

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *hedonic* dan *utilitarian motivators of shoppers decision* terhadap *consultation with salesperson* pada Hartono Elektronika di Surabaya.

Pengolahan data dilakukan dengan menggunakan *Logistic Regression* dan *Simple Regression* dengan *software* SPSS 18.0 *for Windows*. Pengujian hipotesis penelitian ini dengan melihat nilai signifikan (*p-value*) dari uji wald. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan melakukan observasi dan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 64 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *purchase uncertainty* terhadap *consultation with salesperson*. Selanjutnya *positive disposition toward salesperson* meningkatkan *consultation with salesperson*. Sebaliknya, pengaruh *shopping enjoyment* terhadap *consultation with salesperson* juga terbukti. *Consultation with salesperson* memiliki hubungan positif terhadap *shopper's buying behavior*. Hubungan *efficiency orientation* dan *consultation with salesperson* berbentuk U-terbalik tidak signifikan dalam penelitian ini.

Kata kunci: *Utilitarian motivators; Hedonic motivators; Salesperson consultation; Buying behavior; Retailing*

ABSTRACT

This study aims to identify and analyze the influence of hedonic and utilitarian motivators of shoppers decision to consultation with the salesperson at Hartono Electronics in Surabaya.

Data processing was performed by using Logistic Regression and Simple Rergession with software SPSS 18.0 for Windows. Testing the hypothesis of this study to see significant value (p-value) of the wald test. Data obtained directly from respondents that meet the characteristics of the population are determined by observation and distributing questionnaires. The samples used in this study were 64 respondents.

The results of this study indicated the presence of uncertainty purchase on consultation with the salesperson. Furthermore, a positive disposition toward the salesperson improve consultation with the salesperson. Moreover, the influence of shopping enjoyment of the consultation with the salesperson is also evident. Consultation with the salesperson has a positive relationship to the shopper's buying behavior. Efficiency relationship orientation and consultation with inverted U-shaped salesperson is not significant in this study.

Keywords: Utilitarian motivators; Hedonic motivators; Salesperson consultation; Buying behavior; Retailing