

ABSTRACT

The growth of the furniture business is currently growing rapidly. One of the retail furniture businesses that are developing is IKEA. As is known, IKEA is a unique retail furniture business and makes this business grow rapidly. Advances in technology and people's lifestyles are currently being used by IKEA as an opportunity to attract public attention. It is estimated that there are several factors that influence buying interest, including those discussed in this study, namely Store Atmosphere, Brand Awareness, and Electronic Word-of-Mouth. This research was conducted to find out how much the influence of Store Atmosphere, Brand Awareness and eWOM had the IKEA Indonesia customer's purchase intention. This type of research is quantitative descriptive. The population chosen by the authors is IKEA Indonesia consumers who have made direct purchases in the IKEA offline store, as much as 100 respondents. The results of this study partially are that Store Atmosphere has a significant influence on Purchase Intention with a yield of 18.52%, Brand Awareness has a significant influence on Purchase Intention with a result of 15.69%, and eWOM also has a significant influence on Purchase Intention with yield of 20.35%. Effect of Store Atmosphere, Brand Awareness, eWOM simultaneously has a significant influence on Purchase Intention can be seen from the calculation of the determination coefficient (R^2), which is equal to 0.546 or 54.6%. Whereas the remaining 45.4% were not examined in this study. And for IKEA Indonesia development, the improvement is needed for all variables. The most affecting variable is eWOM, so the improvement on eWOM such as expand its network through social media will contributes the biggest advantages for IKEA.

Keyword: Furniture Business, Store Atmosphere, Brand Awareness, Electronic Word-of-Mouth, Purchase Intention, Retail Furniture