

Analisis pengaruh retailer awareness retailer association retailer perceived quality dan retailer loyalty terhadap purchase intention studi kasus 7 eleven di Wilayah Jabodetabek = The effect of retailer awareness retailer association retailer perceived quality and retailer loyalty towards purchase intention case study 7 eleven in Jabodetabek Region

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Abstrak

Perkembangan ritel di Indonesia terus meningkat khususnya ritel modern yang memiliki pertumbuhan paling besar dibandingkan dengan ritel tradisional, terutama perdagangan ritel kategori makanan dan minuman. Salah satunya yang berkembang saat ini adalah 7-Eleven, hadir dengan memposisikan dirinya sebagai convenience store tapi juga menyediakan beberapa tempat duduk dan meja yang berada di dalam dan di luar ruangan selama 24 jam (hybrid convenience store). Dengan semakin ketatnya persaingan ritel, hal yang tidak kalah penting adalah apakah brand atau merek sebuah ritel dapat mempengaruhi purchase intention konsumen untuk datang dan berbelanja ke suatu ritel.

Penelitian ini bertujuan untuk menganalisa pengaruh retailer awareness, retailer association, retailer perceived quality, dan retailer loyalty terhadap purchase intention yang dimiliki konsumen. Pengujian hipotesis dilakukan dengan menggunakan metode Structural Equation Modeling (SEM). Hasil dari pengujian hipotesis diketahui bahwa retailer awareness tidak terbukti berpengaruh positif terhadap purchase intention.

Retailer awareness dan retailer association juga tidak terbukti berpengaruh positif terhadap retailer loyalty. Sedangkan retailer association, retailer perceived quality dan retailer loyalty terbukti berpengaruh positif terhadap purchase intention. Hasil pengujian hipotesis juga menunjukkan bahwa retailer perceived quality berpengaruh positif terhadap retailer loyalty.

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Retail developments in Indonesia continue to increase, especially modern retail which has the greatest growth in comparison with traditional retail, especially retail trade of food and beverage categories. One of them developed at this time is 7-Eleven, attended by positioning itself as a convenience store, but also provides some seating and tables inside and outdoors for 24 hours (hybrid convenience stores). With increasing competition in the retail, it is no less important is whether retail brand or brand can affect consumer purchase intention to come to a retail shop.

This study aims to analyze the influence of awareness retailers, retailers association, perceived quality retailer, and retailer loyalty towards consumer's purchase intention possessed. Hypothesis testing is done by using Structural Equation Modeling (SEM). The results of testing the hypothesis known that retailer awareness is not proven positive influence on purchase intention.

Retailer awareness and retailer association also not proved a positive influence on retailer loyalty. While retailer association, retailer perceived quality and retailer loyalty proven positive effect on the purchase intention. Hypothesis testing results also showed that the retailer perceived quality has a positive effect on the retailer loyalty.