

## TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>LIST OF APPENDICES .....</b>	<b>xvii</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of the Study .....	1
1.2 Problem Limitation.....	11
1.3 Problem Formulation .....	12
1.4 Objective of The Research.....	13
1.5 Benefit of The Research .....	13
1.5.1 Theoretical Benefit .....	13
1.5.2 Practical Benefit.....	14
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1 Patronage Intention.....	15
2.1.1 Definition of Patronage Intention .....	15
2.1.2 Indicators of Patronage Intention.....	16

2.2	Visual Merchandising .....	17
2.2.1	Definition of Visual Merchandising .....	17
2.2.2	Indicators of Visual Merchandising .....	18
2.3	Self-Congruity .....	20
2.3.1	Definition of Self-Congruity .....	20
2.3.2	Indicators of Self-Congruity .....	21
2.4	Brand Familiarity .....	22
2.4.1	Definition of Brand Familiarity .....	22
2.4.2	Indicators of Brand Familiarity .....	23
2.5	Shopping Value .....	24
2.5.1	Definition of Shopping Value .....	24
2.5.2	Indicators of Shopping Value .....	25
2.6	The Influence of Visual Merchandising on Patronage Intention .....	26
2.7	The Influence of Self-Congruity on Patronage Intention .....	28
2.8	The Influence of Visual Merchandising on Patronage Intention .....	30
2.9	The Influence of Visual Merchandising on Patronage Intention .....	32
2.10	Previous Research.....	34
2.11	Hypothesis Development.....	35
2.12	Research Model .....	36
2.13	Framework of Thinking.....	37

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design .....	39
3.2	Population and Sample .....	40
3.2.1	Population .....	40
3.2.2	Sample .....	40
3.3	Data Collection Method.....	41
3.4	Operational Variable Definition and Variable Measurement.....	42
3.5	Data Analysis Method .....	45
3.5.1	Test of Research Instrument .....	54
3.5.2	Descriptive Statistics .....	55



4.2.3.6	Reliability Test.....	92
4.2.4	Result of Hypothesis Testing.....	93
4.2.4.1	Hypothesis Testing 1 (H1).....	94
4.2.4.2	Hypothesis Testing 2 (H2).....	95
4.2.4.3	Hypothesis Testing 3 (H3).....	96
4.2.4.4	Hypothesis Testing 4 (H4).....	97
4.3	Discussion.....	98
4.3.1	Analysis of The Overall Model .....	113
 <b>CHAPTER V CONCLUSION</b>		
5.1	Conclusion.....	116
5.2	Implication.....	117
5.2.1	Theoretical Implication.....	117
5.2.2	Managerial Implication.....	118
5.2	Recommendation .....	122
<b>REFERENCES.....</b>		<b>124</b>

## LIST OF FIGURES

	page
Figure 1.1 Monthly Retail Sales Index in Indonesia .....	1
Figure 1.2 Retail Sales Index in Indonesia in 2023.....	2
Figure 1.3 Product arrangement are not placed with proper spacing.....	6
Figure 1.4 Product category placement are not placed with proper hierarchy ....	6
Figure 1.5 Product placement are not placed in a proper manner .....	7
Figure 2.1 Research Model .....	36
Figure 2.2 Framework of Thinking .....	37
Figure 3.1 Flow of Diagram Theoretical Framework .....	48
Figure 4.1 Diagram of Respondents by Age .....	59
Figure 4.2 Diagram of Respondents by Gender .....	60
Figure 4.3 Diagram of Respondents by Last Education.....	61
Figure 4.4 Confirmatory Analysis of Exogenous Variable .....	87
Figure 4.5 Confirmatory Analysis of Endogenous Variable .....	88
Figure 4.6 Full Structural Equation Model .....	89
Figure 4.7 Full Structural Equation Model (After Modification) .....	91
Figure 4.8 Full Structural Equation Model .....	113

## LIST OF TABLES

	page
Table 2.1 Summary of Previous Research .....	34
Table 3.1 Five-Level Likert Scale .....	43
Table 3.2 Indicator of Operational Variable Visual Merchandising .....	43
Table 3.3 Indicator of Operational Variable Self-Congruity .....	43
Table 3.4 Indicator of Operational Variable Brand Familiarity .....	44
Table 3.5 Indicator of Operational Shopping Value .....	44
Table 3.6 Indicator of Operational Patronage Intention .....	45
Table 3.7 Description of Construct Indicator .....	47
Table 3.8 Relationship of Construct .....	49
Table 3.9 The Conversion Results into the Equations of the Construct Measurement Model .....	49
Table 3.10 Goodness of Fit Index .....	53
Table 4.1 Respondents by Age .....	58
Table 4.2 Respondents by Gender .....	59
Table 4.3 Respondents by Last Education .....	60
Table 4.4 Degree of Assessment of Each Variable .....	62
Table 4.5 Respondent's Response towards Visual Merchandising .....	62
Table 4.6 Respondent's Response towards Self-Congruity .....	63
Table 4.7 Respondent's Response towards Brand Familiarity .....	65
Table 4.8 Respondent's Response towards Shopping Value .....	66
Table 4.9 Respondent's Response towards Patronage Intention .....	68
Table 4.10 Respondent's distribution answer towards Visual Merchandising ..	69
Table 4.11 Respondent's distribution answer towards Self-Congruity .....	71
Table 4.12 Respondent's distribution answer towards Brand Familiarity .....	73
Table 4.13 Respondent's distribution answer towards Shopping Value .....	75
Table 4.14 Respondent's distribution answer towards Patronage Intention .....	76

Table 4.15	Goodness of Fit Index .....	80
Table 4.16	Test Result of Data Normality .....	80
Table 4.17	Descriptive Statistics of Z-Score .....	82
Table 4.18	Mahalanobis Distance .....	83
Table 4.19	Test of Weight Factor and Factor Loading Value of Exogenous Variables .....	87
Table 4.20	Test of Weight Factor and Factor Loading Value of Endogenous Variables .....	88
Table 4.21	Feasibility Testing Index .....	90
Table 4.22	Regression Weights Full Structural Equation Model .....	90
Table 4.23	Feasibility Testing Index (After Modification) .....	91
Table 4.24	Reliability Test .....	93
Table 4.25	Hypothesis Test Result .....	93
Table 4.26	Visual Merchandising Indicators .....	101
Table 4.27	Self-Congruity Indicators .....	103
Table 4.28	Brand Familiarity Indicators .....	106
Table 4.29	Shopping Value Indicators .....	109
Table 4.30	Patronage Intention Indicators .....	110
Table 5.1	Theoretical Implication .....	117

## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: MAIN DATA TABULATION .....	B-1
APPENDIX C: VALIDITY AND RELIABILITY RESULT .....	C-1
APPENDIX D: DESCRIPTIVE STATISTICS RESULT .....	D-1
APPENDIX E: SPSS 26.0 DATA PROCESS RESULT .....	E-1
APPENDIX F: AMOS 22.0 DATA PROCESS RESULT .....	F-1
APPENDIX G: TURNITIN TEST RESULT .....	G-1

