

**Original Article****THE INFLUENCE OF STORE ATMOSPHERE AND LIFESTYLE ON IMPULSE BUYING AT MINISO MALL OLYMPIC GARDEN KOTA MALANG****Wineke Ardhila Syahputri<sup>1)\*</sup>, Lina Budiarti<sup>1)</sup>**<sup>1)</sup> Politeknik Negeri Malang, Indonesia

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**ABSTRACT**

**Background.** Impulse buying behavior is described as an unplanned purchase that is made spontaneously, followed by conflicting thoughts and emotional impulses. The impulse buying phenomenon can be an opportunity for retailers to increase sales turnover and a challenge to create an attraction for consumers to visit outlets and make purchases. Consumer impulse buying behavior can be influenced by several things, namely store atmosphere and lifestyle.

**Research Purpose.** To analyze the influence of store atmosphere and lifestyle on impulse buying at Miniso Mall Olympic Garden, Malang City.

**Research Method.** This research was a quantitative research with store atmosphere, lifestyle, and impulse buying variables. Data of the research was collected through a questionnaire and with a saturated sampling technique, 160 respondents were obtained who were students of the D-IV Marketing Management study program. Data analysis in this research was used multiple linear regression analysis.

**Findings.** The store atmosphere variable has a t-count of 2.215 > t-table 1.975 and with a significance of  $0.028 < 0.05$ . The lifestyle variable has a t-count of 7.964 > t-table 1.975 and with a significance of  $0.000 < 0.05$ . The store atmosphere and lifestyle variables have an F-value of 66.280 > f-table 3.05 and with a significance value of  $0.000 < 0.05$ .

**Conclusion.** The research results showed that partially and simultaneously store atmosphere and lifestyle has a positive and significant effect on impulse buying. In this research, lifestyle variables were found to have a bigger contribution than store atmosphere.

**Keywords:** Impulse Buying, Lifestyle, Store atmosphere

**BACKGROUND**

In this increasingly advanced era, business competition in Indonesia is increasing. Like the retail business that has grown rapidly over time. Initially, the retail business in Indonesia was traditional, but along with the development of technology and people's lifestyles in shopping, the retail business has grown into modern retail. Modern retail in Indonesia first appeared in the 1960s which was marked by the establishment of the Sarinah Department Store. This retail format continued to grow until the 1980s. Gradually, not only local retailers appeared in Indonesia, but foreign retailers also began to enter, precisely in the early 1990s which was marked by the operation of Sogo retail from the cherry blossom country, Japan. Until now, modern retail in Indonesia still exists and is even growing with various types of retail ranging from supermarkets, department stores, convenient stores, and so on[13].

The development of existing technology also presents various conveniences for consumers. Shopping activities that were initially only carried out offline are now starting to change towards digital. However, this does not make offline retail lose its fans, because until now offline retail is still able to survive and is still in demand by the community. Reporting from a survey conducted by Populix regarding the shopping behavior of the Indonesian people, it is known that 63% of people prefer to

shop online, and the remaining 37% prefer to shop offline. Some of the reasons people prefer to shop offline are that they can see the product directly, can bring the purchased goods directly without waiting, can minimize damaged or lost goods, and various other reasons[6].

The survey also found that Indonesian people have a tendency to make spontaneous purchases of products outside their shopping list, or commonly called impulse buying. The impulse buying phenomenon can be an opportunity for retailers to increase sales turnover as well as a challenge to create an attraction for consumers to visit the outlet. and make purchases. Given that impulse buying behavior can occur anywhere and anytime, it is important for retailers to have knowledge about consumer shopping behavior including unplanned buying behavior or impulsive buying behavior. Unplanned purchases (impulse buying) are more common in goods that are desired to be purchased, and most of these goods are not needed by consumers[13]. Impulse buying in consumers can be influenced by several things, namely store atmosphere and lifestyle.

According to Berman and Evans, store atmosphere refers to the physical characteristics of the store that are used to develop and image and attract customers, atmosphere refers to the physical characteristics of catalogs, vending machines, websites, and so on[9]. Meanwhile, Levy and Weitz stated that store atmosphere is a combination of physical characteristics of the store such as architecture, layout, signs, displays, colors, lighting, temperature, music and aromas that will create an image in the minds of consumers[13]. Store atmosphere is one of the main things that retailers need to pay attention to. With a comfortable and attractive store atmosphere, consumers will feel at home in the store for a long time, besides that it can also affect the mood or emotional state of consumers so as to increase buying interest and encourage consumers to make unplanned purchases or impulse buying.

Impulse buying behavior is closely related to lifestyle. According to Mowen and Minor lifestyle shows how people live, spend their money, and allocate their time[15]. Meanwhile, Kotler and Armstrong state that lifestyle is a person's lifestyle in the world of everyday life which is expressed in activities, interests, and opinions[15]. The development of technology and the economy has brought many changes to consumer habits in shopping. Even now, shopping activities are not only to meet the needs of life, but also to fulfill personal desires and pleasures. Utami states that human needs are a state of feeling that they do not have basic satisfaction, while human desires are desires for certain satisfiers of those needs. This shows that human desires have shown something more specific than needs[13].

In today's modern era, consumers do not always make purchases according to their own needs, but shopping is one way to show their identity, dignity and joy in shopping for the latest products[8]. Even some consumers make purchases without considering the price, especially for those who are not sensitive to price. Currently, people, especially young people, consider shopping as a means to entertain themselves or just spend their free time. As is known, now young people always follow the latest trends and not a few of them like to follow the trend. The current trend that is popular is following products that have attractive, cute, and contemporary designs. One of the retailers that provides these products is Miniso.

Miniso is a knick-knack retailer under PT. Miniso Lifestyle Trading Indonesia. Established in 2013, Miniso now has 3,500 stores in 79 countries with total sales of \$2.6 billion USD in 2018. Miniso first arrived in Indonesia on February 24, 2017 by opening the first three outlets and reaching a sales volume of IDR 550 million. Seeing the enthusiasm, Miniso decided to open its outlets in various regions in the country. In Malang City, Miniso has five outlets, namely at Mall Olympic Garden, Mall Malang City Point, Malang Town Square, Ruko Dinoyo, and Miniso x Samono. However, this study only took the Miniso outlet at Mall Olympic Garden as the object of research because it is one of the malls in Malang City that is crowded with visitors and has a strategic location so that it is likely for consumers to visit the Miniso outlet. Now the collaboration between Miniso and Sanrio products has arrived in Malang City and is only available at the Miniso Mall Olympic Garden outlet. In addition,

Miniso Mall Olympic Garden has spacious outlets and complete products.

This retailer offers a variety of knick-knacks that suit the lifestyle and preferences of consumers ranging from fashion accessories, beauty products, household appliances, clothing, toys, even electronic products. Having a variety of products with unique and cute designs makes Miniso products popular with the public. Often collaborating with cartoon characters makes Miniso have its own appeal compared to other retailers. Miniso's latest collaboration is the Sanrio character. Previously, Miniso also often collaborated with cartoon characters such as Marvel, We Bare Bears, and Minions. In addition to product aesthetics, Miniso also pays attention to the functionality of the product.

On the other hand, Miniso also presents retail outlets with an eye-catching appearance. The appearance of the outlet is adjusted to the character theme that collaborates with Miniso. The products are neatly arranged on display shelves according to product categories complete with product details on each shelf, making it easier for consumers to find the products they are looking for. Products with attractive arrangements coupled with bright lighting provide a pleasant shopping experience. In addition, Miniso outlets have a cool atmosphere and the cleanliness of the outlets is maintained, making consumers feel at home for a long time in the outlet. These things can also influence consumers to make impulsive purchases.

Based on this background, the purpose of this study is to determine and analyze the influence of store atmosphere on impulse buying at Miniso at Mall Olympic Garden Malang City. To determine and analyze the influence of lifestyle on impulse buying of Miniso Products at Mall Olympic Garden and to determine and analyze the influence of store atmosphere and lifestyle on impulse buying of Miniso Products at Mall Olympic Garden.

## **RESEARCH METHOD**

This research was a quantitative. The variables used in this study are two independent variables consisting of store atmosphere (X1) and lifestyle (X2) and one dependent variable, namely impulse buying (Y). The population in this study were students of the D-IV Marketing Management study program who had made purchases at Miniso Mall Olympic Garden, Malang City, which was known to be 160 people (based on permit letter number 1339/PL2.1/PK/2024). This study used a saturated sample. Data of the research was collected through a questionnaire. Data analysis in this research was used multiple linear regression analysis.

The research hypothesis was:

H1 : Store atmosphere partially influence on impulse buying.

H2 : Lifestyle partially influence on impulse buying.

H3: Store atmosphere and lifestyle simultaneously influence impulse buying.

## **FINDINGS**

Based on descriptive data analysis, the results obtained that the majority of respondents were female as many as 124 respondents (77.5%) and the rest were male as many as 36 respondents (22.5%). Respondent characteristics based on age, the majority of respondents were 19 years old as many as 51 respondents (31.9%) and 21 years old as many as 41 respondents (25.6%). Respondent characteristics based on the number of spontaneous purchases, the majority of respondents made spontaneous purchases more than twice (60%) only a small number of respondents made spontaneous purchases once (18.1%). Respondent characteristics based on the time spent shopping, the majority of respondents spent 15 minutes - 30 minutes as many as 96 respondents (60%). Respondent

characteristics based on the amount of money spent shopping at Miniso Mall Olympic Garden, the majority of respondents shopped for Rp. 100,000 - Rp. 200,000 as many as 72 respondents (45%) and as many as 65 respondents (40.6%) spent less than Rp. 100,000. Respondent characteristics based on monthly expenditure, the majority of respondents have a monthly expenditure of less than IDR 1,000,000, as many as 86 respondents (53.8%), and respondents who have an expenditure of IDR 3,000,000 are only 4 respondents (2.5%).

#### A) Validity Test

A validity test is used to measure the validity of a questionnaire. A questionnaire is valid if the questions can reveal something that will be measured by the questionnaire.

**Table 1. Validity Test of Store Atmosphere, Lifestyle and Impulse Buying**

Variable	Indicator	Item	r-count	r-table	Result
Store atmosphere (X1)	Exterior facilities	XI.1	0.653	0.1552	Valid
		XI.2	0.663	0.1552	Valid
		XI.3	0.552	0.1552	Valid
		XI.4	0.652	0.1552	Valid
		XI.5	0.563	0.1552	Valid
	General interior	XI.6	0.617	0.1552	Valid
		XI.7	0.610	0.1552	Valid
		XI.8	0.621	0.1552	Valid
		XI.9	0.677	0.1552	Valid
		XI.10	0.620	0.1552	Valid
		XI.11	0.597	0.1552	Valid
	Store layout	XI.12	0.670	0.1552	Valid
		XI.13	0.638	0.1552	Valid
	Interior display	XI.14	0.722	0.1552	Valid
		XI.15	0.712	0.1552	Valid
		XI.16	0.715	0.1552	Valid
		XI.17	0.748	0.1552	Valid
		XI.18	0.715	0.1552	Valid
Lifestyle (X2)	Activities	X2.1	0.732	0.1552	Valid
		X2.2	0.560	0.1552	Valid
	Interest	X2.3	0.777	0.1552	Valid
		X2.4	0.799	0.1552	Valid
		X2.5	0.745	0.1552	Valid
	Opinion	X2.6	0.698	0.1552	Valid
		X2.7	0.788	0.1552	Valid
Impulse buying (Y)	Cognitive aspect	Y.1	0.756	0.1552	Valid
		Y.2	0.811	0.1552	Valid
		Y.3	0.826	0.1552	Valid
	Affective aspect	Y.4	0.781	0.1552	Valid
		Y.5	0.654	0.1552	Valid

Based on the results of the validity test in the table above, it can be seen that all items in the store

atmosphere (X1), lifestyle (X2), and impulse buying (Y) variables have a calculated r-count > r-table (0.1552) with a significance value of  $0.00 < 0.05$  so that all items used as instruments in this study can be declared valid.

#### B) Reliability Test

A reliability test is used to measure a questionnaire, which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable over time. A construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.70.

**Table 2. Reliability Test**

Variable	Cronbach Alpha	Reference Value	Result
Store atmosphere (X1)	0.918	0.70	Reliable
Lifestyle (X2)	0.851	0.70	Reliable
Impulse buying (Y)	0.825	0.70	Reliable

Based on the table, it can be seen that the store atmosphere variable has a Cronbach Alpha value of 0,918, the lifestyle variable is 0,851, and the impulse buying variable is 0,825. This shows that all variables have a value greater than 0,70 so it can be stated that all variables are reliable. This indicates that all statement items have consistent data. If the statement is submitted again, the answer will be relatively the same and consistent over time.

#### C) Multiple Linear Regression Analysis and T-Test

**Table 3. Multiple Linear Regression Analysis and T-Test**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	0.895	1.734		0.516	0.606
Store atmosphere	0.063	0.028	0.159	2.215	0.028
Lifestyle	0.471	0.059	0.572	7.964	0.000

Based on the table above, the following regression equation is obtained:

$$Y = 0.895 + 0.063X1 + 0.471X2 + e$$

From the regression model above, it can be interpreted that:

##### 1. Constant

This can be interpreted that if there are no store atmosphere (X1) and lifestyle (X2) variables, respondents will still make impulse purchases or shop spontaneously with a value of the constant, which is 0.895.

##### 2. Coefficient of Store Atmosphere

If the value of X1 (store atmosphere) increases by one unit while the value of X2 (lifestyle) is 0, then the value of Y (impulse buying) will increase by 1 unit. In the store atmosphere variable (X1), the t-count is 2.215 and has a significant value of 0.028 and a t-table of 1.975. So, it can be concluded that  $t\text{-count } 2.215 > t\text{-table } 1.975$  and with a significance of  $0.028 < 0.05$  indicates that

the store atmosphere variable (X1) partially has a positive and significant effect on the impulse buying variable (Y). The strength of the influence of the store atmosphere variable (X1) is the value of its regression coefficient, which is 0.063. This shows that the store atmosphere has a very small or weak effect on impulse buying.

### 3. Coefficient of Lifestyle

If the value of X2 (lifestyle) increases by one unit while the value of X1 (store atmosphere) is 0, then the value of Y (impulse buying) will increase by 1 unit. In the lifestyle variable (X2), the t-count is 7.964 and has a significant value of 0.000 and a t-table of 1.975. It can be concluded that t-count  $7.964 > t\text{-table } 1.975$  and with a significance of  $0.000 < 0.05$  indicates that the lifestyle variable (X2) partially has a positive and significant effect on the impulse buying variable (Y). The strength of the influence of the lifestyle variable (X2) is the value of its regression coefficient, which is 0.471. This shows that lifestyle has a fairly strong effect on impulse buying.

### D) F-Test

**Table 4. F-Test**

F-count	F-table	Significant	Result
66.280	3.05	0.000	Simultaneous

Based on the table above, it can be seen that F-count is 66,280 with a significance of 0,000. So, the F-count value is greater than the F-table value ( $66,280 > 3,05$ ) and with a significance value smaller than 0,05 ( $0,000 < 0,05$ ) so it can be concluded that the store atmosphere and lifestyle variables simultaneously have a positive and significant effect on impulse buying.

### E) Coefficients of Determination

**Table 5. Coefficients of Determination**

Model	R	R Square	Adjusted R Square
1	0.677 <sup>a</sup>	0.458	0.451

Based on the table above, it can be seen that the Adjusted R2 value is 0.451 (45.1%). This shows that the magnitude of the contribution of the influence of the Store Atmosphere and Lifestyle variables on Impulse Buying is 45.1% while the remaining 54.9% is the contribution of other independent variables that are not studied or are outside this study.

## DISCUSSIONS

Based on research conducted on 160 respondents as research samples, the results of data analysis were obtained regarding the influence of store atmosphere (X1) and lifestyle (X2) on impulse buying (Y) at Miniso Mall Olympic Garden both partially and simultaneously.

### 1. The Influence of Store Atmosphere on Impulse Buying at Miniso Mall Olympic Garden

Based on the results of the t-test (partial) of the store atmosphere variable (X1) on impulse buying (Y), the results show that the store atmosphere has a t-count value  $> t\text{-table } (2.215 > 1.975)$  with a significant value of  $0.028 < 0.05$ . This shows that the store atmosphere variable (X1) partially has a positive and significant effect on the impulse buying variable (Y). Based on the results of the multiple regression coefficient analysis, the results show that the regression coefficient value of the store atmosphere variable (X1) is 0.063. This shows that the magnitude of the influence of

the store atmosphere variable (X1) is very small or weak on impulse buying (Y). If the store atmosphere increases, impulse buying will also increase but weakly.

The results of this study are in line with previous research conducted by Fahmi and Retnowati, with the results that store atmosphere has a positive and significant effect on impulse buying at Ruby Supermarket, Terasering District, East Lombok. In addition, it is supported by research conducted by Anggraini and Sulistyowati, which shows that store atmosphere has a positive effect on impulse buying behavior of Miniso consumers in Surabaya City. The results of this study are also in line with the theory put forward by Utami that factors that can influence unplanned purchases or impulsive purchases are shopping lists, store choices, and store atmosphere[13].

## 2. The Influence of Lifestyle on Impulse Buying at Miniso Mall Olympic Garden

Based on the results of the t-statistic test (partial) of lifestyle on impulse buying (Y), it was found that lifestyle has a calculated t-count  $>$  t-table ( $7.964 > 1.975$ ) and with a significance of  $0.000 < 0.05$ . This shows that the store atmosphere variable (X1) partially has a positive and significant effect on the impulse buying variable (Y). Based on the results of the multiple regression coefficient analysis, it was found that the regression coefficient value of the lifestyle variable (X2) was 0.471. This shows that the magnitude of the influence of the lifestyle variable (X2) is that lifestyle has a fairly strong effect on impulse buying (Y). If lifestyle increases, impulse buying will also increase.

The results of this study are in line with previous research conducted by Ayunda and Siregar, with the results that lifestyle has a positive and significant influence on impulse buying. In addition, it is supported by research conducted by Sihombing and Sukati, which shows that lifestyle itself has a positive and significant influence on impulse buying. The results of this study are also in line with the theory put forward by Prastia in Ayunda and Siregar that the factor that influences impulse buying is lifestyle[2]. According to Sari and Patrikha, currently, shopping habits have become a lifestyle to fulfill emotional satisfaction, not to fulfill needs[11]. With this, there is a change in consumer behavior to make spontaneous purchases or impulse buying.

## 3. The Influence of Store Atmosphere on Impulse Buying at Miniso Mall Olympic Garden

Based on the results of the F-test (simultaneous) of store atmosphere (X1) and lifestyle (X2) on impulse buying (Y), the F-count value is greater than the F table value ( $66.280 > 0.000$ ) and with a significant value smaller than 0.05 ( $0.000 < 0.05$ ). This shows that the variables store atmosphere (X1) and lifestyle (X2) in general simultaneously have a positive and significant effect on the impulse buying variable (Y). Based on the results of the determination coefficient analysis, the adjusted R<sup>2</sup> value is known to be 0.451 (45.1%). This shows that the magnitude of the contribution of the influence of the store atmosphere and lifestyle variables on impulse buying is 45.1%, while the remaining 54.9% is a contribution from other independent variables that are not studied or outside this study. Based on the results of the multiple linear regression analysis, the regression coefficient X2 (lifestyle) is the variable that makes the largest contribution to Y (impulse buying). So, it can be stated that in this study, consumer lifestyle is a factor that determines consumer tendencies to make impulsive purchases compared to store atmosphere. The results of this study are in line with previous research conducted by Ipaludin, Silaningsih, and Yulianingsih that lifestyle and store atmosphere simultaneously have a positive and significant effect on impulsive purchases[7].

The results of this study are expected to be a reference, especially regarding the influence of store atmosphere and lifestyle on impulse buying, and as a reference for future research. In addition, it also provides information about the influence of store atmosphere and lifestyle on impulse buying of Miniso

products and as suggestions and input in making future decisions.

## CONCLUSION

Based on the results of the research, it can be concluded that partially and simultaneously store atmosphere and lifestyle has a positive and significant effect on impulse buying. In this research, lifestyle variables were found to have a bigger contribution than store atmosphere. Companies should improve the store atmosphere, especially the traffic flow patterns in the store, so that consumers feel comfortable when shopping and increase impulse purchases.

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