INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh S*tore Attribute* dan *Perceived Value* terhadap *Customer Brand Loyalty pada* konsumen hipermarket di Surabaya, Indonesia.

Pengolahan data penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS 22.0. Teknik pengambilan sampel menggunakan *non-probability sampling*. 200 responden diambil dari konsumen hipermarket yang belokasi di pusat perbelanjaan di Surabaya.

Hasil penelitian ini menunjukkan *Store Attribute* memiliki pengaruh positif dan signifikan terhadap *Perceived Value. Store Attribute* memiliki pengaruh negatif dan tidak signifikan terhadap *Customer Brand Loyalty*, tetapi didapatkan *Perceived Value* memiliki dampak positif dan signifikan terhadap *Customer Brand Loyalty* hipermarket di Surabaya.

Kata kunci: *Store Attribute, Perceived Value, Customer Brand Loyalty.*

ABSTRACT

This study aims to analyze the effect of Store Attribute and Perceived Value on Customer Brand Loyalty to hypermarket consumers in Surabaya, Indonesia.

Data processing this research using Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and AMOS 22.0. The sampling technique uses non-probability sampling. 200 respondents were taken from hypermarket consumers who are located in shopping center in Surabaya.

The result of this research shows that Store Attribute has positive and significant influence to Perceived Value. Store Attribute has negative and insignificant effect on Customer Brand Loyalty, but Perceived Value has positive and significant impact on Customer Brand Loyalty hypermarkets in Surabaya.

Keywords: Store Attribute, Perceived Value, Customer Brand Loyalty.