

Faktor-faktor yang mempengaruhi hedonic shopping value dan utilitarian shopping value (studi kasus: pengunjung gerai carrefour di Jabodetabek) = Factors that affecting hedonic shopping value and utilitarian shopping value (study case: carrefour's customer in Jabodetabek area)

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Abstrak

Perkembangan ritel di Indonesia saat ini berkembang dengan pesat. Sebuah gerai ritel yang memiliki suasana menyenangkan akan mempengaruhi sisi afeksi dan kognisi konsumen. Maka dari itu penting bagi peritel untuk memperhatikan situasi berbelanja pada sebuah gerai ritel. Pada skripsi ini, Penulis meneliti pengaruh beberapa elemen dari atmosfer toko (seperti musik, visual aesthetic, affective quality dan tata letak atau kinetic quality) terhadap motivasi atau nilai berbelanja utilitarian, dan hedonic. Data 130 responden diolah dengan menggunakan metode Structural Equation Model (SEM) dengan kesimpulan bahwa kinetic quality mempengaruhi nilai berbelanja utilitarian, namun tidak mempengaruhi nilai berbelanja hedonic. Elemen pembentuk kualitas atmosfer gerai tidak seluruhnya mempengaruhi nilai berbelanja. Elemen musik dan visual aesthetic memiliki pengaruh terhadap kualitas kinetis.

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Retail industry in Indonesia is in rapid growth nowadays. Store retail which has pleasant atmosphere affects customer's affection and cognitive. This thing would be important for retailer. They have to pay attention on shopping situation in store. In this thesis, writer researched the effect of elements of atmosphere (music, visual aesthetic, affective quality and kinetic quality) on utilitarian and hedonic shopping value. 130 respondents perceived by Structural Equation Model (SEM). Due to research result, we have conclusions that: kinetic quality has an impact on utilitarian shopping value but has no impact on hedonic shopping value. Not all elements that formed atmosphere quality affect shopping value. But music and visual aesthetic has an impact on kinetic quality.