

ABSTRAK

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ANALISIS PENGARUH *FUNCTIONAL BENEFIT* DAN *SOCIAL BENEFIT* TERHADAP *BRAND ATTITUDE* MELALUI *SATISFACTION WITH THE SALESPERSON* SEBAGAI VARIABEL MEDIASI DAN *GENDER OF THE SALESPERSON* SEBAGAI PEMBANDING PADA MATAHARI *DEPARTMENT STORE*

(xiv + 121 halaman; 19 gambar; 23 tabel; 5 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *functional benefit* dan *social benefit* terhadap *brand attitude*, dengan gender sebagai pembanding dalam prosesnya. Dalam dunia ritel, kualitas layanan sangatlah penting, dan salah satu layanan yang diberikan peritel adalah melalui *salesperson*. Matahari adalah salah satu peritel yang menerima *Service Quality Diamond Award 2018* namun hasil tersebut tidak sesuai dengan *Same Store Sales Growth* dan Laba Matahari yang menurun. Maka diperlukan penelitian mengenai *functional benefit* (*time saving, convenience, advice on fashion, making a better purchase*) dan *social benefit* (*close relationship, having a good friend dan good time*) terhadap *brand attitude* Matahari *Department Store*. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *non-probability sampling* yaitu *judgment sampling* dimana responden merupakan pelanggan Matahari *Department Store* yang menggunakan jasa *salesperson* saat berbelanja. Sampel dalam penelitian ini berjumlah 150 orang yang dibagi ke dalam dua kelompok yaitu kelompok yang memilih *salesperson* wanita dan kelompok yang memilih *salesperson* pria. Data diolah menggunakan *Partial Least Square – Structural Equation Model* dengan *software SmartPLS*. Hasil dari penelitian menunjukkan bahwa variabel *functional benefit* dan *social benefit* memiliki pengaruh positif baik secara langsung dan tidak langsung terhadap *brand attitude* dimediasi oleh *satisfaction with the salesperson* dan *gender* tidak memiliki pengaruh signifikan dalam proses tersebut.

Referensi: (1995 – 2020)

Kata kunci: *functional benefit, social benefit, satisfaction with the salesperson, brand attitude, gender*

ABSTRACT

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ANALYSIS OF THE EFFECT OF FUNCTIONAL BENEFITS AND SOCIAL BENEFITS TOWARDS BRAND ATTITUDE THROUGH SATISFACTION WITH THE SALESPERSON AS A MEDIATION VARIABLE AND GENDER OF THE SALESPERSON AS A COMPARISON ON MATAHARI *DEPARTMENT STORE*

(xiv + 121 pages; 19 figures; 23 tables; 5 appendixes)

The purpose of this research is to examine the influence of functional benefits and social benefits towards brand attitude, with gender as a comparison in this process. In the retail industry, the quality of service provided to customers is very important, as it can lead to customer satisfaction. One of the services provided by retailers is through a salesperson. Matahari is one of the retailers who received the Service Quality Diamond Award in 2018 but these results are not in accordance with Matahari's Same Store Sales Growth and their profit that has been decreased. So this research is needed to see the functional (time saving, convenience, advice on fashion, making a better purchase) and social benefits (close relationship, having a good friend and good time) of Matahari *Department Store's* brand attitude. The sampling technique in this study used a non-probability sampling technique, namely judgment sampling, where the respondents are Matahari *Department Store* customers who used salesperson services when shopping. The sample in this study amounted to 150 people who were divided into two groups: the group who chose female salesperson and the group who chose male salesperson. The data were processed using Partial Least Square - Structural Equation Model using SmartPLS software. The results of this study indicate that the functional benefit and social benefit variables directly and indirectly affects brand attitude positively, mediated by satisfaction with salesperson, and gender has no significant influence on the process.

Reference: (1995 – 2020)

Keywords: functional benefit, social benefit, satisfaction with the salesperson, brand attitude, gender