

# Pengaruh in-store shopping experience terhadap revisit intention dan positive word of mouth pada JD.ID X-Mart di Jakarta = The effect of in-store shopping experience towards revisit intention and positive word of mouth in JD.ID X-Mart at Jakarta

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Abstrak

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Dunia ritel mengalami perkembangan pesat dalam beberapa tahun terakhir. Maraknya penggunaan internet berimbas kepada toko ritel offline untuk menawarkan pengalaman berbelanja yang unik dan menyenangkan kepada pengunjungnya. Penelitian ini bertujuan untuk mengetahui pengaruh in-store shopping experience terhadap revisit intention dan positive word of mouth pada JD.ID X-Mart di Jakarta. Selanjutnya, penelitian ini menggunakan pendekatan kuantitatif, khususnya survei dalam bentuk kuesioner dan studi kepustakaan sebagai teknik pengumpulan datanya. Hasil penelitian menunjukkan bahwa in-store shopping experience memiliki pengaruh signifikan, baik terhadap revisit intention, positive word of mouth, maupun revisit intention dan positive word of mouth dalam waktu yang bersamaan.

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**ABSTRACT**

In-store shopping experience has been used as a focus for retail stores to gain their profitability-whereas the interest towards retail stores has been declining throughout years. This shows an urgency for retail stores to provide a unique in-store shopping experience to their customers. The focus of this study is to analyze the effect of in-store shopping experience towards revisit intention and positive word of mouth at JD.ID X-Mart in Jakarta. This study is using quantitative approach, specifically questionnaire and literature study. The result of this research shows that there is a significant and positive effect between in-store shopping experience towards revisit intention, positive word of mouth, also both revisit intention and positive word of mouth in the same time.