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*'Akselerasi Daya Saing Menuju Keunggulan
Organisasi yang Berkelanjutan'*

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TIM PENGKAJI

Tim Pengkaji dari PPM School of Management:

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5. Widyarso Roswinanto, Ph.D.

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7. Dr. Hermanto

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	KELAS C (MKT)	KELAS D (ENTRE)	KELAS E (MJMN)
	C	D	E
13:15 - 14:45	The Impact of Retailer Awareness, Retailer Association, Retailer Perceived Quality, Retailer Loyalty on Purchase Intention in Hypermart Surabaya [Christina Rahardja Honantha - Universitas Surabaya] 107	Networking Sebagai Faktor Pendorong Kinerja Usaha Startup Bisnis [Krismi Budi Sienatra - Universitas Ciputra]	Analisis Perbandingan Tingkat Kepuasan Kerja dan Kinerja Bidan Desa Berdasarkan Status Kepegawaian di Kabupaten Lombok Barat [Baiq Winami, Agusdin, Sri Wahyulina - Universitas Mataram]
	Studi Komparasi: Pre-Purchase Alternative Evaluation antara Pemakai Tas Mewah dan Pemakai Tas Imitasi [Anita Fiutami - PPM School of Management]	Pengaruh Kompetensi Kewirausahaan, Kelembagaan Petani dan Dukungan Pemerintah Terhadap Produktivitas Petani Kakao di Polewali Mandar Propinsi Sulawesi Selatan [Saban Echdar - STIE Nobel Indonesia]	Analisis Penerbitan Indonesia Government Securities (IGS) terhadap Dana Pihak Ketiga (DPK) dan Kinerja Perbankan Nasional [Batara M Simatupang - STIE Indonesia Banking School]
	Determinant of Switching Intention Among Internet User in Indonesia [Anas Hidayat - Universitas Islam Indonesia]	Entrepreneurial Competences Sebagai Penentu untuk Menjadi Entrepreneur Sukses [Alexander Wahyudi - Universitas Ciputra]	Pengaruh Peayanan Terhadap Keputusan Pasien Dalam Memilih Rumah Sakit di Kabupaten Lombok Timur [Jayadi, Lalu Hamdani Husnan, Handry Sudiarta Athar - Universitas Mataram]
	Pengaruh Destination Image, Perceived Quality, Perceived Value Terhadap Satisfaction dan Revisit Intention di Tanjung Benoa Bali [Erna Andajani - Universitas Surabaya]	Strategi Meningkatkan Daya Saing Industri Kreatif Indonesia: Studi Kasus Pengembangan Klaster Industri Alas Kaki Kecamatan Tamansari, Bogor [Noveri Maulana - PPM School of Management]	Analisis Keputusan Wisatawan dalam Memilih Fast Boat sebagai Alat Transportasi menuju Tiga Gili [Melati Manulang - Universitas Mataram]

**THE IMPACT OF RETAILER AWARENESS, RETAILER ASSOCIATION,
RETAILER PERCEIVED QUALITY, RETAILER LOYALTY ON PURCHASE INTENTION IN
HYPERMART SURABAYA**

Jorgi Allen

jorgiallenpurnomo@hotmail.com

Christina Rahardja Honantha

crhonantha@gmail.com, christina_r@staff.ubaya.ac.id

Liliana Inggrit W.

Liliana_inggrit@yahoo.com

Faculty of Business and Economics Universitas Surabaya

ABSTRACT

This research examine the impact of retailer awareness, retailer association, retailer perceived quality, retailer loyalty on purchase intention in Hypermart as the object of modern food retail brand.

This quantitative and causal type research used questionnaires for on-site survey. Purposive sampling method was used. The sample consisted of 250 respondents whose age is 18 years or above, have visited and shopped at Hypermart in Surabaya at least twice in the last three months, and also have ever used the customer service and after-sales service in Hypermart. Data were analyzed through descriptive statistics using SPSS 18.0 and AMOS 18.0

The result of the found that there is a positive impact of retailer awareness towards purchase intention. There is a positive impact of retailer association towards retailer loyalty. Furthermore, positive impact of retailer association towards purchase intention is also indicated. Retailer perceived quality is shown to have positive impact towards retailer loyalty. The result also indicates that retailer loyalty has positive impact towards purchase intention. However, the result shows no significant impact of retailer awareness towards retailer loyalty. There is also a statistical error type II found resulting in perceived quality does not have positive impact towards purchase intention.

Keywords: Retailer Awareness, Retailer Asoociation, Retailer Perceived Quality, Retailer Loyalty, Purchase Intention