

ABSTRAK

Industri fashion mengalami perkembangan pesat di Indonesia. Fashion memiliki peran yang penting dalam perekonomian nasional dan merupakan kontributor terbesar kedua setelah kuliner dalam sektor ekonomi kreatif sebesar Rp. 166 triliun terhadap Produk Domestik Bruto. SOGO merupakan salah satu destinasi belanja *one-stop* yang menawarkan berbagai macam produk lokal maupun global seperti kosmetik, parfum, fashion laki-laki, perempuan, dan anak-anak, dan juga aksesoris. SOGO sudah memiliki 18 *department stores* yang tersebar di 8 kota besar di Indonesia. SOGO memiliki 3 toko di Surabaya yang menunjukkan bahwa konsumen Surabaya memiliki jumlah kunjungan dan daya beli yang besar sehingga memberikan keuntungan bagi perusahaan.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Aesthetics & Architectural Design, Escapism, Exploration, Flow, Tenant Mix, Role Playing/Enactment, Convenience, Social Networking, Product Quality & Assortment, Prices of Products*, dan *Promotional Offer* terhadap *Patronage Frequency* melalui *Attitude* konsumen. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Attitude* konsumen sehingga meningkatkan *Patronage Frequency* yang pada akhirnya akan menaikkan tingkat kunjungan konsumen terhadap SOGO Department Store.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 420 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah berbelanja di SOGO minimal 2 kali dalam 6 bulan terakhir, dan pernah berbelanja di SOGO untuk orang lain.

Hasil penelitian menunjukkan bahwa *Aesthetics & Architectural Design* berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi sebesar 0.339; *Escapism* berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi sebesar 0.269; *Exploration* berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi sebesar 0.261; *Flow* tidak berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi sebesar 0.005; *Tenant Mix* tidak berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi sebesar 0.037; *Role Playing/Enactment* tidak berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi 0.038; *Convenience* tidak berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi 0.027; *Social Networking* berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi 0.177; *Product Quality & Assortment* berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi 0.157; *Prices of Product* berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi 0.346; *Promotional Offer* tidak berpengaruh signifikan terhadap *Attitude* dengan koefisien regresi 0.010; dan *Attitude* berpengaruh signifikan terhadap *Patronage Frequency* dengan koefisien regresi 0.151.

Kata Kunci: *Aesthetics & Architectural Design, Escapism, Exploration, Flow, Tenant Mix, Role Playing/Enactment, Convenience, Social Networking, Product Quality & Assortment, Prices of Products, Promotional Offer, Attitude, Patronage Frequency*

ABSTRACT

The fashion industry is growing rapidly in Indonesia. Fashion has an important role in the national economy and is the second largest contributor after culinary in the creative economy sector of Rp. 166 billions of Gross Domestic Product. SOGO is a one-stop-shopping place that offers a variety of local and global products such as cosmetics, perfumes, men's, women's and children's fashion, as well as accessories. SOGO already has 18 department stores in 8 major cities in Indonesia. SOGO has 3 stores in Surabaya, which shows that Surabaya consumers have a large number of visits and purchasing power, thus providing benefits for the company.

This research was conducted to determine the influence of *Aesthetics & Architectural Design, Escapism, Exploration, Flow, Tenant Mix, Role Playing/Enactment, Convenience, Social Networking, Product Quality & Assortment, Prices of Products, and Promotional Offer* on *Patronage Frequency* through *Attitude*. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence *Attitude* has so that it increases *Patronage Frequency* which will ultimately improve the rate of store visits at SOGO Department Store.

This research is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 420 respondents with the characteristics of male and female respondents aged 18-60 years, live in Surabaya, have bought products from SOGO at least twice in the last 6 months, and have shopped at SOGO for other people.

The result shows that *Aesthetics & Architectural Design* with regression coefficient of 0.339 has significant effect on *Attitude*; *Escapism* with regression coefficient of 0.269 has significant effect on *Attitude*; *Exploration* with regression coefficient of 0.261 has significant effect on *Attitude*; *Flow* with regression coefficient of 0.005 has no significant effect on *Attitude*; *Tenant Mix* with regression coefficient of 0.037 has no significant effect on *Attitude*; *Role Playing/Enactment* with regression coefficient of 0.038 has no significant effect on *Attitude*; *Convenience* with regression coefficient of 0.027 has no significant effect on *Attitude*; *Social Networking* with regression coefficient of 0.177 has significant effect on *Attitude*; *Product Quality & Assortment* with regression coefficient of 0.157 has significant effect on *Attitude*; *Prices of Product* with regression coefficient of 0.346 has significant effect on *Attitude*; *Promotional Offer* with regression coefficient of 0.010 has no significant effect on *Attitude*; and *Attitude* with regression coefficient of 0.151 has significant effect on *Patronage Frequency*.

Key Words: *Aesthetics & Architectural Design, Escapism, Exploration, Flow, Tenant Mix, Role Playing/Enactment, Convenience, Social Networking, Product Quality & Assortment, Prices of Products, Promotional Offer, Attitude, Patronage Frequency*