

# Understanding consumer behavior: the effect of types of supermarket on customer equity moderated by physical queue = Mempelajari perilaku konsumen: efek dari tipe supermarket terhadap customer equity dimoderatori oleh antrian

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## Abstrak

Karya tulis ini menganalisa tentang bagaimana antrian di supermarket bisa mengubah pengalaman konsumen dan keinginan untuk membeli, serta menggunakan customer equity framework sebagai pengukurannya. Karya tulis ini meneliti tiga toko supermarket di Belanda, yaitu Albert Heijn, Jumbo, dan Dirk van den Broek. Lebih spesifik, penulis memberikan hipotesa bahwa customer equity di supermarket bisa dipengaruhi secara negatif jika konsumen mengalami antrian. Hipotesa tersebut diuji dengan menyebarkan survei online dan diperoleh 108 responden. Hipotesa tersebut tidak didukung dan memberikan kesimpulan bahwa antrian tidak memiliki efek moderasi terhadap hubungan tipe supermarket dan customer equity. Selain itu, ditemukan bahwa Albert Heijn memiliki kemampuan paling baik dalam menggunakan tiga variabel dari customer equity, yaitu value equity, brand equity, dan relationship equity.

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This study analyzed how the queue in supermarkets might change the customer experience and purchase intention and it used customer equity framework as the measurement. This study examined three supermarkets in the Netherlands, which are Albert Heijn, Jumbo, and Dirk van den Broek. More specifically, the author hypothesized that the customer equity in a supermarket can be affected negatively if the customers are experiencing queue. The hypothesis was tested by spreading out an online survey and a sample of 108 respondents was gathered. The hypotheses were not supported, suggesting that queue has no role in moderating types of supermarket and customer equity. In addition, the analysis revealed that Albert Heijn does best in leveraging the three drivers of customer equity, which are value equity, brand equity, and relationship equity.