

## ABSTRAK

Keberadaan ritel moderen yang semakin berkembang menyebabkan terancamnya keberadaan toko tradisional di Surabaya. Akan tetapi, terbukti bahwa masih banyak toko tradisional yang mampu bertahan ditengah fenomena tersebut contohnya toko Tulus Harapan Surabaya. Penelitian ini ingin mengkaji lebih dalam pengaruh antar faktor psikologis dalam membentuk *consumer's buying behavior* di toko Tulus Harapan Surabaya. Beberapa faktor psikologis tersebut meliputi *service quality* (SERVQUAL), *emotional branding*, dan kepercayaan. Berdasarkan penelitian terdahulu mengenai *Elaboration Likelihood model* (ELM), maka penelitian ini ingin mengkaji pengaruh antar variabel yaitu pengaruh positif kepercayaan, *emotional branding*, dan SERVQUAL terhadap *consumer's buying behavior*, serta pengaruh SERVQUAL terhadap kepercayaan dan *emotional branding*. Dengan menggunakan *Structural Equation Model* (SEM), penulis ingin melihat pengaruh tiap variabel secara simultan, sehingga dapat diketahui dengan jelas pengaruh langsung SERVQUAL ataukah harus melalui kepercayaan dan *emotional branding* dalam membentuk *consumer's buying behavior*. Pemilihan sampel dalam penelitian ini adalah *non probability sampling* dengan menggunakan teknik Maximum Likelihood serta *purposive sampling*. Sampel dalam penelitian ini meliputi pelanggan yang pernah membeli toko Tulus Harapan dan hanya terfokus pada kota Surabaya saja mengingat sebagian besar pelanggannya berasal dari kota tersebut. Hasil penelitian ini menunjukkan bahwa SERVQUAL dapat mempengaruhi *consumer's buying behavior* secara langsung dan juga mempengaruhi variabel *intervening* yaitu kepercayaan dan *emotional branding*. Selanjutnya kepercayaan berpengaruh secara positif terhadap *consumer's buying behavior*, dan *emotional branding* berpengaruh positif terhadap *consumer's buying behavior*. Hasil penelitian ini kemudian mengacu pada implikasi teoritis yaitu secara umum bahwa teori ELM dapat diaplikasikan pada sektor UKM khususnya toko Tulus Harapan Surabaya. Sebagai implikasi manajerial, dapat disimpulkan untuk meningkatkan faktor-faktor psikologis tersebut perlu diadakan pelatihan informal dan berkala pada pelayan toko, melakukan pengecekan barang ketika terjadi pembelian dari konsumen, menerapkan *experiential marketing*, memberikan senyuman yang ramah, pemberian hutang atau piutang, menekankan pelayanan secara konsisten dan memadai di Toko Tulus Harapan Surabaya.

Kata kunci: Toko Tradisional, SERVQUAL, Kepercayaan, *Emotional Branding*, *Consumer's Buying Behavior*.

## ABSTRACT

The presence of modern retail's growing lead threatened to existence of traditional stores in Surabaya. However, it is evident that there are still many traditional stores are able to survive amid the phenomenon, with example of Tulus Harapan in Surabaya. This study wanted to examine more deeply the influence between psychological fields in shaping consumer's buying behavior especially for Tulus Harapan. The psychological fields included service quality (SERVQUAL), emotional branding, and trust. According to earlier research on the Elaboration Likelihood Model (ELM), this study thus wanted to examine the impact of trust, emotional branding, and SERVQUAL to the consumer's buying behavior, as well as the impact of SERVQUAL to trust and emotional branding. Using Structural Equation Model (SEM), the author would like to see the influence of each variable simultaneously, so it would be clearly defined about direct impact SERVQUAL or through trust and emotional branding in shaping consumer's buying behavior. The selection of samples in this study is a non probability sampling by using the Maximum Likelihood technique and purposive sampling. The sample in this study included customers who had bought Tulus Harapan and only focused on Surabaya city, which is considere that most customers came from the city. The results of this study indicate that SERVQUAL can affect the consumer's buying behavior directly and also influence the intervening variables of trust and emotional branding. Furthermore, it also proofed that trust has a positive effect on consumer's buying behavior, and emotional branding effect on consumer's buying behavior. The results are then refers to the general theoretical implication such as ELM could be applied in SME sector in particular Tulus Harapan Surabaya. As a managerial implications, it can be concluded that to improve the psychological fields, this store needs to develop informally and periodic training on the shop steward, checked the goods when the consumers purchase the product, applying experiential marketing, giving a friendly smile, giving payable or receivable, emphasizing service consistently and adequate in Tulus Harapan Surabaya.

Keywords: Traditional Store, SERVQUAL, Trust, *Emotional Branding*, *Consumer's Buying Behavior*.