

**The Influence of Materialism and Store Atmosphere on Compulsive Buying
with The Mediating Variable of Fashion Interest
(Study on Consumers of Kosshe Boutique Pontianak)**

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ABSTRACT

This research uses a quantitative approach to investigate the influence of materialism and store atmosphere on compulsive buying, with fashion interest serving as the mediating variable. The descriptive survey method was used to address the causal-associative research design. The target population comprises female consumers of Kosshe Boutique Pontianak who have made purchases at least twice in the past six months, with a sample size of 200 respondents selected through purposive sampling. Data analysis used the structural equation model implemented via the SmartPLS statistical application tool, version 3.9.3. The findings indicate the following: 1) Materialism significantly influences compulsive buying; 2) store atmosphere has a significant impact on compulsive buying; 3) materialism has a significant effect on fashion interest; 4) store atmosphere significantly affects fashion interest; 5) fashion interest does not have a significant effect on compulsive buying, which makes the mediation role test insignificant.

Keywords: Materialism; Store Atmosphere; Fashion Interest; Compulsive Buying

1. INTRODUCTION

The fashion industry in Indonesia has seen significant growth. BPS (2023) noted that gross domestic product (GDP) at constant prices (ADHK) from the textile and apparel industry amounted to IDR 34.58 trillion in the second quarter of 2023. This data suggests its potential contribution to the country's economy. In Pontianak City, the fashion sector is flourishing with a rise in the number of micro, small, and medium enterprises (UMKM). Kosshe Boutique Pontianak, one of the city's prominent boutiques, has been operating for 25 years, offering trendy clothes from various countries. Despite its premium offerings, sales have declined from 2019 onwards. This decline may be related to consumers buying habits. One of the related buying habits associated with a decline or rise in sales is compulsive buying.

Compulsive buying behavior, characterized by repetitive purchasing actions driven by an urge to alleviate negative emotions or to attain a sense of happiness, has become a pertinent phenomenon in consumer psychology (Rismawati & Pertiwi, 2022). Particularly in the context of fashion consumption, the allure of staying abreast

with evolving trends often increase compulsive buying tendencies. Therefore, boutiques, such as Kosshe Boutique Pontianak, must take further measure to understand consumer inclinations to retain existing clients and allure prospective customers.

Materialism, an inclination towards valuing material possessions, plays a pivotal role in fostering compulsive buying behavior, wherein individuals associate material ownership with happiness and social standing (Solomon, Higgins, & Martin, 2020). Past studies by Hengo et al. (2021), Anggraini (2021), and Johnson & Attmann (2008) have affirmed the positive influence of materialism on compulsive buying. However,

Lekacivienne et al.'s (2022) research mentioned that the relationship is not solely based on materialism as a predictor but also on an underlying variable that affects these relationships, such as emotional intelligence.

Along with materialism, the ambiance of retail environments, known as store atmosphere, significantly impacts consumer behavior and purchasing decisions, including compulsive buying tendencies (Berman, Evans, & Chatterjee, 2018). A captivating store ambiance at Kosshe Boutique Pontianak can enhance consumer satisfaction, potentially augmenting compulsive buying tendencies. Studies by Artana (2019) and Lavuri & Thaichon (2023) have support the positive association between store atmosphere and compulsive buying behavior.

Furthermore, materialism intertwines intricately with fashion interest, wherein consumers exhibiting high materialistic tendencies often demonstrate heightened interest in fashion, perceiving it a mean to express social status and influence (Hikmawati, 2019; Johnson & Attmann (2008). Conversely, Baker et al. (2019) present a dissenting perspective, suggesting a negative relationship between consumer materialism and fashion interest. Similarly, store atmosphere also bears a complex relationship with fashion interest, as a well-designed retail environment can elevate consumer interest in fashion products (Weber & Weber, 2022; Kim et al., 2020).

Fashion interest, characterized by a fondness for fashion products and trends, serves as a crucial mediating variable linking materialism, store atmosphere, and compulsive buying behavior (Rismawati & Pertiwi, 2022; Hikmawati, 2019). Consumers driven by fashion interest are more susceptible to compulsive buying urges, driven by desires for self-enhancement and social validation. Therefore, understanding the intricate interplay between materialism, store atmosphere, fashion interest, and compulsive buying is important for boutiques like Kosshe Boutique Pontianak.

Building upon previous researches, which focused on compulsive buying in a specific context, this study aims to explore the relationship between materialism, store atmosphere, and compulsive buying, with fashion interest as a mediating variable, among consumers of Kosshe Boutique Pontianak. By delving into these dynamics, this research seeks to contribute valuable insights to both academic discourse and practical retail management strategies, aiding boutiques like Kosshe Boutique Pontianak in inventing effective policies to analyze and address consumer behaviors.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

2.1. The relationship between Materialism and Store Atmosphere with Compulsive Buying

Materialism, defined as the prioritization of material wealth or ownership over other values in life, serve as a fundamental construct within consumer psychology, encompassing orientations, attitudes, beliefs, and values (Dittmar, 2004). Anggriani (2021) states that materialism as a driving force behind compulsive buying behaviors, wherein consumers perceive material possessions as an essential for social status enhancement. This assertion is supported by Hengo et al. (2021) and Johnson & Attmann (2008) that emphasizing a significant association between materialism and compulsive buying.

H1: Materialism significantly influences compulsive buying

Store atmosphere, characterized by its design aimed at shaping consumer perceptions and behaviors, have a profound influence on consumer purchasing decision (Berman, Evans, & Chatterjee, 2018). Rismawati & Pertiwi (2022) highlighting the role of store atmosphere in fostering compulsive buying tendencies. Additionally, Artana (2021) and Lavuri & Thaichon (2023) affirm a significant link between store atmosphere and compulsive buying.

H2: Store atmosphere has a significant effect on compulsive buying

2.2. The relationship between Materialism and Store Atmosphere with Fashion Interest

Materialism, intertwined with fashion interest, reflects individuals' inclination towards fashion products and their significance in self-expression (Hikmawati, 2019). Johnson & Attman (2008) and Kim & Oh (2022) support this notion, highlighting a significant relationship between materialism and fashion interest.

H3: Materialism has a significant effect on fashion interest

Furthermore, store atmosphere, through its design elements, cultivating consumer's interest in fashion products, thereby influencing consumer behaviors (Weber & Weber, 2022; Kim et al., 2020). Parson (2021) emphasized the role of store atmosphere in attracting and retaining consumers by generating interest in offered fashion products.

H4: Store atmosphere has a significant effect on fashion interest

2.3. The relationship between Fashion Interest and Compulsive Buying

Fashion interest, driven by individuals' awareness and personal importance attributed to fashion products, correlates with compulsive buying tendencies (Rismawati & Pertiwi, 2022; Hikmawati, 2019; Johnson & Attmann, 2008). Consumers with heightened fashion interest are prone to compulsive purchasing behaviors, seeking to enhance their appearance and social status.

H5: Fashion interest has a significant effect on compulsive buying

2.4. Fashion Interest as mediator between Materialism and Store Atmosphere to Compulsive Buying

Fashion Interest mediates the relationship between materialism and compulsive buying, increase the inclination towards trendy and luxurious items as symbols of wealth and social status (Bhatia, 2019; Johnson & Attmann, 2008). Similarly, fashion interest serves as a mediator in the relationship between store atmosphere and compulsive buying, whereby an appealing store ambiance enhances interest in fashion products, consequently leading to compulsive purchasing behaviors (Lavuri &

Thaichon, 2023).

H6: Fashion interest mediates materialism on compulsive buying

H7: Fashion interest mediates store atmosphere on compulsive buying

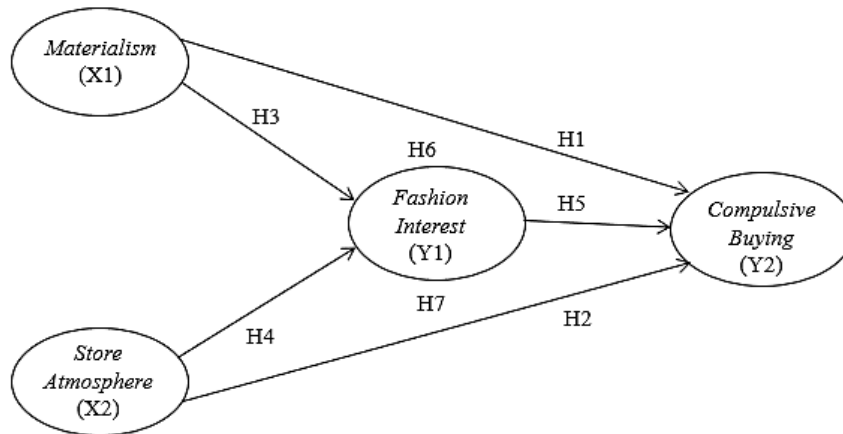


Figure 1: Theoretical Framework
 Source: Processed by authors (2023)

3. RESEARCH METHOD

The approach used in this research is quantitative research. This research is included in descriptive research with a survey method. The type of research used in this research is causal-associative research. The types of data in this research are primary and secondary. Primary data in this research is in the form of respondents' responses regarding research variables from distributing questionnaires in the form of Google Forms.

The population in this research is all of the consumers of Kosshe Boutique Pontianak, with a sample of 200 respondents who have made purchases at least twice in the last 6 months and are female. This sample size is based on Hair et al. (2019), who stated that the number of samples for the partial least square is 100–200. Sampling in this research uses a non-probability sampling method in the form of purposive sampling. By using purposive sampling, the researcher uses selective criteria for a sample that is female, consisting of co-consumers of Kosshe Boutique Pontianak who have purchased at least twice in the last 6 months. Data analysis was carried out using descriptive analysis and path analysis. Path analysis uses the SmartPLS 3.9.3 application, which tests the outer model, inner model, and hypothesis testing (direct effect and indirect effect).

Table 1: Variable Definitions and Indicators

Variable	Code	Definition	Indicators/ Measurements
Independent Variable			
Materialism (X1)	M	Materialism is an individual attitude that pays attention to the issue of material possessions as an important thing (Solomon, Higgins & Martin, 2020)	<ol style="list-style-type: none"> 1. The importance of wealth in life 2. Possession defined success 3. Acquisition as the pursuit of happiness 4. Dissatisfied with the goods owned

(Richin & Dawson, 1992; Bhatia, 2019)			
Store Atmosphere (X2)	SA	Store atmosphere is a store designed to build customer impressions, to attract customers and then influence customer behavior, including purchasing decisions (Berman, Evans, & Chatterjee, 2018)	<ol style="list-style-type: none"> 1. Store exterior 2. General interior 3. Store layout 4. Interior display (Berman, Evans, & Chatterjee, 2018)
Intervening Variable			
Fashion Interest (Y1)	FI	<p>Fashion interest refers to a person's attitudes and beliefs about fashion, knowledge and attention given to it fashion, as well as a person's attention and curiosity about fashion, especially clothing products (Solomon, 2019)</p>	<ol style="list-style-type: none"> 1. Have one or more clothes with the latest models 2. Always pay attention to fashion trends 3. Tends to spend a lot of money on clothes 4. Spends a lot of time on fashion-related activities (Kim, 2005; Bhatia, 2019)
Dependent Variable			
Compulsive Buying (Y2)	CB	Compulsive buying is a process of repetition that is often excessive in someone's shopping which is caused by addiction, negative feelings such as addiction, boredom, interpersonal conflict, failure, and other events that make a person feel uncomfortable or unhappy (Solomon, 2019)	<ol style="list-style-type: none"> 1. The buy without plan 2. Strong push for shopping 3. Relaxation 4. Feelings of guilt after purchase (Feber & O'Gunn, 1988; Bhatia, 2019)

Sources: Solomon, Higgins & Martin (2020), Berman, Evans, & Chatterjee (2018), Solomon (2019), Bhatia (2019).

4. RESULTS AND DISCUSSION

Respondents Characteristic

The majority of respondents were aged between 40 and 50 years, comprising 111 respondents (55.5%). Meanwhile, those under 20 years old accounted for 11 respondents (5.5%), 20 to 29 are 23 respondents (11.5%), 30 to 39 years old were 40 respondents (20%), and over 50 years old were 15 respondents (7.5%). In term of respondents' highest level of education, the majority held a bachelor's degree (73%), 30 respondents (15%) had completed high school or equivalent education, and 24 respondents (12%) had completed diploma-level education. Regarding respondents' occupation, the majority were entrepreneur (121 respondents, 60.5%), other occupation including students (10 respondents, 5.0%), private sector employees (29 respondents, 14.5%), enterprise employees (25 respondents, 12.5%), housewife (14 respondents, 7.0%), and civil servants (1 respondent, 0.5%). Based on respondents' income (for those who employed), 53.5% have over than IDR 10 million per month, 17% have over IDR 8 million to IDR 10 million per month, 10.5% have over IDR 6 million to IDR 8 million per month, 7% have over IDR 4 million to IDR 6 million per month, and 0.5% have IDR 2 million to IDR 4 million per month. For those who unemployed, we measure their monthly allowance. 5% get IDR 1 million to 1.5 million per month, 2% get less than IDR 1 million per month, 2.5% get over IDR 1.5 million to IDR 2 million per month, and 2% over IDR 2 million to IDR 2.5 million per month.

SEM-PLS Analysis

This research uses primary data obtained through distributing questionnaires to respondents, and the data is analyzed using SmartPLS software version 3.9.3. The following are the results of the analysis.

Outer (Measurement) Model

Outer (measurement) model is used to evaluate the relationship between latent variables and their manifestation variables. This testing includes validity tests (convergent validity and discriminant validity), and reliability tests.

a. Convergent Validity

Convergent Validity (CV) in SmartPLS 3.9.3 software can be seen from the loading factor value for each construct indicator. The rule of thumb that is usually used according to Ghozali (2021) is that the loading factor value should be > 0.70 , which can be said to meet convergent validity and Average Variance. Extracted (AVE) > 0.50 . However, a loading factor value of 0.5 - 0.6 is still acceptable if each variable has an AVE value > 0.50 . The results of the convergent validity test in this research are as follows:

Table 2: Outer Loading Value and AVE

Variable and Indicator	Nilai Outer Loading	Nilai AVE	Description
<i>Materialism (X1)</i>		0,647	Valid
X1.1	0,823		Valid
X1.2	0,807		Valid
X1.3	0,777		Valid
X1.4	0,809		Valid
<i>Store Atmosphere (X2)</i>		0,580	Valid
X2.1	0,684		Valid
X2.2	0,722		Valid

Variable and Indicator	Nilai Outer Loading	Nilai AVE	Description
X2.3	0,743		Valid
X2.4	0,794		Valid
X2.5	0,770		Valid
X2.6	0,754		Valid
X2.7	0,767		Valid
X2.8	0,763		Valid
X2.9	0,724		Valid
X2.10	0,802		Valid
X2.11	0,790		Valid
X2.12	0,801		Valid
X2.13	0,714		Valid
X2.14	0,803		Valid
X2.15	0,751		Valid
X2.16	0,791		Valid
<i>Fahion Interest (Y1)</i>		0,630	Valid
Y1.1	0,785		Valid
Y1.2	0,749		Valid
Y1.3	0,804		Valid
Y1.4	0,835		Valid
<i>Compulsive Buying (Y2)</i>		0,614	Valid
Y2.1	0,824		Valid
Y2.2	0,746		Valid
Y2.3	0,805		Valid
Y2.4	0,756		Valid

Source: SmartPLS 3.9.3 output, data processed by the author (2023)

Data from SmartPLS convergent validity data processing in Table 2 shows that all outer loading values meet the validity requirements, namely greater than 0.6. Based on Table 4.15, it also shows that in data analysis using SmartPLS, all variables have an AVE value > 0.50 . So it can be concluded that all instrument items are valid and can be said to be reliable in measuring the variables of this research.

b. Discriminant Validity

Discriminant Validity (DV) functions to see the comparison between DV and square root of average extracted (AVE). When the square root value of the AVE for each construct is greater than the correlation value between the construct and other constructs, it can be said that a good DV with reflexive indicators seen from the cross loading factor for each variable should be more than ($>$) 0.70. However, the cross loading factor value of 0.6 is still acceptable (Ghozali, 2021).

Table 3: Cross Loading Values

Indicator	X1	X2	Y1	Y2	Description
X1.1	0,823	0,770	0,749	0,732	Valid
X1.2	0,807	0,776	0,745	0,786	Valid
X1.3	0,777	0,669	0,682	0,623	Valid
X1.4	0,809	0,737	0,703	0,692	Valid
X2.1	0,600	0,684	0,612	0,611	Valid
X2.2	0,764	0,722	0,743	0,756	Valid
X2.3	0,775	0,743	0,772	0,719	Valid
X2.4	0,717	0,794	0,728	0,759	Valid
X2.5	0,682	0,770	0,620	0,653	Valid
X2.6	0,683	0,754	0,659	0,690	Valid
X2.7	0,659	0,767	0,605	0,655	Valid
X2.8	0,705	0,763	0,730	0,711	Valid
X2.9	0,684	0,724	0,698	0,663	Valid
X2.10	0,734	0,802	0,749	0,676	Valid
X2.11	0,758	0,790	0,710	0,734	Valid
X2.12	0,718	0,801	0,732	0,712	Valid
X2.13	0,719	0,714	0,668	0,733	Valid
X2.14	0,675	0,803	0,661	0,665	Valid
X2.15	0,677	0,751	0,650	0,687	Valid
X2.16	0,630	0,791	0,600	0,560	Valid
Y1.1	0,691	0,722	0,785	0,623	Valid
Y1.2	0,688	0,688	0,749	0,721	Valid
Y1.3	0,733	0,747	0,804	0,687	Valid
Y1.4	0,729	0,700	0,835	0,646	Valid
Y2.1	0,753	0,777	0,681	0,824	Valid
Y2.2	0,683	0,720	0,684	0,746	Valid
Y2.3	0,686	0,719	0,666	0,805	Valid
Y2.4	0,641	0,603	0,612	0,756	Valid

Source: SmartPLS 3.9.3 output, data processed by the author (2023)

The data from SmartPLS discriminant validity data processing in Table 3 above shows that all indicators have a cross loading factor value of > 0.60 . Thus, the indicators forming materialism, store atmosphere, fashion interest, and compulsive buying are categorized as valid.

c. Reliability Test

Reliability tests are carried out to prove the accuracy, consistency, and accuracy of the instruments in measuring the construct. Composite reliability and Cronbach alpha are measures of internal consistency that are often used in general. Both are considered the most appropriate measures of reliability when using a Likert scale (Ghozali, 2021). A variable can be declared reliable if the composite reliability and Cronbach alpha have a value of >0.700 (Ghozali, 2021). The research results for the reliability test values are as follows:

Tabel 4: Composite Reliability and Cronbach's Alpha values

Variable	Composite Reliability	Cronbach's Alpha	Description
Materialism (X1)	0,880	0,818	Reliabel
Store Atmosphere (X2)	0,957	0,952	Reliabel
Fashion Interest (Y1)	0,872	0,804	Reliabel
Compulsive Buying (Y2)	0,864	0,790	Reliabel

Source: SmartPLS 3.9.3 output, data processed by the author (2023)

Based on Table 4, it is found that all variables in this study have composite reliability and Cronbach's alpha of > 0.700 . Therefore, it can be concluded that the variables tested are reliable and can be continued to test the structural model.

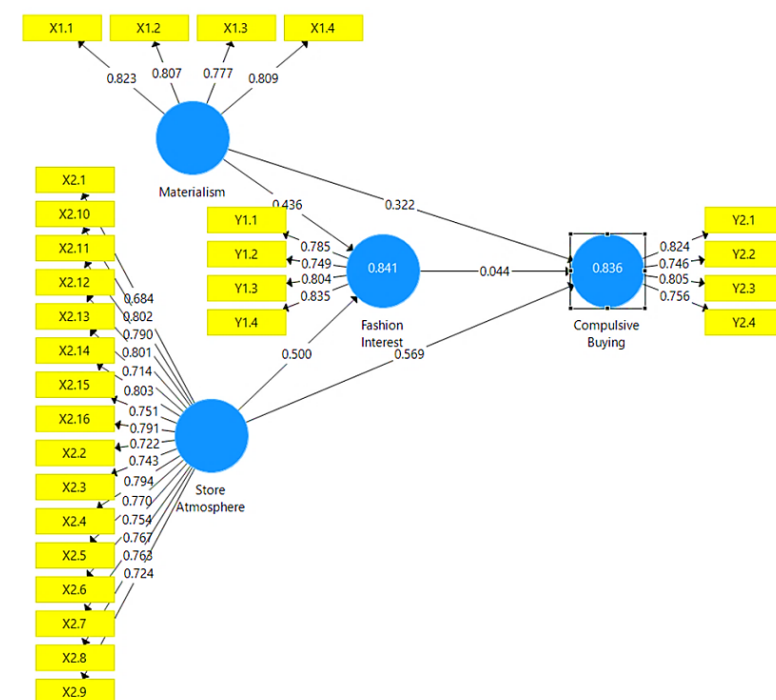


Figure 2: PLS-Algorithm

Source: SmartPLS 3.9.3 output (2023)

Inner (Measurement) Model

Assessment of the inner model or structural model is conducted to observe and analyze the relationship between variables within the research construct. In this study, the inner model is assessed using R-squared coefficients.

R-Square

Inner model evaluation is used to identify direct and indirect influences between variables. In evaluating the internal model using the Partial Last Square Equation Model (PLS-SEM) method, the first step is to look at the R-Square value. Based on analysis using SmartPLS 3.9.3 software, According to Ghozali (2021), the R-Square values are 0.75, 0.50, and 0.25, meaning that these criteria can be said to have strong, medium, and weak models. A good R-square value is close to 1, or 100%.

Table 5: R-Square

Variable	R-Square	R-Square Adjusted
<i>Fashion Interest (Y1)</i>	0,841	0,831
<i>Compulsive Buying (Y2)</i>	0,836	0,838

Source: SmartPLS 3.9.3 output, data processed by the author (2023)

Based on Table 5 above, it shows that the R-Square fashion interest test results are 0.841; the value can be categorized in the strong category. Meanwhile, the R-Square test results for compulsive buying were 0.836; the value can also be categorized in the strong category. It can be concluded that 84.1% of the variance in fashion interest can be explained by materialism and store atmosphere, and 83.6% of the variance in compulsive buying can be explained by materialism and store atmosphere.

Hypothesis Testing

To analyze hypothesis testing, researchers carried out a bootstrapping process. In the context of SmartPLS, bootstrapping can be used to calculate confidence intervals from path coefficients, obtain sampling distributions of statistical values to test the significance of structural model parameters (Ghozali, 2021).

Table 6: Hypothesis Testing Results

Hypotesis	Original Sample (O)	T-Statistics (O/STDEV)	P-Values	Description
<i>Materialism → Compulsive Buying (H1)</i>	0,322	2,878	0,004	Significant
<i>Store Atmosphere → Compulsive Buying (H2)</i>	0,569	3,794	0,000	Significant
<i>Materialism → Fashion Interest (H3)</i>	0,436	3,722	0,000	Significant
<i>Store Atmosphere → Fashion Interest (H4)</i>	0,500	4,367	0,000	Significant
<i>Fashion Interest → Compulsive Buying (H5)</i>	0,044	0,370	0,712	Not Significant
<i>Materialism → Fashion Interest → Compulsive Buying (H6)</i>	0,019	0,357	0,721	Not Significant
<i>Materialism → Fashion Interest → Compulsive Buying (H7)</i>	0,022	0,355	0,723	Not Significant

Source: SmartPLS 3.9.3 output, data processed by the author (2023)

In this research, hypothesis testing was carried out by analyzing the T-statistics and P-values of each relationship path between the hypothesized variables. According to Ghozali (2021), the research hypothesis can be accepted if the T-statistics value (at the 5% significance level) exceeds 1.96 and the P-values are < 0.05 . Based on the table, hypotheses 1 to 4 have a significant effect, while hypotheses 5 to 7 are not significant.

The Relationship Between Materialism and Compulsive Buying

The results of testing the first hypothesis show that materialism has a significant influence on compulsive buying. Based on table 7, it is shown that the T-Statistics value is 2.878, which is also supported by the P-Values value of 0.004. This shows that the relationship between materialism and compulsive buying has a positive direction.

Materialism among Kosshe Boutique consumers in Pontianak reflects a focus on material wealth, social status, and possessions as the main determinants of happiness. There is also a tendency to shop for compulsive buying, where they continuously shop without considering their actual needs, triggered by urgent desires, negative feelings such as boredom, or personal conflicts that cause dissatisfaction. The urge to continue buying is reflected in the satisfaction obtained from repeated purchases without regard to spending limits. This materialism can trigger compulsive buying behavior, especially in consumers who are very concerned about their social image and status, encouraging them to shop to maintain their social status. This pattern of shopping without planning often results in the accumulation of unnecessary stuff, which can lead to feelings of guilt. In addition, materialism also increases the risk of compulsive buying through social comparisons that create feelings of lack or dissatisfaction, encouraging consumers to continue shopping as a way to feel better or superior. This phenomenon is also related to the use of shopping as a tool to overcome stress, anxiety, or unhappiness for the majority of Kosshe Boutique consumers in Pontianak, making shopping an excuse to relax and forget about temporary problems for them. The results of this research support previous research conducted by Hengo et al. (2021) and Johnson & Attmann (2008), which stated that materialism has a significant effect on compulsive buying.

The Relationship Between Store Atmosphere and Compulsive Buying

The results of testing the second hypothesis show that store atmosphere has a significant influence on compulsive buying. Based on table 7, it is shown that the T-Statistics value is 3.794, which is also supported by the P-Values value of 0.000. This shows that the relationship between Store Atmosphere and Compulsive Buying has a positive direction.

The store atmosphere in Kosshe Boutique Pontianak plays a big role in influencing consumers compulsive buying behavior. All elements, from exterior facilities, general interior, store layout and interior display, can have an impact on the mood when shopping. By creating an attractive and inviting atmosphere, stores can make customers feel more relaxed and immersed, ultimately encouraging them to buy on impulse to reduce stress or to relax. Attractive exterior amenities attract consumers attention from afar, while attractive designs inside the store create a positive impression. Strategic location also influences consumer interest in entering a store, while ease of accessibility and in-store convenience enhance the shopping experience, encouraging impulse purchases. Comfortable and inviting interiors create an environment that restores happiness to stressed consumers, making them want to shop longer. Creative, spacious and easy-to-navigate store layouts also comprehensively influence consumer purchasing decisions. Lastly, an attractive product display and good presentation are very important in attracting consumers' attention, encouraging them to shop compulsively and returning their positive psychology.

The results of this research support previous research conducted by Artana (2021), Lavuri & Thaichon (2023) which stated that store atmosphere has a significant effect on compulsive buying.

The Relationship Between Materialism and Fashion Interest

The results of testing the second hypothesis show that materialism has a significant influence on fashion interest. Based on table 7, it is shown that the T-Statistics value is 3.722, which is also supported by the P-Values value of 0.000. This shows that the relationship between materialism and fashion interest has a positive direction.

Consumers who have a high interest in fashion at Kosshe Boutique Pontianak tend to link their personal style and beliefs to fashion, showing great attention to trends and clothing products. They always look for the latest clothes, actively follow fashion developments, and spend enough time shopping and fashion-related activities. This high level of interest is an opportunity for Kosshe Boutique to provide a wide selection of exclusive clothing, allowing consumers to express their style more authentically. In this case, materialism plays an important role. Consumers who tend to be materialistic have a clear preference for high-quality fashion products as status symbols, driving demand for high-end collections offered by boutiques. Materialistic attitudes also influence shopping patterns with consumers who shop frequently and are more responsive to marketing strategies that emphasize product exclusivity, creating loyal customers who contribute to better sales for Kosshe Boutique Pontianak. The results of this research support previous research conducted by Tricia Johnson & Julianne Attmann (2008) and Kim & Oh (2022) which stated that materialism has a significant effect on fashion interest.

The Relationship Between Store Atmosphere and Fashion Interest

The results of testing the second hypothesis show that store atmosphere has a significant influence on fashion interest. Based on table 7, it is shown that the T-Statistics value is 4.367, which is also supported by the P-Values value of 0.000. This shows that the relationship between store atmosphere and fashion interest has a positive direction.

Store atmosphere, which includes exterior elements of the facility, general interior, store layout, and interior appearance, has been shown to have a major impact on consumer interest in the world of fashion. An attractive store atmosphere can create a unique, engaging shopping experience and influence customers' psychology, which ultimately influences their interest in fashion. The Kosshe Boutique Pontianak shop takes these elements seriously. The attractive exterior design and location of the store create an unforgettable first impression for potential buyers, attracting consumers interested in high fashion to enter the store. The comfortable, clean and attractive interior of Kosshe Boutique makes consumers feel at home and stay in the store longer, increasing the opportunity to purchase. A good layout makes product exploration easier, adds to shopping pleasure, and attracts interest in the trendy products on offer. Not to forget, the attractive product display at Kosshe Boutique Pontianak has a key role in attracting consumers, showing fashion potential, providing inspiration, and strengthening consumers' connection to the brand and clothing styles offered. The results of this research support previous research conducted by Weber & Weber (2022), and Kim et al. (2020) which stated that store atmosphere has a significant effect on fashion interest.

The Relationship Between Fashion Interest and Compulsive Buying

The results of testing the second hypothesis show that fashion interest had a significant influence on compulsive buying. Based on table 7, it is shown that the T-Statistics value is 0.370, which is also supported by the P-Values value of 0.712. This shows

that the relationship between fashion interest and compulsive buying has a negative direction.

Based on the respondents characteristics, it is evident that many respondents who are already employed have a monthly income below IDR 10 million, while those who are unemployed get the largest allowance of IDR 2.5 million. These findings indicate that, although consumers have a high fashion interest, it does not necessarily turn into compulsive buying. These consumers indeed have a strong interest in fashion products, particularly clothes sold by Kosshe Boutique Pontianak, but they lack purchasing power. The money they spend is not solely for purchasing fashion products but also for other daily necessities. Consumers interested in fashion may not necessarily engage in compulsive buying because, if they lack funds, they cannot shop compulsively. Kosshe Boutique Pontianak consumers with low income tend to purchase cheaper clothes. Therefore, even though consumers have an interest in fashion, if their money is prioritized for another need, they cannot repeatedly shop for clothes.

The fact that fashion interest cannot influence compulsive buying also indicates that the higher the fashion interest experienced by Kosshe Boutique Pontianak's consumers when shopping for fashion, manifested by owning the latest model, tidiness, selecting fashion-specific shopping places, and dressing fashionably, does not guarantee an increase in compulsive buying behavior for fashion products. They still consider the money they spend on more essential needs and purchases according to their abilities.

The previous research also indicated that fashion interest is a common and normal phenomenon among consumers. Interest in fashion can be the act of following trends, expressing themselves, or simply enjoying its beauty. Other factors that more dominantly influence consumers' compulsive buying include utilitarian value, psychological factors, promotions, shopping lifestyles, and social aspects. Additionally, this study's results indicate that Kosshe Boutique Pontianak's consumers have the ability to control their compulsive buying urge despite having a strong interest in fashion. This research finding supports previous studies by Hidayat & Triyanti (2018), Padmasari & Widyastuti (2022), Chauhan et al. (2021), and Yasin & Anandya (2023).

The mediating role of Fashion Interest on the Influence of Materialism on Compulsive Buying

The direct relationship between materialism and compulsive buying was found to be significant, while the direct relationship between fashion interest and compulsive buying was found to be insignificant. The results of testing the sixth hypothesis show that fashion interest does not mediate materialism on compulsive buying. Based on table 7, it is shown that the T-Statistics value is 0.357 and the P-Values value is 0.721. This relationship is referred to as unmediated.

The direct relationship between materialism and compulsive buying has a significant result. This implies that consumers with a materialistic tendency often have a strong urge to acquire exclusive clothing as symbols of social status or personal happiness. They may become trapped in a cycle of excessive consumption due to the belief that owning more items will enhance their social status. Impulse purchases driven by the feeling of needing to own certain clothes lead to the accumulation of unnecessary garments. Shopping for clothes is also often used as a way to relax and temporarily forget about problems, regardless of whether an individual has strong financial resources. However, this compulsive buying behavior can result in guilt after purchasing clothes due the lack of prior consideration.

The direct relationship between fashion interest and compulsive buying is found insignificant. These findings indicate that high interest in fashion among Kosshe Boutique

Pontianak consumers does not guarantee compulsive purchases. Previous research indicates that fashion interest is a common and normal phenomenon among consumers.

The indirect effect in this study between materialism and compulsive buying with fashion interest as a mediator found insignificant. This indicates that despite high interest in fashion among Kosshe Boutique Pontianak consumers, it doesn't necessarily lead into impulsive purchases, especially considering the financial constraints evident among many respondents. This study give insight about how fashion interest cannot bridge the gap between materialism and compulsive buying in this context. While individuals may be passionate about fashion, their buying behavior isn't always driven by compulsiveness, particularly if they lack financial resources. Additionally, the study emphasized that other factors, such as personal values and emotional management also influence the relationship between fashion interest, materialism, and how they interact in consumer behavior. These findings align with previous studies by Ratu, Soegoto & Samadi (2021) and Putra & Muhammad (2019), further reinforcing the understanding that fashion interest doesn't serve as a mediating variable between materialism and compulsive buying.

The mediating role of Fashion Interest on the Influence of Materialism on Compulsive Buying

The direct relationship between store atmosphere and compulsive buying was found to be significant, while the direct relationship between fashion interest and compulsive buying was found to be insignificant. The results of testing the sixth hypothesis show that Fashion interest does not mediate store atmosphere on compulsive buying. Based on table 7, it is shown that the T-Statistics value is 0.370 and the P-Values value is 0.712. This relationship is referred to as unmediated.

This finding highlights the significant direct link between materialism and compulsive buying, emphasizing how the store atmosphere shapes consumer behavior. An interesting store environment can encourage impulse purchases as customers feel more at ease and drawn in. However, the direct relationship between fashion interest and compulsive buying was insignificant, suggesting that strong interest in fashion doesn't always translate into impulsive buying. Despite being attracted to Kosshe Boutique Pontianak's fashion products, many consumers face financial difficulty, limiting their compulsive buying behavior. Additionally, the study reveals that fashion interest doesn't mediate the relationship between store atmosphere and compulsive buying. Despite an attractive store environment, consumers with high fashion interests may not engage in compulsive buying behavior if other factors, like the discomfort of psychological issues, deter them. These findings supported previous research (Basu, Paul, & Singh, 2022; Wiranata & Suryadi, 2022), suggesting that while fashion interest influences consumer behavior, it doesn't always result in excessive buying.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATIONS

The data analysis results reveal significant findings: materialism and store atmosphere has a notable impact on compulsive buying. Materialism and store atmosphere significantly have a positive correlation with fashion interest. However, the fashion interest variable does not exhibit a significant impact on compulsive buying, that makes the mediation role test insignificant.

Drawing from these research outcomes, several recommendations are put forth for Kosshe Boutique Pontianak. Firstly, recognizing the consumer tendency to assess individuals based on influence and their perpetual quest for attention-grabbing attire, it is advised that Kosshe Boutique maintains the exclusivity for its collection while diversifying its product range to cater variety of consumer preference in term of size and style.

Additionally, concerning the store ambiance, despite the boutique's adjacency to a café, which may result in food odors spread through the boutique area, it is advisable for Kosshe Boutique to opt for neutral scents such as lavender, vanilla, or citrus to mitigate potentially bothersome odors. Moreover, measures should be implemented to prevent food aromas from infiltrating the boutique area, ensuring a more pleasant shopping experience for consumers.

The research finding suggest avenue for future exploration. It is recommended to broaden the scope of the research by incorporating other exclusive boutiques in Pontianak City, enabling broader comparisons of consumer preferences. Additionally, expanding the research sample to include more adolescents within high-end clothing context would provide a richer understanding. Moreover, to deepen comprehension, integrating new variables pertinent to fashion products purchasing context, such as emotions, fashion engagement and related factors, is recommended. This suggestion is envisioned to promote deeper insights into consumer behavior when selecting exclusive fashion products.

Although this research want to include a more diverse sample encompassing varieties of educational backgrounds and age ranges among buyers, the study encountered real limitation. The sample consisted of individual from undergraduate education level and a majority within the 40 - 50 year age, reflective Kosshe Boutique Pontianak's consumer. This constraint in representation necessitates cautious consideration in interpreting the study's outcome.

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