

Pengaruh mall awareness dan mall image terhadap mall loyalty, studi pada Margo City Depok

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Abstrak

Masyarakat dirasa sulit untuk menghindari bepergian ke mal karena telah menjadi bagian dari gaya hidup. Tak heran bila industri mal tumbuh subur dari tahun ke tahun. Agar tetap bertahan dalam industri ini, pengelola mal berlomba lomba untuk mendatangkan pengunjung. Penelitian ini bertujuan untuk memahami faktor apa yang menjadi pengaruh terhadap loyalitas. Variabel independen yang diujikan adalah mall awareness dan mall image. Mall image mempunyai 6 dimensi yaitu convenience, overall environment, general appearance, employees behavior, perceived product quality, and self congruity. Dependen variabel yang diujikan adalah mall loyalty.

Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan 100 kuesioner. Hasil dari penelitian ini menunjukkan bahwa mall awareness, convenience, overall environment dan self congruity mempengaruhi mall loyalty. Dengan demikian maka 3 dimensi lainnya yaitu perceived product quality, employees behavior and general appearance tidak berpengaruh terhadap mall loyalty.

.....Visiting mall has become a part of Indonesian lifestyle. This business grows rapidly year by year. Thus, mall operators have to attract customers to their mall in order to make the mall exist. This research's goal is to understand the antecedents of mall loyalty. The independent variables tested are mall awareness and mall image while the dependent variable is mall loyalty. Mall image has 6 dimensions. Those are: convenience, overall environment, general appearance, employees behavior, perceived product quality, and self congruity.

This research is using a quantitative approach. 100 Questionnaires were collected. As a result mall awareness affects mall loyalty while half of six dimensions from mall image, which is convenience, overall environment and self congruity also affecting mall loyalty. Thus the other half: perceived product quality, employees behavior and general appearance are not affecting mall loyalty.