

ABSTRACT

Zara uses the visual appearance of stores as one way to promote its products that focuses on the appearance of products in retail stores in order to achieve maximum profit. In addition to paying attention to visual appearance, Zara Indonesia also seeks to understand consumer behavior in making purchasing decisions at retail outlets.

This study uses quantitative methods and focuses on visual merchandising and consumer purchasing decisions on products. Data were collected through the distribution of questionnaires to 250 respondents selected by Non Probability Sampling techniques. The Data were analyzed using Statistical Product and Service Solution (SPSS) techniques.

The results showed that variable visual merchandising (window display, in-store form, floor merchandising, and promotional signage) get the assessment of "very good" from respondents. Purchase decision variables also get a "good " assessment. Partially, visual merchandising variables (window display, floor merchandising, and promotional signage) have a significant influence on purchasing decisions. However, the variable (in-store form) has no significant influence on the purchase decision. Overall, visual merchandising Zara Indonesia has a positive and significant influence on the decision to purchase Zara fashion products in the city of Bandung.

Keywords: Visual Merchandising, Purchasing Decisions