

## ABSTRAK

Pertumbuhan industri ritel Indonesia melambat karena beberapa hal, seperti kondisi ekonomi masyarakat kelas menengah ke bawah dan adanya pergeseran pola konsumsi ke *leisure* (kuliner, *travelling*, dan *entertain*) yang telah diperkirakan sejak tahun 2017. Dapat dikatakan bahwa Transmart *hypermarket* adalah *hypermarket* perintis yang berbenah diri serta menyesuaikan strategi bisnisnya dengan perkembangan yang terjadi. Pergeseran pola konsumsi masyarakat Indonesia ke *leisure* pada industri ritel membuat *hypermarket* PT Transmart Retail Indonesia berada pada posisi atas.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *quality*, *price level*, *price fairness*, *positive emotions*, dan *symbolic dimension* terhadap *repurchase intention* melalui *customer satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *customer satisfaction* sehingga meningkatkan *repurchase intention* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pelanggan Transmart *hypermarket* Rungkut/Lenmarc/Ngagel di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 115 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, pernah berbelanja di Transmart *hypermarket* Rungkut/Lenmarc/Ngagel Surabaya minimal dua kali dalam dua bulan terakhir, dan pernah berbelanja di *hypermarket* Surabaya lainnya dalam tiga bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.361; variabel *price level* tidak berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.062; variabel *price fairness* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.293; variabel *positive emotions* tidak berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.129; variabel *symbolic dimension* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.194; dan variabel *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention* dengan koefisien regresi sebesar 0.653.

**Kata Kunci:** *Quality, Price Level, Price Fairness, Positive Emotions, Symbolic Dimension, Customer Satisfaction, dan Repurchase Intention*

## ABSTRACT

The growth of the Indonesian retail industry has slowed due to several things, such as the economic conditions of the lower middle class and the shifting consumption patterns to leisure (culinary, traveling, and entertainment) that have been estimated since 2017. Transmart hypermarket is hypermarket pioneer that improve themselves and adjusting its business strategy with the developments that occur. The shift in the consumption pattern of the Indonesian people to leisure in the retail industry makes PT Transmart Retail Indonesia a top hypermarket.

This study aims to determine how the influence of Quality, Price Level, Price Fairness, Positive Emotions, and Symbolic Dimension on Repurchase Intention through Customer Satisfaction. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence Customer Satisfaction can have on increasing Repurchase Intention which will ultimately increase the ongoing transactions of the Rungkut/Lenmarc/Ngagel Transmart hypermarket customers in Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using SPSS. Data collection was conducted by distributing questionnaires to 115 respondents with characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, had been shopping at Transmart hypermarket Rungkut/Lenmarc/Ngagel Surabaya at least twice in the last two months, and had been shopping at another Surabaya hypermarkets in the last three months.

The results showed that the Quality variable had significantly affects Customer Satisfaction with a regression coefficient of 0.361; Price Level variable isn't significantly affects Customer Satisfaction with a regression coefficient of 0.062; Price Fairness variable had significantly affects Customer Satisfaction with a regression coefficient of 0.293; Positive Emotions variable isn't significantly affects Customer Satisfaction with a regression coefficient of 0.129; Symbolic Dimension variable had significantly affects Customer Satisfaction with a regression coefficient of 0.194; and Customer Satisfaction variable had significantly affects Repurchase Intention with a regression coefficient of 0.653.

**Key Words:** Quality, Price Level, Price Fairness, Positive Emotions, Symbolic Dimension, Customer Satisfaction, and Repurchase Intention