

ABSTRAK

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ANALISIS PENGARUH *SENSES, INTERIOR DESIGN, SIGNAGE, FACILITIES, ATMOSPHERICS, STAFF, OTHER VISITOR'S BEHAVIOUR, THE VISITOR HIMSELF/HERSELF*, TERHADAP *CUSTOMER LOYALTY* MELALUI *EMOTIONS* DAN *SATISFACTION* PADA PELANGGAN WATSONS DI SURABAYA

(xvii + 299 halaman: 13 gambar, 56 tabel; 5 lampiran)

Industri ritel berperan penting dalam dunia bisnis. Bisnis ritel secara umum memiliki berbagai jenis, salah satu diantaranya yang akan dibahas dalam penelitian ini adalah *specialty store*, seperti *drug store*. Pada era globalisasi akan banyak perubahan-perubahan yang terus menerus terjadi. Pada tahun 2017, industri ritel di Indonesia mengalami kelesuhan dan cenderung mengalami penurunan, dimana kelesuhan tersebut berdampak pada penurunan penjualan yang diterima oleh beberapa perusahaan ritel di Indonesia. Salah satu perusahaan yang berhasil beradaptasi dan menyesuaikan strateginya dengan keadaan yang telah terjadi adalah PT. Duta Intidaya Tbk. (DAYA) pengelola jaringan Watsons Indonesia. Watsons merupakan ritel produk kesehatan dan kecantikan terkemuka di Asia yang mengoperasikan 7500 toko ritel dan 1500 toko ritel farmasi di pasar Asia dan Eropa, termasuk Indonesia.

Pada penelitian ini memiliki tujuan untuk menganalisis bagaimana pengaruh *Senses, Interior Design, Signage, Facilities, Atmospherics, Staff, Other Visitor's Behaviour*, dan *The Visitor Himself/Herself* terhadap *Customer Loyalty* melalui *Emotions*. Dan penelitian ini diharapkan dapat memberikan manfaat dalam menambah pengetahuan dalam bidang manajemen, terutama seberapa besar pengaruh yang dimiliki *Emotions* dalam meningkatkan *Customer Loyalty* yang kemudian akan meningkatkan penjualan dari Watsons.

Penelitian kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada aplikasi AMOS versi 22.0. Data akan dikumpulkan dengan melakukan pengedaran kuesioner terhadap 200 responden dengan karakteristik pria dan wanita berusia 18 - 60 tahun, bertempat tinggal di Surabaya, serta minimal pernah membeli di toko *offline* Watsons sebanyak 2 kali dalam 3 bulan terakhir.

Pada penelitian ini hasil menunjukkan bahwa variabel yang berpengaruh positif signifikan terhadap *Emotions* adalah *Senses, Interior Design, Signage, Atmospherics, Staff, The Visitor Himself/Herself* dan yang tidak berpengaruh signifikan adalah *Facilities* dan *Other Visitor's Behaviour*. Kemudian *Emotions* berpengaruh positif signifikan terhadap *Satisfaction* dan *Satisfaction* berpengaruh positif signifikan terhadap *Customer Loyalty*.

Referensi: 186 (1992-2020).

ABSTRACT

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ANALYSIS OF SENSES, INTERIOR DESIGN, SIGNAGE, FACILITIES, ATMOSPHERICS, STAFF, OTHER VISITOR'S BEHAVIOUR, THE VISITOR HIMSELF/HERSELF, ON CUSTOMER LOYALTY THROUGH EMOTIONS AND SATISFACTION ON CUSTOMER WATSONS IN SURABAYA

(xvii + 299 pages: 13 figure, 56 tables; 5 attachments)

The retail industry plays an important role in the business world. In general, the retail business has various types, one of which will be discussed in this research is *specialty stores*, such as *drug stores*. In the era of globalization, many changes will continue to occur. In 2017, the retail industry in Indonesia experienced complaints and tended to decline, where these complaints had an impact on the decline in sales received by several retail companies in Indonesia. One company that has successfully adapted and adjusted its strategy to the circumstances that have occurred is PT. Duta Intidaya Tbk. (DAYA) the manager of the Watsons Indonesia network. Watsons is the leading health and beauty product retailer in Asia which operates 7500 retail stores and 1500 pharmaceutical retail stores in the Asian and European markets, including Indonesia.

This study aims to analyze how the influence of *Senses, Interior Design, Signage, Facilities, Atmospheric, Staff, Other Visitor's Behavior, and The Visitor Himself / Herself* on *Customer Loyalty* through *Emotions*. And this study hopes to provide benefits in increasing knowledge in the field of management, especially how much influence *Emotions* has in increasing *Customer Loyalty* which will then increase sales from Watsons.

Causal research and quantitative methods will be used in this study by processing data in the AMOS version 22.0 application. Data will be collected by distributing questionnaires to 200 respondents with the characteristics of men and women aged 18-60 years, residing in Surabaya, and at least having bought atstore *offline* Watsons2 times in the last 3 months.

In this study the results indicate that the variables that have a significant positive effect on *Emotions* are *Senses, Interior Design, Signage, Atmospheric, Staff, The Visitor Himself / Herself* and those that do not have a significant effect are *Facilities* and *Other Visitor's Behavior*. Then *Emotions* has a significant positive effect on *Satisfaction* and *Satisfaction* has a significant positive effect on *Customer Loyalty*.

Reference: 186 (1992-2020).