

## Consuming experience dan penerapan di dalam ruang ritel studi kasus: Stockroom trade dishes dan Orbis store = Consuming experience and implementation in retail space: case studies Stockroom trade dishes and Orbis store

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### Abstrak

Pengalaman ruang merupakan salah satu aspek di dalam ritel yang dapat menciptakan consuming experience. Konsumen bukan lagi hanya mengonsumsi suatu komoditi, tetapi juga mencari pengalaman multi-sensori. Fenomena cross-shopping kemudian membuat adanya multifungsi ruang pada ritel marak ditemukan. Skripsi ini akan mengkaji lebih lanjut bagaimana consuming experience dapat hadir melalui variabel stimuli ruang dan menghasilkan pengalaman baru kepada konsumen. Melalui kajian teori terkait dan studi kasus terhadap dua jenis ritel berbeda, ditemukan bahwa pengolahan variabel stimuli ruang yang berbeda, baik dengan penambahan fungsi atau tidak, tetap dapat menghadirkan consuming experience dan mempengaruhi perilaku dengan cara tersendiri.

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Space experience is one of aspect in retail space that can create consuming experience. Consumers are no longer come to only consume the products, but also look for the multisensory experience. The cross-shopping phenomenon makes the multifunctional retail space has been considerably found. This thesis is aimed to know how the consuming experience can emerge among environmental stimuli variables and create a new experience to consumers. Through relevant theories and case studies regarding to two types of retail, the researcher found that with different way of stimuli variables development, whether it is multifunction or not, these retail still can create the consuming experience and influence behavior by their own.