

## ABSTRAK

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### **ANALISIS PENGARUH ORIENTASI *HOMOGENOUS VS PROTOTYPICAL* DALAM *ONLINE MARKETING* TERHADAP *RETAIL BRAND ATTITUDE CHANGE* PADA PELANGGAN *INFORMA FURNISHING* DAN *ACE HARDWARE* DI SURABAYA**

(xv + 270 halaman: 21 gambar, 62 tabel; 5 lampiran)

Negara Kesatuan Republik Indonesia saat ini terus berjalan untuk menjadi negara yang lebih baik dengan meningkatkan seluruh sector industry yang ada, salah satunya yaitu industri ritel. Industri ritel di Indonesia dapat dikatakan cukup baik saat ini, didukung dengan perkembangan teknologi dan digitalisasi hampir di seluruh Indonesia. Terbukti dengan industri di Indonesia pun mengalami ekspansi ke arah digital untuk memperluas dan menjangkau lebih banyak pasar.

Tujuan dari penelitian ini adalah untuk menganalisis variable-variabel yang mempengaruhi *Online-offline Product Category Congruence*, *Online-offline Price Congruence*, *Online-prototypical Product Category Congruence*, *Online-prototypical Price Congruence* terhadap *Retail Brand Attitude Change* pelanggan Informa Furnishing dan Ace Hardware di Surabaya.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah menggunakan teknik *snowball sampling* kepada 160 responden dengan karakteristik responden yaitu berjenis kelamin baik pria maupun wanita, berdomisili di Surabaya, berusia 18 – 60 tahun (Kotler dan Amstrong, 2010), pernah mengunjungi atau berbelanja di Informa Furnishing dan Ace Hardware di Surabaya minimal 1 kali dalam 2 tahun terakhir namun belum pernah belanja secara *online*, serta mengetahui adanya *online shop* IKEA.

Pada penelitian ini ditemukan hasil bahwa variable yang berpengaruh signifikan terhadap *Retail Brand Attitude Change* objek pertama Informa Furnishing yaitu *Online-offline Product Category Congruence* dan *Online-offline Price*

*Congruence*, sedangkan variable yang tidak berpengaruh signifikan yaitu *Online-prototypical product category congruence* dan *Online-prototypical price congruence*. Selain itu, untuk objek kedua Ace Hardware, ditemukan hasil bahwa variable yang berpengaruh signifikan terhadap *Retail Brand Attitude Change* yaitu *Online-offline Price Congruence*, sedangkan variable yang tidak memiliki pengaruh signifikan yaitu *Online-offline Product Category Congruence*, *Online-prototypical Product Category Congruence* dan *Online-prototypical Price Congruence*.

**Kata Kunci :** *Online-offline product category congruence, Online-offline price congruence, Online-prototypical product category congruence, Online-prototypical price congruence, Retail brand attitude change*



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### **ANALYSIS OF *HOMOGENOUS VS PROTOTYPICAL ORIENTATION* IN *ONLINE MARKETING THROUGH RETAIL BRAND ATTITUDE CHANGE* ON *INFORMA FURNISHING AND ACE HARDWARE CUSTOMERS* IN *SURABAYA***

(xv + 270 pages: 21 figures, 62 tables; 5 attachments)

The Unitary State of the Republic of Indonesia is currently running to become a better country by improving all existing industrial sectors, one of which is the retail industry. The retail industry in Indonesia can be said to be quite good at this time, supported by the development of technology and digitalization in almost all of Indonesia. It is proven by the industry in Indonesia also experiencing expansion towards digital to expand and reach more markets.

The purpose of this study is to analyze the variables that affect Online-offline Product Category Congruence, Online-offline Price Congruence, Online-prototypical Product Category Congruence, Online-prototypical Price Congruence to Retail Brand Attitude Change for Informa Furnishing and Ace Hardware customers in Surabaya. .

This study is a causal research using quantitative methods and processed using snowball sampling technique to 160 respondents with the characteristics of the respondents, namely both male and female, domiciled in Surabaya, aged 18-60 years (Kotler and Armstrong, 2010), visited or shop at Informa Furnishing and Ace Hardware in Surabaya at least once in the last 2 years but have never shopped online, and know of an IKEA online shop.

In this study, it was found that the variables that had a significant effect on Retail Brand Attitude Change, the first object of Informa Furnishing, were Online-offline Product Category Congruence and Online-offline Price Congruence, while the variables that had no significant effect were Online-prototypical product category congruence and Online-prototypical. price congruence. In addition, for the second object Ace Hardware, it was found that the variables that had a significant effect on Retail Brand Attitude Change were Online-offline Price Congruence, while the variables that did not have a significant effect were Online-offline Product Category Congruence, Online-prototypical Product Category Congruence and Online-prototypical Price Congruence.

**Key Words :** *Online-offline product category congruence, Online-offline price congruence, Online-prototypical product category congruence, Online-prototypical price congruence, Retail brand attitude change*

