

ABSTRAK

Pertumbuhan bisnis ritel di Indonesia menunjukkan angka yang cukup signifikan. Dalam hal ini menuntut perusahaan ritel untuk dapat memenuhi kebutuhan pelanggan dan menyesuaikan keinginan pelanggan sehingga perusahaan harus mampu mendeteksi apa yang menjadi kebutuhan pasar dan keinginan konsumen. Oleh karena itu hadirnya METRO Department Store sangat berpengaruh dalam perkembangan industri ritel, khususnya di Surabaya.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Store Attributes* terhadap *Perceived Relationship Investment*, *Perceived Relationship Quality* dan *Attitudinal Loyalty* dari pelanggan METRO Department Store di Surabaya. Sampel yang digunakan pada penelitian ini yaitu pada pria dan wanita, berusia 18-60 tahun yang tinggal di kota Surabaya sejumlah 145 responden yang pernah mengunjungi dan membeli di METRO Department Store, pernah menggunakan produk yang dibeli di METRO Department Store, merupakan member aktif, dan yang mengetahui layanan pasca pembelian di METRO Department Store. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS 22 sebagai software untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa hubungan *Post Transaction Service* berpengaruh terhadap *Perceived Relationship Investment* dengan koefisien regresi sebesar 0.120, *Direct Mail* memiliki pengaruh terhadap *Perceived Relationship Investment* dengan koefisien regresi sebesar 0.115, *Interpersonal Communication* memiliki pengaruh terhadap *Perceived Relationship Investment* dengan koefisien regresi sebesar 0.138, *Preferential Treatment* memiliki pengaruh terhadap *Perceived Relationship Investment* dengan koefisien regresi sebesar 0.104, *Store Atmosphere* memiliki pengaruh terhadap *Perceived Relationship Investment* dengan koefisien regresi sebesar 0.164, *Merchandise* memiliki pengaruh terhadap *Perceived Relationship Investment* dengan koefisien regresi sebesar 0.497, *Perceived Relationship Investment* memiliki pengaruh terhadap *Perceived Relationship Quality* dengan koefisien regresi sebesar 0.658, dan *Perceived Relationship Quality* memiliki pengaruh terhadap *Attitudinal Loyalty* dengan koefisien regresi sebesar 0.505.

Kata Kunci: *Post Transaction Service, Direct Mail, Interpersonal Communication, Preferential Treatment, Store Atmosphere, Merchandise, Perceived Relationship Investment, Perceived Relationship Quality, Attitudinal Loyalty*

ABSTRACT

The growth of the retail business in Indonesia shows a significant number. In this case, requires retail companies to be able to meet customer needs and adjust customer desires so that the company must be able to detect what the market needs and desires of consumers. Therefore the presence of METRO Department Store is very influential in the development of the retail industry, especially in Surabaya.

This research is intended to analyze the effect of the Store Attributes variable on Perceived Relationship Investment, Perceived Relationship Quality and Attitudinal Loyalty of METRO Department Store customers in Surabaya. The sample used in this study were men and women, aged 18-60 years who lived in the city of Surabaya, a total of 145 respondents who had visited and purchased at METRO Department Store, had used products purchased at METRO Department Store, were active members, and who know about post-purchase services at METRO Department Store. For processing and analyzing data in this study using SPSS 22 as a software to process data.

These empirical findings indicate that the relationship between Post Transaction Service has an effect on Perceived Relationship Investment with a regression coefficient of 0.120, Direct Mail has an influence on Perceived Relationship Investment with a regression coefficient of 0.115, Interpersonal Communication has an influence on Perceived Relationship Investment with a regression coefficient of 0.138, Preferential Treatment has an influence on Perceived Relationship Investment with a regression coefficient of 0.104, Store Atmosphere has an influence on Perceived Relationship Investment with a regression coefficient of 0.164, Merchandise has an influence on Perceived Relationship Investment with a regression coefficient of 0.497, Perceived Relationship Investment has an influence on Perceived Relationship Quality with a coefficient regression of 0.658, and Perceived Relationship Quality has an influence on Attitudinal Loyalty with coefficient regression of 0.505.

Key Words: *Post Transaction Service, Direct Mail, Interpersonal Communication, Preferential Treatment, Store Atmosphere, Merchandise, Perceived Relationship Investment, Perceived Relationship Quality, Attitudinal Loyalty*