

ABSTRACT

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ANALYSIS THE EFFECT OF VARIABLE ENVIRONMENT CONSTRUCTS TOWARDS STORE LOYALTY THROUGH SELF-CONGRUITY FROM QUEEN CAKES CUSTOMERS IN BANYUWANGI

(+78; 8 Pictures; 22 Tables; 13 Figures)

In order to improve the Store Loyalty there are a lot of factors that need to be considered, not only something mainstream like Product Quality, Service Quality, and Price, but also the factor like good expectation from the customer (Self-Congruity) until the Environment Constructs (Physical Design, Employee, Atmosphere) has an effect toward building the Store Loyalty. This study was conducted in order to find out the reason behind the variables of Environment Construct and Self-Congruity in order to building toward Store Loyalty in Queen Cakes shop Banyuwangi. This research described the effects of Physical Design, Employee, and Atmosphere toward Self-Congruity. The effects of Self-Congruity toward Product Quality, Service Quality, and Price. The effects of Product Quality, Service Quality, and Price toward Store Loyalty in Queen Cakes shop Banyuwangi.

The model was tested based on questionnaire data collected. The Data used in this test were collected from 115 respondents. Nine hypothesis were analyzed using descriptive analysis and multiple linear regression. The result of this study showed that Physical Design, Employee, and Atmosphere has significant effect on Self-Congruity, The result of this study also shows that Self-Congruity has significant effect on Product Quality, Service Quality, and Price. This result of this study also shows that Product Quality, Service Quality, and Price has significant effect on Store Loyalty.

The recommendation was to improve the significant variables (Physical Design, Employee, Atmosphere, Self-Congruity, Product Quality, Service Quality, and Price) in order to improve the Store Loyalty in Queen Cakes shop Banyuwangi.

Keywords: Physical Design, Employee, Atmosphere, Self-Congruity, Product Quality, Service Quality, Price, and Store Loyalty.