

ABSTRAK

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PENGARUH ATRIBUT TOKO PADA *CUSTOMER EXPERIENCE* DAN *CUSTOMER ENGAGEMENT* KONSUMEN UNIQLO INDONESIA

(127 halaman; 9 gambar, 33 tabel, 6 lampiran)

Karena perkembangan zaman yang cukup drastis sehingga konsumen juga berubah sehingga *retailer* kesulitan untuk menghadapi konsumen yang baru. Cara yang paling ampuh untuk menghadapi perubahan konsumen adalah meningkatkan *customer experience* dan *customer engagement*. Menurut survei *customer engagement* yang dihasilkan oleh toko Uniqlo adalah baik, sedangkan pihak Uniqlo Indonesia menepis statement tersebut dan mengatakan bahwa *customer engagement* yang dimiliki Uniqlo Indonesia kurang baik. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh atribut toko pada *customer experience* dan *customer engagement* konsumen Uniqlo Indonesia. Data dalam penelitian ini diperoleh dengan membagikan kuisioner kepada responden. Responden dalam penelitian ini adalah mahasiswa Universitas Pelita Harapan yang pernah berbelanja di Uniqlo Indonesia dengan jumlah 202 orang. Metode analisis yang digunakan adalah *Partial Least Squares- Structural Equation Modeling* (PLS-SEM) dengan program SmartPLS 3.0. Hasil analisis menunjukkan delapan hipotesis penelitian yang didukung, diantaranya *merchandise*, *post-transaction service*, *store atmosphere*, dan *perceived loyalty program* berpengaruh positif terhadap *customer experience*. *Merchandise*, *communication*, *interpersonal communication*, dan *customer experience* berpengaruh positif terhadap *customer engagement*. Serta ada lima hipotesis penelitian yang tidak didukung, diantaranya *communication*, *interpersonal communication* tidak berpengaruh positif terhadap *customer experience*; *post transaction service*, *store atmosphere* dan *perceived loyalty program* tidak berpengaruh positif terhadap *customer engagement*. Implikasi manajerial dari penelitian ini yaitu Uniqlo Indonesia perlu meningkatkan strategi *merchandise*, *post transaction service*, *store atmosphere* dan *loyalty program* serta mempertahankan strategi *communication* dan *interpersonal communication* terhadap *customer experience*. Uniqlo juga perlu meningkatkan strategi *merchandise*, *communication*, *interpersonal communication* dan *customer experience* serta mempertahankan strategi *post transaction service*, *store atmosphere* dan *perceived loyalty program* terhadap *customer engagement*.

Referensi: 95 (1993-2018)

Kata kunci: *store attributes*, *customer experience*, *customer engagement*

ABSTRACT

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THE EFFECT OF STORE'S ATTRIBUTES ON CUSTOMER EXPERIENCE AND CUSTOMER ENGAGEMENT OF UNIQLO'S CUSTOMER IN INDONESIA

(127 pages: 9 figure, 33 table, 6 attachments)

The rapid growth of the new era has caused consumer to change, and bring difficulty for retailer to serve this new generation consumer. The best way to counter this changes are focus on customer experience and customer engagement. Based on conducted survey, shows that Uniqlo creates a good customer engagement. But Uniqlo's side counter this statement by saying that customer engagement in Uniqlo is not good enough. The purpose of this study is to identify the effect of store's attribute on customer experience and customer engagement of Uniqlo's customer in Indonesia. Data from this study are obtained by distribution of questionnaire to respondents. Respondents used in this study are active business student of Pelita Harapan University that ever shop in Uniqlo Indonesia, with a total of 202 student. The respondents are chosen by using purposive sampling technique. Partial Least Squares- Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 is used for analysis method. The analysis result shows eight of the hypothesis are supported, which is merchandise has positive correlation with customer experience; communication has positive correlation with customer experience; interpersonal communication has positive correlation with customer experience; merchandise has positive correlation with customer engagement; post-transaction service has positive correlation with customer engagement; store atmosphere has positive correlation with customer engagement; perceived loyalty program has positive correlation with customer engagement; and customer experience has positive correlation with customer engagement. The analysis result also shows five hypothesis that are not supported, which is post-transaction service doesn't have positive correlation with customer experience; store atmosphere doesn't have positive correlation with customer experience; perceived loyalty program doesn't have positive correlation with customer experience; communication doesn't have positive correlation with customer engagement; interpersonal communication doesn't have positive correlation with customer engagement. Managerial implication from this study suggest that Uniqlo Indonesia must improve their merchandise, communication, interpersonal communication strategies and Uniqlo Indonesia need to retain their strategies on post-transaction service, store atmosphere and perceived loyalty program to customer experience. Uniqlo Indonesia also have to improve their strategies on merchandise, post transaction service, store atmosphere, perceived loyalty program, customer experience and retain their strategies on communication, interpersonal communication to customer engagement.

Reference: 95 (1993-2018)

Key word: store attributes, customer experience, customer engagement