

ABSTRACT

Anastasia Audrey Oenaryo (01120090048)

THE INFLUENCE OF CONSUMERS' BUYING TENDENCIES AND SHOPPING VALUES TOWARD SHOPPING EXPERIENCE SATISFACTION AT PASAR ATOM SURABAYA

(xiii + 104 pages; 16 figures, 22 tables; 4 appendices)

Despite the rapid development of shopping malls in Surabaya, Pasar Atom still thrives as one of the most crowded shopping places. This encouraged the researcher to identify the reason for Pasar Atom's success. The researcher focused on shopping satisfaction and its four antecedents, namely: variety-seeking buying tendency, price sensitivity, hedonic value, and utilitarian value.

A self-administered questionnaire was rated by 377 Pasar Atom shoppers using a six-point Likert scale. The Structural Equation Modeling results showed that both variety-seeking buying tendency and price sensitivity have significant and positive influence on hedonic value. Furthermore, price sensitivity has a significant and negative influence towards utilitarian value. Variety-seeking buying tendency has a significant and positive influence toward utilitarian value. Thus, utilitarian value and hedonic value also have significant and positive influences on shopping satisfaction. This study showed that shopping satisfaction was influenced more by hedonic value. Hedonic value was influenced more by price sensitivity.

The future research should include more variables as the antecedents of shopping satisfaction such as compulsive buying, impulsive buying, product involvement, service quality, store layout, trust, and commitment to prove shopping satisfaction at Pasar Atom or other shopping centers. Future researchers can also conduct similar studies using broader representative samples in other geographical locations in Indonesia.

Keywords: Variety-seeking buying tendency, price sensitivity, utilitarian value, hedonic value, shopping satisfaction, small-and-medium enterprises, shopping centre Pasar Atom Surabaya

References: 119 (1967-2012)