

ABSTRACT

This study aims to determine and analyze the influence of store image on store satisfaction, store satisfaction on store loyalty, and store image on store loyalty in Matahari Department Store City of Tommorrow Surabaya.

Data used in this research is the primary data obtained from questionnaires. Respondents from this study are 100 Matahari Department Store City of Tommorrow Surabaya customers who visit Matahari Department Store City of Tommorrow at least two times in the last three months and have the latest high school education with convenience sampling technique sampling. Statistical analysis used was simple linear regression analysis with SPSS 18.0 for Windows.

Based on the results of data analysis can be concluded that the hypothesis which assumed that store image has a significant relationship with store satisfaction, store satisfaction has a significant relationship with store loyalty, and store image has a significant relationship with store loyalty at the Matahari Department Store City of Tommorrow can be accepted or proven true. From the analysis also can be known if the store image, store satisfaction, and store loyalty in the Matahari Department Store City of Tommorrow was good perceived by its customers.

Keywords: store image, store satisfaction, store loyalty.

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh antara *store image* terhadap *store satisfaction*, *store satisfaction* terhadap *store loyalty*, dan *store image* terhadap *store loyalty* di Matahari Department Store City of Tommorrow Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dari penelitian ini adalah 100 pelanggan Matahari Department Store City of Tommorrow Surabaya yang berkunjung ke Matahari Department Store City of Tommorrow minimal dua kali dalam tiga bulan terakhir dan memiliki pendidikan terakhir SMA dengan teknik pengambilan sampel *convenience sampling*. Analisis statistik yang digunakan adalah analisis regresi linier sederhana dengan *SPSS 18.0 for Windows*.

Berdasarkan hasil analisis data dapat disimpulkan bahwa hipotesis yang menduga bahwa *store image* mempunyai hubungan yang signifikan dengan *store satisfaction*, *store satisfaction* mempunyai hubungan yang signifikan dengan *store loyalty* dan *store image* mempunyai hubungan yang signifikan dengan *store loyalty* di Matahari Department Store City of Tommorrow dapat diterima atau terbukti kebenarannya. Dari hasil analisis juga dapat diketahui apabila *store image*, *store satisfaction*, dan *store loyalty* di Matahari Department Store City of Tommorrow dipersepsikan baik oleh para pelanggannya.

Kata kunci: *store image*, *store satisfaction*, *store loyalty*.