

ABSTRAK

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ANALISIS PENGARUH FAKTOR *MERCHANDISE MIX*, *RETAIL ENVIRONMENT*, *CUSTOMER SERVICE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN PAPAYA FRESH GALLERY DI SURABAYA

(95:14:37:4)

Perkembangan globalisasi membuat industri ritel semakin berkembang dengan pesat sehingga memudahkan masyarakat kota untuk berbelanja keperluan sehari-hari. Salah satu industri ritel di Surabaya adalah Papaya Fresh Gallery. Papaya Fresh Gallery adalah salah satu industri ritel di Surabaya dengan konsep ritel modern. Papaya Fresh Gallery dikelola dan dikembangkan dengan mengikuti perkembangan gaya hidup masyarakat masa kini

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Merchandise Mix*, *Retail Environment*, *Customer Service* 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* pada pelanggan Papaya Fresh Gallery di Surabaya

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah mengunjungi Papaya Fresh Gallery dalam 3 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Merchandise Mix* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.256; variabel *Retail Environment* tidak memiliki pengaruh yang signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.235; variabel *Customer Service* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.672; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.964.

Kata kunci: *Merchandise Mix*, *Retail Environment*, *Customer Service*, *Customer Satisfaction*, *Customer Loyalty*, Papaya Fresh Gallery

Referensi: 52 (1993-2018)

ABSTRACT

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**ANALISYS THE CAUSES FACTOR OF MERCHANDISE MIX, RETAIL ENVIRONMENT,
CUSTOMER SERVICE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER
SATISFACTION TO THE PAPAYA FRESH GALLERY CUSTOMER IN SURABAYA**

(95:14:37:4)

The development of globalization has made the retail industry to grow rapidly and making it easier for the people in the city to shop for daily necessities. One of the retail industries in Surabaya is Papaya Fresh Gallery. Papaya Fresh Gallery is one of the retail industries in Surabaya with a modern retail concept. It is managed and developed by following the development of today's society's lifestyle.

This study aims to determine the effect of Merchandise Mix, Retail Environment, Customer Service on Customer Loyalty through Customer Satisfaction. The expected benefits of this research is to enhance the repertoire of knowledge in the management field, especially on how big the effect of Customer Satisfaction can have on increasing Customer Loyalty on Papaya Fresh Gallery customers in Surabaya.

This research is a causal study. The research method used is quantitative methods by processing data using AMOS. Data was collected by distributing questionnaires to 100 respondents with the characteristics of male and female respondents aged of 18-60 years, and has visited Papaya Fresh Gallery in the last 3 months.

The results showed that the variable Merchandise Mix have a significant effect on Customer Satisfaction with a regression coefficient of 0.256; Retail Environment variables did not have a significant effect on Customer Satisfaction with a regression coefficient of 0.235; Customer Service variables have a significant effect on Customer Satisfaction with a regression coefficient of 0.672; Customer Satisfaction variable has a significant effect on Customer Loyalty with a regression coefficient of 0.964.

Key Words: *Merchandise Mix, Retail Environment, Customer Service, Customer Satisfaction, Customer Loyalty, Papaya Fresh Gallery*

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