ABSTRAK

Jaman sekarang, minat pelanggan lebih ke *leisure*, jadi agar dapat tetap menarik minat belanja pelanggan, salah satu cara nya dengan memberikan pengalaman dalam menyajikan barang di toko, perubahan tersebut sudah disadari para pengusaha ritel, beberapa diantaranya pun sudah berbenah diri dan menyesuaikan strategi bisnis nya dengan perkembangan yang terjadi. Salah satu perusahaan yang bergerak di bidang ritel Indonesia adalah MINISO.

Penelitian ini bertujuan untuk mengetahui apakah faktor *Salespeople Competence, Salespeople Trustworthiness, Store Environment, Assortment, Promotion* yang dimiliki perusahaan akan memengaruhi kesetiaan pelanggan dengan dimediasi faktor *Customer Satisfaction* dan *Value for Money* pada pelanggan MINISO di Tunjungan Plaza 6 di Surabaya.

Data penelitian ini diperoleh dari 130 orang pelanggan MINISO di Tunjungan Plaza 6 di Surabaya dengan karakteristik tertentu. Pengolahan dan analisa data penelitian ini menggunakan model regresi linear berganda dengan software SPSS 22.0 sebagai *software* pengolah data. Hasil analisis menunjukkan bahwa *Promotion* berpengaruh signifikan terhadap *Value for Money*. Sedangkan *Assortment* berpengaruh tidak signifikan terhadap *Value for Money*. Selain itu, *Assortment, Store Environment, Salespeople Trustworthiness* berpengaruh signifikan terhadap *Customer Satisfaction*, sedangkan *Salespeople Competence, Value for Money* tidak berpengaruh signifikan terhadap *Customer Satisfaction*. Terakhir, *Value for Money* dan *Customer Satisfaction* berpengaruh signifikan terhadap *Loyalty Intention*.

Temuan empiris tersebut mengindikasikan bahwa *Assortment* berpengaruh paling besar terhadap *Customer Satisfaction* dengan nilai 0,332. Sedangkan, dalam temuan ini juga disimpulkan bahwa *Value for Money* berpengaruh paling besar terhadap *Loyalty Intention* dengan nilai 0,311.

Kata kunci: *Loyalty Intention, Customer Satisfaction, Value for Money, Salespeople Competence, Salespeople Trustworthiness, Store Environment, Assortment, Promotion.*

ABSTRACT

Nowadays, customer interest is more to leisure, so in order to be able to continue to attract customer spending, one of the ways is by providing experience in delivering goods at the store, these changes have been realized by retail entrepreneurs, some of whom have already tidied up and adjusted their business strategies with developments that occur. One of the companies engaged in the Indonesian retail sector is MINISO.

This study aims to determine whether the factors of Salespeople Competence, Salespeople Trustworthiness, Store Environment, Assortment, Promotion owned by the company will affect customer loyalty by mediating Customer Satisfaction and Value for Money factors in MINISO customers at Tunjungan Plaza 6 in Surabaya.

The research data was obtained from 130 MINISO customers in Tunjungan Plaza 6 in Surabaya with certain characteristics. Data processing and analysis of this research uses multiple linear regression models with SPSS 22.0 software as data processing software. The results of the analysis show that Promotion has a significant effect on Value for Money. While Assortment has no significant effect on Value for Money. In addition, Assortment, Store Environment, Salespeople Trustworthiness have a significant effect on Customer Satisfaction, while Salespeople Competence, Value for Money have no significant effect on Customer Satisfaction. Finally, Value for Money and Customer Satisfaction have a significant effect on Loyalty Intention.

These empirical findings indicate that the Assortment has the greatest effect on Customer Satisfaction with a value of 0.332. Whereas, in this finding it is also concluded that Value for Money has the greatest effect on Loyalty Intention with a value of 0.311.

Keywords: Loyalty Intention, Customer Satisfaction, Value for Money, Salespeople Competence, Salespeople Trustworthiness, Store Environment, Assortment, Promotion.