

PENGARUH PENGALAMAN BELANJA PELANGGAN TERHADAP
KEPUASAN PELANGGAN DAN *REPATRONAGE INTENTION* PADA
SUPERMARKET SUPER INDO DI SURABAYA

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ABSTRAK

Supermarket dapat menggunakan analisis pengalaman belanja dalam toko untuk membentuk kepuasan pelanggan dan *repatronage intention*, yang berpengaruh terhadap keuntungan bersaing dan profit perusahaan di tengah berkembangnya minimarket dan *e-commerce*. Penelitian ini bertujuan untuk mengetahui pengaruh atribut pengalaman belanja pelanggan terhadap kepuasan pelanggan dan *repatronage intention*. Penelitian ini ialah penelitian kausal dengan metode kuantitatif menggunakan kuesioner. Hasil penelitian ini yaitu atribut toko pembentuk pengalaman belanja pelanggan yaitu *merchandise assortment, internal shop environment and in-store emotion, interaction with staff, presence and interaction with other customer* memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan dan kepuasan pelanggan memiliki pengaruh positif terhadap *repatronage intention*.

Kata Kunci : Pengalaman Belanja Pelanggan, Kepuasan Pelanggan, *Repatronage Intention*

INFLUENCE OF CUSTOMER SHOPPING EXPERIENCE ON
CUSTOMER SATISFACTION AND REPATRONAGE INTENTION
IN SUPER INDO SUPERMARKET IN SURABAYA

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ABSTRACT

Supermarkets can use an analysis of in-store shopping experience to shape customer satisfaction and repatronage intention that affect on competitive advantage and company profits, amid the development of minimarket an e-commerce. This study aims to determine the effect of shopping experience on customer satisfaction and repatronage intention. This study is a causal study with quantitative method using a questionnaire. The result of this study are store atributes forming customer shopping experience, namely merchandise assortment, internal shop enviroment and in-store emotion, interaction with staff, presence and interaction with other customer have a positive and significant influence on customer satisfaction, and customer satisfaction has a positive influence of repatronage intention.

Keywords: Customer Shopping Experience, Customer Satisfaction, Repatronage Intention