

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Store Attributes* terhadap *Relationship Marketing* pada Matahari *Department Store* di Surabaya. Jenis penelitian yang digunakan adalah *applied research*. Karakteristik responden adalah yang membeli dan menjadi anggota dari Matahari *Club Card* (MCC) yang berdomisili di Surabaya, responden yang berusia 17 tahun ke atas. Responden penelitian ini berjumlah 200 orang. Pengolahan data dalam penelitian ini menggunakan SEM (*Structural Equation Model*) dengan menggunakan *software* AMOS versi 18 untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian yang diperoleh menunjukkan bahwa *direct mail*, *interpersonal communication*, *preferential treatment* dan *merchandise*, memiliki pengaruh positif terhadap *perceived relationship investment*. Selain itu, *store atmosphere* dan *perceived relationship investment* memiliki pengaruh positif terhadap *perceived relationship quality*. *Perceived relationship quality* memiliki pengaruh positif terhadap *attitudinal loyalty*. Kemudian *perceived relationship quality* memiliki pengaruh positif terhadap *behavioral loyalty*.

Kata Kunci: *Direct Mail*, *Interpersonal Communication*, *Merchandise*, *Preferential Treatment*, *Store Atmosphere*, *Perceived Relationship Investment*, *Perceived Relationship Quality*, *Attitudinal Loyalty*, *Behavioral Loyalty*.

## **ABSTRACT**

*This study aimed to examine the effect of Store Attributes on Relationship Marketing in Matahari Department Store in Surabaya. This type of research is applied research. Characteristics of respondents are buy and become a member of the Matahari Club Card (MCC), which is domiciled in Surabaya, respondents aged 17 years and above. The respondents of this study were 200 people. The analysis in this study used to a model of SEM (Structural Equation Modeling) and processed using software AMOS 18 for testing Measurement Model and Structural Model .*

*The results indicate that direct mail, interpersonal communication, preferential treatment and merchandise, have a positive influence on the perceived relationship investment. Store atmosphere and perceived relationship investment has a positive influence on the perceived relationship quality. Perceived relationship quality has a positive influence on attitudinal loyalty. Then perceived relationship quality has a positive influence on behavioral loyalty.*

*Keywords: Direct Mail, Interpersonal Communication, Merchandise, Preferential Treatment, Store Atmosphere, Perceived Investment Relationship, Relationship Perceived Quality, Attitudinal Loyalty, Behavioral Loyalty.*

