ABSTRAK

Adanya perkembangan jumlah pusat perbelanjaan membuat meningkatnya persaingan diantara pusat perbelanjaan, penambahan fasilitas-fasilitas yang ditawarkan oleh pusat perbelanjaan, yang berusaha menarik minat pengunjung. Pengusaha pusat perbelanjaan kini saling berpacu, salah satunya menawarkan berbagai konsep yang bisa memanjakan pengunjung. Pengusaha pusat berusaha menjaring pasar dengan menawarkan fasilitas rekreasi di lingkungan pusat perbelanjaan selengkap mungkin, sehingga pengunjung merasa tidak sia-sia membelanjakan uang ditempat yang bisa memuaskan berbagai kebutuhan tersebut, selain itu pengusaha pusat perbelanjaan bersaing menghadirkan ritel asing bertaraf internasional. SUTOS merupakan salah satu pusat perbelanjaan di Surabaya yang berada dilokasi yang strategis, lengkap dan memiliki citra yang baik dalam masyarakat, SUTOS menawarkan konsep yang berbeda dengan pusat perbelanjaan yang lain.


Hasil penelitian ini setelah dilakukan penguji dimensi atribut toko yang terdiri dari fitur pusat perbelanjaan, atmosfer, nilai tambah dan fasilitas yang memudahkan serta dimensi atribut pelanggan berupa orientasi hedonis dan orientasi manfaat terhadap pengalaman berbelanja yang menghibur di pusat perbelanjaan Surabaya Townsquare, terbukti teruji.

Kata kunci: Dimensi atribut toko (fitur pusat perbelanjaan, atmosfer, nilai tambah dan fasilitas yang memudahkan), dimensi atribut pelanggan (orientasi hedonis dan orientasi manfaat) dan pengalaman berbelanja yang menghibur.
ABSTRACT

The development of shopping centers to make the increased competition among shopping centers, additional facilities offered by the shopping center, which tried to attract the interest of visitors. Entrepreneur shopping center now racing each other, one of which offers a variety of concepts that can pamper visitors. Entrepreneur shopping center to capture the market by offering recreational facilities in the neighborhood shopping center as possible, so that visitors do not feel hopeless place to spend money that could satisfy these needs, in addition to the shopping center's businesses to compete to bring international foreign retailers. SUTOS is one shopping center in Surabaya which is a strategic location, complete and have a good image in society. SUTOS offers a different concept with other shopping centers.

Objectives to be achieved in this study was to determine the effect of retailer attributes (shopping centers features, atmosphere, value added features and ancillary facilities), the dimensions of customer attributes (hedonic orientation and the utilitarian orientation) of an entertaining shopping experience at Townsquare Surabaya shopping center. The population in this study are all consumers who had visited and shopped at the shopping center Townsquare Surabaya (SUTOS) in Surabaya. Technique of determining the sample used was purposive sampling and non-probability sampling so that the number of samples in this study of 200 respondents. Analysis technique used is multiple linear regression.

The results of this study after testing, dimensions of retailer attributes (shopping centers features, atmosphere, value added feature and ancillary facilities), the dimensions of customer attributes (hedonic orientation and utilitarian orientation) of an entertaining shopping experience at Townsquare Surabaya shopping centers, proven reliability.

Keywords: dimensions retailer attributes (shopping center features, atmosphere, value added and ancillary facilities), dimensions of the customer attributes (hedonic orientation dan and the orientation of the benefits) and an entertaining shopping experience.