

ABSTRAK

Toko ritel memiliki pasar yang sangat kompetitif. Saat ini, pelanggan mencari nilai tambah yang didapatkan dari toko, dalam menentukan mereka untuk menjadi pelanggan yang loyal. Sebagai toko ritel furnitur, Toko Sinar Mas perlu selalu berusaha tentang bagaimana untuk terus meningkatkan kualitas layanan, dengan berupaya meningkatkan penjualan dan membangun loyalitas pelanggan terhadap toko. Adapun tujuan dari penelitian ini adalah untuk mengevaluasi dan menganalisa pengaruh dari *in-store characteristics* (*convenience, employees, merchandising, service quality*), *economic drivers* (*switching costs, promotions, pricing policies*), dan *core brand loyalty* terhadap *customers' store loyalty* pada Toko Sinar Mas di Banjarmasin. Adapun *core brand loyalty* dipengaruhi oleh *core brand characteristics* yang terdiri dari *core brand image, core brand trust, core brand quality, dan core brand price*.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 22.0. Pengumpulan data dalam penelitian ini dilakukan dengan menyebarkan kuesioner kepada 205 responden, dengan karakteristik bahwa responden adalah pelanggan dari Toko Sinar Mas Banjarmasin berusia 18-60 tahun, membeli produk *core brand* - Olympic lebih dari dua kali dalam kurun waktu 5 tahun terakhir, menggunakan produk *core brand* - Olympic dan mengetahui karakteristik yang dimiliki *core brand*.

Hasil penelitian menunjukkan bahwa variabel *convenience* berpengaruh positif tidak signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.045, variabel *employees* berpengaruh positif signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.261, variabel *merchandising* berpengaruh positif tidak signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.054, variabel *service quality* berpengaruh positif signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.354, variabel *switching costs* berpengaruh positif tidak signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.011, variabel *promotions* positif tidak signifikan berpengaruh terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.090, variabel *pricing policies* berpengaruh positif signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.239, variabel *core brand loyalty* berpengaruh positif signifikan terhadap *customers' store loyalty* dengan koefisien regresi sebesar 0.858, variabel *core brand image* berpengaruh positif signifikan terhadap *core brand loyalty* dengan koefisien regresi sebesar 0.276, variabel *core brand trust* berpengaruh positif tidak signifikan terhadap *core brand loyalty* dengan koefisien regresi sebesar 0.045, variabel *core brand quality* berpengaruh positif signifikan terhadap *core brand loyalty* dengan koefisien regresi sebesar 0.439, dan variabel *core brand price* berpengaruh positif signifikan terhadap *core brand loyalty* dengan koefisien regresi sebesar 0.854.

Kunci: *Convenience, Employees, Merchandising, Service Quality, Switching Costs, Promotions, Pricing Policies, Core Brand Image, Core Brand Trust, Core Brand Quality, Core Brand Price, Core Brand Loyalty, Customers' Store Loyalty, Toko Sinar Mas*

ABSTRACT

Retail store has very competitive markets. Nowadays, customers look for added value that they get in the store, to determine them for being loyal customers. As the furniture retailer, Sinar Mas must keep trying how to continue to improving the quality of services in an effort to improving their sales and build customers' store loyalty. For doing that, Sinar Mas needs to analyze a variety of in-store driven factors and several economic factors that can significantly influence core brand loyalty towards customers' store loyalty.

The purpose of this study was to evaluate and analyze the effect of in-store characteristics (convenience, employees, merchandising, service quality), economic drivers (switching costs, promotions, pricing policies), and core brand loyalty towards customers' store loyalty Sinar Mas Banjarmasin. As for core brand loyalty is influence by core brand characteristics (core brand image, core brand trust, core brand quality, core brand price). The expected benefits of this research is to add contributions to science in the field of management, especially how big the influence of each variable can increase the customers' store loyalty that will ultimately shape the success of the store in the long term.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM), with using the AMOS 22.0 software. Collecting data in this study conducted by distributing questionnaires to 205 respondents with the characteristics which is a customer of Sinar Mas Banjarmasin aged 18-60 years, bought a product of core brand – Olympic more than twice within the last 5 years, using product of core brand and had known about the core brand characteristics.

The results showed that convenience has positive effect but not significant to the customers' store loyalty with regression coefficient of 0.045, employees has positive significant effect to the customers' store loyalty with regression coefficient of 0.261, merchandising has positive effect but not significant to the customers' store loyalty with regression coefficient of 0.054, service quality has positive significant effect to the customers' store loyalty with regression coefficient of 0.354, switching costs has positive effect but not significant to the customers' store loyalty with regression coefficient of 0.011, promotions has positive effect but not significant to the customers' store loyalty with regression coefficient of 0.090, pricing policies has positive significant effect to the customers' store loyalty with regression coefficient of 0.239, core brand loyalty has positive significant effect to the customers' store loyalty with regression coefficient of 0.858, core brand image has positive significant effect to the core brand loyalty with regression coefficient of 0.276, core brand trust has positive effect but not significant to the core brand loyalty with regression coefficient of 0.045, core brand quality has positive significant effect to the core brand loyalty with regression coefficient of 0.439, core brand price has positive significant effect to the core brand loyalty with regression coefficient of 0.854.

Keywords: Convenience, Employees, Merchandising, Service Quality, Switching Costs, Promotions, Pricing Policies, Core Brand Image, Core Brand Trust, Core Brand Quality, Core Brand Price, Core Brand Loyalty, Customers' Store Loyalty, UD. Sinar Mas