

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana unsur citra supermarket berpengaruh terhadap loyalitas konsumen dalam mempengaruhi keinginan konsumen untuk membeli ulang dan merekomendasikannya pada orang lain, serta mencari dimensi citra supermarket yang paling signifikan mempengaruhi loyalitas konsumen.

Melalui metode *accidental sampling*, 150 sampel diambil dari pengunjung Matahari Department Store Klaten. Analisis data menggunakan analisis regresi yang menampilkan empat dimensi yaitu harga, kualitas, pelayanan dan lingkungan fisik berpengaruh terhadap citra supermarket. Dari semua dimensi, dimensi harga dan kualitas yang mempunyai pengaruh paling signifikan terhadap loyalitas konsumen.

ABSTRACT

This research is aimed to investigate the factors creating the retail image and the impact of retail image on customer loyalty, which measured through the intention to repurchase in future and recommend the retail store to others, and also to find the most significant dimension of retail image which influence the customers loyalty.

Through accidental sampling method, 150 samples were taken from Matahari Department Store Klaten patrons. Data analysis using regression analysis shows that there are four dimension of price, quality, service and physical environment which create the retail image. And among all, price and quality have the most significant effect in creating customers loyalty.

Key words: Customer loyalty, Retail image