

ABSTRAK

Melihat popularitas internet secara global yang meningkat, penjualan produk fashion secara *online* juga telah menunjukkan pertumbuhan yang luar biasa dari waktu ke waktu. Melihat tingginya pertumbuhan populasi pembeli produk fashion di *Internet*, efek *visual merchandising* di *website* telah mendapatkan perhatian dari para peneliti. Salah satu *High Task Relevant Element* dalam *online visual merchandising* adalah *product demonstration* yakni bagaimana sebuah produk jual di presentasikan (*product display method*). Sehubungan dengan pentingnya *Visual merchandising* pada *apparel e-merchant*, penelitian difokuskan pada identifikasi dampak dari *product display method* yang berbeda pada perilaku niat pembelian actual dan bagaimana pengaruhnya terhadap *perceived product quality* dan *perceived risk*. Penelitian ini diujikan kepada para responden yang sebelumnya pernah dan tertarik berbelanja *online*. Berdasarkan hasil penelitian dapat disimpulkan bahwa *product display method* yang berbeda memiliki pengaruh terhadap *perceived product quality*, *perceived risk* dan *purchase intention*, terutama apabila menggunakan peraga tubuh (model) dan *props* tambahan secara bersamaan. Selain itu, *perceived product quality* yang dirasakan pelanggan mampu menekan *perceived risk* dan memunculkan niat beli di dalam *webstore*.

Kata Kunci: *e-tailing, e-commerce, visual merchadising, online visual merchandising, product display, product demonstartion, online shopping, e-merchants.*

ABSTRACT

As the global popularity of the Internet increases, online sales of fashion products has also shown tremendous growth over time. Seeing the high population growth in Internet buyers of fashion products, the effect of visual merchandising on the website has gained the attention of researchers. One of the High Task Relevant Element role in online visual merchandising is the product demonstration of how to present the products that will be sold (product display method). In connection with the importance of visual merchandising in apparel e-merchants, research focused on identifying the impact of different product display method on actual purchase intention behavior and how it affects the perceived product quality and perceived risk. This study was tested the respondents who previously had and are interested in shopping online. Based on the results of this study concluded that different product display method has an influence on perceived product quality, perceived risk and purchase intention, especially when using visual body (model) and additional props simultaneously. In addition, perceived product quality perceived customer is able to suppress the perceived risk and raises purchasing intentions in the webstore.

Keywords: e-tailing, e-commerce, visual merchadising, online visual merchandising, product display, product demonstartion, online shopping, e-merchants.