

Pengaruh Servicescape terhadap Emotional States, Perceived Value dan Behavioral Intention : studi pada The House of Raminten Café Kotabaru Yogyakarta = The influence of Servicescape towards Emotional States, Perceived Value and Behavioral Intention : study on The House of Raminten Cafe Kotabaru Yogyakarta

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis bagaimana pengaruh servicescape terhadap emotional states, perceived value dan behavioral intention konsumen The House of Raminten Café Cabang Kotabaru Yogyakarta. Pendekatan ini menggunakan pendekatan kuantitatif dan kualitatif. Pendekatan kuantitatif menggunakan sampel sebanyak 164 pengunjung The House of Raminten Café Cabang Kotabaru Yogyakarta dengan nonprobability sampling serta teknik convenience sampling. Pendekatan kualitatif dilakukan dengan indepth interview kepada 10 responden yang pernah berkunjung ke The House of Raminten Café Cabang Kotabaru Yogyakarta. Instrumen penelitian kuantitatif menggunakan kuesioner yang dianalisis menggunakan Structural Equation Modelling (SEM).

Hasil penelitian kuantitatif menunjukkan bahwa terdapat pengaruh yang signifikan dan positif dari servicescape terhadap positive emotion. Selain itu, servicescape berpengaruh negatif terhadap negative emotions (partly supported). Positive dan negative emotion juga mempunyai pengaruh signifikan terhadap behavioral intention. Servicescape juga berpengaruh terhadap perceived value (partly supported). Perceived value berpengaruh secara signifikan terhadap behavioral intention. Emotional States baik positive maupun negative emotion berpengaruh secara signifikan terhadap perceived value.

.....The objective of this research is to analyze the influence of servicescape towards emotional states, perceived value, and behavioral intention by consumers of The House of Raminten Cafe Kotabaru Yogyakarta. This research applies quantitative and qualitative approach. Quantitative approach was conducted by using 164 sample of visitors of The House of Raminten Cafe Kotabaru Yogyakarta, which was collected nonprobability sampling and convenience sampling technique. Qualitative approach was conducted with indepth interview to 10 respondents who have visited The House of Raminten Cafe Kotabaru Yogyakarta. Quantitative research instrument used were questionnaire and was analyzed using Structural Equation Modelling (SEM).

This research result that servicescape has significant influence towards emotion. Servicescape also had negative influence towards negative emotions (partly supported). Both of positive and negative emotion also have significant influence towards behavioral intention. Servicescape also has influence towards perceived value (partly supported). Perceived value has influence towards behavioral intention. Emotional states even positive or negative emotion has influence significantly towards perceived value.