

## ABSTRAK

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### **ANALISIS PENGARUH *SERVICE QUALITY*, *QUALITY OF STAFF*, *CORPORATE IMAGE*, *PERCEIVED PRICE* TERHADAP *CUSTOMER LOYALTY*, MELALUI *CUSTOMER SATISFACTION* PADA PRODUK H&M DI PAKUWON TRADE CENTER SURABAYA.**

(185 halaman: 11 gambar, 56 tabel, 4 lampiran)

Gaya hidup (*lifestyle*) merupakan cara khas kehidupan seseorang, kelompok, atau budaya, gaya hidup merupakan gambaran bagi setiap orang yang mengenaikannya dan menggambarkan seberapa besar nilai moral orang tersebut dengan orang yang ada disekitar. Perubahan gaya hidup pada masyarakat berkaitan erat dengan perkembangan zaman serta teknologi, karena zaman dan teknologi yang semakin berkembang dan canggih menciptakan perkembangan dan penerapan gaya hidup seperti gaya berpakaian

Tujuan dari penelitian ini adalah untuk menganalisis variable-variabel yang mempengaruhi *Service Quality*, *Quality Of Staff*, *Corporate Image*, *Perceived Price* Terhadap *Customer Loyalty* melalui *Customer Satisfaction* pada produk H&M di Pakuwon Trade Center Surabaya. Manfaat dari penelitian ini adalah untuk menambah wawasan khususnya mengetahui seberapa besar pengaruh dari *Service Quality*, *Quality Of Staff*, *Corporate Image*, *Perceived Price* melalui *Customer Satisfaction* sehingga dapat menciptakan *Customer Loyalty*

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah menggunakan teknik snowball sampling kepada 100 responden dengan karakteristik responden yaitu berjenis kelamin baik pria maupun wanita, berusia 18-60 tahun berdomisili di Surabaya, dan pernah mengunjungi H&M minimal 2 kali dalam 6 bulan terakhir.

Pada penelitian ini, diperoleh hasil bahwa variabel yang berpengaruh positif namun tidak signifikan terhadap *Customer Satisfaction* adalah *Service Quality*, *Quality of Staff*, dan *Customer Loyalty*, kemudian yang berpengaruh signifikan terhadap *Customer Satisfaction* adalah *Corporate Image*, dan *Perceived Price*. Dan juga variabel yang berpengaruh positif namun tidak signifikan terhadap variabel *Customer Loyalty* adalah *Customer Satisfaction*, *Service Quality*, dan *Perceived Price*, dan yang berpengaruh signifikan adalah *Quality of Staff*.

**Kata Kunci:** *Customer Loyalty*, antara lain *Service Quality*, *Quality of Staff*, *Corporate Image*, *Perceived Price*, *Customer Satisfaction*, dan *Customer Loyalty*

## **ABSTRACT**

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**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, QUALITY OF STAFF, CORPORATE IMAGE, PERCEIVED PRICE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION ON H&M PRODUCT AT PAKUWON TRADE CENTER SURABAYA.**

(185 pages: 11 figures, 56 tables, 4 appendices)

Lifestyle is a typical way of life for a person, group, or culture. Lifestyle is a reflection of each person who wears it and describes how much moral value that person has with the people around him. Changes in lifestyle in society are closely related to developments in time and technology, because increasingly developed and sophisticated times and technology have created the development and application of lifestyle styles such as clothing styles.

The aim of this research is to analyze the variables that influence Service Quality, Quality of Staff, Corporate Image, Perceived Price on Customer Loyalty through Customer Satisfaction with H&M products at the Pakuwon Trade Center Surabaya. The benefit of this research is to increase insight, especially knowing how big the influence of Service Quality, Quality of Staff, Corporate Image, Perceived Price through Customer Satisfaction can create Customer Loyalty.

This research is causal research using quantitative methods and processed using snowball sampling techniques on 100 respondents with the characteristics of the respondents, namely male and female, aged 18-60 years, domiciled in Surabaya, and have visited H&M at least 2 times in 6 months last.

In this research, the results obtained showed that variables that had a positive but not significant effect on Customer Satisfaction were Service Quality, Staff Quality, and Customer Loyalty, then those that had a significant effect on Customer Satisfaction were Company Image and Perceived Price. And also the variables that have a positive but not significant effect on the Customer Loyalty variable are Customer Satisfaction, Service Quality, and Perceived Price, and the one that has a significant effect is Staff Quality.

**Keywords:** Customer Loyalty, including Service Quality, Staff Quality, Company Image, Perceived Price, Customer Satisfaction, and Customer Loyalty