

ABSTRACT

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**ANALISIS PENGARUH *STORE IMAGE* TERHADAP *STORE LOYALTY*
MELALUI *STORE SATISFACTION* PADA GIANT *HYPERMARKET* DI
SURABAYA**

(xiv + 83 pages; 14 figures, 18 tables; 2 appendices)

Nowadays, there are frequently found several complaints from customers who shopped at the store. One of those complaints is the dissatisfaction felt by one of the costumers who shop at Giant Hypermarket in Surabaya. In addition, that complaint allegedly due to lack of proper image formation and lack of satisfaction levels. The existence of negative phenomena that occurring at Giant Hypermarket in Surabaya make interesting for study. Previous studies revealed several factors that influence the Store Loyalty, there are Store Image and Store Satisfaction.

To get a good performance of a shop, the shop must pay attention to their customers. One of the problems faced by a store is the level of loyalty from the customers to the store. This study describes the effect of mediation from Store Satisfaction in relation between Store Image on Store Loyalty.

One hundred and fifty customers have answered a self-administered questionnaires. Four hypotheses have been analyzed using the Structural Equation Modeling (SEM) using Lisrel 8.80 program. The results of this study indicate that the Store Image has a positive and significant impact on Store Satisfaction. Store Satisfaction has a positive and significant influence on Store Loyalty. Store Image has a positive and significant impact on Store Loyalty. Furthermore, Store Satisfaction has been proven as a mediating variable between Store Image on Store Loyalty.

Recommendations of this research is to improve the Store Image like give a discount and promo that attract consumer, thereby increasing Store Satisfaction and furthermore increasing Store Loyalty too that perceived by customers of Giant Hypermarket in Surabaya.

Keywords: Store Image, Store Satisfaction, Store Loyalty