

The Influence of Store Atmosphere and Price Discounts on Impulse Buying: A Study of Miniso Consumers in Surabaya

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Abstract

The rapid growth of the retail industry has intensified competition among retailers, encouraging businesses to create effective marketing strategies to stimulate consumers impulsive buying behaviour. This study aims to examine the influence of store atmosphere and price discount on impulsive buying among Miniso consumers in Surabaya. This research uses explanatory analysis.. The independent variable is store atmosphere (X1), price discount (X2) and the dependent variable is impulsive buying (Y). Data were collected through online questionnaire distributed via Google Forms to 100 respondents selected using purposive sampling. The respondents were required to meet the predetermined criteria, namely male or female consumers aged 18-35 years, who had made at least one purchase at Miniso Surabaya within the previous year. The data were subsequently analyzed using multiple liniear regression with IBM SPSS version 25. The findings reveal that store atmosphere and price discount each have a positive and significant influence consumers impulsive buying behavior. Simultaneously, both variables also significantly influence consumers' impulse buying behavior. This study is limited to consumers of Miniso stores in Surabaya and only examines two independent variables, hich may limit the generalizability of findings.

Keywords: store atmosphere; price discount; impulsive buying; Miniso; Surabaya

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INTRODUCTION

The modern retail industry in Indonesia has experienced steady growth alongside the increasing number of shopping centers. The retail sector plays a vital role in fulfilling consumers' daily needs. The development of modern retailing in Indonesia began in the 1960s with the establishment of Sarinah as the country's first department store. The industry then expanded rapidly during the 1980s, driven by economic growth and marked by the emergence of major retail chains such as Matahari, Ramayana, and Hero. This development continued throughout the 1990s with the rapid expansion of convenience stores, including Alfamart and Indomaret (Pranggabayu & Lestari Andjarwati, 2022).

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Between 2010 and 2015, Indonesia's retail market was dominated by large-scale retailers such as IKEA, H&M, and Uniqlo. In recent years, the growth of modern retailing has also been characterized by the increasing number of lifestyle retail stores offering household goods, fashion accessories, beauty products, and various other lifestyle items. Examples include Usupso, Brunbrun, Oh!Some, MR. DIY, and Miniso. This trend indicates that the modern retail industry continues to expand, as reflected in the consistent increase in consumer retail spending over time, as illustrated in Figure 1.



Source: databoks.katadata.co.id

Figure 1 Retail Spending Growth, 2020–2025

Figure 1 shows that Indonesia's retail market experienced consistent growth during the 2014–2025 period, with retail spending projected to increase by 20.8% between 2020 and 2025 as the number of long-term consumers continues to grow. This growth is reflected in the increasing number of shopping malls and modern retail outlets in major cities, particularly Surabaya. As Indonesia's second-largest city, Surabaya represents a highly promising market for the expansion of the modern retail industry.

Miniso is a Chinese lifestyle retail brand that entered the Indonesian market in 2017 and rapidly expanded its retail network throughout Surabaya. Its stores are strategically located in shopping malls and commercial areas across the central, western, eastern, and southern parts of the city, reflecting strong consumer demand and purchasing power. According to Levy and Weitz (2012), a strategic retail location can increase customer traffic and purchasing opportunities. Nevertheless, Miniso faces intense competition from other lifestyle retailers, making effective marketing strategies essential to attract consumers. These strategies include creating a pleasant store

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atmosphere and offering attractive price discount programs that match consumers' expectations. In Surabaya, Miniso is widely recognized for its modern product designs, appealing store concept, and periodic promotional discounts. These factors are likely to influence consumer purchasing behavior, particularly impulse buying.

Previous studies have reported inconsistent findings regarding the determinants of impulse buying. Caesariani (2021) found that store atmosphere has a positive and significant effect on impulse buying. In contrast, Wijaya and Setyawan (2020) reported that store atmosphere does not have a positive and significant effect on impulse buying. Similarly, Windyaningrum and Sudarwanto (2022) concluded that price discounts positively and significantly influence impulse buying, whereas Waani and Tumbuan (2024) found that price discounts do not have a significant effect on impulse buying.

Given the existing phenomenon and the inconsistent findings of previous studies, further research is necessary. Therefore, this study aims to analyze the influence of store atmosphere and price discounts on impulse buying among Miniso consumers in Surabaya.

LITERATURE REVIEW

Retail Marketing

According to Kotler and Keller (2016), retailing refers to all activities involved in selling goods or services directly to final consumers for personal use rather than for resale. Berman and Evans (2018) further explain that retail marketing encompasses all business activities aimed at selling goods and services to end consumers to satisfy personal and household needs. Similarly, Levy and Weitz (2012) define retailing as a series of business activities that add value to products and services offered to final consumers. Based on these definitions, retail marketing can be understood as all marketing activities conducted to sell goods or services directly to end consumers in order to fulfill their personal and household needs.

Consumer Behavior

According to Kotler and Keller (2016), consumer behavior refers to the process by which individuals select, purchase, use, and evaluate goods or services to satisfy their needs and wants. Similarly, Schiffman and Wisenblit (2019) define consumer behavior as consumers' actions in searching for, purchasing, using, evaluating, and disposing of products and services. Based on these definitions, consumer behavior can be understood as the decision-making process and actions undertaken by consumers before, during, and after purchasing products or services to fulfill their needs.

Impulsive Buying

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Utami (2010), impulse buying is an unplanned purchase that occurs when consumers are attracted to a product or brand, often stimulated by the retail environment. Mowen and Minor (2002) define impulse buying as a spontaneous purchase made without prior intention or careful consideration before entering the store. Based on these definitions, impulse buying can be understood as a spontaneous purchasing behavior driven by sudden emotional impulses and external stimuli rather than rational decision-making.

Store Atmosphere

Kotler and Keller (2009), store atmosphere is one of the key strategies used to attract consumers. Utami (2010) explains that store atmosphere is created through elements such as store layout, product displays, lighting, colors, music, and scent to stimulate consumers' emotional responses during shopping. Similarly, Firmansyah (2018) states that store atmosphere influences consumers' emotions while shopping. Based on these definitions, store atmosphere can be understood as the combination of physical and non-physical elements designed to create a pleasant shopping environment and influence consumers' purchasing decisions.

Price Discount

Kotler and Keller (2016), price discount refers to a reduction from the regular price offered to consumers to increase the perceived value of a product. Similarly, Tjiptono (2008) defines price discounts as incentives provided by sellers to encourage purchases under certain conditions. Based on these definitions, price discount can be understood as a pricing strategy that reduces the regular price to stimulate consumer purchases and increase sales.

Hypothesis

- H1:** Store atmosphere has a positive and significant effect on impulse buying among Miniso consumers in Surabaya.
- H2:** Price discounts have a positive and significant effect on impulse buying among Miniso consumers in Surabaya.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the effects of store atmosphere and price discounts on impulse buying among Miniso consumers in Surabaya. Primary data were collected through an online questionnaire distributed to 100 respondents selected using purposive sampling. The data were analyzed using multiple linear regression with IBM SPSS, following instrument testing (validity and reliability) and classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. Hypotheses were subsequently tested using the *t*-test and the coefficient of determination (R^2).

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FINDINGS AND DISCUSSION

Data Quality Test Validity Test

Validity testing is conducted to measure the validity of a questionnaire.

Validity testing is performed by calculating a correlation coefficient with a significance value <0.05 . If $r \text{ count} > r \text{ table}$, the statement item is declared valid.

Table 1.

Validity Test Results

Item	R Count	R Table	Information
Store Atmosphere (X1)			
X1.1	0,690	0,361	Valid
X1.2	0,552		Valid
X1.3	0,646		Valid
X1.4	0,660		Valid
X1.5	0,715		Valid
X1.6	0,681		Valid
X1.7	0,758		Valid
Price Discount (X2)			
X2.1	0,610	0,361	Valid
X2.2	0,747		Valid
X2.3	0,738		Valid
X2.4	0,834		Valid
X2.5	0,627		Valid
X2.6	0,775		Valid
X2.7	0,683		Valid
Impulsive Buying (Y)			
Y.1	0,717	0,361	Valid
Y.2	0,607		Valid
Y.3	0,495		Valid
Y.4	0,443		Valid
Y.5	0,548		Valid
Y.6	0,546		Valid
Y.7	0,515		Valid
Y.8	0,480		Valid
Y.9	0,656		Valid

Source: processed data, 2026

Based on Table 1, the validity test results indicate that all questionnaire items for the store atmosphere, price discount, and impulse buying variables have r-count values greater than the r-table value of 0.361. Therefore, all questionnaire items are considered valid and suitable for use as research instruments.

Reliability Test

The reliability criterion was met when the Cronbach's Alpha value exceeded 0.70. The reliability test results showed that the store atmosphere, price

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discount, and impulse buying variables obtained Cronbach's Alpha values of 0.793, 0.844, and 0.723, respectively, all of which exceeded the threshold value of 0.70. Therefore, it can be concluded that the research instrument demonstrated good internal consistency and was reliable.

Classical Assumption Test Normality Test

The normality test is carried out using the One-Sample Kolmogorov-Smirnov Test which aims to determine whether data is normally distributed or not. Data is said to be normally distributed if the significance value is > 0.05 . The results showed a significance value of $0.200 > 0.05$, indicating that the data were normally distributed. Therefore, the normality assumption was satisfied.

Multicollinearity Test

Table 2. *Multicollinearity Test*

Model	Tolerance	VIF
Store Atmosphere (X1)	.887	1.127
Price Discount (X2)	.887	1.127

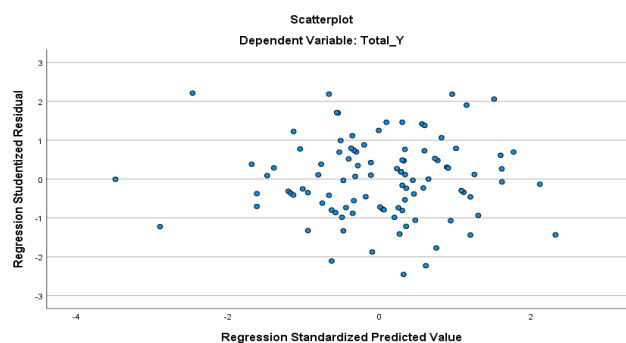
Source: processed data, 2026

The multicollinearity test results showed that both the store atmosphere and price discount variables had a tolerance value of 0.887 and a Variance Inflation Factor (VIF) value of 1.127. Since all tolerance values were greater than 0.10 and all VIF values were below 10, it can be concluded that the regression model was free from multicollinearity.

Heteroscedasticity Test

Figure 1.

SPSS Results of Heteroscedasticity Test



Source: processed data, 2026

Based on Figure 1, the scatterplot demonstrates a random distribution of data points above and below the zero value on the Y-axis without forming

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a specific pattern. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity.

Hypotesis Testing

t-Test (Partial)

Table 3.

t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,589	1,726		4,975	,000
1 SA (X1)	,451	,063	,445	7,165	,000
PD (X2)	,528	,059	,553	8,906	,000
a. Dependent Variable: Impulsive Buying (Y)					

Source: processed data, 2026

Based on table 3, the results of the t-test are as follows:

1. The store atmosphere variable (X₁) obtained a significance value of 0.000, which was lower than the significance level of 0.05. Therefore, H₀ was rejected and H₁ was accepted, indicating that store atmosphere has a positive and significant effect on impulse buying among Miniso consumers in Surabaya.
2. The price discount variable (X₂) also obtained a significance value of 0.000, which was below 0.05. Therefore, H₀ was rejected and H₂ was accepted, indicating that price discounts have a positive and significant effect on impulse buying among Miniso consumers in Surabaya.

Multiple Linear Regression Test

Table 4.

Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,589	1,726		4,975	,000
1 SA (X1)	,451	,063	,445	7,165	,000
PD (X2)	,528	,059	,553	8,906	,000
a. Dependent Variable: Impulsive Buying (Y)					

Source: processed data, 2026

Based on Table 4, the results of the multiple linear regression analysis

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produced the following regression equation:

$$Y = 8.589 + 0.451(X_1) + 0.528(X_2)$$

So the results of the equation can be concluded that the most dominant variable influencing purchasing decisions is price discount (X_2) = 0.528.

Determination Coefficient Test

Table 5.

Results of Determination Coefficients Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,818 _a	,668	,662	3,10140	1,997

Source: processed data, 2026

The coefficient of determination analysis showed an Adjusted R² value of 0.662. This result indicates that store atmosphere and price discounts jointly explained 66.2% of the variance in impulse buying, while the remaining 33.8% was attributed to other factors not included in this study.

DISCUSSION

The Influence of Store Atmosphere on Impulsive Buying

The results indicate that store atmosphere has a positive and significant effect on impulse buying among Miniso consumers in Surabaya. This finding suggests that a more attractive and comfortable store environment increases consumers' tendency to make spontaneous purchases. Elements such as an organized store layout, adequate lighting, cleanliness, and appealing product displays create a pleasant shopping experience that encourages consumers to spend more time exploring products and making unplanned purchases.

These findings are consistent with the study conducted by Caesariani (2021), which also reported a positive and significant relationship between store atmosphere and impulse buying. A comfortable shopping environment encourages consumers to remain in the store longer, thereby increasing the likelihood of impulse purchases.

The Influence of Price Discount on Impulsive Buying

The results indicate that price discounts have a positive and significant effect on impulse buying among Miniso consumers in Surabaya. This finding suggests that more attractive discount offers increase consumers' tendency to make spontaneous purchases. Discount programs enhance consumers' perceptions of obtaining greater value, encouraging them to make immediate purchase decisions without prior planning.

These findings are consistent with the study by Windyaningrum and Sudarwanto (2022), which also found a positive and significant effect of price discounts on impulse buying. Therefore, price discounts can serve as an effective marketing strategy for Miniso to stimulate impulse purchases and increase sales.

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CONCLUSIONS

Based on the results of the analysis and discussion that have been described previously, several conclusions can be presented as follows:

1. Store atmosphere has a positive and significant effect on impulse buying among Miniso consumers in Surabaya
2. Price discounts have a positive and significant effect on impulse buying among Miniso consumers in Surabaya.
3. Among the independent variables, price discounts had the most dominant effect on impulse buying among Miniso consumers in Surabaya, as indicated by the highest regression coefficient.

LIMITATION & FURTHER RESEARCH

This study has several limitations. First, it employed a closed-ended online questionnaire as the primary data collection instrument. Second, the study did not focus on a specific Miniso outlet, limiting its ability to capture consumer behavior at individual store locations. Despite these limitations, the findings are expected to contribute to the literature on consumer behavior, particularly regarding the effects of store atmosphere and price discounts on impulse buying, and to provide practical insights for Miniso in developing more effective marketing strategies.

Future research is recommended to combine questionnaires with interviews and conduct direct data collection to obtain more comprehensive information. In addition, future studies should focus on specific Miniso outlets and incorporate other variables, such as sales promotion, hedonic shopping motivation, shopping lifestyle, and visual merchandising, to gain a more comprehensive understanding of the factors influencing impulse buying.

AUTHOR CONTRIBUTION

Author:

All authors contributed significantly to this research. The authors were collectively involved in the conceptualisation and research design, data collection, and methodology. Supervision was provided throughout the research process. All authors participated in writing, data analysis, editing, and layouting of the paper. Each author has read and approved the final version of the manuscript for publication.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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