INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *store image* terhadap *store loyalty* melalui mediasi *store satisfaction* pada Centro *Department Store* di Surabaya. Penelitian dilakukan dengan menggunakan pendekatan kuantitatif dengan jenis penelitian kausal. Sampel yang digunakan dengan karakteristik bertempat tinggal di Surabaya, pendidikan terakhir minimal SMA, berbelanja di Centro *Department Store* di Surabaya minimal tiga kali dalam tiga bulan terakhir. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari jawaban kuesioner yang dibagikan kepada 100 responden. Dalam penelitian ini menggunakan regresi linier sederhana dan analisis koefisien determinasi, sedangkan pengujian hipotesis menggunakan uji t dengan metode pengolahan data *SPSS 18 for windows*.

Hasil penelitian ini menunjukkan adanya pengaruh *store image* terhadap *store satisfaction* secara signifikan dan tidak ada pengaruh *store satisfaction* terhadap *store loyalty*. Hasil regresi linier pada variabel *store image* terhadap *store satisfaction* adalah sebesar 0.477, sedangkan hasil analisis regresi pada variabel *store satisfaction* terhadap *store loyalty* adalah sebesar 0.079. Hasil analisis koefisien determinasi (R^2) pada variabel *store image* terhadap *store satisfaction* adalah 0.227 dan pada variabel *store satisfaction* terhadap *store loyalty* adalah sebesar 0.006.

Kata kunci: *store image, store satisfaction, store loyalty*

ABSTRACT

This study aims to determine and analyze the influence of store image on store loyalty through store satisfaction mediation at Centro Department Store in Surabaya. The study was conducted by using a quantitative approach to the type of causal research. Characteristics of the sample used to living in Surabaya, last at least high school education, shopping at Centro Department Store in Surabaya at least three times in the last three months. The data used in this study is the primary data obtained from responses to questionnaires that were distributed to 100 respondents. In this study using simple linear regression analysis and coefficient of determination, while testing the hypothesis using a t test with SPSS data processing method 18 for windows.

The results of this study that store image have relation with store satisfaction and store satisfaction did not have relation with store loyalty. The results of linear regression on a variable store image with store satisfaction is at 0,477, while in the result of linear regression on variable store satisfaction with store loyalty is at 0,079. The analysis coefficient of determination (R^2) on a variable store image to store satisfaction is 0,227 and the variable store satisfaction to store loyalty is 0,006.

Keywords: store image, store satisfaction, store loyalty