

ABSTRAK

Munculnya *department store* ke berbagai daerah telah menyebabkan perubahan gaya hidup masyarakat, sehingga kegiatan berbelanja di *department store* menjadi salah satu indikator status sosial yang dimiliki oleh seseorang. SOGO Co., Ltd adalah salah satu perusahaan yang mempunyai peranan besar dalam industri *retail* Indonesia, khususnya dalam industri *department store*.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Service Quality*, *Product Quality*, dan *Perceived Value* terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Customer Satisfaction* sehingga meningkatkan *Customer Loyalty* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pelanggan SOGO *department store* di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SEM. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 120 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, dan pernah membeli di SOGO *department store* minimal dua kali dalam tiga bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Service Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.621; variabel *Product Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.693; variabel *Perceived Value* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.457; dan variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.992

Kata Kunci: *Service Quality*, *Product Quality*, *Perceived Value*, *Customer Satisfaction*, dan *Customer Loyalty*.

ABSTRACT

The emergence of department stores to various regions has led to changes in people's lifestyles, so that shopping at department stores becomes an indicator of a person's social status. SOGO Co., Ltd is a company that has a big role in the Indonesian retail industry, especially in the department store industry.

This study aims to determine how the influence of Service Quality, Product Quality, and Perceived Value on Customer Loyalty through Customer Satisfaction. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence Customer Satisfaction will have, thereby increasing Customer Loyalty which in turn will increase sustainable transactions from SOGO department store customers in Surabaya.

This research is a causal research. The research method used is a quantitative method with data processing using SEM. Data collection was carried out by distributing questionnaires to 120 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, and had purchased at SOGO department store at least twice in the last three months.

The results showed that the Service Quality variable had a significant effect on Customer Satisfaction with a regression coefficient of 0.621; Product Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.693; Perceived Value variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.457; and the Customer Satisfaction variable has a significant effect on Customer Loyalty with a regression coefficient of 0.992

Key Words: Service Quality, Product Quality, Perceived Value, Customer Satisfaction, and Customer Loyalty.