

Analisis store environment dan pengaruhnya terhadap pendekatan perilaku konsumen melalui mediasi cognitive dan affective : studi kasus pada Store Etude House = Analysis store environment and the effect on approach consumer behaviour with mediation cognitive and affective : case study on Etude House

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Abstrak

Skripsi ini membahas tentang analisis store environment dan pengaruhnya terhadap pendekatan perilaku konsumen. Dengan menggunakan desain penelitian konklusif dan cross-sectional (single cross period) serata diolah dengan teknik analisis statistik structural equation model. Kuisioner disebar ke 210 responden yang pernah mengunjungi dan berbelanja di Etude House di Jakarta, Tangerang, Bekasi dengan metode convenience sampling dan snow ball sampling.

Penelitian ini meneliti pengaruh setiap social cue, design cue, ambient cue dan merchandise cue dari store environment yang di hubungkan dengan affective dan cognitive konsumen serta pengaruhnya terhadap pendekatan perilaku konsumen.

Hasil penelitian ini menyimpulkan bahwa social cue, design cue dan merchandise berpengaruh terhadap cognitive evaluation dan affective evaluation, sedangkan merchandise cue berpengaruh terhadap cognitive evaluation merchandise dan pada akhirnya mempengaruhi pendekatan perilaku konsumen. Penelitian ini diharapkan bisa menjadi acuan dalam melihat store environment untuk membentuk sebuah store yang mempunyai competitive advantage.

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This thesis discuss about analysis store environment and the effect to approach consumer behavior. Using conclusif research design and cross-sectional (single cross period) and data analyze with statistical methods structural equation model. Quissionaire is spread to 210 respondent who ever visited store Etude House and bought some product of Etude House in Jakarta, Tangerang and Bekasi. Sample method using convenience sampling and snowball sampling.

This research showed influence of every store environment such as social cue, design cue, ambient cue, and merchandise cue and relation with affective and cognitive than influence to approach consumer behavior.

Result of this research social cue, design cue, and merchandise cue onfluence to cognitive and affective evaluation, while merchandise ce influence to cognitive evaluation merchandise and influence to approach consumer behavior. Implication for managerial can see and using store environment as one of concept a store which have competitive advantage.