ABSTRAK

Dalam Industri retail telah mengalami pertumbuhan dan perkembangan yang pesat di Indonesia. Salah satunya Industri retail di Indonesia adalah Ace Hardware. Selain menyediakan lapangan pekerjaan Ace Hardware juga berkontribusi besar pada pertumbuhan perekonomian, sehingga menjadikannya salah satu toko serbaguna yang cukup diandalkan oleh masyarakat, dan Ace Hardware juga menjaga loyalitas konsumen dengan terus memperkuat kepuasan konsumen dalam menggunakan produk dan jasa yang ditawarkan olleh Ace Hardware.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari *tangibles, assurance, reliability, responsiveness, empathy, credibility, perceived value,* dan *customer satisfaction* terhadap *customer loyalty*. Manfaat dari penelitian ini adalah untuk meningkatkan wawasan dan pengetahuan khususnya dalam mengetahui seberapa besar pengaruh dari *customer satisfaction* sehinggan dapat meningkatkan *customer loyalty*.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu AMOS 20.0. Pengumpuulan data dilakukan dengan penyebaran kuisioner menggunakan teknik *snowball sampling* kepada 142 responden, dengan karakteristik responden yaitu berjenis kelamin baik pria maupun wanita, berusia 17-50 tahun, berdomisili di Manado, pernah membeli dan berkunjung ke Ace Hardware minimal 2 (dua) kali dalam kurun waktu 3 (tiga) bulan terakhir, pernah membeli di Ace Hardware Mantos Manado.

Kata Kunci: *tangibles, assurance, reliability, responsiveness, empathy, credibility, perceived value, customer satisfaction, customer loyalty.*

ABSTRACT

The retail industry has experienced rapid growth and development in Indonesia. One of the retail industries in Indonesia is Ace Hardware. In addition to providing jobs, Ace Hardware also contributes greatly to economic growth, making it one of the multipurpose stores that is quite reliable by the community, and Ace Hardware also maintains consumer loyalty by continuously strengthening consumer satisfaction in using the products and services offered by Ace Hardware.

The purpose of this study was to determine the effect of tangibles, assurance, reliability, responsiveness, empathy, credibility, perceived value, and customer satisfaction on customer loyalty. The benefit of this research is to increase insight and knowledge, especially in knowing how much influence customer satisfaction has so as to increase customer loyalty.

This research is a causal research using quantitative methods and processed with the help of a statistical program, namely AMOS. Data was collected by distributing questionnaires using the snowball sampling technique to 142 respondents, with the characteristics of the respondents being both male and female, aged 17-50 years, domiciled in Manado, had purchased and visited Ace Hardware at least 2 (two) times in the period In the last 3 (three) months, have bought at Ace Hardware Mantos Manado.

Keyword: tangibles, assurance, reliability, responsiveness, empathy, credibility, perceived value, customer satisfaction, customer loyalt.