

ABSTRAK

PENGARUH DIMENSI LINGKUNGAN FISIK (*SERVICESCAPE*) TERHADAP PERILAKU BELANJA HEDONIS (STUDI PADA CHANDRA DEPARTEMENT STORE MALL BOEMI KEDATON BANDAR LAMPUNG)

Oleh

Mochammad Abirama Permana Setyoko

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi lingkungan fisik (*servicescape*) terhadap perilaku belanja hedonis konsumen di Chandra Department Store Mall Boemi Kedaton Bandar Lampung. Masalah penelitian berangkat dari meningkatnya persaingan ritel modern yang menuntut perusahaan menciptakan pengalaman berbelanja yang menyenangkan melalui lingkungan fisik yang nyaman dan menarik. Penelitian ini menggunakan teori dari Bitner (1992) dan *Hedonic Shopping Motivation* dari Arnold dan Reynolds (2003).

Metode penelitian yang digunakan adalah Pendekatan Kuantitatif dengan penyebaran Kuesioner kepada 120 Responden yang telah berbelanja minimal dua kali. Data dianalisis menggunakan Regresi Linier Berganda untuk menguji pengaruh dimensi Kondisi Sekitar (*Ambient Condition*), Tata Letak Ruang (*Spatial layout and Functionality*), serta Tanda dan Simbol (*Signs, Symbols, and Artifacts*) terhadap Perilaku Belanja Hedonis.

Hasil penelitian menunjukkan bahwa ketiga dimensi *servicescape* berpengaruh signifikan terhadap Perilaku Belanja Hedonis. Lingkungan toko yang nyaman, tata ruang yang efektif, dan simbol yang menarik dapat meningkatkan dorongan konsumen untuk berbelanja demi kesenangan pribadi. Dengan demikian, *Servicescape* berperan penting dalam membentuk perilaku belanja hedonis konsumen dan menjadi strategi penting dalam meningkatkan daya tarik ritel modern.

Kata kunci: *Servicescape*, Perilaku Belanja Hedonis, Ritel, Konsumen, Chandra Department Store

ABSTRACT

THE INFLUENCE OF PHYSICAL ENVIRONMENT DIMENSIONS (SERVICESCAPE) ON HEDONIC PURCHASE INTENTION (A STUDY AT CHANDRA DEPARTMENT STORE, MALL BOEMI KEDATON, BANDAR LAMPUNG)

By

Mochammad Abirama Permana Setyoko

This study aims to analyze the effect of physical environment dimensions (servicescape) on hedonic purchase intention among consumers at Chandra Department Store, Mall Boemi Kedaton, Bandar Lampung. The research problem arises from the growing retail competition that requires companies to create enjoyable shopping experiences through a pleasant and attractive store environment. The study applies Bitner's (1992) Servicescape Theory and Arnold and Reynolds' (2003) Hedonic Shopping Motivation Theory.

A Quantitative Approach was employed by distributing Questionnaires to 120 Respondents who had shopped at least twice in the store. The data were analyzed using Multiple Linear Regression to examine the influence of Ambient Conditions, Spatial Layout and Functionality, and Signs, Symbols, and Artifacts on Hedonic Purchase Intention.

The results reveal that all three servicescape dimensions significantly affect consumers' hedonic buying intentions. A comfortable atmosphere, functional layout, and appealing visual cues enhance consumers' desire to shop for pleasure. Thus, Servicescape plays a crucial role in shaping hedonic shopping behavior and serves as an essential strategy for improving retail attractiveness.

Keywords: Servicescape, Hedonic Purchase Intention, Retail, Consumers, Chandra Department Store