ABSTRAK

Berkembangnya usaha bidang ritel baik modern maupun tradisional, telah memberikan sumbangsih yang sangat besar bagi pertumbuhan ekonomi nasional dari sisi perdagangan dan konsumsi. Sektor perdagangan tumbuh 13,02% pada triwulan ketiga 2019, sedangkan konsumsi sebesar 56,52% dari total PDB (Produk Domestik Bruto). Selain perannya yang sangat besar dalam pertumbuhan ekonomi nasional, bidang usaha ritel modern merupakan salah satu sektor yang menyerap tenaga kerja cukup besar setiap tahunnya. Sehingga dalam beberapa tahun ke depan tidaklah mustahil jika ritel modern akan semakin memiliki posisi yang kuat dalam industri ritel di Indonesia (https://www.antaranews.com).

Dukungan dan kepercayaan yang kuat dari pelanggan merupakan salah satu modal bagi usaha ritel modern, agar bisa tetap menjalankan usahanya secara baik dan sesuai dengan peraturan dari pemerintah.

Penelitian ini bertujuan untuk menganalisis pengaruh *Tangible, Realibility, Content Quality, Customer service, Convenience, Price*, dan *Interactivity* terhadap *Repurchase Intention* melalui *Customer Satisfaction* di Hypermart Surabaya. Data yang digunakan adalah jenis data primer dengan menggunakan kuesioner *online*. Metode analisi data yang digunakan dalam penelitian ini adalah teknik analisis kuantitatif data panel dengan aplikasi SPSS 20. Dari hasil hipotesis secara partial menunjukkan bahwa *Tangible*, *Content Quality, Convenience, Price* dan *Interactivity* berpengaruh positif dan signifikan terhadap *Customer Satisfaction* dan *Repurchase Intention,* sedangkan *Realibility* dan *Customer service* berpengaruh positif dan tidak signifikan terhadap *Customer Satisfaction* dan *Repurchase Intention*.

Kata kunci: *service quality, customer satisfaction, repurchase intention, Hypermart*

ABSTRACT

The development of retail business, both modern and traditional, has contributed greatly to national economic growth in terms of trade and consumption. The trade sector grew by 13.02% in the third quarter of 2019, while consumption was 56.52% of total GDP (Gross Domestic Product). In addition to its very large role in national economic growth, the modern retail business sector is one sector that absorbs a large number of workers every year. So that in the next few years it is not impossible that modern retail will increasingly have a strong position in the retail industry in Indonesia (https://www.antaranews.com).

Strong support and trust from customers is one of the capital for modern retail businesses, so they can continue to run their business properly and in accordance with government regulations.

This study aims to analyze the effect of Tangible, Realibility, Content Quality, Customer service, Convenience, Price, and Interactivity on Customer Satisfaction and Repurchase Intention at Hypermart Surabaya. The data used is the type of primary data by using an online questionnaire. The data analysis method used in this study is a quantitative analysis technique of panel data with the SPSS 20 application. The results of the partial hypothesis show that Tangible, Content Quality, Convenience, Price and Interactivity have a positive and significant effect on Customer Satisfaction and Repurchase Intention while Realibility and Customer service have a positive and not significant to Customer Satisfaction and Repurchase Intention.

Keywords: service quality, customer satisfaction, repurchase intention, positive recommendation, and willingness to pay more, Hypermart