

ABSTRAK

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**PENGARUH *CUSTOMER SATISFACTION*, *SHOPPING ENJOYMENT*, *STORE ATMOSPHERE*, DAN *STORE IMAGE* TERHADAP *PATRONAGE INTENTION*.
(STUDI KASUS PADA MALL DI JAKARTA)**

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *Customer Satisfaction*, *Shopping Enjoyment*, *Store Atmosphere*, dan *Store Image* terhadap *Patronage Intention* di tiga *shopping mall* besar di Jakarta. Penelitian ini dilakukan terhadap 310 pengunjung di tiga *shopping mall* besar di Jakarta. Responden dipilih dengan metode *convenience sampling*. Metode pengumpulan data dilakukan melalui kuesioner dengan skala likert 1-5. Data dianalisa dengan menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa *Customer Satisfaction*, *Shopping Enjoyment*, *Store Atmosphere*, dan *Store Image* memiliki pengaruh positif secara langsung terhadap *Patronage Intention*. *Customer Satisfaction*, *Shopping Enjoyment*, dan *Store Atmosphere* juga memiliki pengaruh positif secara tidak langsung terhadap *Patronage Intention* melalui *Store Image*. Pada penelitian ini juga terdapat implikasi manajerial dan dapat dikembangkan untuk penelitian selanjutnya.

Kata kunci: *Customer Satisfaction*, *Shopping Enjoyment*, *Store Atmosphere*, *Store Image*, *Patronage Intention*

ABSTRACT

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THE EFFECT OF CUSTOMER SATISFACTION, SHOPPING ENJOYMENT, STORE ATMOSPHERE, AND STORE IMAGE ON PATRONAGE INTENTION. (A CASE STUDY AT SHOPPING MALLS IN JAKARTA)

The purpose of this study is to analyze the effect of Customer Satisfaction, Shopping Enjoyment, Store Atmosphere, and Store Image on Patronage Intention at three shopping malls in Jakarta. This study is using 310 respondents who visit the three shopping malls in Jakarta. The respondents were chosen by convenience sampling. Collecting data was through questionnaire and using Likert scale 1-5. The data was analyzed by using SmartPLS. The result of this study shows that Customer Satisfaction, Shopping Enjoyment, Store Atmosphere, and Store Image have positive effect directly on Patronage Intention. Customer Satisfaction, Shopping Enjoyment, and Store Atmosphere also have indirect positive effect on Patronage Intention through Store Image. This study also provides management implications and suggestions for further research.

Kata kunci: Customer Satisfaction, Shopping Enjoyment, Store Atmosphere, Store Image, Patronage Intention

