

ABSTRAK

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ANALISIS PENGARUH *SENSORY EXPERIMENTAL STATE*, *AFFECTIVE EXPERIMENTAL STATE*, *INTERACTIVITY*, *RELATIVE ADVANTAGE* YANG MEMPENGARUHI *VALUE IN USE*, *CUSTOMER LOYALTY*, *CUSTOMER SATISFACTION* DAN PADA AKHIRNYA *CUSTOMER LOYALTY TOWARD RETAILER* PADA KONSUMEN WATSONS

Watsons adalah retailer yang menjual produk kecantikan dan kesehatan. Watsons didirikan di Hong Kong pada tahun 1841. Hingga kini, Watsons memiliki lebih dari 15.000 toko di 24 pasar. Di Indonesia sendiri, Watsons sudah memiliki lebih dari 123 toko, mulai dari Sumatera hingga Sulawesi. Selain mendirikan toko fisik, Watsons juga memperluas bisnisnya di beberapa marketplace, web, dan juga mendirikan toko online (aplikasi) khusus untuk memudahkan konsumen berbelanja. Namun kenyataannya, jumlah pembeli Watsons di marketplace Shopee lebih banyak dibandingkan jumlah pembeli di toko online resmi Watsons. Hal ini tercermin dari jumlah review di Watson E-Commerce dan Watson Marketplace Shopee yang menunjukkan perbedaan signifikan untuk satu produk.

Penelitian ini bertujuan agar dapat mengetahui pengaruh dari pengaruh *Sensory Experimental State*, *Affective Experimental State*, *Interactivity*, *Relative Advantage* Yang Mempengaruhi *Value In Use*, *Customer Loyalty*, *Customer Satisfaction*, terhadap *Customer Loyalty Toward Retailer* Pada Konsumen Watsons. Manfaat yang diharapkan dari penelitian ini adalah agar menambah wawasan terhadap variabel tersebut dan pengetahuan lebih terhadap ilmu manajemen.

Penelitian ini bersifat kausal yang di mana menggunakan bantuan software AMOS 22.0 karena menggunakan metode kuantitatif, penelitian ini juga berhasil mendapatkan data primer sebanyak 120 dari konsumen Watsons di Surabaya yang didapatkan menggunakan teknik Snowball Sampling. Karakteristik dari responden ini juga yaitu pria dan wanita, berumur 18-60 tahun, mengetahui program membership Tupperware dan pernah membeli produk Watsons 2x dalam 6 bulan terakhir.

Pada penelitian ini mendapatkan hasil bahwa variabel yang berpengaruh positif signifikan adalah variabel *Affective experimental state* terhadap *value in use* kemudian *Interactivity* terhadap *Value in Use*.

Kata Kunci: *Sensory Experimental State*, *Affective Experimental State*, *Interactivity*, *Relative Advantage*, *Value In Use*, *Customer Loyalty*, *Customer Satisfaction*, *Customer Loyalty Toward Retailer*

ABSTRAK

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ANALYSIS OF THE INFLUENCE OF SENSORY EXPERIMENTAL STATE, AFFECTIVE EXPERIMENTAL STATE, INTERACTIVITY, RELATIVE ADVANTAGE WHICH AFFECTS VALUE IN USE, CUSTOMER LOYALTY, CUSTOMER SATISFACTION AND ULTIMATELY CUSTOMER LOYALTY TOWARD RETAILER ON WATSONS CONSUMER

Watsons is a retailer that sells beauty and health products. Watsons was founded in Hong Kong in 1841. To date, Watsons has more than 15,000 stores in 24 markets. In Indonesia alone, Watsons already has more than 123 stores, from Sumatra to Sulawesi. Apart from establishing physical stores, Watsons is also expanding its business in several marketplaces, the web and also establishing a special online store (application) to make it easier for consumers to shop. However, in reality, the number of Watsons buyers on the Shopee marketplace is greater than the number of buyers on the official Watsons online store. This is reflected in the number of reviews on Watson E-Commerce and Watson Marketplace Shopee which show significant differences for one product.

This research aims to determine the influence of the Sensory Experimental State, Affective Experimental State, Interactivity, Relative Advantage which influence Value In Use, Customer Loyalty, Customer Satisfaction, on Customer Loyalty Toward Retailers among Watsons Consumers. The expected benefit of this research is to increase insight into these variables and gain more knowledge about management science.

This research is causal in nature which uses the help of AMOS 22.0 software because it uses quantitative methods. This research also succeeded in obtaining 120 primary data from Watsons consumers in Surabaya which were obtained using the Snowball Sampling technique. The characteristics of these respondents are also men and women, aged 18-60 years, who have purchased Watsons products twice in the last 6 months.

In this study, the results showed that the variables that had a significant positive effect were the Affective experimental state variable on value in use and then Interactivity on Value in Use.

Keywords: *Sensory Experimental State, Affective Experimental State, Interactivity, Relative Advantage, Value In Use, Customer Loyalty, Customer Satisfaction, Customer Loyalty Toward Retailer*