

ABSTRAK

Sektor industri yang diketahui oleh masyarakat sekarang salah satunya adalah industri ritel. Industri ritel sendiri merupakan kegiatan menjual barang ataupun jasa kepada konsumen akhir yang di pakai secara pribadi, bukan untuk keperluan bisnis. Sehingga pembisnis ritel tidak memproduksi barang sendiri melainkan mengambil barang langsung dari produsen di salurkan kepada konsumen akhir.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Physical Aspect*, *Reliability*, *Personal Interaction*, *Problem solving* dan *Policy* 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* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari Superindo di Surabaya. Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS 22. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 136 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, pernah berbelanja di Superindo di Surabaya dua kali dalam tiga bulan.

Hasil penelitian ini menunjukkan bahwa variabel *Physical aspect* berpengaruh signifikan terhadap *Customer satisfaction* dengan koefisien regresi sebesar 0.375 dan C.R. sebesar 2.062; variabel *Reliability* berpengaruh signifikan terhadap *Customer satisfaction* dengan koefisien regresi sebesar 0.470 dan C.R. sebesar 2.958; variabel *Personal interaction* tidak berpengaruh signifikan terhadap *Customer satisfaction* dengan koefisien regresi sebesar 0.153 dan C.R. sebesar 1.398; variabel *Problem solving* tidak berpengaruh signifikan terhadap *Customer satisfaction* dengan koefisien regresi sebesar 0.149 dan C.R. sebesar 1.062; variabel *Policy* tidak berpengaruh signifikan terhadap *Customer satisfaction* dengan koefisien regresi sebesar 0.131 dan C.R. sebesar 1.311; variabel *Customer satisfaction* berpengaruh signifikan terhadap *Customer loyalty* dengan koefisien regresi sebesar 0.804 dan C.R. sebesar 10.037.

Kata Kunci: *Physical Aspect*, *Reliability*, *Personal Interaction*, *Problem Solving*, *Policy*, *Customer Satisfaction* dan *Customer Loyalty*.

ABSTRACT

The industrial sector which is known by the public now one of which is the retail industry. The retail industry itself is an activity to sell goods or services to end consumers that are used privately, not for business purposes. So that retail businesses do not produce their own goods but instead take goods directly from the producers to the end consumers..

This study aims to determine how the effects of Physical Aspect, Reliability, Personal Interaction, Problem Solving and Policy on Customer Loyalty through Customer Satisfaction. The expected benefit of this research is to add to the repertoire of knowledge in the field of management, especially how much influence Customer Satisfaction has on increasing Customer Loyalty which will ultimately increase the ongoing transactions of Superindo in Surabaya.

This research is a causal study. The research method used is quantitative method by processing data using AMOS 22. Data collection is done by distributing questionnaires to 136 respondents with characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, having shopped at Superindo in Surabaya twice in three months.

The results of this study indicate that Physical aspect variables have a significant effect on Customer satisfaction with a regression coefficient of 0.375 and C.R. amounting to 2,062; Reliability variable has a significant effect on Customer satisfaction with a regression coefficient of 0.470 and C.R. amounting to 2,958; Personal interaction variables have no significant effect on Customer satisfaction with a regression coefficient of 0.153 and C.R. amounting to 1,398; Problem solving variables have no significant effect on Customer satisfaction with a regression coefficient of 0.149 and C.R. amounting to 1,062; Policy variables have no significant effect on Customer satisfaction with regression coefficients of 0.131 and C.R. amounting to 1.311; Customer satisfaction variables have a significant effect on Customer loyalty with a regression coefficient of 0.804 and C.R. amounting to 10,037.

Key Words: *Physical Aspect, Reliability, Personal Interaction , Problem Solving, Policy, Customer Satisfaction and Customer Loyalty*