



**ABSTRACT**

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The Impact of Supermarket Attributes to Hedonic Shopping Motive, Utilitarian Shopping Motive and Customer's Loyalty using Income Motive as a Moderator Variable.

(A study in Supermarkets in Surabaya)

Supermarket attributes stimulate shopper's motive to buy products. The consuming and buying motives are classified into Hedonic motive and Utilitarian motive. The fulfillment of hedonic motive and utilitarian motive leads to a shopper's loyalty on the supermarket. Income is a part of moderating variables which affects the shopper's motive and loyalty. Each motive has different strength level. The impact depends on the income level.

The purpose of this study was to review the theory of Stimulus Organism Response addressed by Mehrabian Russel, the concept of shopping motive both hedonic and utilitarian motive developed by Baker and Donovan, the concept of hedonic shopping motive by Arnold Reynold. The study was an empirical study in big supermarkets in Surabaya. The hypothesis tests on human behavior response and perceptual answers as well as inter variables effects were done using PLS (Partial Least Square) analysis.

The results of the study showed that supermarket attributes had a significant influence on hedonic motive, utilitarian motive, and loyalty. The empirical findings from the study showed that income strongly affected hedonic motive compared to utilitarian motive.

Keywords: attributes, hedonic motive, utilitarian motive, loyalty, income as a moderating variable, strength.

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