

Analisis pengaruh store atmosphere terhadap consumer behavioral responses. Studi kasus: TM bookstore = Analysis of store atmosphere effect on consumer behavioral responses. Case study: TM bookstore

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Abstrak

ABSTRAK

Penelitian ini membahas tentang pengaruh Store Atmosphere terhadap Consumer Behavioral Responses di Toko Buku TM. Bookstore. Penelitian ini menggunakan desain riset studi deskriptif dengan melakukan survey kepada 191 responden pengunjung Toko Buku TM. Bookstore saat mereka mengunjungi toko tersebut dengan metode store intercept/mall intercept. Desain penelitian yang dilakukan adalah konklusif deskriptif single cross-sectional. Metode pengambilan sampel yang digunakan adalah teknik non-probability sampling yakni convenience sampling. Teknik analisis data yang digunakan adalah dengan menggunakan IBM SPSS 20 for windows baik untuk melakukan analisis pre-test maupun untuk analisis main test. Terdapat hasil dari penelitian ini antara lain pertama, store atmosphere memiliki pengaruh positif terhadap consumer behavioral responses. Kedua, store atmosphere memiliki pengaruh positif terhadap consumer perception. Ketiga, store atmosphere memiliki pengaruh positif terhadap emotional states. Keempat, product quality, reasonable price, social attributes, dan product emotions memiliki pengaruh positif terhadap consumer behavioral responses. Kelima, consumer perception dan emotional states tidak dapat memoderasi hubungan antara store atmosphere dan consumer behavioral responses

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ABSTRACT

This study discusses the impact of store atmosphere on customer behavioral responses at TM. Bookstore. This study used a descriptive study research design did a survey of 191 respondents of TM Bookstore visitor with store intercept methods mall intercepts methods. The design study is conclusive descriptive single cross sectional. The sampling method used is a non probability sampling technique with convenience sampling. The data analysis technique used is by using IBM SPSS 20 for windows to do the pre test analysis and also for main test analysis. Results from this study at the first, store atmosphere have positive impact on consumer behavioral responses. Secondly, store atmosphere have positive effect on consumer perception. Third, store atmosphere have positive effect on emotional state. Fourth, product quality, product price, social attributes, and product emotions have positive effect on consumer behavioral responses. Fifth, consumer perception and emotional state is will not moderated the impact of store atmosphere on consumer behavioral responses.