

## **ABSTRACT**

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### **THE INFLUENCE OF VISUAL MERCHANDISING, SELF-CONGRUITY, BRAND FAMILIARITY, AND SHOPPING VALUE ON THE PATRONAGE INTENTION TOWARDS FASHION RETAIL STORE: A STUDY ON MATAHARI DEPARTMENT STORE MEDAN THAMRIN**

(xvii+123 pages; 15 figures; 42 tables; 7 appendixes)

Patronage intention is the customer's desire and willingness to continue patronizing a business or service in the future. In recent years, Matahari Department Store has faced a few challenges, including increased competition from the rising of online retailers, an economic downturn due to the COVID-19 pandemic, and changing consumer preferences. As the fashion retail industry is filled with intense competition, Matahari Department Store Medan Thamrin must improve its strategies for retaining customers.

The purpose of this research is to reveal the influence of Visual Merchandising, Self-Congruity, Brand Familiarity, and Shopping Value on Patronage Intention towards Matahari Department Store Medan Thamrin. The research is using a quantitative approach where data collection was gathered using a survey questionnaire distributed to 105 respondents aged 18-60. The research uses the method of non-probability sampling which is snowball sampling. The research was analyzed by using SPSS 26.0 and AMOS 22.0. Structural Equation Model (SEM) was employed to determine the causal relationship between variables.

The hypothesis results indicated that Visual Merchandising, Brand Familiarity, and Shopping Value all have a significant influence on Patronage Intention. Self-Congruity only has a partial influence on Patronage Intention. The research findings suggest that Matahari Department Store Medan Thamrin should consider enhancing the factors that influence Patronage Intention.

**Keywords: Visual Merchandising, Self-Congruity, Brand Familiarity, Shopping Value, Patronage Intention**

References: 50 (2019-2023)

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Patronage Intention adalah keinginan dan kemauan pelanggan untuk terus menggunakan bisnis atau layanan di masa depan. Dalam beberapa tahun terakhir, Matahari Department Store Medan Thamrin telah menghadapi beberapa tantangan, termasuk meningkatnya persaingan dari ritel online yang meningkat, penurunan ekonomi akibat pandemi COVID-19, dan perubahan preferensi konsumen. Karena industri ritel memiliki persaingan yang ketat, penting bagi Matahari Department Store Medan Thamrin untuk meningkatkan strategi mereka dalam mempertahankan pelanggan.

Tujuan penelitian ini adalah untuk mengungkapkan pengaruh Visual Merchandising, Self-Congruity, Brand Familiarity, dan Shopping Value terhadap Niat Patronase terhadap Matahari Department Store Medan Thamrin. Penelitian ini menggunakan pendekatan kuantitatif dimana pengumpulan data dikumpulkan menggunakan kuesioner survei yang dibagikan kepada 105 responden berusia 18-60 tahun. Penelitian ini menggunakan metode non-probability sampling yaitu snowball sampling. Penelitian ini dianalisis dengan menggunakan SPSS 26.0 dan AMOS 22.0. Structural Equation Model (SEM) digunakan untuk mengetahui hubungan sebab akibat antar variabel.

Hasil hipotesis menunjukkan bahwa Visual Merchandising, Brand Familiarity, dan Shopping Value semuanya memiliki pengaruh yang signifikan terhadap Patronage Intention. Self-Congruity hanya memiliki pengaruh parsial terhadap Patronage Intention. Temuan penelitian menunjukkan bahwa Matahari Department Store Medan Thamrin harus mempertimbangkan untuk meningkatkan faktor-faktor yang mempengaruhi Patronage Intention.

**Keywords: Visual Merchandising, Self-Congruity, Brand Familiarity, Shopping Value, Patronage Intention**

*Referensi: 50 (2019-2023)*