

ABSTRACT

Retailing is a series of business activities to add value to goods and services sold to consumers for personal or household consumption. With Retail industry as one of emerging business which growing and diversifying more that adapts to huan needs. Indonesia is one of developing countries which also followed by the presence of the retail business and industries, especially textile and clothing industry. The fact that retail indutry affecting the behavior and way of thinking in Indonesian society especially on the relation of satisfaction towards loyalty became an interesting phenomenon to study.

This study have the purpose to explore the phenomenon and trying to figure the heterogeneous shopping assessment in retail and how that experience may influence on consequent customer loyalty in different way. Using structural equation model, the researcher try to analyze and elaborate each relationship of satisfaction that respondents got in experienced, in which affecting on attitudinal, behavioural loyalty and positive word of mouth. Sociodemographic segmentation also conducted to divide consumer segments category, then compared those consumer segments in order to know the differences on the relationship of satisfaction-loyalty in each segment.

The result shows that there are a positive and significant relationship between satisfaction and loyalty dimensions. Moreover, another results shows that there are two latent segments where the strength of causal relationships are same in several causal relationship, also different in some causal relationship. The knowledge of this research may be beneficial towards store owner especially to clothing shops to create a great and memorable shopping experience for customers.

Keywords: Heterogeneity shopping assessment, Satisfaction, Loyalty, Retail, Consumer segment