ABSTRACT

This study aims to analyze the influence of quality of mall attributes, Utilitarian shopping motivation and Hedonic shopping motivation that influencing to costumer's satisfaction on Shopping Mall (the study of Pejaten Village Mall – South Jakarta). This study are using three independent variables namely quality of mall attributes, Utilitarian Shopping Motivation and Hedonic Shopping Motivation and one independent variable is Costumers Satisfaction. In several previous researches showed that : Costumers Satisfaction has significant and positive impact as well as the Costumers Loyalty, so this influence has not included on this research.

The data in this study were collected through questionnaires and implemented to 200 consumers of Pejaten Village Mall – South Jakarta as the study sample. Data analysis methods are using are quantitative analyzes, the test reliability and validity, the classical assumption test, t test and f test, coefficient of determination as well as multiple linear regression analysis.

Based on the results of data analysis, showed that: quality of Mall attributes variable has significant and positive influence as well as the greatest influence on customer's satisfaction. Utilitarian shopping motivation and Hedonic shopping motivation have a positive and significant influence on costumer's satisfaction as well.

Keywords : Quality of Mall Attributes, Utilitarian Shopping Motivation, Hedonic Shopping Motivation, Costumers Satisfaction
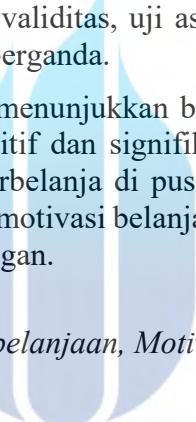
ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas atribut pusat perbelanjaan, motivasi belanja utilitarian dan motivasi belanja hedonis terhadap kepuasan konsumen di pusat perbelanjaan (studi kasus pada pada pusat perbelanjaan Pejaten Village – Jakarta Selatan). Penelitian ini menggunakan tiga variable independen, yaitu variabel Kualitas Atribut Pusat Perbelanjaan, variabel Motivasi Belanja Utilitarian dan variabel Motivasi Belanja Hedonis, serta satu variabel dependen yaitu kepuasan konsumen. Dalam penelitian-penelitian sebelumnya, kepuasan konsumen sudah terbukti secara signifikan mempengaruhi loyalitas pelanggan sehingga dalam penelitian ini, pengaruh kepuasan pelanggan kepada loyalitas pelanggan saat penelitian ini dilakukan tidak diteliti lagi.

Data dalam penelitian ini dikumpulkan melalui penyebaran kuesioner dan diimplementasikan kepada 200 konsumen pusat perbelanjaan Pejaten Village – Jakarta Selatan sebagai sampel penelitian. Metode analisis data yang digunakan adalah analisis kuantitatif, yaitu uji reliabilitas dan uji validitas, uji asumsi klasik, uji t dan uji f, koefisien determinasi serta analisis regresi linear berganda.

Berdasarkan hasil analisis data, menunjukkan bahwa : variabel kualitas atribut pusat perbelanjaan mempunyai pengaruh positif dan signifikan serta memiliki pengaruh terbesar terhadap kepuasan konsumen dalam berbelanja di pusat perbelanjaan. Begitu pula variabel motivasi belanja utilitarian dan variabel motivasi belanja hedonis mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci : *Kualitas Atribut Pusat Perbelanjaan, Motiviasi Belanja Utilitarian, Motivasi Belanja Hedonis, Kepuasan Konsumen.*

ii