

## ABSTRAK

Tahun 2022, pertumbuhan ekonomi Indonesia pada kuartal ketiga menguat sebesar 5,72 persen dimana hal tersebut menunjukkan bahwa perekonomian Indonesia mulai pulih kembali. Salah satu sektor yang berkontribusi dalam pertumbuhan ekonomi Indonesia adalah di sektor ritel. salah satu perusahaan yang bergerak di sektor ritel adalah Matahari Department Store. Matahari merupakan sebuah perusahaan ritel yang berasal dari Indonesia. Matahari sudah ada sejak tahun 1958 dimana toko pertama mereka berada di Jakarta. Pada tahun 1972, Matahari merupakan perusahaan pertama yang membuka modern department store di Indonesia.

Penelitian ini dilakukan untuk mengetahui pengaruh *Merchandise Value*, *Internal Shop Environment*, *Interaction with Staff*, *Merchandise Variety*, *Presence Interaction Other Customer* dan *In-Shop Emotions* terhadap *Customer Satisfaction* pada *Intention to Repatronage* konsumen Matahari Department Store Royal Plaza di Surabaya, yang bertujuan untuk menggunakan kelima variabel dalam mengidentifikasi *Intention to Repatronage* di Matahari.

Penelitian ini menggunakan metode kuantitatif dan data diolah menggunakan *Software* AMOS 22.0. Sampel yang digunakan dalam penelitian ini adalah konsumen Matahari Department Store berusia 18-60 tahun, berdomisili di Surabaya, pria atau wanita, telah mengunjungi dan membeli produk di Matahari Department Royal Plaza selama 2 kali dalam kurun waktu 1 tahun terakhir. Jumlah responden yang digunakan sebagai sampel penelitian adalah 155 responden Surabaya. Metode sampling yang digunakan yaitu non-probability sampling.

Hasil penelitian menunjukkan bahwa *Merchandise Value*, *Interaction with Staff*, *Merchandise Variety*, *Presence Interaction Other Customers* dan *In-Shop Emotions* memiliki pengaruh yang positif namun tidak signifikan terhadap *Customer Satisfaction*. Sedangkan variabel *Internal Shop Environment* memiliki pengaruh signifikan terhadap *Customers Satisfaction* dan *Customer Satisfaction* memiliki pengaruh yang signifikan terhadap *Intention to Repatronage*.

**Kata kunci:** *Merchandise Value*, *Internal Shop Environment*, *Interaction with Staff*, *Merchandise Variety*, *Presence Interaction Other Customers*, *In-Shop*

*Emotions, Customer Satisfaction, Intention to Repatronage, Matahari Department  
Store Royal Plaza Surabaya*



## ABSTRACT

In 2022, Indonesia's economic growth in the third quarter strengthened by 5.72 percent which shows that the Indonesian economy is starting to recover. One sector that contributes to Indonesia's economic growth is the retail sector. One of the companies engaged in the retail sector is Matahari Department Store. Matahari is a retail company originating from Indonesia. Matahari has been around since 1958 where their first store was in Jakarta. In 1972, Matahari was the first company to open a modern department store in Indonesia.

This research was conducted to determine the effect of Merchandise Value, Internal Shop Environment, Interaction with Staff, Merchandise Variety, Presence Interaction Other Customers and In-Shop Emotions on Customer Satisfaction on Intention to Repatronage consumers of Matahari Department Store Royal Plaza in Surabaya, which aims to use the five variables in identifying Intention to Repatronage at Matahari.

This study uses quantitative methods and data is processed using AMOS 22.0 software. The sample used in this study were Matahari Department Store consumers aged 18-60 years, domiciled in Surabaya, male or female, who had visited and purchased products at Matahari Department Royal Plaza 2 times in the past 1 year. The number of respondents used as the research sample was 155 Surabaya respondents. The sampling method used is non-probability sampling.

The results showed that Merchandise Value, Interaction with Staff, Merchandise Variety, Presence Interaction Other Customers and In-Shop Emotions had a positive but not significant effect on Customer Satisfaction. Meanwhile, the Internal Shop Environment variable has a significant influence on Customer Satisfaction and Customer Satisfaction has a significant influence on Intention to Repatronage.

**Keywords:** *Merchandise Value, Internal Shop Environment, Interaction with Staff, Merchandise Variety, Presence Interaction Other Customers, In-Shop Emotions, Customer Satisfaction, Intention to Repatronage, Matahari Department Store Royal Plaza Surabaya*