ABSTRACT

Technological and industrial developments in Indonesia are accompanied by the increasing economic growth of the people from year to year. This causes the lifestyle of a society able to change, in terms of style of dress, shoes and others. Especially in Indonesia Southeast Asian Asia, it also has an impact on the apparel, sneakers, shoes and fashion sports industries. Further more in the milennials era of sport shoes and sneaker people tend to use, as a complement to fashion, so this is a change that affects people's fashion styles in the Southeast Asia region. Adidas realizes this great opportunity for shoe companies to enter the Indonesian market. Adidas entered the market in Indonesia since the 90s, They provide a good brand image and the quality of shoes they offered they could dominate the market in Indonesia. (Adidas.co.id 2016).

This study aimed to determine the Effect of Merchandise Quality, Store Familiarity, Store Convenience Toward Store Affect Through Customer Loyalty At Adidas Customer In Tunjungan Plaza Surabaya.

The sample used in this study is Adidas customers domiciled in Surabaya, man and woman aged between 18-60, have visited and purchased Adidas products about 2 times in the past 6 months, have used Adidas product for at least the past 6 months, and know of other similar products besides Adidas, a number of 120 respondents. For processing and analysing the data in this research used SPSS software version 22.0.

Based on the research that has been done, Merchandise Quality has a Significant effect on Store Affect with regression coefficient of 0.229 with a significance value of 0.018, Store Familiarity has a significant effect on Store Affect with a regression coefficient of 0.299 with a value significance of 0.002, Store Convenience has a significant effect on Store Affect with a coefficient of 0.277 with a significance of 0.002, Store Affect has a Significant effect on Customer Loyalty with regression coefficient of 0.547. with a significance value of 0.000. Based on this study, it can be concluded that Store Affect is the variable that most influences Customer Loyalty on Adidas products in Surabaya. Therefore, it is important for Adidas to always improve Store Affect by continually reviewing structuring and situation of the store due to make consumers more enthusiastic, interested in Adidas Store.

Keywords: Merchandise Quality, Store Familiarity, Store Convenience, Store Affect, Customer Loyalty, Adidas.