

# Persepsi Visual Pengunjung terhadap General Interior Zara Store Pakuwon Mall Surabaya

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## ABSTRAK

Pertumbuhan e-commerce yang pesat membuat konsumen cenderung belanja online karena konsumen menemukan ketidakpuasan dalam berbelanja di toko fisik. Namun konsumen tetap ingin mempertahankan adanya toko fisik karena pada toko fisik konsumen mendapatkan pengalaman yang tidak bisa ditemukan di toko *online*. General interior merupakan bagian dari *store atmosphere* yang mempengaruhi persepsi pengunjung terhadap toko fisik. Zara Store merupakan salah satu tenant utama di Pakuwon Mall Surabaya yang general interior-nya berpengaruh signifikan terhadap store image atau persepsi yang didapatkan pengunjung, dan penelitian ini bertujuan untuk mengetahui persepsi visual pengunjung terhadap desain interior pada Zara Store Pakuwon Mall Surabaya. Penelitian ini menggunakan strategi kuantitatif deskriptif dengan cara memberikan kuisioner kepada 100 responden. Elemen general interior dinilai berdasarkan 4 elemen visual yaitu bentuk, warna, tekstur, dan material. Pengukuran data menggunakan skala semantic diferensial. Ditemukan bahwa elemen general interior Zara Store Pakuwon Mall Surabaya dinilai sangat baik dengan elemen pencahayaan yang mendapat penilaian tertinggi dan elemen kasir yang mendapat penilaian terendah. Berdasarkan skala penilaian, ditemukan bahwa elemen general interior secara keseluruhan dinilai sangat bagus namun netral (tidak unik).

Kata kunci: toko retail, general interior, persepsi

## ABSTRACT

*The rapid growth of e-commerce makes consumers tend to shop online because consumers find dissatisfaction in shopping in physical stores. But consumers still want to maintain the existence of a physical store because in physical stores consumers get an experience that cannot be found in online stores. General interior is part of the store atmosphere that affects the perception of visitors to the physical store. Zara Store is one of the main tenants in Pakuwon Mall Surabaya whose general interior has a significant effect on store image or perception obtained by visitors, and this study aims to determine the visual perception of visitors to the interior design at Zara store Pakuwon Mall Surabaya. This study uses descriptive quantitative strategy by giving questionnaires to 100 respondents. General interior elements are assessed based on 4 visual elements, namely shape, color, texture, and material. Data is measured using semantic differential scale. It was found that the general interior elements of Zara store Pakuwon Mall Surabaya were considered very good with lighting elements that received the highest score and cashier elements that received the lowest score. Based on the rating scale, it was found that the general interior elements as a whole were considered very good but neutral (not unique).*

Keywords: retail store, general interior, perception