

Pengaruh Perilaku pembelian *Hedonic* dan *Utilitarian* terhadap *Store loyalty* di *Matahari Department Store* Surabaya.

(The influence of hedonic and utilitarian buying behavior on Store Loyalty of Matahari Department Store in Surabaya)

MUSRIHA & SINTESA W.O

ABSTRAKSI

Studi ini bertujuan untuk menguji dan menganalisis Pengaruh Perilaku pembelian Hedonic dan Utilitarian terhadap Store loyalty di Matahari Department Store Surabaya. Studi ini menggunakan variabel bebas yaitu Perilaku pembelian Hedonic dan Utilitarian serta variabel terikat Store loyalty konsumen. Studi ini termasuk dalam jenis penelitian survei yang digunakan untuk maksud penjelasan atau confirmatory, atau disebut juga penelitian untuk pengujian hipotesis yaitu untuk menjelaskan pengaruh antar variabel atau hubungan kausal antar variabel melalui pengujian hipotesis. Data diperoleh melalui penyebaran dan pengumpulan kembali kuesioner dan kemudian dianalisis dengan menggunakan model analisis regresi logistik. Dari pembahasan dan pengujian pengaruh perilaku pembelian Hedonic dan Utilitarian terhadap Store loyalty di Matahari Department Store Surabaya, ternyata perilaku pembelian hedonic memberikan pengaruh yang signifikan terhadap store loyalty konsumen Matahari Departemen store di Surabaya. Perilaku pembelian utilitarian berpengaruh tidak signifikan terhadap store loyalty konsumen Matahari Departemen Store di Surabaya.

Key words: *perilaku pembelian hedonic, utilitarian and store loyalty*

ABSTRACT

This study aimed to test and analyze the influence of hedonic and utilitarian buying behavior on Store Loyalty of Matahari Department Store in Surabaya. This study used independent variables; they are: hedonic and utilitarian buying behavior; and a dependent variable, consumer Store loyalty. This study is a survey research which is used for explanatory purpose or confirmatory, or is also called a study for hypothesis testing that is to explain the influence of variables or a causal relation between variables through a hypothesis testing. The data were obtained by spreading and collecting questionnaires, and then they were analyzed by using logistic regression modeling. From the discussion and the testing of hedonic and utilitarian buying behavior on Store Loyalty of Matahari Department Store in Surabaya, of the hypotheses that had significant influences were hedonic buying behavior to Store Loyalty of Matahari Department Store in Surabaya. The hypothesis which did not have significant influence was utilitarian buying behavior to Store Loyalty of Matahari Department Store in Surabaya.

Key words: *hedonic, utilitarian buying behavior and store loyalty*