

Pengaruh store environment terhadap citra dan kepercayaan kepada merek = The impact of store environment towards brand image and brand trust / Nadia Almira

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Abstrak

ABSTRAK

Penelitian ini melihat dampak dari store environment terhadap brand image yang kemudian akan mempengaruhi kepercayaan konsumen terhadap merek. Store environment terbentuk dari tiga dimensi yang membentuk satu kesatuan, yaitu ambient condition, space/function, dan signs symbol display. Pengambilan data dilakukan dengan penyebaran kuesioner kepada 150 konsumen yang pernah mengunjungi satu atau lebih toko ritel fashion merek multinasional. Data diolah menggunakan SEM dan menemukan hasil bahwa dimensi pembentuk store environment tidak dirasakan secara sama besar oleh konsumen. Space/function memberi pengaruh yang positif dan signifikan terhadap store environment namun ambient condition dan signs symbol display tidak memiliki pengaruh terhadap store environment. Store environment sendiri memiliki pengaruh yang positif dan signifikan terhadap citra akan merek dan semakin baik citra terhadap merek, semakin baik pula kepercayaan konsumen terhadap merek tersebut.

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ABSTRACT

The intention of this research is to see the impact of store environment towards brand image that will influence the trust consumer had towards the brand. Store environment is built from three dimensions, which is ambient condition, space and function, and signs symbol display. These three dimensions create one holistic environment. The data collection for this research was founded by spreading questionnaires to 150 consumers who visited at least one fashion retail store with multinational brand. Data analysis has been processed by using SEM and the result of this process tell that the dimensions that built store environment don 39 t be felt equally by consumers. Space and function give positive and significant impact toward store environment but ambient condition and signs symbol display don rsquo t give any impact toward store environment. The store environment itself gives positive and significant impact toward brand image and the better the brand image, the better the trust towards the brand.