

**PENGARUH *SOUVENIR AUTHENTICITY, SATISFACTION*  
*DAN CO-CREATION OF EXPERIENCE* TERHADAP *PLACE*  
*ATTACHMENT* DIMEDIASI OLEH *MEMORABLE SHOPPING*  
*EXPERIENCE***

**(SURVEY PADA PENGUNJUNG YANG BERBELANJA OLEH-OLEH  
RENDANG DI KOTA PAYAKUMBUH)**

**TESIS**

Diajukan Sebagai Salah Satu

Syarat untuk Mencapai Gelar Magister pada Program Studi S2  
Magister Manajemen Fakultas Ekonomi Universitas Andalas



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***THE INFLUENCE OF SOUVENIR AUTHENTICITY,  
SATISFACTION AND CO-CREATION OF EXPERIENCE ON  
PLACE ATTACHMENT MEDIATED BY MEMORABLE  
SHOPPING EXPERIENCE***

***(SURVEY ON VISITORS SHOPPING RENDANG SOUVENIRS  
IN PAYAKUMBUH)***

**Thesis by : Hasra Hijratul Adha**

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*This study aims to see the influence of souvenir authenticity, satisfaction and co-creation of experience on place attachment mediated by memorable shopping experiences for tourists who buy rendang souvenirs in Payakumbuh city. The population is all visitors and buy rendang in Payakumbuh city. The sample criteria are respondents who have visited Payakumbuh city and purchased rendang within the last 6 months. The number of samples in the study 160 respondents. Hypothesis testing using statistical analysis with one tailed. The hypothesis is accepted if the t-statistic value is  $> 1.65$  and the significance value is  $< 0.05$ . The results show that souvenir authenticity and satisfaction directly affect place attachment. Meanwhile, co-creation has no effect on place attachment. Souvenir authenticity, satisfaction and co-creation of experience have an influence on a memorable shopping experience. Indirectly, souvenir authenticity and satisfaction have no effect on place attachment through memorable shopping experiences as mediation. However, co-creation of experience indirectly affects place attachment through memorable shopping experiences as mediation. The theoretical and managerial implication of the study results are discussed in detail.*

**Keyword :** *Co creation, memorable shopping experience, place attachment, satisfaction, souvenir authenticity*

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Penelitian ini bertujuan untuk melihat pengaruh souvenir authenticity, satisfaction dan co-creation of experience terhadap place attachment dimediasi oleh memorable shopping experience pada wisatawan yang berbelanja oleh-oleh rendang di kota Payakumbuh. Populasi adalah seluruh pengunjung yang membeli rendang di kota Payakumbuh. Kriteria sampel yaitu responden yang pernah mengunjungi kota Payakumbuh dan melakukan pembelian rendang dalam waktu 6 bulan terakhir. Jumlah sampel pada penelitian 160 responden. Uji hipotesis menggunakan analisis statistik dengan one tailed, hipotesis diterima jika nilai t-statistik  $> 1,65$  dan nilai signifikansi  $< 0,05$ . Hasil penelitian menunjukkan bahwa souvenir authenticity dan satisfaction secara langsung berpengaruh terhadap place attachment. Sedangkan co creation tidak berpengaruh terhadap place attachment. Souvenir authenticity, satisfaction dan co-creation of experience berpengaruh terhadap memorable shopping experience. Secara tidak langsung souvenir authenticity dan satisfaction tidak berpengaruh terhadap place attachment melalui memorable shopping experience sebagai mediasi. Namun, co-creation of experience secara tidak langsung berpengaruh terhadap place attachment melalui memorable shopping experience sebagai mediasi.

***Kata kunci : Co creation, memorable shopping experience, place attachment, satisfaction, souvenir authenticity***