

ABSTRACT

The retail business in Indonesia is increasing from time to time, so it requires a strategy to compete amidst developments in the world of marketing, one of which is using visual merchandising. Visual merchandising plays an important role in retail business, including improving the appearance of goods, promoting brands, increasing purchasing traffic, and increasing visual satisfaction from the business. One of the companies that applies the KKV visual merchandising concept. This research examines how visual merchandising influences behavioral intentions and actual expenditure with consumer cognition and emotions as intervening variables. The purpose of this research is to examine how store layout, product display, color and lighting, cleanliness influence cognition and emotions and examine how the influence of cognition and emotion mediates the relationship between visual merchandising and behavioral intentions and actual expenditure. There are also intervention variables used, namely consumer cognition and emotions.

The data collection method used is primary data obtained from survey results via questionnaires. The method used in this research is a quantitative method using the SEM-PLS program with the SmartPLS 4.0 application. This study was conducted on visitors to the KKV DP Mall Semarang Outlet using non-probability sampling techniques and purposive sampling methods.

The research results show that of the four dimensions of visual merchandising studied, only color and lighting and cleanliness have a significant effect on consumer cognition and emotions. Furthermore, consumer cognition and emotions are proven to mediate the influence of visual merchandising on behavioral intentions and actual spending. These findings provide insight for retail business practitioners to optimize visual merchandising strategies to improve business performance.

Keywords: visual merchandising, behavioral intention, actual expenditure, cognition, emotion, business, retail.