

Analisis pengaruh persepsi atmosfer gerai ritel terhadap nilai belanja utilitarian dan hedonik dan kepuasan pelanggan studi kasus pada ritel ace hardware Indonesia = Analysis of retail outlet s atmospheric perception effects on hedonic and utilitarian shopping value and customer satisfaction at ace hardware Indonesia / Nindya Iswari Hayuningrum

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Abstrak

ABSTRAK
Industri ritel modern saat ini berkembang pesat di Indonesia. Salah satunya adalah home and garden specialty retail seperti Ace Hardware Indonesia. Melihat peluang kedepan maka salah satu aspek yang harus diperhatikan oleh ritel modern adalah atmosfer toko. Penelitian ini bertujuan untuk melihat bagaimana pengaruh dari persepsi atmosfer toko yang dirasakan konsumen yang mempengaruhi nilai belanja utilitarian dan hedonik serta kepuasan pelanggan. Sampel penelitian ini adalah konsumen yang dalam 6 bulan terakhir telah melakukan kunjungan ke gerai ritel Ace Hardware di wilayah Jabodetabek. Data yang diterima diolah menggunakan metode analisis Structural Equity Modelling (SEM). Hasilnya, atmosfer toko memiliki pengaruh positif terhadap nilai belanja hedonik dan utilitarian memiliki pengaruh positif terhadap kepuasan pelanggan.

ABSTRACT
Modern retail industry is currently growing rapidly in Indonesia. One of them is home and garden specialty retail such as Ace Hardware Indonesia. By seeing an opportunity in the future, one of the aspects to be aware of by modern retail stores is the atmosphere. This research aims to see how the influence of the store atmosphere perception perceived by the consumers affects utilitarian and hedonic shopping value and customer satisfaction. The sample are consumers who in the past 6 months has made visits to Ace Hardware retail outlets in Jabodetabek area. The received data are processed using the analytical method of Structural Equity Modelling (SEM). As a result, the store atmosphere has a positive influence on the hedonic and utilitarian shopping value and on customer satisfaction.