

ABSTRAK

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ANALISIS PENGARUH *MERCHANDISE VALUE, INTERNAL SHOP ENVIRONMENT, INTERACTION WITH STAFF, MERCHANDISE VARIETY, PRESENCE INTERACTION WITH OTHER CUSTOMERS, IN-SHOP EMOTIONS*, TERHADAP *INTENTION TO REPATRONAGE* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN TOKO RITEL MODE ZARA DI PAKUWON MALL SURABAYA

(xii + 145 halaman: 15 gambar, 41 tabel, 5 lampiran)

Zara adalah perusahaan ritel *department store* yang berdiri pada tahun 1975 berasal dari La Coruna, Spanyol. Zara bergerak di bidang industri ritel fesyen. Walaupun industri *fashion* meningkat, namun persaingan juga semakin ketat dengan bertambahnya jumlah competitor.

Penelitian ini bertujuan untuk mencari faktor yang berpengaruh terhadap *Intention to Repatronage* melalui *Customer Satisfaction* pelanggan Zara di Pakuwon Mall Surabaya. Penelitian ini bermanfaat untuk industri *Fashion* terkhusus untuk membuat seorang konsumen menjadi loyal dan ingin untuk melakukan transaksi kembali.

Penelitian ini bersifat kausal dengan metode kuantitatif dengan menggunakan software Amos 22.0 untuk membantu proses pengolahan data primer dari 157 pelanggan Zara Pakuwon Mall Surabaya yang dikumpulkan dengan teknik *Snowball Sampling*.

Dalam penelitian ini ditemukan bahwa keinginan untuk melakukan transaksi kembali terhadap industri *fashion* baru dapat terjadi jika seseorang merasakan kepuasan pelanggan yang paling dipengaruhi oleh *Merchandise Value, Merchandise Variety, Presence Interaction With Other Customer, Internal Shop Environment, Interaction With Staff*, dan *In-Shop Emotions*. Persepsi bahwa Zara merupakan merk yang kurang terkenal seharusnya menjadi penghambat bagi seseorang untuk merasakan kepuasan pelanggan, namun Zara berhasil mengatasi hambatan ini sehingga menjadi kekuatan utama Zara dalam membangun kepuasan pelanggan. Selanjutnya *Merchandise Value* memberikan dampak yang paling signifikan, sehingga pemilik brand *fashion* disarankan untuk meningkatkan *brand awareness* dan meningkatkan popularitas merk.

Kata Kunci: *Merchandise Value, Merchandise Variety, Presence Interaction With Other Customer, Internal Shop Environment, Interaction With Staff, In-Shop Emotions, Customer Satisfaction, Intention to Repatronage.*

Referensi: 14 (1991-2020)

ABSTRACT

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ANALISIS PENGARUH *MERCHANDISE VALUE*, *INTERNAL SHOP ENVIRONMENT*, *INTERACTION WITH STAFF*, *MERCHANDISE VARIETY*, *PRESENCE INTERACTION WITH OTHER CUSTOMERS*, *IN-SHOP EMOTIONS*, TERHADAP *INTENTION TO REPATRONAGE* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN TOKO RITEL MODE ZARA DI PAKUWON MALL SURABAYA

(xii + 145 pages: 15 figures, 41 tables, 5 attachments)

Zara is a retail department store company from La Coruna, Spain and established in 1975. Zara moves in the retail *fashion* industry. Eventhough *fashion* industry demand is increasing, at the same time the competition in this industry become tougher.

This research aims to explore factors that affect *Customer Satisfaction* and *Intention to Repatronage*, specially for Zara's regular customers in Pakuwon Mall Surabaya. The findings will beneficial the *Fashion* industry with the tips and recommendations to increase costumer loyalty and their *Intention to Repatronage*.

This casual research is using quantitive methods. Amos 22.0 is chosen to ease 157 data processing which had been collected by using the Snowball Sampling method.

This research depicts that the consumer's *Intention to Repatronage* occur when people experience the *Customer Satisfaction*, which affected from the most significant variable, namely *Merchandise Value*, *Merchandise Variety*, *Presence Interaction With Other Customer*, *Internal Shop Environment*, *Interaction With Staff*, and *In-Shop Emotions*. Customer usually perceives that Zara is not a famous and popular brand in Indonesia. Surprisingly, Zara had overcome its barrier which boost *Customer Satisfaction* and it becomes Zara's main strength. Besides, *Merchandise Value* generates the biggest impact. This research suggests *fashion* brand to maintain and improve its brand awareness and brand popularity.

Keywords: *Merchandise Value*, *Merchandise Variety*, *Presence Interaction With Other Customer*, *Internal Shop Environment*, *Interaction With Staff*, *In-Shop Emotions*, *Customer Satisfaction*, *Intention to Repatronage*.

Reference: 14 (1991-2020)