

Perbandingan pengalaman pelayanan terhadap repatronage intention antara department store dan hypermarket : studi kasus giant hypermarket dan centro department store = A Comparison of service experience on repatronage intention between hypermarkets and department store : study giant hypermarket and centro department store

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Abstrak

Dalam penelitian ini penulis akan membandingkan hubungan antara pengalaman pelayanan dengan pembelian ulang serta tipe perbedaan antara Department Store dengan Hypermarket dalam meningkatkan pembelian ulang yang dilakukan oleh pelanggan. Elemen yang menjadi bahan pembahasan adalah mengenai Satisfaction, Repatronage Intention, Value Of Money, Emotional Response , Servicescape, Employee Service dan Core Service. Pada penelitian ini proses pengumpulan data menggunakan metode survei melalui kuisioner terstruktur yang dibagikan kepada pelanggan Giant Hypermarket dan Centro Departement Store. Structural Equation Model (SEM) adalah metode statistik yang digunakan untuk menguji hipotesa, dimana berdasarkan hasil analisa penulis merekomendasikan Giant Hypermarket untuk lebih fokus terhadap Value Of Money dan harus meningkatkan pelatihan karyawan untuk meningkatkan Employee Service. Sedangkan bagi Centro Departement Store disarankan untuk lebih fokus pada Emosional Response dan Value Of Money dan menyadari sepenuhnya mengenai Core Service pada Department Store.

.....This paper will compare the relation between the service experience on repatronage intention and the type of difference between hypermarkets and department stores in increasing repeat purchase made by the customers. Subject discussion is on satisfaction, repatronage intention, value of money, emotional response, servicespace, employee service and core service. Data collection process used survey method through structured questionnaires which were distributed to customer Giant Hypermarket and Centro Department Store. Structural Equation Model (SEM) is (statistical method) used to test the hypothesis, which is based on the final result analysis. Writer suggest Giant Hypermarket should pay more attention on value of money and improve training of their employees to increase employee service. Whereas Centro department should focus more on emotional response and value of money and be more aware about department store core service.