

The Influence of Sensory Perceptions and Mental Imagery on Consumer Decision Making in Fashion Industry = The Influence of Sensory Perceptions and Mental Imagery on Consumer Decision Making in Fashion Industry

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Abstrak

Pengalaman pelanggan di dalam toko telah menjadi bagian integral dari strategi dan diferensiasi pengecer. Penelitian ini dilakukan dengan tujuan untuk mengetahui hubungan antara sensory perception dan mental imagery yang mempengaruhi behavioral intent dengan anticipatory emotions dan decision confidence sebagai mediasi dalam berbelanja pakaian di toko. Penelitian ini merupakan penelitian kuantitatif dengan menganalisis data yang dikumpulkan dari 139 responden melalui survei. Responden adalah pelanggan retail fashion di Indonesia yang berusia 19 - 35 tahun. Data dalam penelitian ini dianalisis dengan menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS. Hasil dalam penelitian ini menunjukkan bahwa ada korelasi yang signifikan antara sensory perception dan mental imagery. Ada pengaruh dari sensory perception, anticipatory emotions, dan decision confidence terhadap behavioral intent. Anticipatory emotions dipengaruhi oleh sensory perception dan mental imagery. Baik sensory perception dan mental imagery tidak menemukan efek tidak langsung pada behavioral intent. Namun, sensory perception secara tidak langsung memengaruhi behavioral intent melalui anticipatory emotions. Hasil penelitian ini dapat bermanfaat bagi akademisi, manajer, dan penelitian selanjutnya karena dapat menambah wawasan, pengetahuan, serta dapat dijadikan referensi dalam kajian sensory marketing dan mental imagery.

.....In-store customer experience has become an integral part of retailers' strategy and differentiation. This research was conducted with the aim of knowing the relationship between sensory perception and mental imagery influencing behavioral intent with anticipatory emotions and decision confidence as mediations in shopping for clothes at the store. This research is a quantitative study by analyzing data collected from 139 respondents through a survey. Respondents were retail fashion customers in Indonesia age 19 - 35 years old. The data in this study were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS. The results in this study indicate that there is a significant correlation between sensory perception and mental imagery. There was an influence from sensory perception, anticipatory emotion, and decision confidence on behavioral intent. Anticipatory emotion is influenced by sensory perception and mental imagery. Both sensory perception and mental imagery found no indirect effect on behavioral intent. However, sensory perception indirectly influences behavioral intent through anticipatory emotions. The results of this study can be useful for academics, managers, and further research because they can add insight, knowledge, and can be used as a reference in sensory marketing and mental imagery studies.