

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi **Pengaruh Atribut Supermarket Terhadap Motif Belanja Hedonik, Motif Belanja Utilitarian Dan Loyalitas Konsumen (Studi Pada Konsumen Carrefour Yogyakarta)**. Informasi yang didapat dalam penelitian ini sangat penting bagi Carrefour agar lebih meningkatkan kualitas atribut supermarket perusahaannya. Subjek penelitian adalah konsumen Carrefour yang sedang berbelanja di Carrefour Yogyakarta. Teknik pengambilan sampel menggunakan teknik *non probabilitas sampling* dengan metode *convenience sampling*. Metode pengumpulan data menggunakan metode survei melalui penelitian secara langsung kepada responden dengan penyebaran kuesioner sebanyak 137 responden. Data dianalisis menggunakan *Structural Equation Modeling (SEM)*.

Hasil penelitian menunjukkan bahwa atribut supermarket berpengaruh positif dan signifikan terhadap motif belanja hedonik, atribut supermarket berpengaruh positif dan signifikan terhadap motif belanja utilitarian, atribut supermarket berpengaruh positif dan signifikan terhadap loyalitas konsumen, motif belanja hedonik berpengaruh positif dan signifikan terhadap loyalitas konsumen, motif belanja utilitarian berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Kata Kunci : Atribut Supermarket, Motif Belanja Hedonik, Motif Belanja Utilitarian dan Loyalitas Konsumen.

ABSTRACT

This research aimed at identifying the influence of an attribute of supermarkets to hedonic shopping motive, utilitarian shopping motive, and loyalty consumers (study on consumers carrefour yogyakarta). The information in this research very important for carrefour to make it more improve the quality of an attribute supermarkets at his company. The subject of study is consumers carrefour who were shopping at carrefour yogyakarta. The sample collection technique uses the technique non probability sampling with the methods of convenience sampling. Data collection method using a method of surveying through research directly to respondents to the spread of the questionnaire 137 respondents. Data analyzed using Structural Equation Modeling (SEM).

The results of research shows that attributes positive and significant influence on supermarket hedonic shopping motive, the attribute of positive and significant influence on supermarket utilitarian shopping motive, the attribute of supermarkets influential positive and significant impact on consumer loyalty, hedonic shopping motive significant positive influence on consumer loyalty, utilitarian shopping motive significant positive influence on consumer loyalty

Keywords: attributes supermarkets, hedonic shopping motive, utilitarian shopping motive and consumers loyalty.