

ABSTRACT

Supermarket here or other country has been a solid foundation for people to come and shop for premier and secondary necessity. With good amount of economy growth supermarket business should have a good amount of business to survive this period of time. Many people still shop in a brick and mortar store for supermarket in Indonesia thus it is still growing in a good direction. Ranch Market is a supermarket that first established in January 1998, initially this company meant to be the franchise from the 99 ranch market USA after some time the company made and adjustment to Ranch Market so that it suit with the market and lifestyle of the consumer in Indonesia. Ranch market defines them as supermarkets that provide a premium ingredient and unique product.

This study aimed to determine the variable-variable that will effect store loyalty in Ranch Market Surabaya.

The sample used in this study is Ranch Market costumer domiciled in Surabaya, man and woman aged between 18-60, have visited and make a purchase at Ranch Market Surabaya at least 2 times in the last 3 months, have visited and make a purchase at other Supermarket in Surabaya at least 2 times in the last 3 months, and 6. Have asked for help or interacted with Ranch Market Surabaya employees, a number of 139 respondents. For processing and analysing the data in this research used SPSS software version 22.0.

Based on the research that has been done, Price has a positive insignificance effect on Store Satisfaction and Store Image with each regression coefficient of 0.046 and 0.003 with a significance value of 0.416 and 0.953, Service Quality has a positive insignificance effect on Store Image and Store Satisfaction with each regression coefficient of 0.149 and 0.028 with a significance value of 0.056 and 0.0694, Assortment has a positive effect on Store Image and Store Satisfaction with each regression coefficient of 0.649 and 0.262 with a significance value of 0.000 and 0.003. Store Image has a positive effect on Store Satisfaction with a regression coefficient of 0.589 with a significance value of 0.000. Store Satisfaction has a positive effect on Store Loyalty with regression coefficient of 0.792 with a significance value of 0.000 Based on this study, it can be concluded that Assortment is the variable that most influence Store Image, whereas Store Image is the variable that most influence Store Satisfaction and Store satisfaction is the variable that influence Store Loyalty on Ranch Market Surabaya. Therefore, it is important for Ranch Market Surabaya to always improve Store Satisfaction by improving their image, product variation, services, and price they give.

Keywords: Price, Service Quality, Assortment, Store Image, Store Satisfaction, Store Loyalty, Ranch Market Surabaya.