

## ABSTRAK

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### **ANALISIS PENGARUH *SELF-IDENTIFICATION*, *ACCESS*, *ATMOSPHERE*, *PRICE/PROMOTION*, *CROSS-CATEGORY ASSORTMENT*, *WITHIN-CATEGORY ASSORTMENT* TERHADAP *MALL LOYALTY* MELALUI *HEDONIC VALUE*, *UTILITARIAN VALUE* DAN *SHOPPING WELL-BEING* (STUDI PADA PELANGGAN TRANSMART NGAGEL DI SURABAYA)**

(CCCIX + 309 halaman: 18 gambar; 51 tabel; 4 lampiran)

Meningkatnya sektor ekonomi sekarang ini diikuti dengan semakin bertumbuhnya dunia bisnis di sektor mall. Tidak seperti banyaknya mall yang terus berkembang, yang terjadi pada industri retail malah sebaliknya. Banyak retail yang memilih untuk menutup gerainya dikarenakan persaingan industri retail yang semakin meningkat. Banyak Industri retail yang lesu tidak membuat Transmart juga ikut menjadi lesu. Transmart justru melakukan hal yang sebaliknya. Transmart terus membuka gerai-gerai baru untuk menjangkau masyarakat yang ada.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Self-identification*, *Access*, *Atmosphere*, *Price/promotion*, *Cross-category Assortment* dan *Within-category Assortment* terhadap *Mall Loyalty* melalui *Hedonic Value*, *Utilitarian Value* dan *Shopping Well-being*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Hedonic Value*, *Utilitarian Value* dan *Shopping Well-being* sehingga meningkatkan *Mall Loyalty* yang pada akhirnya akan meningkatkan loyalitas konsumen dari Transmart Ngagel.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 200 responden dengan karakteristik responden laki-laki dan perempuan berumur 18-60 tahun, berdomisili di Surabaya, pernah berbelanja dua kali dalam tiga bulan terakhir di Transmart Ngagel.

Hasil penelitian menunjukkan bahwa *Self-identification* dengan koefisien regresi sebesar 0,273 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Access* dengan koefisien regresi sebesar 0,275 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Atmosphere* dengan koefisien regresi sebesar 0,197 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Price/promotion* dengan koefisien regresi sebesar 0,282 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Cross-category assortment* dengan koefisien regresi sebesar 0,208 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Within-category assortment* dengan koefisien regresi sebesar 0,230 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Self-identification* dengan koefisien regresi sebesar 0,352 secara positif dan signifikan mempengaruhi *Hedonic value*; *Access* dengan koefisien regresi sebesar 0,248 secara positif dan signifikan mempengaruhi *Hedonic value*; *Atmosphere* dengan koefisien regresi sebesar 0,173 secara positif

dan signifikan mempengaruhi *Hedonic value*; *Price/promotion* dengan koefisien regresi sebesar 0,237 secara positif dan signifikan mempengaruhi *Hedonic value*; *Cross-category assortment* dengan koefisien regresi sebesar 0,222 secara positif dan signifikan mempengaruhi *Hedonic value*; *Within-category assortment* dengan koefisien regresi sebesar 0,244 secara positif dan signifikan mempengaruhi *Hedonic value*; *Self-identification* dengan koefisien regresi sebesar 0,270 secara positif dan signifikan mempengaruhi *Utilitarian value*; *Access* dengan koefisien regresi sebesar 0,387 secara positif dan signifikan mempengaruhi *Utilitarian value*; *Atmosphere* dengan koefisien regresi sebesar 0,254 secara positif dan signifikan mempengaruhi *Utilitarian value*; *Price/promotion* dengan koefisien regresi sebesar 0,264 secara positif dan signifikan mempengaruhi *Utilitarian value*; *Cross-category assortment* dengan koefisien regresi sebesar 0,364 secara positif dan signifikan mempengaruhi *Utilitarian value*; *Within-category assortment* dengan koefisien regresi sebesar 0,195 secara positif dan signifikan mempengaruhi *Utilitarian value*; *Hedonic value* dengan koefisien regresi sebesar 0,226 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Utilitarian value* dengan koefisien regresi sebesar 0,283 secara positif dan signifikan mempengaruhi *Shopping well-being*; *Shopping well-being* dengan koefisien regresi sebesar 0,753 secara positif dan signifikan mempengaruhi *Mall loyalty*.

**Kata Kunci:** *Self-identification, Access, Atmosphere, Price/promotion, Cross-category Assortment, Within-category Assortment, Hedonic Value, Utilitarian Value, Shopping Well-being dan Mall Loyalty*

Referensi: 107 (1973 – 2019)

## ABSTRACT

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**ANALISIS PENGARUH *SELF-IDENTIFICATION*, *ACCESS*, *ATMOSPHERE*, *PRICE/PROMOTION*, *CROSS-CATEGORY ASSORTMENT*, *WITHIN-CATEGORY ASSORTMENT* TERHADAP *MALL LOYALTY* MELALUI *HEDONIC VALUE*, *UTILITARIAN VALUE* DAN *SHOPPING WELL-BEING* (STUDI PADA PELANGGAN TRANSMART NGAGEL DI SURABAYA)**

(CCCIX + 309 pages: 18 image; 51 table; 4 appendix)

The economic sector growth is followed by the growth of business world in the mall sector. Unlike the growing number of shopping malls, the retail industry has the opposite. There are many retail store has chosen to close it's store because the competition on retail industry is growing. Retail industry is getting weak, but it doesn't make Transmart weak. Transmart does exactly the opposite. Transmart keeps opening up a new store to reach the existing consumers.

The purpose of this study was to determine the effect of *Self-identification*, *Access*, *Atmosphere*, *Price/promotion*, *Cross-category Assortment* and *Within-category Assortment* against *Mall Loyalty* through *Hedonic Value*, *Utilitarian Value* and *Shopping Well-being*. The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of *Hedonic Value*, *Utilitarian Value* and *Shopping Well-being* so as to increase *Mall Loyalty* from Transmart Ngagel.

This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 200 respondents with the characteristics of male and female respondents aged 18-60 years, live in Surabaya, has been shopping twice in the last three months at Transmart Ngagel.

The results showed that *Self-identification* with regression coefficient of 0,273 positive and significantly affect *Shopping Well-being*, *Access* with regression coefficient of 0,275 positive and significantly affect *Shopping Well-being*, *Atmosphere* with regression coefficient of 0,197 positive and significantly affect *Shopping Well-being*, *Price/promotion* with regression coefficient of 0,282 positive and significantly affect *Shopping Well-being*, *Cross-category Assortment* with regression coefficient of 0,208 positive and significantly affect *Shopping Well-being*, *Within-category Assortment* with regression coefficient of 0,230 positive and significantly affect *Shopping Well-being*, *Self-identification* with regression coefficient of 0,352 positive and significantly affect *Hedonic Value*, *Access* with regression coefficient of 0,248 positive and significantly affect *Hedonic Value*, *Atmosphere* with regression coefficient of 0,173 positive and significantly affect *Hedonic Value*, *Price/promotion* with regression coefficient of 0,237 positive and significantly affect *Hedonic Value*, *Cross-category Assortment* with regression coefficient of 0,222 positive and significantly affect *Hedonic Value*, *Within-category Assortment* with regression coefficient of 0,244 positive and significantly affect *Hedonic Value*, *Self-identification* with regression coefficient of 0,270 positive and significantly affect *Utilitarian Value*, *Access*

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**Key words:** *Self-indentification, Access, Atmosphere, Price/promotion, Cross-category Assortment, Within-category Assortment, Hedonic Value, Utilitarian Value, Shopping Well-being dan Mall Loyalty*

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