

ABSTRAK

Roberto Ryan Ancel Tukan (02011210005)

PENGARUH *AMBIENT FACTORS*, *DESIGN FACTORS*, *SOCIAL FACTORS* TERHADAP *CONSUMER LOYALTY* MELALUI *CONSUMEN SATISFACTION* PADA PELANGGAN HYPERMART PAKUWON MALL SURABAYA

Penelitian ini bertujuan mengetahui pengaruh *ambient factors*, *design factors*, *social factors* terhadap *consumer loyalty*. melalui *consumen satisfaction*. Manfaat penelitian ini adalah memperkaya pengetahuan di bidang manajemen. Penelitian ini menggunakan metode kuantitatif dengan analisis data SmartPLS 4.1.0.8. Data dikumpulkan melalui kuesioner kepada 148 responden pria dan wanita usia 20-40 tahun, yang tinggal di Surabaya dan pernah berbelanja di Hypermart Pakuwon Mall Surabaya. Hasil penelitian menunjukkan bahwa *Ambient Factors* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.004, *Design Factors* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.003, *Social Factors* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.007, *Satisfaction* berpengaruh signifikan terhadap *Loyalty* dengan koefisien regresi sebesar 0.000.

Kata Kunci : *Ambient Factors*, *Design Factors*, *Social Factors*, *Satisfaction*, *Loyalty*

ABSTRACT

Roberto Ryan Ancel Tukan (02011210005)

THE INFLUENCE OF AMBIENT FACTORS, DESIGN FACTORS, SOCIAL FACTORS ON CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION ON PAKUWON MALL SURABAYA HYPERMART CUSTOMERS

This research aims to determine the influence of ambient factors, design factors, social factors on consumer loyalty. through consumer satisfaction. The benefit of this research is to enrich knowledge in the field of management. This research uses quantitative methods with SmartPLS 4.1.0.8 data analysis. Data was collected through questionnaires from 148 male and female respondents aged 20-40 years, who lived in Surabaya and had shopped at Hypermart Pakuwon Mall Surabaya. The research results show that Ambient Factors have a significant effect on Satisfaction with a regression coefficient of 0.004, Design Factors have a significant effect on Satisfaction with a regression coefficient of 0.003, Social Factors have a significant effect on Satisfaction with a regression coefficient of 0.007, Satisfaction has a significant effect on Loyalty with a regression coefficient of 0.000 .

Keywords : *Ambient Factors, Design Factors, Social Factors, Satisfaction, Loyalty*