ABSTRAK

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FAKTOR – FAKTOR YANG MEMPENGARUHI PERILAKU *STORE – SWITCHING* KONSUMEN DALAM BERBELANJA PRODUK – PRODUK SEGAR PADA SUPERMARKET DI KOTA TANGERANG
(xv + 122 halaman: 3 Gambar, 19 Tabel; 15 Lampiran)

Perilaku *Store - Switching* saat ini menjadi topik yang bisa di angkat untuk di teliti lebih lanjut menggingat hal tersebut akan membantu para pelaku ritel dalam mengetahui perilaku – perilaku konsumen. Perilaku tersebut bisa terjadi oleh beberapa faktor baik dari eksternal maupun internal pada tempat perbelanjaan.

Tujuan dari penelitian ini adalah mengetahui faktor – faktor apa saja yang dapat mempengaruhi perilaku *Store – Switching* konsumen dalam berbelanja produk – produk segar di supermarket kota Tangerang. Penelitian di lakukan pada 168 responden dengan pendekatan *Structural Equation Model* (SEM) menggunakan *Partial Least Square* (PLS) dengan software *WarPLS* versi 2.0.

Hasilnya menunjukkan bahwa perilaku *Store – Switching* dapat dipengaruhi oleh beberapa faktor seperti *Store Output, Perceived Dissatisfaction, Way of Life, Alternative Store,* dan *Perceived Store Familiarity* sehingga *Switching Intention* akan mendukung perilaku tersebut, sedangkan *Perceived Cost of Time* tidak mempengaruhi perilaku *Store – Switching*.

Referensi: 72 (1998 – 2017)

Kata Kunci: Perilaku *Store – Switching*, *Store Output, Perceived Dissatisfaction, Way of Life, Alternative Store, Perceived Store Familiarity, Switching Intention,* dan *Perceived Cost of Time*

ABSTRACT

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DETERMINANTS OF STORE SWITCHING BEHAVIOR FOR SHOPPING FRESH PRODUCTS IN SUPERMARKET AT TANGERANG CITY

(xv + 122 *pages*: 3 *Pictures*, 19 *Tables*; 15 *Appendix*)

Currently, Store - Switching behavior becomes an interesting topic to be conducted further since it will help retailers in knowing consumer behavior. Those consumer behavior can occur due to some factors either external or internal components in shopping center.

This study aims to analyze the factors that can affect Store - Switching behavior on consumer when the they buy fresh product in Supermarket in Tangerang. There were 168 respondents involved in this research. The experiment applies Structural Equation Model (SEM) approach using Partial Least Square (PLS) with WarPLS software version 2.0.

The results show that Store - Switching behavior could be influenced by some factors, such as Store Output, Perceived Dissatisfaction, Way of Life, Alternative Store, and Perceived Store Familiarity. As a result, Switching Intention is influencing the behavior while Perceived Cost of Time does not affect Store - Switching behavior at all.

References: 72 (1998 – 2017)

Key Words: *Store – Switching Behavior, Store Output, Perceived Dissatisfaction, Way of Life, Alternative Store, Perceived Store Familiarity, Switching Intention,* dan *Perceived Cost of Time*