ABSTRAK

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ANALISIS PENGARUH PRODUCT QUALITY, SOCIAL ENVIRONMENT, FACILITY, STAFF, INFORMATION AND SERVICE QUALITY, COSTUME, TERHADAP PERCEIVED VALUE DAN CUSTOMER SATISFACTION HINGGA AKHIRNYA MENGALAMI CUSTOMER LOYALTY PADA PRODUK SOMETHINC DI TUNJUNGAN PLAZA SURABAYA

Pesatnya perkembangan teknologi informasi dan komunikasi khususnya internet dan smartphone membuka peluang bisnis baru. Salah satu bisnis baru tersebut adalah M-commerce. Sejak menjamurnya marketplace dan toko online di Indonesia belakangan ini mengubah tren belanja masyarakat Indonesia.Pertumbuhan industri kosmetik dan perawatan kulit secara global juga berdampak pada pertumbuhan kosmetik dan perawatan kulit industri di Indonesia. Manfaat menggunakan produk skincare Somethinc dapat beragam tergantung pada produk yang spesifik.

Penelitian ini bertujuan: (1) Menjelaskan dan menganalisa pengaruh signifikan Product Quality terhadap Perceived Value pelanggan Somethinc di Tunjungan Plaza Surabaya. (2) Menjelaskan dan menganalisa Social Environment berpengaruh terhadap Perceived Value pelanggan Somethinc di Tunjungan Plaza Surabaya. (3) Menjelaskan dan menganalisa Facility yang disediakan berpengaruh pada Perceived Value produk Somethinc di Tunjungan Plaza Surabaya. (4)Menjelaskan dan menganalisa kepribadian staff Somethinc berpengaruh pada Perceived Value penjualan Somethinc di Tunjungan Plaza Surabaya. (5)Menjelaskan dan menganalisa Information and Service Quality berpengaruh pada Perceived Value penjualan produk Somethinc di Tunjungan Plaza Surabaya. (6)Menjelaskan dan menganalisa Costume berpengaruh pada Perceived Value penjualan skincare Somethinc di Tunjungan Plaza Surabaya. (7)Menjelaskan dan menganalisa Perceived Value berpengaruh terhadap Customer Satisfaction produk Somethinc di Tunjungan Plaza Surabaya. (8) Menjelaskan dan menganalisa Customer Satisfaction berpengaruh pada pembelian produk Somethinc terhadap Customer Loyalty di Tunjungan Plaza Surabaya.

Populasi dalam penelitian ini yaitu semua konsumen Somethinc di Tunjungan Plaza Surabaya.Dari hasil perhitungan diatas, maka diperoleh jumlah sampel yang diteliti adalah sebesar 190 orang responden yang pernah berbelanja di Somethinc, Tunjungan Plaza Surabaya lebih dari tiga kali.

Berdasarkan hasil analisis maka kesimpulannya adalah Product Quality tidak berpengaruh signifikan terhadap Perceived Value, Social Environment tidak berpengaruh signifikan terhadap Perceived Value, Facility tidak berpengaruh signifikan terhadap Perceived Value, Staff tidak berpengaruh signifikan terhadap Perceived Value, Information and Service Quality tidak berpengaruh signifikan terhadap Perceived Value, Custome berpengaruh signifikan terhadap Perceived Value, Perceived Value berpengaruh signifikan terhadap Customer Satisfaction, Customer Satisfaction berpengaruh signifikan Terhadap Customer Loyalty.

Kata Kunci: Product Quality,Social Environment, Facility, Staff, Information and Service Quality, Custome, Perceived Value, Customer Satisfaction, Customer Loyalty.

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, SOCIAL ENVIRONMENT, FACILITY, STAFF, INFORMATION AND SERVICE QUALITY, COSTUME, ON PERCEIVED VALUE AND CUSTOMER SATISFACTION TO END EXPERIENCE CUSTOMER LOYALTY IN SOMETHINC PRODUCTS AT TUNJUNGAN PLAZA SURABAYA

The rapid development of information and communication technology, especially the internet and smartphones, opens up new business opportunities. One of these new businesses is M-commerce. Since the proliferation of marketplaces and online stores in Indonesia, it has recently changed the shopping trends of Indonesian people. The growth of the cosmetics and skin care industry globally also has an impact on the growth of the cosmetics and skin care industry in Indonesia. The benefits of using Somehinc skincare products can vary depending on the specific product.

This research aims to: (1) Explain and analyze the significant influence of Product Quality on the Perceived Value of Somethinc customers at Tunjungan Plaza Surabaya. (2) Explain and analyze the influence of the Social Environment on the Perceived Value of Somethinc customers at Tunjungan Plaza Surabaya. (3) Explain and analyze the facilities provided which influence the Perceived Value of Somethinc products at Tunjungan Plaza Surabaya. (4) Explain and analyze the personality of Somethinc staff which influences the Perceived Value of Somethinc sales at Tunjungan Plaza Surabaya. (5) Explain and analyze the influence of Information and Service Quality on the Perceived Value of Somethinc product sales at Tunjungan Plaza Surabaya. (6) Explain and analyze Costume influence on the Perceived Value of Somethinc skincare sales at Tunjungan Plaza Surabaya. (7) Explain and analyze the influence of Perceived Value on Customer Satisfaction of Somethinc products at Tunjungan Plaza Surabaya. (8) Explain and analyze Customer Satisfaction which influences the purchase of Somethinc products on Customer Loyalty at Tunjungan Plaza Surabaya.

The population in this research is all Somethinc consumers at Tunjungan Plaza Surabaya. From the results of the calculations above, the number of samples studied was 190 respondents who had shopped at Somethinc, Tunjungan Plaza Surabaya more than three times.

Based on the results of the analysis, the conclusion is that Product Quality has no significant effect on Perceived Value, Social Environment has no significant effect on Perceived Value, Facilities have no significant effect on Perceived Value, Staff has no significant effect on Perceived Value, Information and Service Quality has no significant effect on Perceived Value , Custome has a significant effect on Perceived Value, Perceived Value has a significant effect on Customer Satisfaction, Customer Satisfaction has a significant effect on Customer Loyalty.

Keywords: Product Quality, Social Environment, Facility, Staff, Information and Service Quality, Customer, Perceived Value, Customer Satisfaction, Customer Loyalty.