

ABSTRAK

Dian Febriana Susanti, 1006807 “**Pengaruh *Hedonic Shopping Motivation* Terhadap Keputusan Berkunjung di Wisata Belanja Kota Bandung**” (Survei Terhadap Wisatawan Nusantara yang Mengunjungi Kawasan Wisata Belanja Kota Bandung). Di bawah bimbingan Dr. H. Hari Mulyadi, M.Si dan HP. Diah Setiyorini, MM.

Sejak tahun 2010-2012 jumlah wisatawan yang melakukan kegiatan wisata belanja di Kota Bandung terus mengalami penurunan. Salah satu cara untuk mengatasi penurunan ini adalah mengetahui motivasi wisatawan belanja yang datang dan membuat strategi yang sesuai dengan motivasi wisatawan. Pemerintah harus sadar terhadap perubahan motivasi yang terjadi, wisatawan kini tidak berorientasi lagi pada ekonomi dan barang, tetapi orientasi mereka bergeser kearah emosional. Dalam teori pemasaran hal ini disebut dengan *hedonic shopping motivation*. *Hedonic shopping motivation* merupakan dorongan seseorang untuk melakukan kegiatan belanja, dimana kegiatan tersebut menimbulkan pengalaman emosional yang positif berupa kegembiraan, serta dapat memberikan stimulus bagi sensorik seseorang. Penelitian ini bertujuan untuk mengetahui gambaran mengenai *hedonic shopping motivation* dan keputusan berkunjung, dan mengetahui pengaruh *hedonic shopping motivation* terhadap keputusan berkunjung di wisata belanja Kota Bandung. Adapun populasi dalam penelitian ini adalah wisatawan nusantara yang mengunjungi kawasan wisata belanja Kota Bandung. Teknik sampling yang digunakan adalah *cluster random sampling*, dengan sampel sebesar 156 wisatawan. Teknik analisis data yang digunakan adalah regresi berganda. Hasil penelitian deskriptif menunjukkan bahwa subvariabel *hedonic shopping motivation* yang mendapatkan penilaian tertinggi adalah *value shopping*, yang terendah adalah *role shopping*. Sedangkan subvariabel keputusan berkunjung yang mendapatkan penilaian tertinggi adalah pemilihan produk wisata, yang terendah adalah jumlah kunjungan. Hasil penelitian verifikatif menunjukkan secara simultan terdapat pengaruh *hedonic shopping motivation* terhadap keputusan berkunjung sebesar 36,9%. Namun secara parsial hanya *gratification shopping* yang memiliki pengaruh terhadap keputusan berkunjung, sedangkan kelima dimensi lainnya yaitu *adventure shopping*, *idea shopping*, *role shopping*, *social shopping*, dan *value shopping* tidak memberikan pengaruh terhadap keputusan berkunjung. Berdasarkan hasil penelitian, pengelola kawasan wisata belanja harus memfokuskan strategi untuk meningkatkan *role shopping*, *gratification shopping* dan jumlah kunjungan wisatawan.

Kata kunci : *Hedonic Shopping Motive*, Keputusan Berkunjung

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Pengaruh *hedonic shopping motivation* terhadap keputusan berkunjung di wisata belanja Kota Bandung

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ABSTRACT

Dian Febriana Susanti, 1006807 "*The Influence of Hedonic Shopping Motivation Towards the Decision to Visit Shopping Tourism Area in Bandung*" (Survey to local tourist whom visited Shopping tourism area in Bandung). Under the guidance of Dr. H. Hari Mulyadi, M.Si and HP. Diyah Setiyorini, MM.

Since 2010-2012 the number of tourists whom carry out the activities in the Bandung shopping area steadily declining. One way to overcome this declining is to know the motivation of the tourist shopping who come and make an appropriate strategy to the tourist motivation. The management must be aware of the changes that occur the motivation, tourists are now no longer oriented to the economy and stuff, but they are shifting toward the emotional orientation. In the marketing theory, this is called as hedonic shopping motivation. Hedonic shopping motivation is an encouragement for someone to do the shopping activity, where these activities lead to a positive emotional experience in the form of excitement and can provide a stimulus for someone's sensory. This study aims to describe the hedonic shopping motivation and the decision to visit, and know the effect of hedonic shopping motivation on the decision to visit shopping area in Bandung. The population in this study is the tourists who visit the shopping area in Bandung. The sampling technique used is a cluster random sampling, with 156 local tourists as the samples. The data analysis technique used is multiple regressions. The results of a descriptive study showed that the sub variable of hedonic shopping motivation that get the highest valuation is the value of shopping, thus the lowest of it is role shopping. Whereas the sub variable of decision to visit that get the highest valuation is the selection of products, then the lowest is the amount of the purchase. Verification research results show simultaneously there are hedonic shopping motivations towards the visit decision for 36.9%. However, partially only the gratification of shopping that has an influence on the decision to visit, while the other five sub variable such as adventure of shopping, idea of shopping, role of shopping, social of shopping, and value of shopping do not give any effect to the decision to visit. Based on this research, shopping area managers should focus on the strategies to improve the role shopping, gratification shopping and the amount of tourist visiting.

Keywords: *Hedonic Shopping Motive, The Decision to Visit*