

## ABSTRAK

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### **IDENTIFIKASI *SERVICE QUALITY* HYPERMART DI SURABAYA DAN PENGARUHNYA TERHADAP PERILAKU PENGUNJUNG MENGGUNAKAN MODEL *RETAIL SERVICE QUALITY SCALE (RSQS)***

(xiii + 90 halaman; 16 gambar; 15 tabel; 7 lampiran)

*Hypermarket* merupakan salah satu kategori *modern retail* di Indonesia yang mengalami perkembangan dari tahun ke tahun. Pemain baru dalam bisnis ritel *hypermarket* terus bertambah sehingga para *retailer* harus memikirkan cara agar tetap dapat bersaing. *Service quality* dipercaya sebagai suatu aspek yang memiliki pengaruh yang besar terhadap keputusan konsumen untuk menentukan *hypermarket* yang akan dikunjungi, direkomendasi dan dipilih sebagai tempat untuk melakukan pembelian. *Hypemarket* yang dipilih adalah hypermart yang berada di Surabaya.

Penelitian ini bertujuan untuk mengetahui kualitas layanan Hypermart saat ini karena melihat adanya beberapa keluhan konsumen yang muncul di suatu media. Selain itu, peneliti juga ingin mengetahui apakah model *Retail Service Quality Scale (RSQS)* yang dikembangkan oleh Dabholkar et al. (1996) dapat diterapkan untuk mengukur kualitas layanan hypermarket yang berada di Indonesia, khususnya Surabaya dan melihat adakah pengaruh kualitas layanan terhadap perilaku konsumen di masa depan yaitu *intention to visit*, *intention to recommend* dan *intention to purchase*. Dimensi yang dinilai oleh model RSQS adalah *physical aspects*, *reliability*, *personal interaction*, *problem solving* dan *policy*.

Pengumpulan data dilakukan dengan survei kuesioner kepada 210 responden yang sedang berkunjung di Hypermart dan responden yang melakukan kunjungan dalam satu minggu terakhir. Data diolah dengan menggunakan statistik deskriptif dan analisis *multivariate* antara lain *confirmatory factor analysis* dengan *partial disaggregation*, *convergent validity*, *discriminant validity* dan *criterion-related validity*. Hasil penelitian menunjukkan bahwa secara keseluruhan dimensi kualitas layanan yang dimiliki oleh Hypermart baik dan pengunjung setuju untuk terus melakukan kunjungan, rekomendasi dan pembelian di Hypermart. Model *Retail Service Quality Scale* dapat diterapkan untuk mengukur kualitas layanan hypermarket di Surabaya. Hasil penelitian juga menunjukkan bahwa kelima dimensi. Model RSQS memiliki pengaruh yang kuat terhadap perilaku konsumen di masa depan

Referensi : 40 (1977-2012)

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### **IDENTIFICATION OF *SERVICE QUALITY* OF HYPERMART IN SURABAYA AND THE INFLUENCES FOR CONSUMER BEHAVIOR USING *RETAIL SERVICE QUALITY SCALE (RSQS) MODEL***

(xiii + 90 pages: 16 figures; 15 tables; 7 appendixes)

Hypermart is one of modern retail category in Indonesia that has steady growth year by year. There are many new comers in this retail business setting. Consequently, the retailers today must differentiate themselves than the competitor. Service quality is accepted as an aspect that has big influences for customer decision to choose a hypermarket. That influences the consumption behavior in terms of the customer's intention to visit, intention to recommend this store and intention to make purchases of this store's merchandise in future.

The purpose of this research is to identify the service quality of Hypermart nowadays. The researcher finds consumer's complaint in some media about the services that Hypermart offered. The researcher also wants to identify that the RSQS model developed by Dabholkar et al. (1996) is applicable for measuring retail service quality in the Indonesian business setting, specifically in the context of hypermarket stores. Furthermore, this research is purposed to identify the correlation between service quality and future consumption behavior. RSQS model has five basic dimensions such as *physical aspects*, *reliability*, *personal interaction*, *problem solving* and *policy*.

Data were collected by using questionnaires survey. These questionnaires distributed out to 210 respondents who were visiting the store or visited the stores at last seven days. To test the model, researcher used descriptive statistic and multivariate analysis. Researcher employed *confirmatory factor analysis* with *partial disaggregation*, *convergent validity*, *discriminant validity* dan *criterion-related validity*. This research found that the service qualities of overall dimension are good and customers agree to visit, recommend the store and make purchases in future. Retail Service Quality Scale model is highly suited for measuring service quality of Hypermart in Surabaya. This research also found that all five basic dimensions are strongly correlated with future consumption behavior.

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