

EVALUASI *SERVICESCAPE* PADA XT SQUARE YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui evaluasi *servicescape* pada XT Square Yogyakarta. *Servicescape* memiliki tiga dimensi yaitu *Ambient Conditions* atau Kondisi Lingkungan, *Spatial Layout and Functionality* atau Tata Layout dan Fungsi, dan *Signs, Symbols, and Artifacts* atau Tanda, Simbol, dan Artefak. Penelitian ini menggunakan data primer yang diperoleh dengan observasi, wawancara, serta kuesioner yang disebarakan ke pengunjung di XT Square. Sampel yang digunakan dalam penelitian ini berjumlah 99 responden dengan menggunakan rumus Slovin. Analisis data dilakukan dengan menggunakan uji validitas, uji reliabilitas, dan *arithmetic mean*. Dari hasil analisis *arithmetic mean*, dimensi *Ambient Conditions* atau Kondisi Lingkungan memiliki hasil rata rata 3,93 yang berarti tergolong “setuju”, dimensi *Spatial Layout and Functionality* atau Tata Layout dan Fungsi memiliki hasil rata rata 3,63 yang berarti tergolong “setuju”, dan dimensi *Signs, Symbols, and Artifacts* atau Tanda, Simbol, dan Artefak memiliki hasil rata rata 3,29 yang berarti tergolong “netral”.

Kata Kunci : *Servicescape, Evaluasi*

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Abstract

This study aims to know the evaluation of servicescape at XT Square Yogyakarta. Servicescape has three dimensions, which are Ambient Conditions, Spatial Layout and Functionality, and Signs, Symbols, and Artifacts. This study uses primary data gained by observation, interviews, and questionnaires that are distributed to visitors at XT Square. The sample used in this study were 99 respondents by using the Slovin formula. Data analysis was performed by using the validity test, reliability test, and mean arithmetic. From the results of the mean arithmetic analysis, the Ambient Condition dimension has an average result of 3.93 which means it is classified as "agree", the Spatial Layout and Functionality dimension has an average result of 3.63 which means it is classified as "agree", and the dimensions of Signs, Symbols and Artifacts have an average result of 3.29 which means that they are classified as "neutral".

Keywords : Servicescape, Evaluation

