

## ABSTRAK

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### **“PENGARUH SHOPPERS’ EXPERIENCES TERHADAP MALL LOYALTY YANG DIMODERASI OLEH MOTIVATION ORIENTATION HEDONIC UTILITARIAN: STUDI EMPIRIS PADA MALL PLAZA SEMANGGI”**

(xii + 98 halaman; 5 Gambar; 22 Tabel)

Studi ini bertujuan untuk mengetahui apakah pengalaman berbelanja *Shoppers’ Experiences* berdampak positif terhadap *Mall Loyalty*, dan juga apakah *OMI Mental Imagery* memiliki efek positif pada *Shoppers Experiences*. Data dalam penelitian ini dikumpulkan melalui *Google Form*. Populasi penelitian ini adalah para pengunjung Mall The Plaza Semanggi yang setidaknya telah mengunjungi dua kali dalam tiga bulan terakhir. Metode penelitian ini bersifat kuantitatif, dengan analisis data menggunakan SEM PLS. Hasil penelitian ini menunjukkan bahwa *Octomodal Mental imagery (OMI)* memberikan dampak positif terhadap *Shoppers’ experiences*, *Accessibility Exerts* juga memberikan dampak positif pada *Shoppers’ experiences*, *Tenant Mix* memiliki dampak positif pada *Shoppers’ experiences*, *Entertainment* berdampak positif pada *Shoppers’ Experiences*, dan *Shoppers’ Experiences* sendiri berdampak positif terhadap *Mall Loyalty*.

**Kata Kunci** : *Shopper Experiences, Mall Loyalty, Omi Mental Imagery, Tenant Mix, Accessibility Exerts, Entertainment*

**Referensi** : 38(1998-2024)

## ABSTRACT

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***"THE IMPACT OF SHOPPERS' EXPERIENCES ON MALL LOYALTY  
MODERATED BY HEDONIC-UTILITARIAN MOTIVATION ORIENTATION: AN  
EMPIRICAL STUDY AT PLAZA SEMANGGI MALL"***

*(xii + 98 pages; 5 Figures; 22 Tables)*

*This study aims to determine whether Shoppers' Experiences have a positive impact on Mall Loyalty and whether OMI Mental Imagery positively affects Shoppers' Experiences. Data for this research were collected through Google Forms. The population for this study consists of visitors to The Plaza Semanggi Mall who have visited at least twice in the last three months. This study employs a quantitative approach, with data analysis using SEM PLS. The results of this study show that Octomodal Mental Imagery (OMI) has a positive impact on Shoppers' Experiences, Accessibility Exerts also has a positive impact on Shoppers' Experiences, Tenant Mix has a positive impact on Shoppers' Experiences, Entertainment has a positive impact on Shoppers' Experiences, and Shoppers' Experiences themselves have a positive impact on Mall Loyalty.*

*Keywords: Shopper Experiences, Mall Loyalty, Omi Mental Imagery, Tenant Mix, Accessibility Exerts, Entertainment  
Reference : 38 (1998-2024)*