RELATIONSHIP BETWEEN PERSONAL VALUES AND SHOPPING ORIENTATION OF DEPARTMENT STORE CUSTOMERS IN JAKARTA

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Abstract

Objectives: this research was conducted to examine the relationship between the personal values and shopping orientation of department store customers in Jakarta.

Method: The author used descriptive analysis to better understand the characteristics of each variable, factor analysis to identify separately the shopping orientations and dimensions of the personal values of the subjects, and lastly, correlation analysis was used to examine the relationships between dimensions of personal values and shopping orientations.

Result: Economic shoppers have lower customer share even though they have high shopping satisfaction. Economic shoppers tend to find the most beneficial store to shop; therefore, they always change their stores. It is proved that if customers are satisfied with a store, there will be a positive influence on customers’ action of loyalty. Jakarta consumers seem to be price conscious, but they want to be perceived as smart consumers because of their self-actualization needs.

Keywords: Consumer behavior, personal values, shopping orientation, department store, Jakarta.