

## ABSTACT

The fast growth of junk-fast food restaurants has led to the overly consumed of unhealthy foods leading to many health issues such as obesity, diabetes, cancer, cholesterol and more that could lead to death. Therefore a lot of healthy fast food restaurants that are developed in order to pursue people to eat healthier, and one of these healthy fast food restaurant is Crunchaus, which one of its chains located in Pakuwon Mall Surabaya.

The purpose of this research is to find out about the Store Loyalty of Crunchaus Pakuwon Mall Surabaya, which is found out through variables such as Retailer Innovativeness and Healthiness of Food.

This study uses a quantitative measure to the analysis technique of SPSS 22.0 software. The questionnaire distributed to 123 respondents, from age range between 17 to 50, who have purchased at least two times in Crunchaus Pakuwon Mall Surabaya in the last two months. And have purchased at any healthy fast food chains in the last six months. The sampling method used in this research is a non-probability sampling.

The results showed that Retailer innovativeness has a significant effect on Store Prestige with with the  $t_{sig}$  value of 0.000 and standardized coefficient beta value of 0.410; Healthiness of Food has a significant effect on Store Prestige with the  $t_{sig}$  value of 0.002 and standardized coefficient beta value of 0.258; Retailer innovativeness has a significant effect on Store Trust with the  $t_{sig}$  value of 0.017 and standardized coefficient beta value of 0.215; Healthiness of Food has a significant effect on Store Trust with the  $t_{sig}$  value of 0.000 and standardized coefficient beta value of 0.436; Store Prestige has a significant effect on Store Trust with the  $t_{sig}$  value of 0.665 and standardized coefficient beta value of 0.039; Store Prestige has a significant effect on Store Loyalty with the  $t_{sig}$  value of 0.000; standardized coefficient beta value of 0.307; and Store Trust has a significant effect on Store Loyalty with the  $t_{sig}$  value of 0.000 and standardized coefficient beta value of 0.423.

**Keywords: Retailer Innovativeness, Healthiness of Food, Store Prestige, Store Trust, Store Loyalty, Crunchaus, Pakuwon Mall, Surabaya.**