

Pengaruh musik pada perilaku berbelanja konsumen di lingkungan jasa retail

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Abstrak

Music is one of physical surrounding which can affect shopping behavior in service settings. The state that music can be used to affect shopping behavior comes from the atmosphere concept and environmental psychology theory. Many studies provide some empirical evidence to support that music affect the amount of time and money which shoppers spend in service settings. Therefore, it is important for service providers, especially retailers to apply this musical effects to the development of more effective retail and service strategies regarding the selection of appropriate background music. Retailers can apply some guidances which proposed by Herrington and Capella to determine the appropriate background music.