

ABSTRACT

Due to increasing competition in fashion and apparel retailing sector, especially the retail store inside the mall, retailers are making considerable efforts to commit more consumers to their stores, and have made increase the frequency and amount of purchase available. The presence of modern retail in Indonesia started the emergence in 1970. Since there were an increase in demand by the customers as fashion evolves and new trends keeps on coming more and more fashion retail industry has expand internationally until it reaches Surabaya, Indonesia. Accordingly, marketers have to ensure shopping mall loyalty, value perception, overall impression of the store, sales promotion and store loyalty intention in the fashion retail industry in order to survive and prosper. Customer loyalty is about retaining customers, which means earning more. Building customer loyalty to the company is very important, therefore it's not just a simple function of the marketing, but is a philosophy and a way of thinking for how to attract customers and how to satisfy them and make them more loyal to the organization.

The purpose of this research is to examine the effect of Shopping Mall Loyalty, Sales Promotion and Value Perception towards Store Loyalty Intention through Overall Impression of The Store for Zara retail store inside Tunjungan Plaza in Surabaya. This is a case study of Zara that aimed to use five variables to identify their store loyalty intention toward Zara retail store at Tunjungan Plaza.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire is distributed to 165 respondents in the sample in which the characteristics of respondents consists of men and women in the age range 18-60 years, consumers who live in Surabaya, visited Zara at Tunjungan Plaza, Surabaya, at least 2 times in the last 5 months. The sampling method used in this research is non -probability sampling.

The results showed that "Shopping Mall Loyalty" variable have a significant positive effect on "Store Loyalty Intention" with regression coefficient of 0,324, "Value Perception" variable have a significant effect on "Store Loyalty Intention" with regression coefficient of 0,180, "Value Perception" variable have a significant positive effect on "Overall Impression of the Store" coefficient of 0,582, "Overall Impression of the Store" variable have a significant positive effect on "Store Loyalty Intention" with regression coefficient of 0,343 and "Sales Promotion" variable have a significant positive effect on "Store Loyalty Intention" with regression coefficient of 0,401.

Keywords: Shopping Mall Loyalty, Value Perception, Overall Impression of the Store, Sales Promotion, Store Loyalty Intention, Zara.