

INFLUENCE OF REFERENCE GROUP INDICATORS TO THE IMAGE OF MODERN RETAIL (CASE IN INDONESIA)

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Abstract

This study aims to analyze the influence of the reference group to the image of modern retail in Medan. The research population is modern retail consumers in Medan. The samples in this study were consumers who shop at Indomaret, Alfa Mart and Alfa Midi modern retailers in Medan City, Indonesia and the sample size obtained was 204 by the fraction sample method. This study analysis uses a Structural Equation Modeling (SEM). The results concluded that the reference group has a significant effect on the modern retail images.

Keywords: consumers, reference group, image of modern retail

JEL Code: D91, L81, M31.