

ABSTRAK

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ANALISA PENGARUH STORE IMAGE, BUDAYA DAN KEPUASAN TERHADAP PURCHASE INTENTION KONSUMEN DI SUPERMARKET TRANSMART

(x + 54 halaman : 4 gambar; 16 tabel; 1 lampiran)

Bisnis perusahaan ritel memiliki karakteristik tersendiri dimana perusahaan ritel dengan tipe *hypermarket* telah hadir dan berkembang di Indonesia, sebut saja dengan kehadiran Giant, Transmart, dan Hypermart yang mendominasi perusahaan ritel skala besar di Indonesia. Sebagai pemasar, perilaku pembelian konsumen pada produk ritel perlu tetap diperhatikan untuk memenuhi kebutuhan pelanggan dan secara strategis mengkomunikasikan citra mereka ke pasar. Fokus utama riset ini ialah menganalisa pengaruh dari *store image*, budaya serta kepuasan yang mempengaruhi *purchase intention* konsumen berbelanja di Transmart wilayah Jakarta. Hasil riset seyogyanya dapat memberi dampak positif dalam hal teoritis dan praktis kegiatan manajemen ritel seperti *store image*, budaya dan kepuasan konsumen yang akan mempengaruhi *purchase intention* konsumen. Riset ini memakai jenis riset kuantitatif dimana jumlah sampel riset ialah 212 responden. Hasil riset ditemukan hasil dimana *store image* tidak berpengaruh positif pada *purchase intention* dan budaya serta kepuasan berpengaruh positif pada *purchase intention*.

Kata Kunci : *Store Image*, Budaya, Kepuasan, *Purchase Intention*

Referensi : 27 (1993 – 2020)

ABSTRACT

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ANALYSIS IMPACT OF STORE IMAGE, CULTURE AND CUSTOMER SATISFACTION TO PURCHASE INTENTION AT SUPERMARKET TRANSMART

(x + 54 pages : 4 figures; 16 tables; 1 enclosures)

Retail business has some characteristic that different from the other business where the business retail such as *hypermarket* has come and develop in Indonesia, also mention Giant, Transmart, and Hypermart which dominated big retail company in Indonesia. As a marketer, consumer purchase behavior on retail product needs to be attention to fulfil customer needs and in strategic way to satisfy their image at the market. The aim focus in this study is analysing the impact of store image, culture and satisfaction to customer purchase intention at Transmart Jakarta area. The research will give theoretical benefit and practice in terms of management retail such as store image, culture and customer satisfaction to purchase intention. The research used quantitative method with number of sample of 212 respondent. The result of this study showed store image has not significantly impact to purchase intention but culture and satisfaction have significantly impact to purchase intention.

Keywords : Store Image, Culture, Satisfaction, Purchase Intention

References : 27 (1993 – 2020)