ABSTRAK

Industri ritel terus mengalami perubahan di setiap tahun dan selalu saja ada tantangan baru yang harus dihadapi oleh para perusahaan dalam industri yang kompetitif ini. Sejak tahun 2017, banyak perusahaan ritel besar yang gulung tikar dan mungkin fenomena ini juga akan tetap berlanjut di tahun ini. Meskipun beberapa perusahaan ritel besar telah bangkrut, masih ada banyak perusahaan ritel lain yang berhasil bertahan dan bahkan semakin mengembangkan bisnisnya. Salah satu perusahaan yang bergerak di bidang ritel adalah Transmart. PT Trans Ritel Indonesia siap bersaing di tengah kondisi ritel yang masih lesu. Perusahaan ini melakukan integrasi dengan berbagai lini usaha yang berada di CT Corp untuk bisa mewujudkan konsep 4 in 1.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Salesperson Trustworrthiness, Store Environment, Store Assortment,* dan *Store Communication* terhadap *Perceived Value* dan *Store Loyalty* melalui *Trust*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Trust* sehingga meningkatkan *Perceived Value* dan *Store Loyalty* yang pada akhirnya akan meningkatkan loyalitas pelanggan Transmart.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 110 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, melakukan transaksi di Transmart Surabaya dalam enam bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Salesperson Trustworthiness* berpengaruh tidak signifikan terhadap *Trust* dengan nilai koefisien regresi sebesar 0.001; variabel *Store Environment* berpengaruh signifikan terhadap *Trust* dengan nilai koefisien regresi sebesar 0.465; variabel *Store Assortment* berpengaruh tidak signifikan terhadap *Trust* dengan nilai koefisien regresi sebesar 0.043; variabel *Store Communication* berpengaruh signifikan terhadap *Trust* dengan nilai koefisien regresi sebesar 0.442; variabel *Trust* berpengaruh signifikan terhadap *Perceived Value* dengan nilai koefisien regresi sebesar 0.993; variabel *Perceived Value* berpengaruh signifikan terhadap *Store Loyalty* dengan nilai koefisien regresi sebesar 0.519; variabel *Trust* berpengaruh tidak signifikan terhadap *Store Loyalty* dengan nilai koefisien regresi sebesar 0.091.

Kata Kunci: *Salesperson Trustworthiness, Store Environment, Store Assortment, Store Communication, Trust, Perceived Value, Store Loyalty*

ABSTRACT

The retail industry continues to experience changes every year and there are always new challenges that must be faced by companies in this competitive industry. Since 2017, many large retail companies have gone bankrupt and this phenomenon may also continue this year. Even though some large retail companies have gone bankrupt, there are still many other retail companies that have managed to survive and even expand their business. One of the companies engaged in retail is Transmart. PT Trans Retail Indonesia is ready to compete amid sluggish retail conditions. This company integrates with various business lines that are at CT Corp to be able to realize the 4 in 1 concept.

This study aims to determine how the influence of Salesperson Trustwiness, Store Environment, Store Assortment, and Store Communication on Perceived Value and Store Loyalty through Trust. The expected benefit of this research is to increase the repertoire of knowledge in the field of management, especially how much influence the Trust has so that it increases Perceived Value and Store Loyalty, which in turn will increase Transmart customer loyalty.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was carried out by distributing questionnaires to 110 respondents with the characteristics of male and female respondents aged 18-60 years, conducting transactions in Transmart Surabaya in the last six months.

The results showed that the variable Salesperson Trustworthiness had no significant effect on Trust with a regression coefficient of 0.001; the Store Environment variable has a significant effect on Trust with a regression coefficient of 0.465; the Store Assortment variable has no significant effect on Trust with a regression coefficient of 0.043; Store Communication variables have a significant effect on Trust with a regression coefficient of 0.442; Trust variables have a significant effect on Perceived Value with a regression coefficient of 0.993; Perceived Value variable has a significant effect on Store Loyalty with a regression coefficient of 0.519; Trust variables have no significant effect on Store Loyalty with a regression coefficient of 0.091.

Keywords: *Salesperson Trustworthiness, Store Environment, Store Assortment, Store Communication, Trust, Perceived Value, Store Loyalty*