

ABSTRAK

Regina Herputri Kushandojo (02011200032)

ANALISIS PENGARUH *PRICE LEVEL*, *MERCHANDISE*, *CUSTOMER SERVICE*, *ARCHITECTURE PROJECT* TERHADAP *PERCEIVED VALUE* DAN *BRAND AWARENESS* DAN PADA AKHIRNYA *REPURCHASE INTENTION* PELANGGAN SOCIOLLA STORE PAKUWON MALL DI SURABAYA

(xvii + 222 halaman: 24 gambar; 55 tabel; 4 lampiran)

Perkembangan pesat industri *beauty and personal care* disebabkan oleh perubahan gaya hidup masyarakat yang meningkatkan tren belanja produk make up dan perawatan diri. Sociolla adalah salah satu perusahaan ritel kecantikan unggulan di Indonesia yang berkonsep *Omni Channel*. Pada tahun 2022 Sociolla Store telah berhasil membuka 48 gerai yang tersebar di berbagai kota di Indonesia.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *price level*, *merchandise*, *customer service*, dan *architecture project*, terhadap *perceived value* dan *brand awareness* dan pada akhirnya *repurchase intention*. Penelitian ini bermanfaat untuk memperdalam ilmu bagi industri ritel di Indonesia, sehingga dapat bertahan dan meningkatkan *repurchase intention* dari para pelanggannya. Penelitian ini bersifat kausal dengan metode kuantitatif dan menggunakan aplikasi SPSS 22.0 untuk mengolah data primer dari 138 pelanggan Sociolla Store Pakuwon Mall di Surabaya yang dikumpulkan dengan teknik *snowball sampling* dengan karakteristik responden yaitu pria dan wanita berusia 18-60 tahun, berdomisili di Surabaya, pernah mengunjungi dan berbelanja di Sociolla Store Pakuwon Mall Surabaya minimal dua kali dalam enam bulan terakhir.

Dalam penelitian ini ditemukan bahwa *perceived value* berpengaruh signifikan terhadap *repurchase intention* ($\beta=0,520$); *brand awareness* tidak berpengaruh signifikan terhadap *repurchase intention* ($\beta=0,094$); *price level* berpengaruh signifikan terhadap *perceived value* ($\beta=0,253$); *merchandise* berpengaruh signifikan terhadap *perceived value* ($\beta=0,185$); *customer service* berpengaruh signifikan terhadap *perceived value* ($\beta=0,278$); *architecture project* berpengaruh signifikan terhadap *perceived value* ($\beta=0,209$); *price level* berpengaruh signifikan terhadap *brand awareness* ($\beta=0,162$); *merchandise* berpengaruh signifikan terhadap *brand* ($\beta=0,193$); *customer service* tidak berpengaruh signifikan terhadap *brand awareness* ($\beta=0,148$); dan *architecture project* berpengaruh signifikan terhadap *brand awareness* ($\beta=0,344$).

Kata Kunci: *price level*, *merchandise*, *customer service*, *architecture project*, *perceived value*, *brand awareness*, dan *repurchase intention*

Referensi: 97 (1988-2022)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF PRICE LEVEL, MERCHANDISE, CUSTOMER SERVICE, ARCHITECTURE PROJECT ON PERCEIVED VALUE AND BRAND AWARENESS AND ULTIMATELY CUSTOMER REPURCHASE INTENTION SOCIOLLA STORE PAKUWON MALL IN SURABAYA

(xvii + 222 pages: 24 figures; 55 tables; 4 attachments)

The rapid development of the beauty and personal care industry is caused by changes in people's lifestyles which increase shopping trends for make-up and personal care products. Sociolla is one of the leading beauty retail companies in Indonesia with an Omni Channel concept. In 2022 Sociolla Store has succeeded in opening 48 outlets spread across various cities in Indonesia.

The aim of this research is to determine the influence of price level, merchandise, customer service, and project architecture, on perceived value and brand awareness and ultimately repurchase intention. This research is useful for deepening knowledge for the retail industry in Indonesia, so that it can survive and increase the repurchase intention of its customers. This research is causal in nature with quantitative methods and uses the SPSS 22.0 application to process primary data from 138 customers of Sociolla Store Pakuwon Mall in Surabaya which were collected using snowball sampling techniques with the characteristics of respondents namely men and women aged 18-60 years, domiciled in Surabaya, have visited and shopped at Sociolla Store Pakuwon Mall Surabaya at least twice in the last six months.

In this research, it was found that perceived value has a significant effect on repurchase intention ($\beta=0.520$); brand awareness has no significant effect on repurchase intention ($\beta=0.094$); price level has a significant effect on perceived value ($\beta=0.253$); merchandise has a significant effect on perceived value ($\beta=0.185$); customer service has a significant effect on perceived value ($\beta=0.278$); project architecture has a significant effect on perceived value ($\beta=0.209$); price level has a significant effect on brand awareness ($\beta=0.162$); merchandise has a significant effect on brand ($\beta=0.193$); customer service has no significant effect on brand awareness ($\beta=0.148$); and project architecture has a significant effect on brand awareness ($\beta=0.344$).

Keywords: price level, merchandise, customer service, project architecture, perceived value, brand awareness, and repurchase intention

References: 97 (1988-2022)