

INTISARI

Tujuan penelitian ini untuk mengetahui perilaku konsumen yang terikat dengan *product quality*, *personal interaction*, *store atmosphere*, dan *store convenience* di Sport Station Surabaya dan akibatnya terhadap *consumer satisfaction*, *attitudinal loyalty*, *word of mouth*, *share of purchase*.

Penelitian ini dianalisa menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel 8.70. 180 responden diambil dari konsumen yang melakukan pembelian di Sport Station Surabaya dalam 6 bulan terakhir.

Hasil penelitian ini menemukan *personal interaction*, *store atmosphere*, dan *store convenience* memiliki pengaruh positif dan signifikan terhadap *consumer satisfaction*. *Consumer satisfaction* yang telah dirasakan oleh konsumen memiliki pengaruh positif dan signifikan terhadap *attitudinal loyalty*, *word of mouth* dan *share of purchase*. Konsumen yang puas terhadap Sport Station cenderung memberikan *attitudinal loyalty* positif, seperti *word of mouth* bagi lingkungan sekitarnya dan *share of purchase* yang ditingkatkan.

Kata kunci: *store attributes*, *consumer satisfaction*, *attitudinal loyalty*, *word of mouth*, *share of purchase*

ABSTRACT

The purpose of this study is to explore attitudes of consumers who engage with product quality, personal interaction, store atmosphere, and store convenience at Sport Station Surabaya and its impact to consumer satisfaction, attitudinal loyalty, word of mouth, share of purchase.

This study analyzed using Structural Equation Model via the Statistical Package for Social Science computer program version 18 and Lisrel 8.70. 180 respondent were drawn from acctive consumer that do a purchase in past 6 month at Sport Station Surabaya.

Result of this Study found personal interaction, store atmosphere, dan store convenience have positive and significant impact on consumer satisfaction. Consumer satisfaction can be feeled by consumer have positive and significant impact on attitudinal loyalty, word of mouth, and share of purchase. Consumers who satisfied to Sport Station tend to offer positive attitudinal loyalty, like word of mouth for around consumers area and share of purchase get enhance.

Keywords: store attributes, consumer satisfaction, attitudinal loyalty, word of mouth, share of purchase