

**ANALYZE THE EFFECT OF STORE DISPLAY AND STORE
LIGHTING TO CUSTOMER PURCHASE INTENTION
THROUGH POSITIVE EMOTION IN ZARA STORE SURABAYA**



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2016**

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THESIS

Addressed to
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To fulfill the requirements for the economy bachelor degree
International Business Management Program

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APPROVAL PAGE

THESIS

ANALYZING THE EFFECT OF STORE DISPLAY
AND STORE LIGHTING THAT CREATE POSITIVE
EMOTION TO GAIN CUSTOMER PURCHASE
INENTIONS IN ZARA STORE SURABAYA

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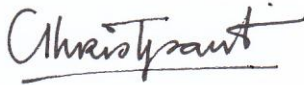
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Acknowledge that this final assignment report is authentically written by me. If it is proved that this papers is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/shown in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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FOREWORD

Praise and great gratitude submitted to Almighty God, who always gives His gracious mercy and tremendous blessing that has helped the author finishing this research study with entitled: Analyze the Effect of Store Display and Store Lighting to Customer Purchase Intention through Positive Emotion in Zara Store Surabaya. This research study is as a requirement in accomplishing S-1 Degree at the Department of International Business Management of Business Faculty in Widya Mandala Catholic University Surabaya.

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Author expects criticism and suggestions from readers for the perfection of this case study. Hopefully, this case study could be useful to the educational development and for all readers.

Surabaya, 18 August 2016

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ABSTRACT

Main purpose for this research is to analyze the effect of store display and store lighting that create positive emotion to gain customer purchase intentions in Zara store Surabaya. This research is quantitative and causal which are using questionnaire for on-site survey. The sample consisted of 140 respondents whose have range of age from 18 to 40 years old and people in Surabaya that has already visited Zara store within last 3 months. The data analysis technique that be used are Structural Equation Model (SEM) and using LISREL 8.70

The result shows that Store display have a positive effect to positive emotion. Store lighting also have positive effect to positive emotion. This research also shows that positive emotion have positive effect to customer purchase intention. Furthermore, store display have positive effect to customer purchase intention with positive emotion as mediation. Store lighting have positive effect to customer repurchase intention with positive emotion as mediation.

Keywords: Store Display, Store Lighting, Positive Emotion, Customer Purchase Intention.