	0.856	Valid
	DP2	0.889	
	DP3	0.847	
	DP4	0.821	
Hedonic Shopping Value	HSV1	0.861	Valid
	HSV2	0.887	
	HSV3	0.843	
	HSV4	0.826	
Impulse Buying	IB1	0.834	Valid
	IB2	0.871	
	IB3	0.856	
	IB4	0.818	

As presented in Table 1, all measurement indicators exhibit outer loading values ranging from 0.812 to 0.889, exceeding the recommended threshold of 0.70 for convergent validity. These findings indicate that each indicator has a strong correlation with its respective latent construct and is capable of adequately measuring the intended concept. The indicators of store atmosphere, digital payment, hedonic shopping value, and impulse buying all demonstrate satisfactory indicator reliability, as none of the outer loading values fall below the acceptable criterion. Therefore, the measurement model satisfies the convergent validity requirement, indicating that all indicators are valid and suitable for inclusion in the subsequent stages of the SEM-PLS analysis without the need to eliminate any measurement items.

Table 2. Reliability and Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	Composite Reliability	AVE	Result
Store Atmosphere	0.867	0.909	0.714	Reliable
Digital Payment	0.881	0.918	0.737	
Hedonic Shopping Value	0.873	0.913	0.725	
Impulse Buying	0.862	0.906	0.706	

Table 2 shows that all constructs demonstrate satisfactory reliability and convergent validity. The Cronbach's alpha values range from 0.862 to 0.881, while the composite reliability values range from 0.906 to 0.918, both exceeding the recommended threshold of 0.70, indicating a high level of internal consistency. Furthermore, the AVE values range from 0.706 to 0.737, surpassing the minimum criterion of 0.50, which confirms that each construct explains more than half of the variance of its indicators. These findings indicate that the measurement model possesses adequate reliability and convergent validity, and all constructs are appropriate for further structural model analysis.

Table 3. Discriminant Validity Test (HTMT)

Variable	Store Atmosphere	Digital Payment	Hedonic Shopping Value
Digital Payment	0.742	—	
Hedonic Shopping Value	0.801	0.784	—
Impulse Buying	0.769	0.751	0.842

Table 3 presents the results of the discriminant validity assessment using the Heterotrait–Monotrait Ratio (HTMT). All HTMT values range from 0.742 to 0.842, which are below the recommended threshold of 0.90, indicating that each construct is empirically distinct from the others. These findings demonstrate that store atmosphere, digital payment, hedonic shopping value, and impulse buying possess adequate discriminant validity, confirming that the measurement model is capable of distinguishing between the latent constructs. Therefore, the discriminant validity requirement is satisfied, and the constructs are appropriate for subsequent structural model analysis.

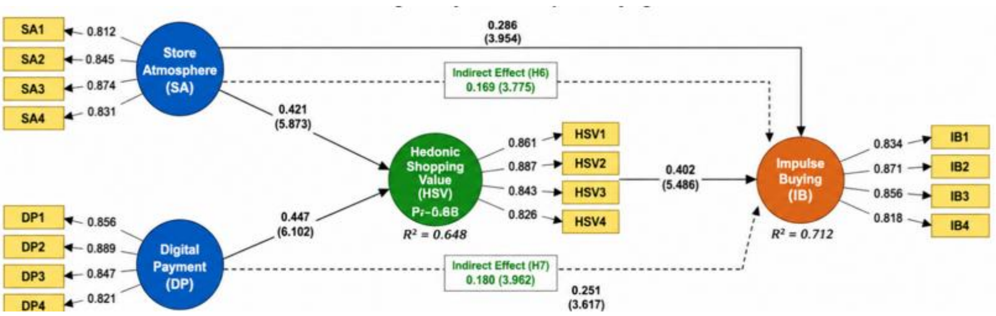

Figure 2. Structural Model

Figure 2 presents the structural model estimated using SEM-PLS, illustrating the relationships among store atmosphere, digital payment, hedonic shopping value, and impulse buying. The model displays the standardized path coefficients, indicator loadings, indirect effects, and coefficients of determination (R^2), which provide an overview of the proposed relationships.

Table 4. Coefficient of Determination (R-Square)

Endogenous Variable	R-Square	Category
Hedonic Shopping Value	0.648	Moderate
Impulse Buying	0.712	Strong

Based on Table 4, the R^2 value for hedonic shopping value is 0.648, indicating that 64.8% of its variance is explained by store atmosphere and digital payment, representing a moderate level of explanatory power. Meanwhile, impulse buying has an R^2 value of 0.712, indicating that 71.2% of its variance is jointly explained by store atmosphere, digital payment, and hedonic shopping value, reflecting a strong explanatory power. These results suggest that the proposed structural model has satisfactory predictive capability for the endogenous constructs.

Table 5. Model Fit Summary

Test	Value	Information
SRMR	0.048	Good Fit
NFI	0.926	
d_ULS	1.763	
D-G	0.612	

Table 5 presents the model fit assessment results. The structural model demonstrates a satisfactory level of fit, with an SRMR value of 0.048, which is below the recommended threshold of 0.08, indicating a good model fit. Additionally, the NFI value of 0.926 exceeds the recommended criterion of 0.90, while the d_ULS and d_G values are within acceptable limits. These results indicate that the proposed model adequately fits the observed data and is appropriate for further hypothesis testing.

Table 6. Path Coefficient and Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	t-statistic	p-value	Result
H1	Store Atmosphere → Hedonic Shopping Value	0.421	5.873	0.000	Accepted
H2	Digital Payment → Hedonic Shopping Value	0.447	6.102	0.000	Accepted
H3	Store Atmosphere → Impulse Buying	0.286	3.954	0.000	Accepted
H4	Digital Payment → Impulse Buying	0.251	3.617	0.000	Accepted
H5	Hedonic Shopping Value → Impulse Buying	0.402	5.486	0.000	Accepted
H6	Store Atmosphere → Hedonic Shopping Value → Impulse Buying	0.169	3.775	0.000	Accepted
H7	Digital Payment → Hedonic Shopping Value → Impulse Buying	0.180	3.962	0.000	Accepted

Table 6 presents the results of the structural model and hypothesis testing. The findings indicate that all proposed direct relationships are positive and statistically significant. Store atmosphere has a significant positive effect on hedonic shopping value ($\beta = 0.421$, $t = 5.873$, $p < 0.001$), supporting H1, while digital payment also positively influences hedonic shopping value ($\beta = 0.447$, $t = 6.102$, $p < 0.001$), supporting H2. Furthermore, store atmosphere ($\beta = 0.286$, $t = 3.954$, $p < 0.001$) and digital payment ($\beta = 0.251$, $t = 3.617$, $p < 0.001$) both have significant positive effects on impulse buying, confirming H3 and H4. In addition, hedonic shopping value exerts a significant positive influence on impulse buying ($\beta = 0.402$, $t = 5.486$, $p < 0.001$), supporting H5.

The mediation analysis further reveals that hedonic shopping value significantly mediates the relationship between store atmosphere and impulse buying ($\beta = 0.169$, $t = 3.775$, $p < 0.001$), supporting H6. Likewise, hedonic shopping value significantly mediates the effect of digital payment on impulse buying ($\beta = 0.180$, $t = 3.962$, $p < 0.001$), supporting H7. Since all path coefficients are positive and all p-values are below 0.001, the results provide strong empirical evidence in support of the proposed research model, indicating that all seven hypotheses are accepted.

5. Discussion

The findings demonstrate that store atmosphere plays an important role in enhancing hedonic shopping value. This suggests that consumers perceive shopping not merely as a functional activity but also as a pleasurable experience shaped by the physical environment of the store. A well-designed layout, comfortable ambience, attractive product displays, and pleasant lighting create positive emotions that increase shopping enjoyment and encourage consumers to spend more time exploring products. In the context of Indomaret Fresh, creating a shopping environment that stimulates sensory and emotional responses can strengthen consumers' perceived shopping value beyond utilitarian benefits. These findings are consistent with Abubakar et al. (2021), who emphasized that retail competitiveness increasingly depends on the ability to create a shopping environment that enhances customer experience. Likewise, Seo et al. (2014) reported that consumers with greater shopping involvement tend to derive higher hedonic value from the shopping environment, leading to more enjoyable shopping experiences.

The positive influence of digital payment on hedonic shopping value indicates that payment technology contributes not only to transaction efficiency but also to consumers' shopping enjoyment. Digital payment systems reduce transaction complexity, improve convenience, and create a seamless purchasing experience, allowing consumers to focus more on product exploration and shopping satisfaction. In modern retail settings, cashless payment has become an integral part of customer experience, reinforcing consumers' perceptions of convenience and innovation. This finding aligns with Lonna et al. (2025), who found that digital payment transformation enhances customer experience by providing faster and more convenient transactions. Similarly, Saura et al. (2022) argued that digital technologies improve customer value creation by simplifying service processes and strengthening consumer engagement.

The results further indicate that both store atmosphere and digital payment directly encourage impulse buying. A pleasant shopping environment creates emotional stimulation that encourages spontaneous purchasing, while convenient payment methods reduce psychological barriers during the purchase process. Consumers are therefore more likely to make unplanned purchases when they experience a comfortable retail environment combined with frictionless payment options. These findings reinforce the view that environmental and technological factors jointly shape consumers' purchasing behavior in modern retail. The results are consistent with Meirida and Nuvriasari (2024), who reported that shopping-related environmental stimuli significantly increase impulsive buying behavior. They are also supported by Talakua et al. (2026), who highlighted that QRIS and digital payment systems facilitate faster purchasing decisions by making transactions more efficient and convenient.

Another important finding is that hedonic shopping value positively influences impulse buying, indicating that consumers who perceive greater enjoyment during shopping are more likely to make spontaneous purchase decisions. Shopping pleasure creates positive emotional states that reduce cognitive evaluation and increase the likelihood of purchasing products without prior planning. This suggests that emotional value functions as an important psychological driver of impulsive consumption. These findings are in line with Rehman and Al-Ghazali (2022), who found that emotional responses generated during shopping significantly affect consumer buying behavior. Likewise, Sembiring and Nisa (2024) emphasized that positive consumer perceptions and perceived value encourage stronger purchasing intentions and actual buying behavior.

The mediation analysis indicates that hedonic shopping value serves as an important mechanism through which store atmosphere and digital payment influence impulse buying. This finding suggests that environmental and technological stimuli are more effective in encouraging spontaneous purchases when they first enhance consumers' shopping enjoyment. In other words, creating an enjoyable shopping experience becomes the pathway that transforms retail attributes into impulsive purchasing behavior. The mediating role of experiential value highlights that successful retail strategies should integrate both physical store design and digital service innovation to strengthen customer experience. This finding is consistent with Saifuddin et al. (2025), who demonstrated that consumer value-related perceptions act as an important mediating mechanism linking marketing strategies to purchasing behavior. Similarly, Iskandar et al. (2015) argued that perceived value functions as a critical mechanism through which service attributes influence customers' behavioral responses and purchasing decisions.

6. Conclusion

This study demonstrates that store atmosphere and digital payment significantly influence hedonic shopping value and impulse buying among consumers at Indomaret Fresh Undip Tembalang. Furthermore, hedonic shopping value positively affects impulse buying. It serves as a significant mediating variable, indicating that enjoyable shopping experiences strengthen the effects of both physical store environments and digital transaction systems on spontaneous purchasing behavior. These findings confirm that consumers are more likely to make unplanned purchases when retailers successfully combine attractive store atmospheres with convenient digital payment facilities that enhance shopping enjoyment. Practically, the results suggest that modern retailers should integrate experiential marketing strategies with digital payment innovations to improve customer experience and stimulate purchasing behavior.

Despite these contributions, this study has several limitations. The research was conducted only at one retail outlet using a cross-sectional design and focused on consumers who used digital payment, limiting the generalizability of the findings to other retail contexts. Future studies are recommended to include different retail formats and geographic locations, apply longitudinal approaches to capture changes in consumer behavior over time, and incorporate additional variables such as sales promotion, shopping motivation, consumer trust, or perceived value to develop a more comprehensive understanding of impulse buying behavior. In addition, future research may examine the role of technological development and evolving consumer lifestyles as external factors that influence purchasing patterns in modern retail environments.

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