INTISARI

Tujuan penelitian ini adalah untuk menguji pengaruh *Benefits* terhadap *Loyalty Program* dan *Company Loyalty* melalui mediasi CCID pada MAP CLUB. Analisis dalam penelitian ini menggunakan metode *structural equation modeling* (SEM). Obyek penelitian ini adalah pemegang kartu MAP CLUB yang aktif menggunakan kartu MAP CLUB minimal 2x dalam 3 bulan terakhir serta pernah datang dan berbelanja di *store* yang bekerja sama dengan PT Mitra Adiperkasa Tbk. Responden seluruhnya berdomisili di Surabaya, berjumlah 150 orang.

Pengolahan data menggunakan perangkat lunak SPSS – PASW Statistik versi 18 untuk sistem operasi Windows dan IBM – AMOS versi 22 untuk sistem operasi Windows. Hasil penelitian ini menunjukkan bahwa *Financial Benefits* dan *Social Benefits* berpengaruh secara signifikan terhadap *Loyalty Program*, *Loyalty Program* berpengaruh secara signifikan terhadap *Customer Company Identification, Company Loyalty, Share of Wallet,* dan *Latent Financial Risk, Customer Company Identification* berpengaruh secara signifikan terhadap *Company Loyalty*, dan *Company Loyalty* berpengaruh secara signifikan terhadap *Customer Company Identification*.

Kata kunci: *Financial Benefits, Social Benefits, Loyalty Program, Customer Company Identification, Company Loyalty, Share of Wallet, Latent Financial Risk*

ABSTRACT

The purpose of this study is to investigate the impact Benefits s to Loyalty Program and Company Loyalty through mediation in MAP CLUB. The analysis method in this study is using structural equation modeling (SEM). The object of this research are MAP CLUB card holders who actively use 2 times MAP CLUB card at least 3 months and have come and shop in store in cooperation with PT Mitra Adiperkasa Tbk. Respondents are domiciled in Surabaya, amounting to 150 people.

Data processing using softwares such as SPSS – PASW Statictics version 18 for Windows OS and IBM – AMOS version 22 for Windows OS. The results of this study indicated Financial Benefits and Social Benefits have a significant effect to Loyalty Program; Loyalty Program have a significant effect to Customer Company Identification, Company Loyalty, Share of Wallet, and Latent Financial Risk; Customer Company Identification have a significant effect to Company Loyalty; and Company Loyalty have a significant effect to Customer Company Identification.

Keywords: Financial Benefits, Social Benefits, Loyalty Program, Customer Company Identification, Company Loyalty, Share of Wallet, Latent Financial Risk