

ABSTRAK

Michelle Valencia (02011170035)

ANALISIS PENGARUH FAKTOR LPSQUAL (*PROGRAM POLICY, REWARDS, PERSONALIZATION, INFORMATION QUALITY, COURTEOUSNESS/ HELPFULNESS, TANGIBILITY, COMMUNICATION QUALITY*) TERHADAP *STORE LOYALTY* MELALUI PROGRAM *PERCEIVED VALUE, PROGRAM SATISFACTION, PROGRAM LOYALTY* PELANGGAN ACE HARDWARE DI SURABAYA

(xvii + 139 halaman; 12 gambar; 56 tabel; 4 lampiran)

Industri retail di Indonesia mengalami perkembangan yang sangat pesat sehingga para pelaku industri ini harus bekerja keras, berlomba untuk mempertahankan eksistensinya. Perusahaan ritel membutuhkan pelanggan yang setia, salah satu cara mendapatkan loyalitas pelanggan adalah melalui program loyalitas. ACE Hardware adalah salah satu retail yang sukses menggelar *loyalty program*, hal ini dilihat dari jumlah anggotanya yang telah mencapai 2,2 juta orang.

Penelitian ini ditujukan untuk menganalisa pengaruh Faktor LPSQual (*Program policy, Rewards, Personalization, Information quality, Courteousness/ Helpfulness, Tangibility, Communication quality*) terhadap *Store loyalty* melalui *Program perceived value, Program satisfaction, Program loyalty* pelanggan ACE Hardware di Surabaya. Sampel yang digunakan dalam penelitian ini adalah pria dan wanita yang berusia 18-60 tahun, yang berdomisili di Surabaya, sejumlah 176 responden yang merupakan member *loyalty program* ACE Hardware, menggunakan *loyalty program* ACE Hardware dalam enam bulan terakhir, dan melakukan pembelian di ACE Hardware dalam enam bulan terakhir.

Dari hasil penelitian ini dapat dibuktikan bahwa faktor-faktor LPSQual (*Program policy, Rewards, Personalization, Information quality, Courteousness/ Helpfulness, Tangibility, Communication quality*) dapat mempengaruhi *Store Loyalty* melalui *loyalty* melalui *Program perceived value, Program satisfaction, Program loyalty*.

Referensi: 80 (1986-2019)

ABSTRACT

Michelle Valencia (02011170035)

ANALYSIS OF THE INFLUENCE OF LPSQUAL FACTORS (PROGRAM POLICY, REWARDS, PERSONALIZATION, INFORMATION QUALITY, COURTEOUSNESS/HELPFULNESS, TANGIBILITY, COMMUNICATION QUALITY) ON STORE LOYALTY THROUGH PROGRAM PERCEIVED VALUE, PROGRAM SATISFACTION, PROGRAM LOYALTY ACE HARDWARE CUSTOMERS IN SURABAYA

(xvii + 139 pages; 12 pictures; 56 tables; 4 attachments)

The retail industry in Indonesia is experiencing a very rapid development so that industry players have to work hard, competing to maintain its existence. Retail companies need loyal customers, one way to get customer loyalty is through loyalty programs. ACE Hardware is one of the retailers that has successfully implemented a loyalty program, seen from the number of members that have reached 2.2 million people.

This study aims to determine the influence of LPSQual factors (Program policy, Rewards, Personalization, Information quality, Courteousness / Helpfulness, Tangibility, Communication quality) on Store loyalty through Perceived Value Program, Satisfaction Program, ACE Hardware customer Loyalty Program in Surabaya. The samples used in this research were men and women aged 18-60 years, who live in Surabaya, a total of 176 respondents who are members of the ACE Hardware loyalty program, used the ACE Hardware loyalty program in the last six months, and made purchases on ACE Hardware in the last six months.

The empirical findings indicate that LPSQual factors (Program policy, Rewards, Personalization, Information quality, Courteousness / Helpfulness, Tangibility, Communication quality) can affect Store Loyalty through perceived value programs, program satisfaction, loyalty programs.

Reference: 80 (1986-2019)