

Pengaruh In-Store Environment terhadap Impulsive Buying Tendency (Studi Pada Konsumen Watsons) = The Effect of In-Store Environment towards Impulsive Buying Tendency (Study of Watsons's Consumer)

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Abstrak

Seseorang yang memiliki kecenderungan untuk membeli barang secara tidak terencana atau secara impulsif biasanya dipengaruhi oleh faktor internal dan faktor eksternal, dan hal itu terjadi ketika konsumen membuat keputusan untuk membeli di dalam toko secara spontan. Terdapat dua faktor atau cara seseorang menanggapi perilaku kecenderungan pembelian secara impulsif, yaitu berdasarkan dimensi afektif dan dimensi kognitif. Faktor eksternal yang dapat mempengaruhi perilaku kecenderungan pembelian secara impulsif adalah in-store environment. In-store environment merupakan suatu strategi pemasaran dimana dapat mempengaruhi konsumen untuk membuat keputusan untuk membeli di dalam toko secara spontan. Penelitian ini bertujuan untuk menganalisis pengaruh in-store environment terhadap impulsive buying tendency. Penelitian ini menggunakan pendekatan kuantitatif dengan melakukan survei menggunakan instrumen kuesioner yang disebarakan kepada 100 orang responden. Pengolahan data dalam penelitian ini menggunakan metode analisis regresi sederhana. Hasil dari penelitian ini menunjukkan seluruh dimensi yang terdapat pada in-store environment yang terdiri dari crowding, in-store scent, background music, ventilation, coupons and vouchers, store display, advertisement and promotions, behavior of shop staff dan price berpengaruh terhadap impulsive buying tendency. Hal ini menunjukkan bahwa strategi in-store environment yang diterapkan Watsons berpengaruh terhadap kecenderungan pembelian secara impulsif.

.....People who has a tendency to purchase goods unintentionally or impulsively usually affected by both internal factors and external factors and it's happened when costumer makes decision to purchase inside the store spontaneously. There is two different internal factor or way people respond to impulsive buying tendency, by affective factors and cognitive factors. External factor which can affected people to have impulsive buying tendency is by in-store environment. In-store environment is a marketing strategy who can affect consumer to make decision to buy inside the store spontaneously. This research aims to analyze the effect of in-store environment towards impulsive buying tendency. This research uses a quantitative approach by conducting survey using questionnaire presented the instrument to 100 respondents. The data processing used simple linear regression method. The results of this research presents that all dimensions in in-store environment consisting of crowding, in-store scent, background music, ventilation, coupons and vouchers, store display, advertisement and promotions, behavior of shop staff and price is influenced towards impulsive buying tendency. This shows that Watsons' in-store environment strategy has an effect on impulsive buying tendency.