

## ABSTRAK

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### **ANALISIS PENGARUH *RELATIONSHIP BENEFITS* TERHADAP *BRAND ATTITUDE* ACE HARDWARE INDONESIA *SATISFACTION WITH THE SALESPERSON* SEBAGAI VARIABEL MEDIASI : PERAN GENDER SEBAGAI PEMBANDING**

(xiv + 89 halaman + daftar pustaka +lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh dari *functional benefit* (saran,pengambilan keputusan yang lebih baik) dan *social benefit* (keakraban, mengetahui nama pelanggan), terhadap *brand attitude*. Beberapa tahun belakangan, industri retail mengalami pertumbuhan yang signifikan, Untuk bertahan serta bersaing, peretail haruslah memiliki strategi yang berbeda agar mencapai keunggulan kompetitif, salah satunya dengan *salesperson*. Ace Hardware berada diperingkat pertama untuk penjualan terbesar dibandingkan toko retail lainnya yang bergerak di industri retail. Akan tetapi, ada masalah pada penurunan kepuasan terhadap layanan. Maka dibutuhkan penelitian tentang *functional benefit* dan *social benefit* terhadap *brand attitude*. Dalam penelitian ini menggunakan teknik *judgement sampling* dan sampel pada penelitian ini berjumlah 136 responden yang dibagi menjadi dua (*salesperson* pria dan *salesperson* wanita) kelompok. Data yang didapatkan dianalisis menggunakan Partial Least Square – Structural Equation Modeling (PLS-SEM) dengan software SmartPLS. Hasil dari penelitian ini, *functional benefit* mempengaruhi *brand attitude* secara langsung. *Functional benefit* dan *social benefit* memiliki pengaruh tidak langsung terhadap *brand attitude* melalui . Hubungan langsung *social benefit* terhadap *brand attitude* dan gender ditolak dalam penelitian ini. Dalam penelitian ini *salesperson* memegang peran penting dalam membangun sikap positif terhadap merek.

Referensi : 2000-2020

Kata kunci : *functional benefit*, *social benefit*, *satisfaction with the salesperson* ,*brand attitude*,gender.

## **ABSTRACT**

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### **ANALYSIS OF THE EFFECT OF RELATIONSHIP BENEFITS ON THE BRAND ATTITUDE ACE HARDWARE INDONESIA SATISFACTION WITH THE SALESPERSON AS A MEDIATION VARIABLES: THE ROLE OF GENDERS AS A COMPARISON**

(xiv + 89 pages+ bibliography +appendix)

This study aims to determine the effect of functional benefits (advice, better decision making) and social benefits (familiarity, knowing customer names), on brand attitude. In recent years, the retail industry has experienced significant growth. In order to survive and compete, retailers must have different strategies in order to achieve a competitive advantage, one of which is a salesperson. Ace Hardware is ranked first for the largest sales compared to other retail stores engaged in the retail industry. However, there is a problem with decreasing satisfaction with the service. So research is needed on the functional and social benefits of the brand attitude. In this study using judgment sampling technique and the sample in this study amounted to 136 respondents who were divided into two (male salesperson and female salesperson) groups. The data obtained were analyzed using Partial Least Square - Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results of this study, functional benefits directly affect brand attitude. Functional benefits and social benefits have an indirect effect on brand attitude through. The direct relationship between social benefits and brand attitude and gender is rejected in this study. In this research, salesperson plays an important role in building a positive attitude towards the brand.

Reference : 2000-2020

Keywords: functional benefits, social benefits, satisfaction with the salesperson, brand attitude, gender.