

Analisis pengaruh servicescape terhadap revisit intention di Grand Indonesia Shopping Town = The impact of servicescape on revisit intention in Grand Indonesia Shopping Town / Kevin Ferdinand Slamet

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Abstrak

ABSTRAK

Penelitian ini membahas mengenai atribut-atribut lingkungan jasa (servicescape) yang memengaruhi keinginan pengunjung pusat perbelanjaan untuk berkunjung kembali (revisit intention). Pengaruh antara servicescape dan revisit intention dimediasi oleh variabel perceived quality, affect, dan satisfaction. Penelitian ini melibatkan 221 orang responden yang pernah mengunjungi Grand Indonesia selama satu bulan sebelum pengisian kuesioner. Analisis data penelitian ini dilakukan dengan Structural Equation Modelling (SEM) yang diolah menggunakan program SPSS 20 dan AMOS. Hasil penelitian menunjukkan bahwa elemen cleanliness dan spatial layout memiliki pengaruh signifikan terhadap perceived quality. Penelitian ini juga menunjukkan signifikansi pengaruh perceived quality terhadap afeksi pengunjung pusat perbelanjaan. Selain itu, penelitian ini pun menunjukkan pengaruh signifikan afeksi pengunjung terhadap kepuasan pengunjung dan kepuasan pengunjung memengaruhi revisit intention secara signifikan.

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ABSTRACT

This research examines the elements of servicescape that have impact on shopping mall visitor's revisit intention. The impact of servicescape attributes to revisit intention is mediated by several variables: perceived quality, affect, and satisfaction. This study involved 221 respondents whom have been to Grand Indonesia Shopping Town in the last one month. The researcher use Structural Equation Modelling (SEM) to analyze the data with SPSS 20 and AMOS program. The research has provided us with an interesting result whereby only two elements of servicescape (cleanliness dan spatial layout) that have significant impact to visitor's perceived quality. This study also showed us that perceived quality have significant impact to visitor's affect. Furthermore, this research also identified that visitor's affect significantly impacting their satisfaction and their satisfaction had significant effect to their revisit intention.