

INTISARI

Penelitian ini bertujuan untuk mengetahui perbedaan persepsi kualitas layanan *self service technology* pada suatu aplikasi, objek aplikasi yang digunakan adalah OVO, dan persepsi kualitas layanan *interpersonal* pada suatu ritel, objek ritel yang dipilih adalah Hypermart.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuisioner. Responden dalam penelitian ini adalah 120 responden yang menggunakan aplikasi OVO di Hypermart dalam melakukan transaksi pembelian. Penelitian ini menggunakan pendekatan kuantitatif yang melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode Structural Equation Model (SEM) dengan menggunakan bantuan SPSS V.20.0 for Windows.

Hasil penelitian ini menunjukkan bahwa *Self service technology usage frequency* mempunyai pengaruh positif terhadap *Self service technology service quality*; *Self service technology usage frequency* mempunyai pengaruh negatif terhadap *Interpersonal service quality*; *Interpersonal service quality* mempunyai pengaruh positif terhadap *Retail patronage intentions*; *Self service technology service quality* mempunyai pengaruh positif terhadap *Retail patronage intentions*; *Self service technology service quality* mempunyai pengaruh positif terhadap *Self service usage intentions*; *Interpersonal service quality* mempunyai pengaruh negatif terhadap *Self service usage intentions*; *Retail patronage intentions* mempunyai pengaruh positif terhadap *Self service usage intentions*.

Kata Kunci: Interaksi konsumen-ke-karyawan, interaksi Konsumen-ke-SST, patronase Ritel, teknologi swalayan (self-service technology / SST)

ABSTRACT

This study aims to determine the differences in the perception of service quality of self service technology in an application, the application object used is OVO, and the perception of the quality of interpersonal services in a retail, the retail object chosen is Hypermart.

The data used in this study are primary data obtained from the distribution of questionnaires. Respondents in this study were 120 respondents who used the OVO application at Hypermart in conducting shopping transactions. This study uses a quantitative approach through statistical testing. The test was carried out using the Structural Equation Model (SEM) method using SPSS V.20.0 for Windows.

The results of this study indicate that the Self service technology usage frequency has a positive influence on Self service technology service quality; Self service technology usage frequency has a negative influence on Interpersonal service quality; Interpersonal service quality has a positive influence on Retail patronage intentions; Self service technology service quality has a positive influence on Retail patronage intentions; Self service technology service quality has a positive influence on Self service usage intentions; Interpersonal service quality has a negative influence on Self service usage intentions; Retail patronage intentions have a positive influence on Self service usage intentions.

Keywords: *Consumer-to-employee interaction, Consumer-to-SST interaction, Retail patronage, self-service technology / SST)*