# ABSTRAK

Perkembangan bisnis ritel di Indonesia mulai membaik dan dapat bertahan sampai sekarang, Ini menjadi sebuah peluang bagi Indonesia untuk dapat lebih berkembang dalam bidang pasar bisnis ritel. Bisnis ritel di Indonesia dibagi menjadi dua yaitu pasar bisnis ritel tradisional dan modern, tetapi dengan berkembangnya jaman dan kemajuan teknologi yang menguba pola hidup masyarakat ini membuat mereka lebih memilih berbelanja di pasar ritel modern. Dengan adanya pasar ritel modern, masyarakat jadi lebih mudah untuk berbelanja memenuhi kebutuhan sehari-hari karena di pasar ritel modern ini semua produk sudah tersedia. Transmart adalah salah satu perusahaan yang bergerak di bidang bisnis ritel modern. Kehadiran Transmart memudahkan konsumen dalam berbelanja memenuhi kebutuhan sehari-hari.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Salesperson Trustworthiness, Store Assortment, Store Environment,* dan *Store Communication,* terhadap *Store Loyalty* melalui *Trust* dan *Perceived Value.* Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Store Environment* sehingga meningkatkan *Store Loyalty* yang pada akhirnya akan meningkatkan loyalitas pada toko Transmart.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di daerah Surabaya dan Pernah mengunjungi dan membeli secara langsung di toko Transmart di Surabaya sebanyak dua kali dalam tiga bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Salesperson Trustworthiness* tidak berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.048 dan C.R. sebesar 0.264; variabel *Store Environment* berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.338 dan C.R. sebesar 2.887; variabel *Store Assortment* tidak berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.132 dan C.R. sebesar 0.777; variabel *Store Communication* berpengaruh signifikan terhadap *Perceived Value* dengan koefisien regresi sebesar 0.297 dan C.R. sebesar 2.343; variabel *Perceived Value* berpengaruh signifikan terhadap *Trust* dengan koefisien regresi sebesar 0.479 dan C.R. sebesar 3.179; variabel *Trust* berpengaruh signifikan terhadap *Store Loyalty* dengan koefisien regresi sebesar 0.386 dan C.R. sebesar 2.542; variabel *Perceived Value* berpengaruh signifikan terhadap *Store Loyalty* dengan koefisien regresi sebesar 0.321 dan C.R. sebesar 1.987.

**Kata kunci:** *Salesperson Trustworthiness, Store Assortment, Store Environment, Store Communication, Trust, Perceived Value,* dan *Store Loyalty*

# ABSTRACT

The development of the retail business in Indonesia has begun to improve and can survive until now. This is an opportunity for Indonesia to be able to develop more in the retail business market. The retail business in Indonesia is divided into two, namely the traditional and modern retail business market, but with the development of the era and technological advances that change the lifestyle of these people, they prefer to shop in the modern retail market. With the presence of the modern retail market, people are easier to shop to meet their daily needs because in the modern retail market all products are available. Transmart is a company engaged in the modern retail business. The presence of Transmart makes it easy for consumers to shop for their daily needs.

The purpose of this study was to determine the effect of *Salesperson Trustworthiness, Store Assortment, Store Environment,* dan *Store Communication,* on *Store Loyalty* through *Trust* and *Perceived Value.* The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of  *Store Environment* so as to increase *Store Loyalty* which will ultimately increase loyalty to the Transmart store.

This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 125 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in the Surabaya area, and have visited and purchase directly at Transmart shop in Surabaya two times in the last three months.

The results showed that the variable Salesperson Trustworthiness had no significant effect on Perceived Value with a regression coefficient of 0.048 and C.R. amounting to 0.264; the Store Environment variable has a significant effect on Perceived Value with a regression coefficient of 0.338 and C.R. amounting to 2.887; the Store Assortment variable has no significant effect on Perceived Value with a regression coefficient of 0.132 and C.R. in the amount of 0.777; the Store Communication variable has a significant effect on Perceived Value with a regression coefficient of 0.297 and C.R. amounting to 2,343; The Perceived Value variable has a significant effect on Trust with a regression coefficient of 0.479 and C.R. amounting to 3,179; Trust variables have a significant effect on Store Loyalty with a regression coefficient of 0.386 and C.R. amounting to 2,542; Perceived Value variables have a significant effect on Store Loyalty with a regression coefficient of 0.321 and C.R. amounting to 1,987.

**Key Words:** *Salesperson Trustworthiness, Store Assortment, Store Environment, Store Communication, Trust, Perceived Value,* and *Store Loyalty*