

Analisis pengaruh mall environment dan customer perceived value terhadap customer satisfaction dan customer loyalty; studi kasus shopping mall di kawasan segitiga emas Jakarta = Analysis of the effect of mall environment and customer perceived value towards customer satisfaction and customer loyalty; case study shopping mall in golden triangle of Jakarta area

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Abstrak

Mendapatkan pengunjung yang puas dan loyal merupakan kunci utama dalam keberhasilan suatu shopping mall. Di kawasan segitiga emas Jakarta, ada delapan shopping mall yang harus bersaing satu sama lainnya dalam merebut hati pengunjung. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi customer satisfaction dan customer loyalty dalam konteks shopping mall. Sampel penelitian ini adalah orang yang pernah mengunjungi salah satu shopping mall di kawasan segitiga emas Jakarta minimal sebanyak tiga kali dalam tiga bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil penelitian menunjukkan bahwa customer perceived value berpengaruh positif terhadap customer satisfaction dan customer loyalty. Customer satisfaction juga dibuktikan memiliki pengaruh positif terhadap customer loyalty. Mall environment berpengaruh positif terhadap customer perceived value namun tidak berpengaruh terhadap customer satisfaction dan customer loyalty.

.....Having satisfied and loyal consumers are the key for success in shopping mall context. In golden triangle of Jakarta area, there are eight shopping mall which compete to gain customer's heart. This study aims to analyze factors that affect customer satisfaction and customer loyalty in shopping mall. Samples from this research are people who visit one of eight shopping mall in golden triangle of Jakarta area minimal three times in the last three months. They were then analyzed using Structural Equation Modelling. The result of this research shows that customer perceived value has positive effect on customer satisfaction and customer loyalty while customer satisfaction has affect customer loyalty positively. Meanwhile, mall environment has positive effect on customer perceived value but does not affect customer satisfaction and customer loyalty.