

## Urban Art Infusion: Pengaruh Estetika terhadap Evaluasi Produk dan Niat Membeli = Urban Art Infusion: The Influence of Aesthetics on Product Evaluation and Purchase Intention

Reza Adhitya, author

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### Abstrak

Akibat pandemi, terjadi pergeseran perilaku konsumen ke arah daring, khususnya jasa pengantaran makanan. Praktisi bisnis harus berstrategi agar menonjol dari pesaingnya, terutama cloud kitchen. Dengan memasukkan unsur seni atau art infusion, terutama seni urban ke dalam desain kemasan, konsumen berpotensi memiliki evaluasi terhadap produk dan niat membeli yang tinggi. Penelitian ini menggunakan kerangka SOR dengan stimulus tipe karya seni dan nama seniman, kemudian organisme berupa estetika produk dan persepsi kemewahan, serta evaluasi produk dan niat membeli sebagai respon. Hasil penelitian eksperimental menggunakan metode SEM membuktikan efek art infusion yang dimediasi penuh oleh persepsi kemewahan dan estetika secara bersamaan kecuali fine art. Namun penggunaan nama seniman tidak memiliki pengaruh signifikan. Studi ini membuka jalan bagi peneliti selanjutnya untuk mengkaji seni perkotaan dalam bidang komersil. Sementara pemahaman perilaku konsumen dapat memberikan praktisi bisnis keunggulan kompetitif, karena efek dari art infusion dapat menciptakan nilai finansial secara langsung.

.....In light of the pandemic, there has been a shift in consumer behavior towards online services, particularly food delivery. It is crucial for business professionals to develop a strategy that helps them stand out, especially in the context of cloud kitchens. By incorporating artistic elements, particularly urban art, into the design of packaging, businesses have the potential to receive favorable evaluations from consumers and increase their intention to make purchases. This research study applies the SOR framework, utilizing artwork type and the artist's name as a stimulus. It examines how consumers perceive the product's aesthetics and luxury, as well as their evaluation of the product and intention to make a purchase as responses. The results of experimental research using the SEM method prove the effect of art infusion, which is fully mediated by the perception of luxury and aesthetics simultaneously except for fine art. However, the use of the artist's name does not have a significant effect. The results of the experiment, conducted using the SEM method, confirm the impact of art infusion effect, which is fully mediated by perceptions of luxury and aesthetics. This study paves the way for future researchers to explore the role of urban art in the realm of commerce. While understanding consumer behavior can offer a competitive edge to businesses, the inclusion of art infusion can immediately generate financial value.