

Pengaruh pop-up store experience terhadap kesediaan membayar dan loyalitas merek konsumen = The effect of pop-up store experience on consumer's willingness to pay and brand loyalty

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Abstrak

Dengan meningkatnya jumlah ritel di Indonesia, pasar modern dituntut memiliki keunggulan kompetitif untuk dapat bersaing. Pop-up store experience menjadi salah satu strategi marketing yang ditujukan untuk meningkatkan willingness to pay dan brand loyalty konsumen. Willingness to pay dan brand loyalty tidak hanya dipengaruhi oleh pop-up store experience, namun juga oleh perceived uniqueness, scarcity, dan hedonic shopping value yang merupakan karakteristik dari pop-up store experience. Penelitian ditujukan untuk menganalisis pengaruh pop-up store experience terhadap willingness to pay dan brand loyalty konsumen dengan mempertimbangkan perceived uniqueness, scarcity, dan hedonic shopping value. Sampel penelitian ini adalah penduduk Jabodetabek yang termasuk dalam usia angkatan kerja dan mengetahui adanya jenis toko berupa pop-up store. Data diolah menggunakan metode Structural Equation Modelling (SEM). Penelitian ini membuktikan pengaruh yang signifikan antara pop-up store experience dengan perceived uniqueness, scarcity, hedonic shopping value, dan willingness to pay secara langsung maupun tidak langsung. Penelitian ini tidak menemukan adanya pengaruh signifikan dari pop-up store experience terhadap brand loyalty secara langsung, kecuali variabel tersebut dimediasi oleh perceived uniqueness, scarcity, dan hedonic shopping value.

.....As the number of retailers in Indonesia increases, modern markets are demanded to have competitive advantages to be able to compete. Based on this condition, pop-up store experience become one of the marketing strategies that is aimed to increase consumers willingness to pay and brand loyalty. Consumers willingness to pay and brand loyalty does not just affect by pop-up store experience, but also with perceived uniqueness, scarcity, and hedonic shopping value which is also the characteristics of pop-up store experience. Therefore, this study aims to see the effect of pop-up store experience on consumers willingness to pay and brand loyalty with the consideration of perceived uniqueness, scarcity, and hedonic shopping value. Respondents of this study are Indonesian citizen who live in Jabodetabek, in the age of working labor, and have heard about pop-up store before. This research is using Structural Equation Modeling (SEM) to process the data. The findings suggest factors that affected by pop-up store experience both directly and indirectly are perceived uniqueness, scarcity, hedonic shopping value, and willingness to pay. This study does not find any direct effect from pop-up store experience on brand loyalty, unless this variable is mediated by perceived uniqueness, scarcity, and hedonic shopping value.