

# Analisis pengaruh persepsi servicescape terhadap behavioral intention dan service quality sebagai variabel mediasi, studi kasus: Goods dept = The effect of servicescape perception towards behavioral intention and service quality as mediating variable, case study on Goods dept

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## Abstrak

Indonesia memiliki potensi bisnis retail yang baik di kalangan negara berkembang dan di prediksi untuk terus berkembang di masa depan. Ditambah dengan karakteristik konsumen Indonesia yang lebih memilih dan mencintai produk lokal, hal ini seharusnya menjadi pertanda baik bagi para entrepreneur untuk menjalani bisnis retail di Indonesia. Namun, pada kenyataannya masih banyak retailer yang mengalami kerugian dan menutup bisnisnya karena penjualan yang terus menurun. Hal ini menjadi alasan perlunya penggunaan strategi diferensiasi seperti menggunakan aspek servicescape untuk mensiasati persaingan dan meraih loyalitas konsumen. Penelitian ini bertujuan untuk menganalisa pengaruh persepsi servicescape terhadap service quality dan behavioral intention pada Goods Dept.

Penelitian ini berbentuk conclusive design, descriptive research, dan single cross-sectional design. Teknik sampling yang digunakan adalah non-probability sampling yaitu judgment sampling. Responden penelitian ini adalah pengunjung Goods Dept yang berdomisili di Jabodetabek yang telah melakukan interaksi dengan karyawan Goods Dept serta memperhatikan lingkungan fisik dan desain tempat di sekelilingnya. Data diolah menggunakan metode Structural Equation Modeling. Hasil penelitian ini menunjukkan bahwa servicescape memiliki pengaruh positif terhadap employee service quality, overall service quality, dan behavioral intention. Di sisi lain, employee service quality juga memiliki pengaruh positif terhadap overall service quality. Serta overall service quality juga memiliki pengaruh positif terhadap behavioral intention. Kedua variabel employee service quality dan overall service quality juga masing-masing memediasi hubungan antara servicescape dan overall service quality serta servicescape dan behavioral intention.

.....Indonesia have good potential in retail business section among the developing countries and it is projected to keep developing in the future. With Indonesia rsquo s consumer characteristic which more likely want to choose and love local products, this should have become a good signal for entrepreneur to conduct retail businesses in Indonesia. However, in reality there are still a lot of retailers who suffer from loss and close its business because of the keep decreasing sales. This matter becomes a reason why entrepreneurs need another differentiation strategy such as using servicescape aspect to be able to compete in the market and gain consumer loyalty. This study aims to analyze the effect of servicescape perception towards behavioral intention using service quality as mediating variable in Goods Dept. Goods Dept is a retail business with the concept of curated department store operating in Indonesia.

The design of this study are conclusive design, descriptive research, and single cross sectional design. While the sampling method being used in this study is a non probability sampling with judgment sampling technique. The respondents of this study are Goods Dept visitors who live in Jabodetabek region, have interacted with Goods Dept rsquo s employees while also pay attention to Goods Dept rsquo s service environment and design. The data were analyzed using Structural Equation Modeling method. The result of this research shows that servicescape have positive effect towards employee service quality, overall service

quality, and behavioral intention. On the other side, employee service quality also have positive effect towards overall service quality and overall service quality have positive effect towards behavioral intention. Both employee service quality and overall service quality are also proven to be mediating variables between servicescape overall service quality and servicescape ndash behavioral intention.