

Pengaruh visual merchandising dan store image terhadap customers purchase intention di Ikea Indonesia = The effect of visual merchandising and store image on customers purchase intention at Ikea Indonesia

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Abstrak

ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui pengaruh positif visual merchandising terhadap store image dan customers' purchase intention melalui front entrance product display, merchandising display, store layout and organization, merchandising theme, signage/graphic, lighting dan sound usage. Penelitian ini juga melihat pengaruh positif store image itu sendiri terhadap customers' purchase intention. Ikea Indonesia digunakan sebagai objek penelitian karena di dalam toko Ikea, elemen visual merchandising dirancang secara mendetil untuk menciptakan suasana berbelanja yang unik bagi pelanggannya. Sampel yang digunakan berjumlah 250 responden yang diambil melalui teknik non probability sampling yaitu menggunakan convenience sampling dengan kriteria responden pernah berkunjung ke Ikea Indonesia. Data yang diperoleh dianalisis menggunakan Structural Equation Modeling (SEM) dengan program AMOS versi 18.0. Dari hasil penelitian diketahui bahwa visual merchandising memiliki pengaruh positif terhadap store image dengan 3 dimensi yang berpengaruh paling besar yaitu lighting, merchandising theme dan merchandising display. Namun visual merchandising tidak menunjukkan hasil memiliki pengaruh terhadap purchase intention. Purchase intention diketahui dipengaruhi secara positif oleh store image.

ABSTRACT

The purpose of this study is to examine the effect of visual merchandising to store image and customers' purchase intention through the importance of visual merchandising factors such as front entrance product display, merchandising displays, store layout and organization, merchandising theme, signage/graphic, lighting and sound usage. This study also looked at the effects of store image on customers' purchase intention. Ikea Indonesia is used as a research object because in Ikea store, visual merchandising elements are designed in detail to create a unique shopping atmosphere for customers. The sample was 250 respondents drawn through non-probability sampling technique used convenience sampling with criteria of respondents had visited Ikea Indonesia. Data were analyzed using Structural Equation Modeling (SEM) with AMOS program version 18.0. The result shown that visual merchandising has positive influence on store image, whereby the greatest influence factors are lighting, merchandising theme and merchandising display. Nevertheless, visual merchandising did not have influence on purchase intention. Purchase intention known to be positively influenced by store image.