ABSTRAK

Perkembangan teknologi yang sangat pesat mendorong modernisasi, yang menimbulkan kebutuhan masyarakat semakin bervariasi setiap zamannya, termasuk salah satunya yaitu pembangunan mal, dimana semua kebutuhan masyarakat dapat disediakan di satu tempat. Pertumbuhan ekonomi Indonesia yang semakin membaik yang mendorong pertumbuhan investasi di berbagai sektor, termasuk sektor ritel di Indonesia. Hal ini mendorong pertumbuhan mal di Indonesia, terutama di Kota Surabaya. Banyaknya mal yang ada di Surabaya menunjukkan bahwa Surabaya merupakan lokasi bisnis yang sangat strategis. Salah satu mal yang terdapat di Surabaya yaitu Pakuwon Mall. Pakuwon Mall pernah mendapatkan penghargaan *The Recognized Mixed Use in Surabaya* yang diberikan oleh Property Indonesia Awards tahun 2017 kepada Superblock Pakuwon Mall (pakuwon.com diunduh pada 06 April 2019).

Penelitian ini ditujukan untuk mengetahui pengaruh *Utilitarian Shopping Value* dan *Hedonic Shopping Value* terhadap *Mall Loyalty* melalui *Customer Satisfaction* pada pengunjung Pakuwon Mall di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Customer Satisfaction* sehingga meningkatkan *Mall Loyalty* yang pada akhirnya akan meningkatkan kunjungan berkelanjutan dari pengunjung Pakuwon Mall di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 205 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun berpendapatan <Rp3.000.000 - >Rp6.000.000, berdomisili di Surabaya, dan pernah berkunjung ke Pakuwon Mall minimal dua kali dalam dua bulan terakhir. Hasil analisis menunjukkan bahwa *Monetary Saving*, *Selection*, *Convenience* dan *Customized Product* berpengaruh positif terhadap *Utilitarian Shopping Value* dengan koefisien regresi masing-masing sebesar 0.159, 0.177, 0.282, dan 0.348, *Entertainment, Exploration, Place Attachment* dan *Social Status* berpengaruh positif terhadap *Hedonic Shopping Value* dengan koefisien regresi masing-masing sebesar 0.280, 0.284, 0.198 dan 0.162, *Utilitarian Shopping Value* dan *Hedonic Shopping Value* berpengaruh positif terhadap *Customer Satisfaction* dengan koefisien regresi masing-masing sebesar 0.384 dan 0.438, *Customer Satisfaction* berpengaruh positif terhadap *Mall Loyalty* dengan koefisien regresi sebesar 0.883.

Kata kunci: *Mall Loyalty, Customer Satisfaction, Utilitarian Shopping Value, Hedonic Shopping Value, Monetary Saving, Selection, Convenience, Customized Product, Entertainment, Exploration, Place Attachment, Social Status,* **Pakuwon Mall.**

ABSTRACT

The rapid technology development encouraged the modernization, which cause people will have a variety of needs, and malls is one of them, which is provided all needs under one roof. Indonesia economic growth getting better which promotes investment in various sectors, including the retail sector in Indonesia. This led to the development of malls in Indonesia, especially in Surabaya city. There are so many malls in Surabaya shows that Surabaya is a very strategic place for business. One of the malls in Surabaya is Pakuwon Mall. Pakuwon Mall has received an award, The Recognized Mixed Use in Surabaya by Property Indonesia Awards on 2017, given to Superblock Pakuwon Mall (pakuwon.com downloaded on April 06th, 2019).

This study aimed to determine the effect Utilitarian Shopping Value and Hedonic Shopping Value to Mall Loyalty through Customer Satisfaction towards the visitors of Pakuwon Mall in Surabaya. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much Customer Satisfaction to influence on increasing Mall Loyalty which will ultimately increase the ongoing visitation of the visitors of Pakuwon Mall in Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using SPSS. Data collection was conducted by distributing questionnaires to 205 respondents with characteristics of male and female respondents aged 18-60 years with income <Rp3.000.000 - >Rp6.000.000, domiciled in Surabaya, and had been visiting to Pakuwon Mall Surabaya at least twice in the last two months. The analysis showed that the positive effect of Monetary Saving, Selection, Convenience and Customized Product to Utilitarian Shopping Value with each regression coefficients are 0.159, 0.177, 0.282, and 0.348, Entertainment, Exploration, Place Attachment and Social Status positive influence on Hedonic Shopping Value with each regression coefficients are 0.280, 0.284, 0.198 and 0.162, Utilitarian Shopping Value and Hedonic Shopping Value positive influence on the Customer Satisfaction with each regression coefficients are 0.384 and 0.438, Customer Satisfaction positive effect on Mall Loyalty with regression coefficient is 0.883.

Keywords: *Mall Loyalty, Customer Satisfaction, Utilitarian Shopping Value, Hedonic Shopping Value, Monetary Saving, Selection, Convenience, Customized Product, Entertainment, Exploration, Place Attachment, Social Status,* **Pakuwon Mall.**