Original Article

The Role of Shopping Enjoyment in Mediating the Effect of Store Atmosphere and Hedonic Motivation on Impulse Buying

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Abstract: Changes and advancements in the times have resulted in ever-changing trends, leading to the need for malls offering a wide variety of products and shopping convenience to support customer desires. The desire to follow trends makes some people hedonistic and tends to make unplanned purchases. This study aims to explain the influence of Hedonic Motivation, Store Atmosphere on Shopping Enjoyment and Impulse Buying among fashion store customers at Living World Mall, Bali. This study is an associative quantitative study. The location of this study was Living World Mall, Denpasar City. The sample in this study was 140 Living World Mall customers with a non-random method based on consideration. The results of the study found that Hedonic Motivation and Store Atmosphere have a positive and significant effect on Shopping Enjoyment and Impulse Buying, Shopping Enjoyment has a positive and significant effect on Impulse Buying, and Shopping Enjoyment mediates the influence of Hedonic Motivation and Store Atmosphere on Impulse Buying. Living World Mall must continue to pay attention to mall comfort so that it creates shopping comfort for customers, as well as the presence of store atmosphere and hedonic motivation that increase impulse buying.

Keywords: Hedonic Motivation, Store Atmosphere, Shopping Enjoyment, Impulse Buying.

I. INTRODUCTION

Globalization is a phenomenon in human civilization that continues to occur in global society and is part of the global humanitarian process, influencing all important aspects of life (Saputri et al., 2024). The ongoing trend of globalization toward modernization has led to increasingly rapid economic and business development. One type of industry that has felt the impact of this competition is the retail industry. The fruits of globalization have led to increasing demand for retail goods and services (Setyningrum et al., 2016). Many businesses are now competing to establish and develop sectors in the retail industry, which tends to result in increasingly intense competition.

Globalization is a factor in the development of consumerism, materialism, capitalism, and hedonism, which have permeated all aspects of human life (Saputri et al., 2024). Globalization has generated a rapid flow of information, which has led society to a more consumerist mindset and lifestyle. This consumerist lifestyle has led to changes in recreational priorities within society. While previously people tended to choose tourist attractions for recreation during holidays, they now prefer going to malls.

People now prioritize malls for various reasons, including a sense of comfort compared to shopping elsewhere. Customers experience a comfortable, clean, and safe atmosphere, and despite being crowded, it still provides a sense of calm. Customers feel satisfied with what malls offer, as they fulfill most of their needs. This is related to the completeness of the facilities provided by management, which meet the needs of visitors who currently prioritize practicality and having everything met in one place (one-stop shopping) (Karim, 2023). Many people now consider shopping a hobby or a way to find a new mood. This requires retail businesses to be more proactive and creative in both product development and providing excellent and optimal service to gain a competitive advantage and win market share (Temaja et al., 2015). Competition in the modern retail industry has intensified in recent years, with retailers vying to offer lower prices, attractive discount programs, and a more memorable shopping experience for consumers. They are also focusing on product innovation and investing in technology to improve operational efficiency, ultimately leading to profit maximization.

Retail sales in Indonesia throughout 2023 reached $447 billion (Figure 1), where they grew by 4 percent from 2017 to 2022, surpassing retail sales in several other countries, such as Malaysia, Paraguay, Brazil, etc. (https://www.kearney.com/, 2024). This indicates the stability and readiness of Indonesia to face the tight global market competition among developing countries. In research conducted by the independent company Kearney, a global consulting firm, Indonesia was stated to have a score of 3.4 for country risk, where the higher the ranking, the lower the risk of failure in the retail business sector. A score of 54.7 for market attractiveness, so Indonesia is a mature retail market with strong demographics and an effective business

environment. A score of 36.6 for market saturation which indicates market saturation and a fairly low share of modern retail, as well as potential growth opportunities for international retailers. A score of 82.3 for time pressure, which indicates that Indonesia's retail sector is growing rapidly, thus allowing other countries to enter Indonesia and capture existing growth opportunities (https://www.kearney.com/, 2024).

Figure
2023 Global Retail Development Index rankings

Ranking	Country list used	Population 2022 (mn) (PRB)	GDP PPP per capita 2022 (IMF)	Retail sales (USD bn) (PR)	Market attractiv-eness	Country risk	Market saturation	Time pressure	Final score
1	India	1,417	9,073	1179	60.5	54.1	55.9	100.0	66.4
2	Dominican Republic	11	25,896	42	66.5	85.6	57.8	62.5	65.0
3	Saudi Arabia	37	64,836	249	81.7	100.0	26.7	60.3	62.7
4	China	1,437	23,382	3763	100.0	81.1	4.4	52.0	59.8
5	Azerbaijan	10	18,669	26	45.4	55.4	77.3	43.7	55.6
6	Egypt	104	16,979	303	46.7	19.4	67.6	72.3	55.3
7	Kazakhstan	19	32,688	62	54.7	64.2	56.3	49.1	55.0
8	Malaysia	33	36,847	122	72.0	72.5	17.1	64.7	54.1
9	Türkiye	85	41,412	227	58.3	44.6	28.1	86.8	53.6
10	Indonesia	276	15,855	447	54.7	37.4	36.1	82.3	52.9
11	Paraguay	7	15,578	19	36.8	79.1	77.6	31.9	52.3
12	Jordan	11	12,893	23	46.0	82.7	60.1	36.4	52.0
13	Bangladesh	171	8,663	260	23.2	11.0	92.6	67.9	51.7
14	Romania	19	41,634	111	67.3	92.3	2.6	72.6	51.4
15	Brazil	215	18,686	621	75.0	26.5	21.5	61.0	51.3

Source: https://www.kearney.com/
Figure 1. Global Retail Development Index 2023

The number of retail outlets in Indonesia is projected to increase by 4.2 percent year-on-year (yoy) in 2023 compared to the previous year (https://ekonomi.bisnis.com/, 2024). The development of the retail business in Indonesia can be said to be a driving factor in the development of various trends in the country. This is evident in the high market demand for emerging fashion trends, coupled with the dominance of fashion outlets in retail businesses such as malls (Kinasih and Jatra, 2018). Fashion has now become an influential and highly regarded lifestyle in modern society. Fashion is not just about the clothes we wear; it is more than just a lifestyle and how we interpret ourselves. Fashion is now considered to project an individual's values for appreciation by their social group (Sari et al., 2018).

Needs and lifestyle are inseparable in today's society (Setyami, 2021). This demonstrates that Indonesians are increasingly aware of and understand the importance of an attractive appearance, tending to follow current trends. As customer needs become more diverse, opportunities for businesses, particularly in retail businesses like malls, are also increasing. Trends are always associated with fashion, behavior, and clothing that reflect current trends. People today tend to want to stand out by staying up-to-date with the latest trends and adapting to changing times (Mumtaz et al., 2022). Change and advancements result in constantly shifting trends, and customers who consistently follow these changes will appear superior, further affirming their individual identity within their social circles (Deviana and Giantari, 2016). This is why the existence of malls offering a wide variety of products, attractive offers, easy access, and convenient shopping is essential to support all the desires of customers and potential customers, and to win market competition.

One of the recently opened and quite prominent malls in Bali is Living World. Living World Mall Bali is located in the heart of Denpasar, a hub of economic activity in Bali, and a high level of consumerism. With a population of 756,000 (https://denpasarkota.bps.go.id/, 2024), the potential for mall visits is quite high. Living World Mall Bali is one of the most visited malls in Bali due to its strategic location in the heart of Denpasar. It's approximately 120,000 square meters (12 hectares) of land, making it the largest mall in Bali (https://www.denpasarkota.go.id/, 2024) and making shopping comfortable and convenient.

The mall also features a spacious two-story parking lot capable of accommodating hundreds of cars and motorcycles (www.Balitourism.com, 2023). Upon arrival in the mall area, visitors are greeted by rows of shops with world-renowned brands that sell various kinds of fashion products, such as Uniqlo, Giordano, H&M, minimal, Colorbox, Noir Sur Blanc, and Vans, then several household goods and furniture outlets such as ACE, INFORMA, Toys Kingdom, Pet Kingdom, Pendopo, EYE SOUL, THYS, and various culinary brands from F&B ID, namely Chatime Atealier, Cupbop, Gindaco, and Go! Go! CURRY Genki no Minamoto. (https://www.kawanlamagroup.com/, 2024).

When someone enjoys the shopping process, they experience positive emotions, prompting them to purchase the product without prior planning or from a shopping list. This behavior begins with an internal or external impulse, followed by cognitive (psychological) and affective (feelings and emotions) reactions, ultimately resulting in a response (Iliah and Aswad, 2022). This dependence on the ever-changing world of fashion leads some people to become hedonistic and motivated to constantly update their daily fashion style by making unplanned purchases (Susanti and Sari, 2021). Impulse buying behavior is characterized by unplanned shopping (Purnomo and Riani, 2018). Highly impulsive customers tend to be thoughtless, easily attracted to things, and seek immediate gratification (Deviana and Giantari, 2016).

The shopping experience can also be influenced by the atmosphere of the store itself. Store atmosphere not only creates a pleasant shopping environment but can also add value to the products sold. Furthermore, store atmosphere can also influence unplanned purchases. A well-designed store atmosphere stimulates consumers' emotions, leading them to make impulse purchases (Daulay et al., 2020). Hedonic shopping motivation is a factor that describes what consumers experience when shopping, as purchases are the result of the pleasure they experience (Customers consider shopping more than just acquiring a product, but rather as an entertaining experience (Dey and Srivastava, 2017). Customers who tend to be hedonic will shop when they have free time or when they are having fun (Oktafiana & Indriastuti, 2018).

According to Purnasari and Rastini (2018), shopping enjoyment is a state that encourages impulse buying. This study also concluded that someone who enjoys shopping will increase impulse buying. Currently, most customers are more recreation-oriented, prioritizing aspects of pleasure, enjoyment, and entertainment when shopping (Oktafiana and Indriastuti, 2018). Research conducted by Udiyana and Panasea (2023) found that hedonic motivation influences shopping enjoyment. Shopping enjoyment is created from a pleasant shopping experience, not from completing the shopping activity (Tambunan and Handayani, 2017).

According to previous research, there is a research gap that serves as a reference for researchers. To re-examine the variables contained in this study. Manurung and Yana (2019) stated that store atmosphere had a negative and insignificant effect on impulse buying. However, conflicting results were presented by Saodin (2021), who revealed that store atmosphere had a significant positive effect on impulse buying. Azizi et al. (2020) revealed that hedonic pleasure had a positive but insignificant effect on impulse buying. There were conflicting results presented by Mulyana and Pertiwi (2021), who revealed that there was a positive and significant influence between hedonic shopping motivation and impulsive buying. A similar finding was also expressed by Septiyani and Hadi (2024), who stated that hedonic shopping motivation had a positive and significant effect on impulse buying. Saad and Metawie (2015) stated that shopping enjoyment had a significant positive effect on impulse buying. Contradictory results were found by Rahayu (2017), who found that shopping enjoyment had no effect on impulse buying.

Table 1: Pre-Survey Table

Variable	Statement	Agree	Don't agree	Respondent
Impulse Buying	I feel like I once made an unplanned purchase (impulse buying) at a fashion outlet in Living World Mall Bali because there were many attractive offers..	26	4	30
Store Atmosphere	I feel that when shopping at the fashion outlets at Living World Mall Bali, the product layout and design of each outlet feels attractive, and I feel a comfortable atmosphere..	27	3	30
Shopping enjoyment	I feel comfort and enjoyment when I search for products and shop at fashion outlets at Living World Mall Bali..	21	9	30
Hedonic motivation	I shop at the fashion outlets at Living World Mall Bali because they always provide fashion products that are up to date and follow current trends..	23	7	30

Sumber: Data primer, 2025

Based on this, to determine the extent of unplanned purchasing behavior among customers at Living World Mall Bali, a preliminary study was conducted using a pre-survey method by distributing a temporary questionnaire to 30 respondents. Based on the pre-survey results, 26 respondents made unplanned purchases (impulse buying) due to attractive offers at fashion outlets at Living World Mall Bali. 27 respondents felt that when shopping at fashion outlets at Living World Mall Bali, the product layout and design of each outlet felt attractive and created a comfortable environment. 21 respondents felt comfortable and enjoyed browsing and shopping at fashion outlets at Living World Mall Bali. Furthermore, 23 respondents shopped at fashion outlets at Living World Mall Bali because they consistently stocked up-to-date fashion products and followed current trends. Based on the background problems and the pre-survey (preliminary research), the research problem statement can be formulated.

II. LITERATURE REVIEW

Teori *Stimulus Organism Response* (SOR)

Stimulus, Organism, and Response (SOR) is a theoretical model used to understand the relationship between external stimuli, internal processes within an organism, and the resulting response (Jorken and Keni, 2022). The SOR model is often used in the context of consumer behavior and consumer psychology. The relationship between SOR and external stimuli is that external stimuli influence internal processes within an organism, which in turn influence the resulting response (Türkdemir et al., 2023). SOR theory refers to the use of perspectives to determine hypotheses, where the stimulus is the factor influencing the organism, namely the physical storescape and the social storescape of retail, and the organism that is influenced by the stimulus is the retail store customer. The organism will receive a response due to the stimulus factors that influence the organism. The expected response is a purchase, impulse buying, and also adaptive responsibility (Marpaung and Simanjuntak, 2024). SOR theory contains the following elements: A stimulus is an environmental factor that influences an individual's cognitive and affective reactions, namely messages (Yu et al., 2021). An organism is the ongoing decision-making process, namely the recipient (Sutjiadi and Prasetya, 2021). A response is an effect that can be manifested in approach or avoidance behavior (Yu et al., 2021). In marketing, stimuli come in various forms, such as text, color, images, sounds, aromas, tastes, and so on, which are perceived by the customer's five senses. Stimuli that marketers can control include all components of the marketing mix, such as product design, discounts, distribution, and various forms of product promotion. Stimuli that marketers cannot control include economic conditions, political situations, technological changes, changes in environmental conditions, and changes in cultural values. According to Hardianto (2019), a response is the final result of an internal process that occurs within the customer and is the customer's final decision. Customers may make a purchase, delay a purchase, cancel a purchase, or even avoid a purchase. The SOR model is widely used by marketers to understand the relationship between stimuli given to customers and their reactions to those stimuli through purchasing, consuming, and spending activities. According to Mustika Abidin (2022), the organism or communicant is the element that will receive the stimulus provided by the communicator. The communicant's attitude in responding to the stimulus received will certainly vary depending on each individual's response to the form of the stimulus given, so one can expect and predict the appropriateness between the message and the communicant's reaction.

III. METHOD

This research is a quantitative associative study. This research was conducted at Living World Mall, Denpasar City, Bali. The object of this research focuses on the discussion of the role of shopping enjoyment in mediating the influence of store atmosphere on impulse buying and the role of shopping enjoyment in mediating the influence of hedonic motivation on impulse buying. The endogenous variable in this study is impulse buying. The exogenous variables in this study are store atmosphere and hedonic motivation. The mediating variable in this study is shopping enjoyment. The population in this study is customers of Living World Mall Bali in Denpasar City, whose number is not limited. The sample used in this study was 140 respondents. This study used a non-probability sampling method, which is a non-random sampling method and uses a judgment sampling method. The sample criteria in this study were respondents with a minimum education of high school and who have shopped at least once in the past year at Living World Mall Bali. The types of data used in this study consist of quantitative and qualitative data. The data sources used in this study are primary and secondary sources. Data collection in this study used a survey method with questionnaires distributed directly by the researcher. The data analysis technique used SEM (Structural Equation Modeling) based on PLS (Partial Least Squares).

IV. RESULTS AND DISCUSSION

Based on the modeling stages described previously, the structural equation model of this study can be described as in Figure 2 below.
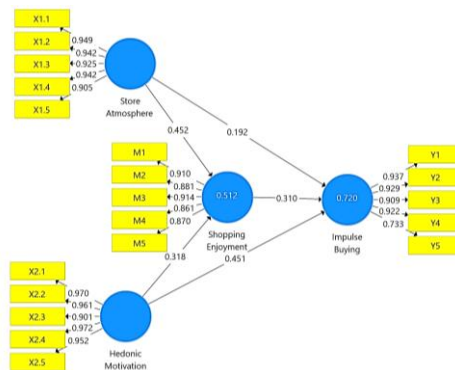
Figure 2. Structural Equation Model of the Research
Source: Primary Data (2025)

The first part of the outer model testing is convergent validity. Indicators are considered valid if they have a factor loading value above 0.70. However, for initial research in developing a measurement scale, a loading value of 0.50 to 0.60 is considered sufficient (Ghozali, 2014:39). The results of the outer model can be seen in Table 2.

Table 2: *Outer Loadings*

	Original Sample	t Statistics	P Values
$X_{1.1}$ <- Store Atmosphere	**0,949**	100,781	0,000
$X_{1.2}$ <- Store Atmosphere	0,942	80,813	0,000
$X_{1.3}$ <- Store Atmosphere	0,925	61,845	0,000
$X_{1.4}$ <- Store Atmosphere	0,942	78,998	0,000
$X_{1.5}$ <- Store Atmosphere	0,905	39,306	0,000
$X_{2.1}$ <- Hedonic Motivation	0,970	292,218	0,000
$X_{2.2}$ <- Hedonic Motivation	0,961	120,991	0,000
$X_{2.3}$ <- Hedonic Motivation	0,901	58,851	0,000
$X_{2.4}$ <- Hedonic Motivation	**0,972**	231,963	0,000
$X_{2.5}$ <- Hedonic Motivation	0,952	140,853	0,000
M_1 <- Shopping Enjoyment	0,910	53,618	0,000
M_2 <- Shopping Enjoyment	0,881	44,714	0,000
M_3 <- Shopping Enjoyment	**0,914**	56,148	0,000
M_4 <- Shopping Enjoyment	0,861	28,042	0,000
M_5 <- Shopping Enjoyment	0,870	31,737	0,000
Y_1 <- Impulse Buying	**0,937**	92,697	0,000
Y_2 <- Impulse Buying	0,929	80,503	0,000
Y_3 <- Impulse Buying	0,909	58,304	0,000
Y_4 <- Impulse Buying	0,922	78,731	0,000
Y_5 <- Impulse Buying	0,733	15,769	0,000

Source: Primary Data (2025)

Based on Table 2, the output results have met convergent validity because the loading factor is above 0.70, so it can be said that all research variable indicators are valid. The store atmosphere variable (X1) indicator X1.1 has the highest outer loadings value compared to other indicators, namely 0.949, so it can be explained that the indicator can reflect the store atmosphere variable (X1). The hedonic motivation variable (X2) indicator X2.4 has the highest outer loadings value compared to other indicators, namely 0.972, so it can be explained that the indicator can reflect the innovation variable (X2). From the shopping enjoyment variable (M), indicator M3 towards shopping enjoyment has the highest outer loadings value compared to other indicators, namely 0.914, so it can be explained that the indicator can reflect the shopping enjoyment variable (M). From the impulse buying variable (Y), indicator Y1 has the highest outer loadings value compared to other indicators, namely 0.937, so it can be explained that the indicator can reflect the impulse buying variable (Y).

Table 3: Cross-Loading Test Results

	Store Atmosphere	Hedonic Motivation	Shopping Enjoyment	Impulse Buying
$X_{1.1}$	**0,949**	0,658	0,645	0,728
$X_{1.2}$	**0,942**	0,668	0,639	0,722
$X_{1.3}$	**0,925**	0,689	0,619	0,636
$X_{1.4}$	**0,942**	0,728	0,666	0,707
$X_{1.5}$	**0,905**	0,593	0,599	0,576
$X_{2.1}$	0,693	**0,970**	0,648	0,793
$X_{2.2}$	0,717	**0,961**	0,580	0,718
$X_{2.3}$	0,629	**0,901**	0,586	0,733
$X_{2.4}$	0,702	**0,972**	0,603	0,725
$X_{2.5}$	0,667	**0,952**	0,632	0,770
M_1	0,615	0,620	**0,910**	0,697
M_2	0,652	0,660	**0,881**	0,721
M_3	0,638	0,632	**0,914**	0,701
M_4	0,522	0,425	**0,861**	0,518
M_5	0,567	0,457	**0,870**	0,554
Y_1	0,679	0,719	0,733	**0,937**
Y_2	0,654	0,771	0,666	**0,929**
Y_3	0,626	0,672	0,674	**0,909**
Y_4	0,670	0,769	0,661	**0,922**

Y5	0,599	0,546	0,487	**0,733**

Source: Primary Data (2025)

Based on Table 3, it can be seen that the correlation between the store atmosphere variable (X1) and its indicators is higher than the correlation between hedonic motivation (X2), shopping enjoyment (M), and impulse buying (Y). The correlation between the hedonic motivation variable (X2) and its indicators is higher than the correlation between store atmosphere (X1), shopping enjoyment (M), and impulse buying (Y). Then, the correlation between the shopping enjoyment variable (M) and its indicators is higher than the correlation between the store atmosphere (X1), hedonic motivation (X2), and impulse buying (Y) indicators. Furthermore, the correlation between impulse buying (Y) and its indicators is higher than the correlation between the hedonic motivation (X2), shopping enjoyment (M), and store atmosphere (X1) indicators. It can be explained that all indicators in each variable are valid.

Table 4: Average Variance Extracted Value

Research Variables	AVE
Store atmosphere (X1)	0,870
Hedonic motivation (X2)	0,906
Shopping enjoyment (M)	0,788
Impulse buying (Y)	0,791

Source: Primary Data (2025)

Based on Table 4, it can be explained that the AVE values for the variables store atmosphere, hedonic motivation, shopping enjoyment, and impulse buying are greater than 0.50 for each variable, indicating a good model.

Table 5. Results of Reliability Research

Variable	Composite Reliability	Cronbachs Alpha	Description
Store atmosphere (X1)	0,971	0,963	Reliabel
Hedonic motivation (X2)	0,980	0,974	Reliabel
Shopping enjoyment (M)	0,949	0,933	Reliabel
Impulse buying (Y)	0,949	0,932	Reliabel

Source: Primary Data (2025)

The composite reliability and Cronbach's alpha results for the store atmosphere, hedonic motivation, shopping enjoyment, and impulse buying variables were all above 0.60. Therefore, it can be concluded that the variables have good reliability.

Inner model analysis is a structural model that ensures that the structural model is robust and accurate. The R-square (R2) calculation aims to determine the correlation value of the endogenous variables resulting from the PLS estimation of each path. The R-square (R2) value ranges from 0 to 1, with the assumption that the higher the R-square value, the better the research structural model. The R-square results can be seen in Table 6 below.

Table 6. R-square

Variable	R Square
Shopping enjoyment	0,512
Impulse buying	0,720

Source: Primary Data (2025)

Table 6 shows the R-square value of the Shopping enjoyment variable is 0.512. This means that 51.2 percent of the variability in the Shopping enjoyment construct can be explained by the store atmosphere and hedonic motivation variables, while the remaining 48.8 percent of the shopping enjoyment variable is explained by other variables outside the model. Likewise, the impulse buying variable has an R-square value of 0.720. This means that 72 percent of the variability in the impulse buying construct can be explained by the store atmosphere, hedonic motivation, and shopping enjoyment variables, while the remaining 28 percent of the impulse buying variable is explained by other variables outside the model.

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$
$$= 1 - (1-0,512)(1-0,720)$$
$$= 1 - (0,488)(0,280)$$
$$= 1 - 0,137 = 0,863$$

The result of the Q2 calculation is 0.863, so the conclusion is that impulse buying among customers of the Living World Mall Bali fashion outlet in Denpasar City in this study has a relevant predictive value of 86.3% because it can explain the information in this study and is classified as very strong.

Hypothesis testing is performed using a p-statistics test (p-value). If the p-value obtained in this test is <0.05, it means the test is significant, and conversely, if the p-value >0.05, it means it is not significant. If the test results find a significant outer loading, this indicates that the indicator can be used as a measure of the latent variable. If the test results in the inner model are significant, it can be interpreted as there is a significant influence of the latent variable on other latent variables. Based on the results of the PLS analysis, it shows the direction and influence of each independent variable on the dependent variable. The results are described as follows.

Table 7: Hypothesis Testing

Hypothesis	Correlation Coefficient	p values	Description
Direct Influence			
Store atmosphere Impulse buying	0,192	0,010	Significant
Hedonic motivation → Impulse buying	0,451	0,000	Significant
Store atmosphere → Shopping enjoyment	0,452	0,000	Significant
Hedonic motivation → Shopping enjoyment	0,318	0,001	Significant
Shopping enjoyment → Impulse buying	0,310	0,000	Significant
Indirect Influence			
Store atmosphere → Shopping enjoyment → Impulse buying	0,140	0,003	Significant
Hedonic motivation → Shopping enjoyment → Impulse buying	0,098	0,004	Significant

Source: Primary Data (2025)

A) The Influence of Store Atmosphere on Impulse Buying Among Customers at the Fashion Living World Mall Bali Store in Denpasar

Hypothesis testing on the influence of store atmosphere on impulse buying indicates that store atmosphere has a significant positive effect on impulse buying among customers at the Fashion Living World Mall Bali Store in Denpasar. This means that the better the store atmosphere perceived by customers at the Fashion Living World Mall Bali Store in Denpasar, the more significant the impact on impulse buying. Based on this, the hypothesis that store atmosphere has a positive and significant effect on impulse buying among customers at the Fashion Living World Mall Bali Store in Denpasar is accepted. Store atmosphere involves various aspects such as lighting, interior design, music, aroma, temperature, and product layout within the store. All of these elements aim to create a comfortable and attractive atmosphere for customers, which ultimately can influence consumer purchasing decisions. Store atmosphere is a crucial factor in influencing impulse buying decisions. A good store atmosphere can influence consumer purchasing behavior. Customers who feel comfortable will spend time in a store, thus attracting customers to make impulse purchases. The results of this study align with research conducted by Dewi and Giantari (2015), which stated that store atmosphere has a positive influence on impulse buying. Research conducted by Maulana (2018) also revealed that store atmosphere has a positive influence on impulse buying. This is in line with research conducted by Saputro (2018) and Supriono (2018), which found that store atmosphere has a positive and significant effect on unplanned purchases.

B) The Influence of Hedonic Motivation on Impulse Buying among Customers at the Fashion Living World Mall Bali Store in Denpasar City

Hypothesis testing of hedonic motivation's impact on impulse buying indicates that hedonic motivation has a significant and positive impact on impulse buying by customers at the Fashion Living World Mall Bali Store in Denpasar City. Boosting hedonic motivation of customers at the Fashion Living World Mall Bali Store in Denpasar City will increase impulse purchasing among customers at the Fashion Living World Mall Bali Store in Denpasar City considerably. From this, the hypothesis that hedonic motivation has a significant and positive impact on impulse purchasing among customers at the Fashion Living World Mall Bali Store in Denpasar City is accepted. Hedonic shopping motivation is the seeking of individual enjoyment and how consumers satisfy it. Hedonic motivation may also be referred to as a shopping behavior factor that makes consumers enjoy satisfying their internal demands. Consumers do not only purchase in order to satisfy their demands, but also for hedonic purposes (Horváth and Adıgüzel, 2018). A motivation that is triggered by the feeling of pursuing enjoyment is hedonic motivation. Hedonic customers are likely to have leisure time when they shop, which can bring customers in to impulsively buy. This is consistent with studies by Mamuaya and Aditya (2018), which show that hedonic motivation is positively associated with impulse buying. This is the implication that an increase in hedonic shopping motivation leads to more impulsive buying. This is also consistent with studies by Susanti and Sari (2021), where it is said that hedonic shopping motivation significantly influences impulse buying.

C) *The Effect of Store Atmosphere on Shopping Enjoyment Among Customers at the Fashion Living World Mall Bali Store in Denpasar*

Hypothesis testing for the impact of store atmosphere towards shopping enjoyment indicates that store atmosphere has a strong positive impact towards shopping enjoyment from customers at the Fashion Living World Mall Bali Store, Denpasar. It implies that an improved store atmosphere experienced by customers at the Fashion Living World Mall Bali Store in Denpasar will have a strong impact towards shopping enjoyment. According to this, the hypothesis that store atmosphere plays an important positive role in shopping enjoyment amongst customers at the Fashion Living World Mall Bali Store in Denpasar is accepted. Store atmosphere is the sum of physical and emotional components that influence the consumer experience within a store. These factors incorporate lighting, music, scent, décor, merchandise placement, and other factors that affect a customer's mood and actions in the store. Effective lighting is essential not only to maximize product visibility but also to provide a comfortable atmosphere. Proper lighting can make the store a nice and cozy place, leading to customers being more relaxed and enjoying the time spent in the store, and thus maximizing their shopping enjoyment. The findings of this research are consistent with a study by Rani and Purnami (2019), which concluded that the retail environment positively and significantly influences shopping emotions. Kaeger et al. (2020) concluded that the store environment positively and significantly influences the enjoyment of shopping. Likewise, Krasonikolakis et al. (2018) concluded that the store environment has a significant influence on shopping enjoyment.

D) *The Influence of Hedonic Motivation on Shopping Enjoyment among Customers at the Living World Mall Bali Fashion Store in Denpasar*

Hypothesis testing of the impact of hedonic motivation on shopping enjoyment indicates that hedonic motivation positively affects shopping enjoyment among customers at the Living World Mall Bali Fashion Store in Denpasar. It can be concluded that improving hedonic motivation among customers at the Living World Mall Bali Fashion Store in Denpasar will make a big difference in terms of shopping enjoyment. According to this, the hypothesis that hedonic motivation significantly contributes to shopping pleasure among customers at the Living World Mall Bali Fashion Store in Denpasar is accepted. Hedonic motivation describes the desire to pursue enjoyable, fulfilling, and emotional experiences during shopping. In shopping, hedonic motivation is linked with wanting to have fun from the experience rather than merely to satisfy functional requirements, like buying commodities. Hedonic motivation consumers enjoy more pleasant shopping experiences. Consumers focus not only on functional needs (such as purchasing necessary products) but also on the emotional aspects of the shopping process. Thus, hedonic motivation directly increases shopping enjoyment. The results of this study align with research conducted by Udiyana and Panasea (2023), which states that hedonic motivation has a significant positive effect on shopping enjoyment. The higher a customer's hedonic motivation, the higher their level of information search for a product or service.

E) *The Effect of Shopping Enjoyment on Impulse Buying Among Customers at the Living World Mall Bali Fashion Outlet in Denpasar*

Hypothesis testing for the impact of shopping pleasure on impulse purchasing reveals that shopping pleasure positively affects impulse purchasing among consumers at the Living World Mall Bali Fashion Outlet in Denpasar. This implies that the larger the shopping enjoyment of customers at the Living World Mall Bali Fashion Outlet in Denpasar, the larger the influence on impulse purchasing of customers at the Living World Mall Bali Fashion Outlet in Denpasar. Based on this, the hypothesis that enjoying shopping has a significant and positive impact on impulse buying among Living World Mall Bali Fashion Outlet customers in Denpasar is accepted. Shopping enjoyment is the extent to which customers experience pleasure and satisfaction when experiencing shopping, involving numerous factors. The greater the enjoyment experienced while shopping, the higher the chances of customers feeling contented and willing to shop further. Shopping pleasure and impulse purchase are interconnected. When consumers find their shopping enjoyable, particularly in fashion shops that present an appealing and nice environment, they would find themselves more inclined to purchase products impulsively or without planning. The findings of this research support research established by Purnasari and Rastini (2018), which articulated that shopping pleasure has a vital positive influence on impulse purchase. This aligns with research carried out by Purba et al. (2024), which confirmed that enjoyment in shopping has an important influence on impulse buying. In contrast to research by Rahayu (2017), which confirmed that shopping enjoyment does not have an important positive influence on impulse buying.

F) *The Role of Shopping Enjoyment in Mediating the Effect of Store Atmosphere on Impulse Buying Among Customers at the Living World Bali Fashion Store in Denpasar*

Hypothesis testing on the effect of store atmosphere on impulse buying, mediated by shopping enjoyment, shows that store atmosphere significantly influences impulse buying, mediated by shopping enjoyment, among customers at the Living World Bali Fashion Store in Denpasar. Based on this, it can be concluded that shopping enjoyment partially mediates the effect of store atmosphere on impulse buying among customers at the Living World Bali Fashion Store in Denpasar. Therefore, the hypothesis that shopping enjoyment significantly mediates the effect of store atmosphere on impulse buying among customers at the Living World Bali Fashion Store in Denpasar is accepted. Store atmosphere is the totality of physical and emotional

elements that shape a consumer's experience in a store. These elements include lighting, music, aroma, interior design, product layout, and other aspects that can influence consumer mood and behavior while in the store. Proper lighting is not only important for optimal product display but also creates a pleasant atmosphere. An attractive and comfortable store atmosphere can make customers feel more at ease in the store. This can indirectly trigger impulse buying. Research conducted by Rohman (2020) indicates that the Store Atmosphere variable has an indirect and significant effect on Impulsive Buying Decisions. These results are also supported by research by Srivastava (2023), which strengthens the argument that a pleasant shopping experience acts as a significant mediating variable in strengthening the relationship between store atmosphere and impulsive buying behavior.

G) The Role of Shopping Enjoyment in Mediating the Effect of Hedonic Motivation on Impulse Buying among Customers at the Living World Mall Bali Fashion Store in Denpasar City

Hedonic motivation has a significant impact on impulse buying among customers at the Living World Mall Bali Fashion Store in Denpasar City, mediated by shopping enjoyment, according to hypothesis testing on the relationship between hedonic motivation and impulse buying with shopping enjoyment as mediators. This indicates that the effect of hedonic motivation on customers' impulsive purchases at the Living World Mall Bali Fashion Store in Denpasar City is partially mediated by shopping enjoyment. This supports the hypothesis that the effect of hedonic motivation on customers' impulse buying at the Living World Mall Bali Fashion Store in Denpasar City is mediated in a significant way by shopping enjoyment. The results of this study are in line with research conducted by Andryansyah and Zainul (2018), who stated that hedonic motives have a significant influence on impulse buying. This means that the higher the hedonic motives experienced by customers while shopping directly, the more it increases the customer's impulse buying during the shopping process. Mamuaya and Aditya (2018) stated that hedonic motivation has a positive and significant effect on impulse buying, with shopping enjoyment as a mediator. A similar finding was also expressed in research by Udiyana and Panasea (2023), who stated that Shopping Enjoyment partially mediates the influence of Hedonic Motivation on Impulse Buying.

V. CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows. Store atmosphere has a positive and significant effect on impulse buying in customers of fashion outlets living in world mall Bali in Denpasar City, which means that the better the store atmosphere felt by customers of fashion outlets living in world mall Bali in Denpasar City. Hedonic motivation has a positive and significant effect on impulse buying in customers of fashion outlets living world mall Bali in Denpasar City, which means that the higher the hedonic motivation owned by customers of fashion outlets living world mall Bali in Denpasar City. Store atmosphere has a positive and significant effect on shopping enjoyment in customers of fashion outlets living world mall Bali in Denpasar City, which means that the better the store atmosphere felt by customers of fashion outlets living world mall Bali in Denpasar City. Hedonic motivation has a positive and significant effect on shopping enjoyment in customers of fashion outlets living world mall Bali in Denpasar City, which means that the higher the hedonic motivation owned by customers of fashion outlets living world mall Bali in Denpasar City. Shopping enjoyment has a positive and significant effect on impulse buying among customers at the Living World Bali Fashion Mall in Denpasar City, indicating increased shopping enjoyment. Shopping enjoyment significantly mediates the influence of store atmosphere on impulse buying among customers at the Living World Bali Fashion Mall in Denpasar City. This means that a better store atmosphere can increase shopping enjoyment, leading to increased shopping enjoyment. Shopping enjoyment significantly mediates the influence of hedonic motivation on impulse buying among customers at the Living World Bali Fashion Mall in Denpasar City, indicating that increased hedonic motivation can increase shopping enjoyment.

The Living World Bali Fashion Mall is expected to enhance impulse buying by focusing on store atmosphere and hedonic motivation, as these have been proven to be influential in this study. It's important to note that fashion outlets at Living World Mall Bali in Denpasar City are expected to provide a variety of useful facilities to ensure customer comfort while shopping. Additional facilities include fitting rooms to minimize waiting times for trying on products. Additional amenities, such as seating, can also be added to minimize standing while waiting to try on products. This can enhance shopping enjoyment, which in turn increases impulse buying. Fashion outlets at Living World Mall Bali in Denpasar City can provide excellent customer service and attractive offers to alleviate shopping stress. These include discounts and friendly service, which can enhance shopping enjoyment, which in turn increases impulse buying. For further research, it is hoped that it will be able to add variables that can influence impulse buying, be able and capable of expanding the scope of research that is not only limited to the fashion outlets of Living World Mall Bali in Denpasar City or can also change the research location that is not only focused on one research location, so as to provide a broader view and be able to be implemented generally.

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