

ABSTRAK

Penelitian ini bertujuan untuk menguraikan hubungan antara *visual merchandising* dan dorongan pembelian impulsif konsumen dalam lingkungan toko ritel fesyen. Respon emosi (*pleasure* dan *arousal*) yang timbul karena stimulus *visual merchandising* diuji sebagai variabel mediasi. Jenis *visual merchandising* yang dikaji dalam penelitian ini ialah manekin, *point-of-purchase display*, *free-flow layout*, dan tanda promosi. Untuk menguji hubungan antara *visual merchandising* dan dorongan pembelian impulsif, digunakan korelasi momen-produk Pearson. Sedangkan untuk menguji hubungan tersebut ketika variabel respon emosi disesuaikan, digunakan korelasi parsial. Hasil penelitian menunjukkan bahwa terdapat hubungan positif antara *visual merchandising* dan respon emosi, begitu pula antara *visual merchandising* dan dorongan pembelian impulsif. Ditemukan bahwa *free-flow layout* memiliki korelasi terkuat dengan *pleasure* dan manekin memiliki korelasi yang paling kuat dengan *arousal*. Ditemukan juga bahwa *point-of-purchase display* memiliki korelasi terkuat dengan dorongan pembelian impulsif. Hasil temuan lainnya, respon emosi merupakan mediasi negatif antara *visual merchandising* dan dorongan pembelian impulsif.

Kata kunci: *Visual merchandising*, pembelian impulsif, ritel, fesyen, respon emosi, variabel mediasi

ABSTRACT

The aim of this research is to examine the relationship between visual merchandising and consumers' impulse buying urge in fashion retail store environment. Emotional states (pleasure and arousal), as a result of visual merchandising stimulus, are measured as a mediating variable. The types of visual merchandising used in this study are mannequin, point-of-purchase display, free-flow layout, dan promotional signage. The moment-product Pearson correlation is used to test the relationship between visual merchandising and impulse buying urge. And partial correlation is used to test the relationship mentioned after controlling for emotional states variable. The results of this research shows that there are positive relationships between types of visual merchandising and emotional states, as well as that with impulse buying urge. It has been found that free-flow layout has the strongest correlation with pleasure, yet mannequin has the strongest one with arousal. It has also been found that point-of-purchase display and impulse buying urge have a strong relationship. The other finding, emotional states has a negative mediating between visual merchandising towards impulse buying urge.

Key words: Visual merchandising, impulsive buying, retail, fashion, emotional states, mediating variable