

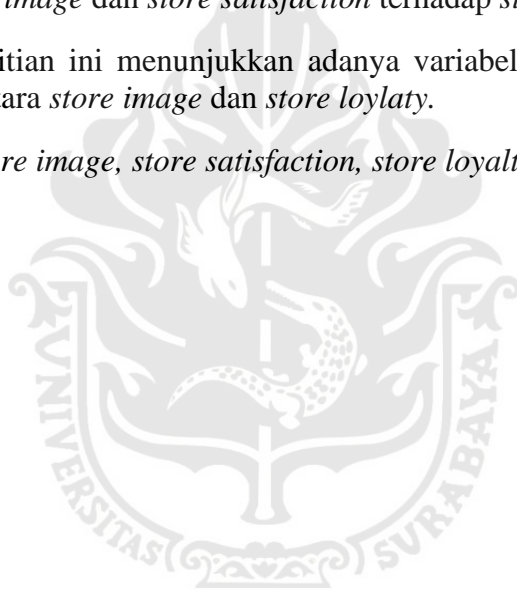
## INTISARI

Penelitian ini bertujuan untuk menguji adanya pengaruh *store image* terhadap *store loyalty* dengan variabel mediator *store satisfaction*. Penelitian ini terfokus dalam pembuktian adanya pengaruh variabel mediator *store satisfaction* di Gramedia Expo Surabaya.

Penelitian ini menggunakan analisis jalur yaitu dengan menggunakan 2 analisis regresi yang terdiri dari regresi berganda dan regresi sederhana. Hasil pengujian dengan menggunakan analisis regresi sederhana menghasilkan besarnya koefisien *store image* terhadap *store satisfaction*. Dan dengan menggunakan analisis regresi berganda menghasilkan besarnya koefisien *store image* dan *store satisfaction* terhadap *store loyalty*

Hasil penelitian ini menunjukkan adanya variabel mediator yaitu *store satisfaction* antara *store image* dan *store loyalty*.

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



## ABSTRACT

*This study aims to test influenced between store image and store satisfaction with store satisfaction as intervening variable. This Study is focus on the truth influence of store satisfaction as intervening variable in Gramedia Expo Surabaya.*

*This study used path analysis by using 2 regression analysis consist of simple regression analysis and multiple regression analysis. Simple regression analysis used to produce the coefficient between store image and store satisfaction. multiple regression analysis used to produce the coefficient between store image and store satisfaction and store loyalty.*

*The result of this study indicate the existence of store satisfaction as intervening variable between store image and store loyalty.*

*Keywords: store image, store satisfaction, store loyalty*

