

PENGARUH *STORE ATMOSPHERE* NANNY'S PAVILLON DI PACIFIC PLACE TERHADAP RESPON EMOSIONAL KONSUMEN

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *store atmosphere* Nanny's Pavillon di Pacific Place terhadap respon emosional konsumen. *Store atmosphere* adalah seluruh aspek visual maupun aspek non-visual kreatif yang sengaja dimunculkan untuk merangsang indera konsumen guna melakukan pembelian. Respon emosional konsumen adalah keadaan mudah terpengaruh untuk memberikan tanggapan terhadap rangsangan lingkungan, yang dapat memulai atau membimbing tingkah laku orang tersebut. Data yang digunakan untuk penelitian ini adalah data primer dari 100 responden yang pernah mengunjungi Nanny's Pavillon di Pacific Place. Data diperoleh dengan menyebarkan kuesioner. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Uji hipotesis dalam penelitian ini menggunakan Analisis Regresi Linear Berganda. Hasil uji hipotesis menunjukkan bahwa *store atmosphere* dengan elemen-elemen seperti *exterior facilities*, *general interior*, *store layout*, *display interior* dan *social dimensions* berpengaruh positif dan signifikan terhadap respon emosional konsumen Nanny's Pavillon Pacific Place. *Exterior facilities*, *general interior*, *store layout*, *display interior* dan *social dimensions* secara bersama-sama berpengaruh positif dan signifikan terhadap respon emosional konsumen Nanny's Pavillon di Pacific Place.

Kata kunci: store atmosphere, respon emosional konsumen

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THE EFFECT OF NANNY'S PAVILLON STORE ATMOSPHERE AT PACIFIC PLACE ON CUSTOMER EMOTIONAL RESPONSES

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ABSTRACT

The purpose of this research is to analyse the effect of store atmosphere in Nanny's Pavillion at Pacific Place on consumer's emotional responses. Store atmosphere is a creative aspect of visual and non-visual that are intentionally shown to trig consumer's senses in order to create purchasing. An emotional response is a condition when consumers are easily influenced to react or to respond upon environmental trigger, which are able to start or to guide certain actions done by consumer. Primary data from 100 respondents who have visited Nanny's Pavillion at Pacific Place is used in this research. The data were collected by giving questionnaires. Purposive sampling as the sampling technique is used in this study. Multiple Linear Regression Analysis is used to test the hypothesis. From the hypothesis test result, consumer emotional responses are positively and significantly affected by store atmosphere with elements exterior facilities, general interior, store layout, display interior and social dimensions in Nanny's Pavillion at Pacific Place. Consumer emotional responses in Nanny's Pavillion at Pacific Place are simultaniously affected by exterior facilities, general interior, store layout, display interior and social dimensions in positive and significant manner.

Keywords: store atmosphere, customer emotional responses.

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