

INTISARI

Penelitian ini bertujuan untuk mengetahui motivasi belanja pelanggan pada *mall* di Surabaya yang dibedakan menjadi dua kelompok, yaitu *utilitarian value* dan *hedonic value*. Baik *utilitarian value* maupun *hedonic value* akan diuji pengaruhnya terhadap *customer satisfaction* pada konteks belanja di *mall*. Disamping itu, penelitian juga menguji pengaruh faktor-faktor yang mendasari kedua motivasi belanja tersebut sesuai model penelitian yang dikembangkan Kesari dan Atulkar (2016).

Data diperoleh dari penyebaran kuesioner kepada 300 responden penelitian. Karakteristik responden adalah orang yang pada 3 bulan terakhir pernah berbelanja di *mall* di Surabaya minimal 1 kali, berusia 17 tahun ke atas, dan berpendidikan terakhir minimal SMA. Penelitian ini menggunakan pendekatan kuantitatif. Metode pengolahan data menggunakan analisis *Structural Equation Modelling (SEM)* dengan software SPSS dan SmartPLS 2.0.

Hasil menunjukkan bahwa kedua motivasi belanja, baik *utilitarian value* maupun *hedonic value*, mempunyai pengaruh pada *customer satisfaction* di *mall* di Surabaya. Penelitian juga menguji empat faktor yang menjadi alasan bagi pebelanja *utilitarian* untuk berbelanja di *mall* yaitu *monetary saving*, *selection*, *convenience*, dan *customized product*. Selain itu penelitian juga menguji empat faktor yang menjadi alasan bagi pebelanja *hedonic* untuk berbelanja di *mall* yaitu *entertainment*, *exploration*, *place attachment*, dan *social status*. Hasil penelitian menunjukkan bahwa *selection* dan *convenience* berpengaruh terhadap *utilitarian value* pebelanja di *mall*, sedangkan *entertainment*, *exploration*, *place attachment*, dan *social status* berpengaruh terhadap *hedonic value* pebelanja di *mall*. Faktor *monetary saving* dan *customized product* tidak berpengaruh terhadap *utilitarian value* pebelanja di *mall* di Surabaya.

Kata kunci : *Utilitarian Value, Hedonic Value, Customer Satisfaction, mall*

ABSTRACT

This study examined shopping motivation by customer at malls in Surabaya, which are divided into two groups namely utilitarian value and hedonic value. Both the utilitarian and the hedonic values will be tested whether it had effect on customer satisfaction in the shopping mall context. In addition, the research also emphasizes the fundamental factors of both shopping motivations according to the research model developed by Kesari and Atulkar (2016).

The data was collected from questionnaires to 300 respondents. The characteristics of respondents are someone who shop at malls in Surabaya at least 1 time in the last 3 months, are at least 17 years old and minimum hold senior high school education degree. This study uses a quantitative approach. The Data processing method was using Structural Equation Modeling (SEM) analysis with SPSS and SmartPLS 2.0 software.

The results show that the two shopping motivations, both utilitarian value and hedonic value, have an influence on customer satisfaction at malls in Surabaya. The research is also tested the factors that become the reason for utilitarian shoppers to shop at the mall, namely money saving, selection, convenience, and customized products. In addition, the research is also tested the factors that become the reason for hedonic shoppers to shop at the mall, namely entertainment, exploration, place attachment, and social status. The results showed that selection and convenience influence utilitarian value of shoppers in the mall, while entertainment, exploration, place attachment, and social status influence hedonic value of shoppers in the mall. In contrast, money saving and customized product do not influence utilitarian value of shoppers in malls in Surabaya.

Keywords: Utilitarian Value, Hedonic Value, Customer Satisfaction, mall