

Pengaruh lingkungan toko dan rangsangan merchandise terhadap respon pelanggan di Toko Ikea Alam Sutera = The effects of store environment stimulus and merchandise on customer response in Ikea Store of Alam Sutera

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh stimulus lingkungan toko dan merchandise terhadap respon pelanggan. Penelitian dilakukan dengan mengambil subjek pelanggan IKEA Alam Sutera dengan sampel sebanyak 225 pelanggan. Data diperoleh melalui data kuesioner secara langsung. Analisis data dilakukan dengan structural equation modeling dengan bantuan program Amos. Hasil penelitian menunjukkan bahwa: 1 Stimulus lingkungan toko yang mencakup sosial, desain dan ambient berpengaruh positif dan signifikan terhadap evaluasi afektif dan kognitif lingkungan toko; 2 Merchandise berpengaruh positif dan signifikan terhadap evaluasi afektif dan kognitif merchandise; 3 Evaluasi afektif dan kognitif toko berpengaruh positif dan signifikan terhadap respon pelanggan IKEA Alam Sutera; dan 4 Evaluasi afektif dan kognitif merchandise berpengaruh positif dan signifikan terhadap respon pelanggan IKEA Alam Sutera.

ABSTRACT

This study aims to analyze the effect of store environment stimulus and merchandise on customer response. The study was conducted by taking the subjects of IKEA Alam Sutera customers with a sample of 225 customers. Data obtained through questionnaire data directly. Data analysis was done by structural equation modeling with the help of Amos program. The results of the study indicate that 1 Stimulus store environment that covers social, design and ambient have positive and significant influence to affective and cognitive evaluation of store environment 2 Merchandise has a positive and significant impact on affective and cognitive merchandise evaluation 3 The affective and store cognitive evaluation has a positive and significant impact on customer response of IKEA Alam Sutera and 4 Affective and cognitive merchandise evaluations have a positive and significant impact on IKEA Alam Sutera customer response.