

SUMMARY

HANUM RACHMAWATI NUR. The Effect of Perceived Crowding, Store Image, and Shopping Motives Toward Emotions and Customer Repurchase Intention in Modern Retail. Supervised by MEGAWATI SIMANJUNTAK and BAGUS SARTONO.

The retail business is a business that still has the opportunity to develop because of the impact of Indonesia's demographic bonus, but in the midst of these opportunities, modern retail businesses are currently experiencing sluggishness. This is known because of a shift in consumer interest in buying offline to be online, which has triggered the growth of the online marketplace as a shopping alternative. The increasingly tight condition of business competition in the retail business, makes modern retail businesses need to have their own advantages to be able to maintain their business by increasing the intention to repurchase modern retail consumers. The purpose of this study was to analyze the influence of perceived of crowding, store image, and shopping motives on emotions and consumer repurchase intentions in modern retailers and formulate appropriate marketing strategies to increase consumer repurchase intention in modern retailers.

The population in the study were from hypermarket and supermarket customers. Research respondents were determined by using the voluntary method. The selected respondents were customers who visited modern retailers, which were at least three times in the past month and had a minimum age of 18 years. This study uses a total sample of 244 individuals. The endogenous variable (Y) in this study is emotion and repurchase intention, while the exogenous variable (X) in this study is the perceived of crowding, store image, and shopping motives. The cause-effect relationship between the variables was analyzed by using Structural Equation Modeling (SEM) method with LISREL 8.7 and the descriptive analysis was analyzed by using Microsoft Excel and SPSS 24.

Based on the results of the study, modern retail visitors are dominated by women aged 25-34 years, who work as employees in a private company. In that range, customers generally choose to shop at supermarkets rather than hypermarkets. The frequency of shopping varies, but generally ranges from 3-5 times in a month. The purpose and reason for customers doing shopping in the supermarket is to shop for basic needs at a cheaper price, while for the hypermarket customers is to shop for basic necessities in a comfortable situation. In addition, distance is a consideration for customers to shop at a modern retailer.

The level of evaluation of model compatibility in the study falls into good fit category, meaning that the design of the research model can be used to assess perceived of crowding, store image, emotions and repurchase intention so that testing the theoretical hypothesis can be done. After test the measurement model fit, all measurement indicators have reflected latent constructs on the model so that all indicators for each latent construct are considered valid to be used as measurements of the latent construct. In the structural model fit test, the perceived of crowding is known to have the greatest influence on emotions, store image, and intention to repurchase modern retail customers. Hypothesis test results show that: 1) Perception of density has a significant positive effect on emotions and store image but has a significant negative effect on intention to repurchase; 2) Store image has a significant positive

effect on emotions and intention to repurchase; 3) Shopping motives have a significant positive effect on emotions; and 4) Emotions have a significant positive effect on the intention to repurchase.

Based on the *Importance Performance Analysis* (IPA) method, the order of attributes that are the top priority in increasing interest in repurchasing is less busy activities in stores, price fairness, gentleness of employees, and quality assurance of product. The managerial implications that can be carried out by modern retail management to increase the intention of repurchasing customers are reducing unnecessary operational activities, adjusting prices with the quality of goods, conducting audits and evaluations related to quality and service.

Keywords: store image, emotion, shopping motive, repurchase intention, perceived crowding, modern retail.

