

ABSTRAK

Dunia fashion tidak pernah sepi dari peminatnya, setiap musim berganti selalu ada tren fashion terbaru dari setiap merek dengan daya tariknya masing-masing. Untuk itu penting sekali untuk selalu menjaga kualitas dan *first mover strategy* agar selalu menjadi unggulan dalam dunia fashion. Zara merupakan brand fashion terkenal di seluruh dunia dan selalu memberikan *style fashion* terbaru disetiap musimnya dengan ciri khasnya tersendiri. Pada 1975, Ortega mendirikan toko Zara di depan toko perbelanjaan paling penting di kota Spanyol. Tempat itu merupakan lokasi yang sangat strategis. Bisnisnya terus maju dengan pesat karena harganya yang murah dan kualitasnya yang mewah. Pada 1989, Ortega tercatat telah membuka hampir 100 toko Zara di Spanyol. Saat ini, terdapat lebih dari 1.700 toko Zara di 86 negara yang tersebar di enam benua. (kaoskeane.yukbisnis.com di unduh pada Juli 2018).

Penelitian ini di tujukan untuk mengetahui pengaruh *product quality*, *service quality*, *ideal self congruence*, *brand identification*, *lifestyle congruence* terhadap *customer satisfaction* dan *customer satisfaction* terhadap *brand loyalty* Zara di Surabaya.

Penelitian ini menggunakan sampel pelanggan produk Zara yang berdomisili di Surabaya, pria dan wanita, yang berbelanja di Zara Surabaya lebih dari dua kali dalam 1 tahun terakhir, dengan rentan usia 17 tahun – lebih dari 40 tahun, sejumlah 110 responden. Pengolahan data pada penelitian ini menggunakan software SPSS versi 22.0. hasil analisis menunjukkan bahwa *Product Quality* berpengaruh positif dan signifikan terhadap *customer satisfaction* pelanggan Zara di Surabaya, *Service Quality* berpengaruh positif dan signifikan terhadap *customer satisfaction* pelanggan Zara di Surabaya, *Ideal Self Congruence* berpengaruh positif dan signifikan terhadap *customer satisfaction* pelanggan Zara di Surabaya, *Brand Identification* berpengaruh positif dan signifikan terhadap *customer satisfaction* pelanggan Zara di Surabaya, *Lifestyle congruence* berpengaruh positif dan signifikan terhadap *customer satisfaction* pelanggan Zara di Surabaya, *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *brand loyalty* pelanggan Zara di Surabaya.

Kata kunci : Product Quality, Service Quality, Ideal Self Congruence, Brand Identification, Lifestyle Congruence, Customer Satisfaction, Brand Loyalty, Zara.

ABSTRACT

Fashion world is never deserted from enthusiasts, every season change there is always the latest fashion trends of each brand with their respective attractiveness. For that very important to always maintain the quality and first mover strategy to always be the flagship in the world of fashion. Zara is a famous fashion brand worldwide and always provide the latest fashion style in every season with its own distinctive characteristics. In 1975, Ortega set up a Zara store in front of the most important shopping mall in the Spanish city. The place is a very strategic location. Its business continues to advance rapidly because of its cheap price and luxurious quality. In 1989, Ortega was noted to have opened nearly 100 Zara stores in Spain. Currently, there are more than 1,700 Zara stores in 86 countries spread across six continents. (kaoskeane.yukbisnis.com downloaded in July 2018).

This research is aimed to know the influence of product quality, service quality, ideal self congruence, brand identification, lifestyle congruence to customer satisfaction and customer satisfaction toward Zara brand loyalty in Surabaya.

This study uses a sample of Zara product customers domiciled in Surabaya, men and women, who shop at Zara Surabaya more than twice in the past year, with a vulnerable age of 17 years - over 40 years, a total of 110 respondents. Data processing in this study using SPSS software version 22.0. the result of the analysis shows that Product Quality has positive and significant effect to customer satisfaction of Zara customer in Surabaya, Service Quality has positive and significant effect to customer satisfaction of Zara customer in Surabaya, Ideal Self Congruence has positive and significant impact on customer satisfaction of Zara customer in Surabaya, Brand Identification has an effect positive and significant to customer satisfaction of customer Zara in Surabaya, Lifestyle congruence have positive and significant effect to customer satisfaction of Zara customer in Surabaya, Customer Satisfaction have positive and significant impact to customer loyalty of Zara in Surabaya.

Keywords: Product Quality, Service Quality, Ideal Self Congruence, Brand Identification, Lifestyle Congruence, Customer Satisfaction, Brand Loyalty, Zara.