

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis seberapa besar pengaruh *service convenience* terhadap pengalaman belanja *hedonic* dan *utilitarian* yang akan menciptakan *satisfaction* bagi konsumen sehingga menimbulkan *repatronage intention*, *word-of-mouth* dan *desire to stay* selama berbelanja di mall. *Service convenience* harus selalu ditingkatkan dan di upgrade dalam perusahaan, karena *service convenience* merupakan faktor yang dapat membuat konsumen mau untuk menggunakan layanan perusahaan.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 150 responden yang pernah berkunjung ke mall di Surabaya minimal 2 kali dalam 1 bulan terakhir dan pendidikan terakhir SMA. Teknik pengambilan sampel penelitian ini adalah *non probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *Analisis of moment structures* (AMOS 18).

Hasil penelitian ini menunjukkan bahwa *service convenience* mempunyai hubungan signifikan terhadap *hedonic* dan *utilitarian*, *hedonic* dan *utilitarian* mempunyai hubungan signifikan terhadap *satisfaction*. *hedonic* mempunyai hubungan signifikan terhadap *repatronage intention*, *word-of-mouth* dan *desire to stay*. *Utilitarian* tidak mempunyai hubungan signifikan terhadap *repatronage intention*, *word-of-mouth* dan *desire to stay*. *Satisfaction* mempunyai hubungan signifikan terhadap *repatronage intention*, *word-of-mouth* dan *desire to stay*.

Kata Kunci : *Service convenience*, *Hedonic*, *Utilitarian*, *Satisfaction*, *Repatronage intention*, *Word-of-mouth* dan *Desire to stay*.

ABSTRACT

This study aims to identify and analyze how much influence the service convenience to the hedonic and utilitarian shopping experience that will create satisfaction for consumers, causing repatronage intention, word-of-mouth and the desire to stay for shopping at the mall. Service convenience must be improved and upgraded the company, because the service convenience is a factor that can make consumers want to use the company's services.

The data used in this research is primary data obtained from questionnaires. Respondents in this study were 150 respondents who've been to the mall in Surabaya at least 2 times in the last 1 month and education past high school. The sampling technique of this study was non-probability sampling. This study uses a quantitative approach through statistical analysis. Tests conducted using Structural Equation Modeling (SEM) with the help of analysis of moment structures (AMOS 18).

These results indicate that the service of convenience have a significant relationship to the hedonic and utilitarian, hedonic and utilitarian had no significant relationship to satisfaction. hedonic had no significant relationship to repatronage intention, word-of-mouth and the desire to stay. Utilitarian had no significant relationship to repatronage intention, word-of-mouth and the desire to stay. Satisfaction has a significant relationship to repatronage intention, word-of-mouth and the desire to stay.

Keywords: Service convenience, Hedonic, Utilitarian, Satisfaction, Repatronage intention, Word-of-mouth and Desire to stay.