

# THE INFLUENCE OF PRODUCT QUALITY AND HEDONIC SHOPPING MOTIVES ON CONSUMER LOYALTY FOR WOMEN'S CLOTHING PRODUCTS PARISSA BRAND PANTS AT ROBINSONDEPARTMENT STORE MALUKU CITY MALL

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## ABSTRACT

This research aims to determine the influence of product quality and hedonic shopping motives on consumer loyalty for Parissa brand women's clothing products at Robinson Department Store Maluku City Mall. The population in this study was 100 consumers of Parissa brand women's clothing at Robinson Department Store Maluku City Mall. By using Hair calculations, the sample used in this research was 100. The data collection technique was by administering questionnaires to respondents. Data were analyzed using validity, reliability, classical assumption tests, normality tests, multicollinearity tests, heteroscedasticity tests. The data analysis technique used to test the hypothesis is multiple regression.

Based on data analysis, the results of this research show that: Product Quality has a significant effect on Consumer Loyalty, as evidenced by the coefficient value of -0.344. The Sig of 0.000 is smaller than 0.05. Hedonic shopping motives have a significant effect on consumer loyalty, as evidenced by a coefficient value of 0.382. A Sig of 0.000 is greater than 0.05.

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## 1. INTRODUCTION

The retail industry is a strategic industry because it contributes to the Indonesian economy, which has the second largest role in the economy in terms of gross domestic product (Hendra T, et al, 2017). In the past six years, from 2007–2012, the quantity of modern retail outlets in Indonesia has increased by an average of 17.57% per year. In 2007, the quantity of retail businesses in Indonesia was 10,365 outlets, then in 2011 it reached 18,152 outlets spread across almost all cities in Indonesia (Hendra T, et al. 2017). With significant increases from year to year, the increasingly rapid development of modern retail has given rise to competition between fellow modern retailers which actually makes it easier for consumers to choose the retail that they like and match consumer desires. However, in 2017 retail industry sales growth fell 20% during the first quarter of 2017 compared to the same period last year which reached Rp. 40 trillion (Indonesian Retail Entrepreneurs Association in CNN Indonesia, 2017), where retail growth in the first quarter was still less than IDR 30 trillion.

Issuers' financial reports show that 10 retail sector issuers in 2017 experienced a slowdown in sales or income growth compared to 2013 and this resulted in a decline in sales trends for retail issuers in the last five years (Indonesian Stock Exchange in Katadata and Databoks, 2018). With the online shopping phenomenon in society and intense competition, retail issuers' sales growth has experienced a downward trend in the last five years. In addition, with the decline in consumer purchasing power, several retail companies experienced a decline in sales in 2017.

Retailers' understanding of the characteristics of the target market or consumers they will serve is very important. In their operations, retail players carry out several functions, including helping consumers in providing various products and services. Carrying out the function of breaking down or adding product value, as a whole the retail industry requires the implementation of integrated

management functions including financial, marketing, human resources and operational functions. So that retail players can fully understand the scope of the retail industry.

Robinson Department Store is one of the modern retailers in Indonesia. One of the Robinson Department Store outlets is Robinson Department Store Maluku City Mall which opened in 2012 in the city of Ambon. Robinson Department Store Maluku City Mall sells various types of clothing and shoe products. One type of women's clothing product is women's clothing products. The women's clothing products offered are very diverse, such as T-shirts, jeans, dresses, blouses, and so on. Various types of clothing products are also offered by various clothing brands, namely Parissa, Pink, Heppinn Collection, Joline, Abigail, Naradha Exclusive, Olivia, Ladies Polo Begie and so on.

One of the exclusive brands of women's clothing at Robinson is the Parissa brand of women's formal trousers which are currently very popular with women. Parisa brand women's formal trousers are trousers that women often wear to the office. Apart from that, the Parissa brand formal trousers have a variety of models with the latest attractive, simple and modern motifs and are designed with comfortable and imported quality materials. Apart from that, the Parissa brand formal trousers have various colors and come in various sizes and the prices are affordable for all groups.

Robinson Department Store Maluku City Mall experienced an increase in sales from 2013 of 66.27% (Rp. 32,311,164) in 2014, and 22.09 % (Rp. 17,908,335) in 2015, but experienced a decrease of 16.39% (Rp. 16,221,961) in 2016. This can be seen from table 1

**Table 1.** Sales data for Parissa brand formal trousers at Robinson Department Store Maluku City Mall

YEAR	FORMAL PANTS (Rp)	INCREASE/DECREASE IN SALES	PERCENTAGE (100%)
2013	48,755,526	-	-
2014	81,066,690	32,311,164	66.27
2015	98,975,025	17,908,335	22.09
2016	82,753,064	(16,221,961)	-16.39
2017	86,001,165	324,481,101	0.39

Product quality is an understanding that the product offered by the seller has a selling value that competitors do not have. Therefore, companies try to focus on product quality and compare it with products offered by competing companies. Product quality is the overall characteristics and properties of goods or services that influence their ability to meet stated or implied needs (Kotler, 2005). The importance of product quality felt by consumers will increase the perception of value which will then influence consumers' shopping motives to make repeat purchases and ultimately become loyal consumers (Ti Bei et al., 2006).

Loyalty can be created with good quality, quality products are what consumers are looking for to fulfill their needs and desires. Consumer loyalty can also be achieved if it is able to fulfill the values in the form of desires that consumers have, so it is important to know shopping motives. One of the shopping motives is the hedonic shopping motive. Hedonic motives are the basis for evaluating the shopping experience more than the information they collect or the products purchased. Consumers shop looking for fun, apart from that they also shop not only to buy goods but also to socialize with friends to find entertainment. Hedonic benefits are benefits that are emotional, namely feelings of happiness, feelings of relief, feelings of enjoyment (Mehrabian and Russel, 1974). Fulfillment of hedonic motives will result in shopper loyalty. Meharabian and Russel (1974), stated that shopping motivation attracts shoppers to come to the market where their needs are satisfied and has a direct relationship with shopping loyalty.

Based on the above, the author will analyzeThe influence of product quality and hedonic shopping motives on consumer loyalty for Parisis brand women's clothing products at Robinson Department Store Maluku City Mall.

### Research purposes

The aims of this research are:

- 1). To find out the effect of product quality on consumer loyalty for Parissa brand pants at Robinson Department Store Maluku City Mall!
- 2). To find out the influence of hedonic shopping motives on consumer loyalty for Parissa brand trousers at Robinson Department Store Maluku City Mall!

## **THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT**

### ***Product quality***

Product quality is the main focus in the company, quality is an important policy in increasing product competitiveness which must provide satisfaction to consumers that exceeds or is at least the same as the quality of products from competitors. According to Kotler and Armstrong (2012), the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product in performing its function, this includes overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes.

### ***Hedonic Shopping Motives***

Subagio (2011), states that hedonic shopping motives are each individual's need for an atmosphere where someone feels happy, happy, and so on. This need for a happy atmosphere creates arousal, referring to the level at which a person feels alert, excited, or in an active situation. Hedonic shopping motives are each individual's need for an atmosphere where a person feels happy and happy. Furthermore, the need for a happy atmosphere creates arousal, referring to the level at which a person feels alert, excited, or in an active situation. Feelings (affection aspect) select the quality of the shopping environment in terms of the enjoyment felt, the feeling of attraction due to eye sight (visual appeal) and the feeling of relief (escapism). This feeling makes someone happy or pleasure. An atmosphere where someone feels happy and happy is sought after by people because it is a need for each individual.

### ***Consumer Loyalty***

Foster (2008), states that consumer loyalty is a kind of fanaticism that is relatively permanent in the long term towards a product or company of choice. Consumers still choose products sold by companies to meet their needs, even though there are other products offered by competitors

Consumer loyalty is the intention to repurchase products and services as a company goal. Wan and Huang (2010), show that customer loyalty can be demonstrated through attitudes and behavior. Attitudes include repurchase intention or purchasing another product from the company, intention to recommend and immunity to competitors. This behavior includes repurchase behavior, purchasing other products from the company, and recommending to others. Refer to the description above, the hypothesis is formulated as follows:

## **HYPOTHESIS DEVELOPMENT**

### **The Influence of Product Quality (X1) on Consumer Loyalty (Y1)**

Maintaining and improving product quality is currently one of the main things for companies, by producing a quality product the company will benefit by getting loyal consumers (Jill Griffin, 2005). Ani Lestari, Edy Yulianto (2018) "The Influence of Product Quality on Customer Loyalty with Customer Satisfaction as a Mediating Variable, with research results showing that the Product Quality variable (X) has a positive effect on Customer Loyalty (Y). Irawan Deny, Edwin Japarianto (2013) "Analysis of the Effect of Product Quality on Loyalty Through Satisfaction as an Intervening Variable for Por Kee Restaurant Customers in Surabaya" with the results of research on Product Quality which influences Customer Loyalty at the Por Kee Restaurant in Surabaya. From the statement above, the hypothesis proposed is:

H1: Product quality has a positive effect on consumer loyalty for Parissa Brand Pants at Robinson Department Store Maluku City Mall

### **The Influence of Hedonic Motives (X2) on Consumer Loyalty (Y1)**

Hedonic shopping motives arise because of the need to feel happy or happy (Subagio, 2011). Companies that are able to make consumers happy or please will have the ability to create consumer loyalty. Yanuar, Irsan. (2013). The Influence of Supermarket Attributes on Hedonic Shopping Motives and Utilitarian Shopping Motives and Loyalty of Carrefour Consumers in Surabaya. From the results of the research and discussion used in accordance with the objectives of the hypothesis carried out using multiple linear regression analysis, it can be concluded that hedonic shopping motives have a positive and significant effect on loyalty. Thus the hypothesis "Hedonic shopping motives have a positive effect on Carrefour consumer loyalty in Surabaya" is proven and acceptable. From the statement above, the hypothesis proposed is:

H2: Hedonic shopping motives have a positive effect on consumer loyalty for Parissa Brand Pants at Robinson Department Store Maluku City Mall.

## 2. METHOD

The object of this research is consumers who visit and buy women's clothing products, especially Parissa brand trousers at Robinson Department Store Maluku City Mall. The sampling method used was a purposive sampling technique. The respondents or sample determined by the researcher was 100 respondents. The objects in this research consist of the dependent variable (consumer loyalty) and independent variables (product quality and hedonic shopping motives).

Data analysis was preceded by testing the validity and reliability of the research instruments. The classical assumption test was applied to check the linearity of variables and research data. This test consists of a normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. After the classical assumptions are met, a multiple regression test is used to measure the influence of product quality and hedonic shopping motives on consumer loyalty. The test is carried out using SPSS.

## 3. RESULTS AND DISCUSSION

### Data Validity Test

Validity test is a measure that shows the extent to which a measurement instrument is able to measure what it wants to measure. The significance test is carried out by comparing the  $r_{count}$  value with  $r_{table}$ . In this case the number of samples  $(n-2) = 100-2 = 98$  and  $\alpha = 0.01$  obtained  $r_{table} = 0.257$  if  $r_{count}$  is greater than  $r_{table}$  then the question or indicator is declared valid.

#### X1 Validity Test

**Table 2.** Independent Variable Product Quality (X1)

Hedonic Shopping Motive Variables	Pearson Correlations	Information
X1.1	0.847	Valid
X1.2	0.913	Valid
X1.3	0.886	Valid

#### 1) X2 Validity Test

**Table 3.** Independent Variable Hedonic Shopping Motive (X2)

Hedonic Shopping Motive Variables	Pearson Correlations	Information
X2.1	0.797	Valid
X2.2	0.850	Valid
X2.3	0.856	Valid

#### 2) Y Validity Test

**Table 4.** Dependent Variable Consumer Loyalty (Y)

Consumer Satisfaction Variable	Pearson Correlations	Information
Y.1	0.904	Valid
Y.2	0.909	Valid
Y.3	0.861	Valid

Based on the table above, it shows that the correlation of each indicator with the total variable score shows significant results. So it can be concluded that each indicator statement for the hedonic motive variable is valid because it is  $< 0.05$ .

#### Reliability Test

An instrument is declared reliable if it has a Cronbach's Alpha that is greater than 0.60 (Nunnally in Ghazali, 2009:46), if the Cronbach's Alpha value is  $> 0.60$ , this indicates that there are some respondents who are inconsistent in answering.

Table 5. Research Instrument Reliability Test

Variable	AlphaCronbach	Information
X1	0.856	Reliable
X2	0.775	Reliable
Y	0.871	Reliable

Based on table 5 above, it can be seen that the variables X1, 0.856, X2 is 0.775 and Y is 0.871. In accordance with the provisions for drawing conclusions, if the Cronbach's Alpha value is greater than 0.60 then a variable is declared reliable, then all variables X1, X2 and Y in this study are concluded to be reliable.

### 3. Classic Assumption Test

#### a. Normality test

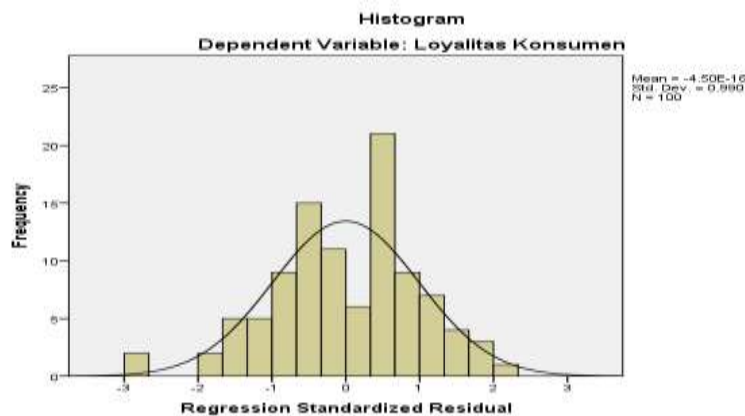


Figure 1. Histograms

From the histogram graph in Figure 1 above, it can be concluded that the residuals are normally distributed and symmetrical, not to the right or left.

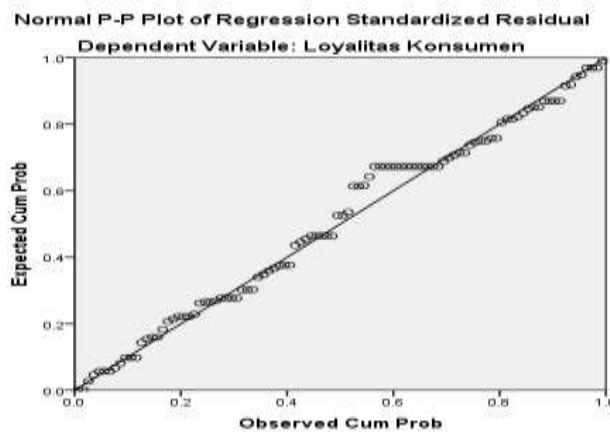


Figure 2. Normal PP Plot

Figure 2 shows that the data spreads around the diagonal lines and follows the direction of the diagonal line or the histogram graph shows a normal distribution, then the regression model meets the normality assumption.

#### Multicollinearity Test

A regression model is declared multicollinear if the Tolerance value is  $\leq 0.10$  or the same as  $VIF \geq 10$  (Ghozali, 2009). The results of the multicollinearity test can be seen in the following table.

Table 6. Multicollinearity Test Results

Model		Coefficients <sup>a</sup>		Q	Sig.	Collinearity Statistics		
		Unstandardized Coefficients				Standardized Coefficients	Tolerance	VIF
		B	Std. Error			Beta		
1	(Constant)	3,421	1,408	2,430	.017			
	Product quality	,344	,098	,326	3,495	,001	,805	1,242
	Hedonic motive	,382	,104	,341	3,660	,000	,805	1,242

a. Dependent Variable: Consumer loyalty

Table 6 above explains that in the existing data there are no symptoms of multicollinearity between each independent variable, namely by looking at the tolerance and VIF values. Because the data above shows that each independent variable has a tolerance value greater than 0.1 and a VIF value smaller than 10, it can be stated that in the multiple linear regression model there is no multicollinearity and can be used in this research.

### Heteroscedicity Test

The heteroscedicity test aims to find out whether in the regression model there is an inequality of variance from one residual observation to another observation. One way to approach heteroscedasticity is to look at a scatterplot image between the predicted value of the dependent variable and its residual. If there are dots that form a certain regular pattern, such as wavy, widening, then narrowing, then heteroscedasticity has occurred. If the points spread above and below the number 0 on the Y axis without forming a particular pattern then heteroscedasticity does not occur (Ghozali, 2005).

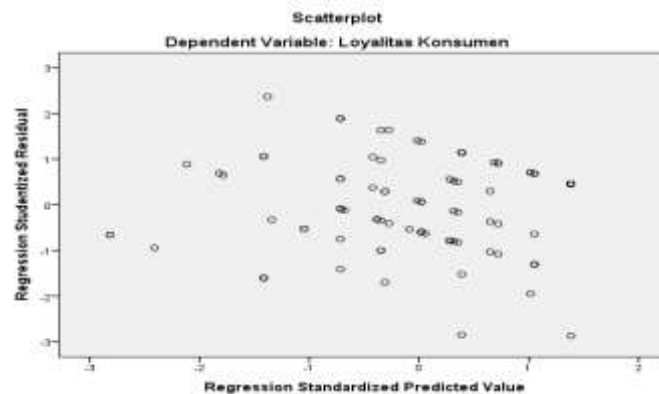


Figure3. Heteroscedity test

From Figure 3, the results of the heteroscedasticity test show that there is no particular pattern, and the points are spread above and below the number 0 on the Y axis, so there is no heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the magnitude of the influence of product quality variables, and hedonic shopping motives partially or jointly on consumer loyalty for women's trousers under the Paris brand. Complete statistical calculations in the multiple linear regression analysis are in the attachment and are further explained in Table 4.12 .

Table 7. Multiple Linear Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	1 (Constant)	3,421	1,408				
Product quality	,344	,098	,326	3,495	,001	,805	1,242
Hedonic motive	,382	.104	,341	3,660	,000	,805	1,242

a. Dependent Variable: Consumer loyalty

The regression equation model that can be written from these results in the form of a standardized regression equation is as follows:  $Y = 3.42 + 0.326X_1 + 0.341X_2$ . Based on the equation, it can be seen that the most influential independent variable is the product quality variable with a coefficient of 0.326, followed by the hedonic shopping motive variable with a coefficient of 0.341.

### Hypothesis Testing

#### Correlation Coefficient Test

Table 8. Correlation coefficient (R)

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567a	.321	.307	1.52579

a. Predictors: (Constant), Hedonic Shopping Motives, Product Quality  
b. Dependent Variable: Consumer Loyalty

The correlation coefficient (R) is a measure that can be used to find out how close the relationship is between one variable and another variable. To determine the closeness of the relationship between two variables using the correlation coefficient, use the absolute value of the correlation coefficient. Overall the R value of both X variables is 0,567 which means that the two independent variables have a fairly strong relationship.

#### Partial Test

Table 9. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
	1 (Constant)	3,421	1,408		
Quality	,344	,098	,326	3,495	,001
Hedonic motives	,382	.104	,341	3,660	,000

a. Dependent Variable: Consumer Loyalty

From table 9, if written in standardized form the multiple regression equation to measure the partial influence of variable X on consumer loyalty is as follows:

$$Y = 3.421 + 0.344 X_1 + 0.382 X_2$$

#### 1) Product quality variable (X1)

The results of the t test obtained a product quality value (X1) of 3.495.

The significance value is 0.000. This shows that the significance value is  $0.001 < 0.05$ , so product quality has a significant effect on consumer loyalty. So it can be concluded that the product quality

variable has a positive and significant influence on consumer loyalty to Robinson Department Store Maluku City Mall women's clothing products.

2) Hedonic shopping motive variable (X2)

The test results obtained a value for the hedonic shopping motive variable (X2) of 0.382, which means that if hedonic shopping motives continue to be considered and improved, it will have a positive effect on increasing consumer loyalty by 38.2%, so the hypothesis is accepted. The significance value is  $0.000 < 0.05$ , so the hedonic shopping motive variable has a significant influence on consumer loyalty. So it can be concluded that the hedonic shopping motive variable has a positive and significant influence on consumer loyalty to Robinson Department Store Maluku City Mall women's clothing products.

**c. Simultaneous Test (F)**

Table 10. F Test Results

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	106,741	2	53,370	22,925	,000b
	Residual	225,819	97	2,328		
	Total	332,560	99			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Hedonic Shopping Motives, Product Quality

Based on table 10. onThe calculated F value was 22.925 with a significance of 0.000. By using a significance limit of 0.05, the significance value of 0.000 is smaller than 0.05, thus the regression model is suitable for use.

**The Influence of Product Quality on Consumer Loyalty**

This research shows that the product quality variable has a positive and significant effect on consumer loyalty because the significant value is  $0.001 < 0.05$ . The results of this research show that product quality is an important policy in increasing product competitiveness so as to create consumer loyalty. Product quality is an understanding that the product offered by the seller has a selling value that competitors do not have. Therefore, companies try to focus on product quality and compare it with products offered by competing companies. Product quality is the overall characteristics and properties of goods or services that influence their ability to meet needs. The importance of product quality felt by consumers will increase the perception of value which will then influence consumer shopping motives to make repeat purchases and ultimately become loyal consumers.

This research supports the research results of Irawan Deny, Edwin Japariato (2013) with the title "Analysis of the influence of product quality on loyalty through satisfaction as an intervening variable for Por Kee restaurant customers in Surabaya" with the research results as follows: Product quality influences customer loyalty at Por Kee restaurants. Kee Surabaya

**The Influence of Hedonic Shopping Motives on Consumer Loyalty**

This research shows that hedonic shopping motives have a positive and significant effect on consumer loyalty because the significant value is  $0.000 < 0.05$ . The results of this research are criticism and input provided by consumers regarding the products purchased and the services received from Robinson Department Store.

Hedonic motives are the basis for evaluating shopping experiences more than the information they gather or the products purchased. Consumers shop looking for fun, apart from that they also shop not only to buy goods but also to socialize with friends to find entertainment. Hedonic benefits are emotional benefits, namely feelings of happiness, feelings of relief, feelings of enjoyment. Fulfillment of hedonic motives will result in shopper loyalty.

Based on this, it can also be explained that each individual's need for an atmosphere where someone feels happy and happy when shopping is well understood by the Robinson Department Store. This can be seen from the good service from the Robinson Department Store employees as well as the neatly arranged

product locations making it easier for visitors to find the products they are looking for, making visitors feel happy and happy when shopping at the Robinson Department Store Maluku City Mall.

This research supports the results of Yanuar, Irsan. (2013). The Influence of Supermarket Attributes on Hedonic Shopping Motives and Utilitarian Shopping Motives and Loyalty of Carrefour Consumers in Surabaya. Hedonic shopping motives have a positive and significant effect on loyalty. Thus the hypothesis "Hedonic shopping motives have a positive effect on Carrefour consumer loyalty in Surabaya" is proven and acceptable

#### 4. CONCLUSION

Based on the research title, main problem, research objectives, hypothesis formulation and discussion of research results, the following conclusions can be stated: Product quality has a positive and significant effect on consumer loyalty because the significance value is  $0.001 < 0.05$ . The research results show that product quality has an influence on loyalty in this research, which means the hypothesis is accepted. Hedonic shopping motives have a positive and significant effect on consumer loyalty with a significance value of  $0.000 < 0.05$ . The research results show that hedonic shopping motives influence consumer loyalty in this study, which means the hypothesis is accepted.

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