

INTISARI

Penelitian ini dilakukan untuk mengetahui hubungan antara *customer satisfaction* dengan *price sensitivity*. Lebih spesifik lagi, *customer satisfaction* dibagi menjadi dua, yaitu *economic satisfaction* dan *social satisfaction*. Objek yang dipilih, yaitu: 1) toko ritel yang menjual produk pakaian dan aksesoris *fashion* serta 2) toko ritel yang menjual produk makanan dan minuman ringan di Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner dengan melibatkan 200 pasang responden pelanggan-karyawan toko (*dyads*) dengan teknik pengambilan sampel *non-probability sampling*. Pengujian dilakukan secara statistik dengan metode Analisis Regresi Hirarki dengan bantuan *software* SPSS 20 for Windows.

Hasil penelitian menunjukkan bahwa: 1) *economic satisfaction* memiliki pengaruh negatif terhadap *price sensitivity*, 2) *social satisfaction* memiliki pengaruh negatif terhadap *price sensitivity*, 3) pengaruh negatif *economic satisfaction* terhadap *price sensitivity* lebih kuat pada pelanggan perempuan, 4) pengaruh negatif *social satisfaction* terhadap *price sensitivity* lebih kuat pada pelanggan laki-laki, 5) pengaruh negatif *economic satisfaction* terhadap *price sensitivity* lebih kuat pada produk *high involvement*, 6) tidak ada pengaruh signifikan moderasi *product involvement* pada hubungan antara *social satisfaction* dengan *price sensitivity*, 7) tidak ada pengaruh signifikan moderasi *customer patronage frequency* pada hubungan antara *economic satisfaction* dengan *price sensitivity*, serta 8) tidak ada pengaruh signifikan moderasi *customer patronage frequency* pada hubungan antara *social satisfaction* dengan *price sensitivity*.

Kata kunci: *Customer Satisfaction, Price Sensitivity, Dyadic Sampling*

ABSTRACT

This study aimed to examine the relationship between customer satisfaction and price sensitivity. Specifically, customer satisfaction is divided into two categories, they were economic satisfaction and social satisfaction. Objects taken are: 1) apparel and fashion accessory retailer and also 2) food and beverage retailer in Surabaya.

The data used in this study is primary data which obtained from surveys involved 200 consumer-retailer dyads with non-probability sampling as the sampling technique. The test conducted through statistical analysis using Hierarchical Regression Analysis with the help of SPSS 20 for Windows.

The results of this study show that: 1) economic satisfaction is negatively associated with price sensitivity, 2) social satisfaction is negatively associated with price sensitivity, 3) the negative effect of economic satisfaction on price sensitivity is stronger for women, 4) the negative effect of social satisfaction on price sensitivity is stronger for men, 5) the negative effect of economic satisfaction on price sensitivity is stronger for high involvement product, 6) there is no significant moderating effect of product involvement on the relationship between social satisfaction and price sensitivity, 7) there is no significant moderating effect of customer patronage frequency on the relationship between economic satisfaction and price sensitivity, also 8) there is no significant moderating effect of customer patronage frequency on the relationship between social satisfaction and price sensitivity.

Key words: Customer Satisfaction, Price Sensitivity, Dyadic Sampling