

## ABSTRAK

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“ANALISIS FAKTOR PERCEIVED PRODUCT QUALITY, SERVICE QUALITY DAN COST TERHADAP CUSTOMER BRAND LOYALTY MELALUI CUSTOMER SATISFACTION DAN CUSTOMER TRUST PADA PELANGGAN INDOMARET DI SURABAYA”

Indomaret adalah jaringan toko retail di Indonesia yang menyediakan berbagai macam produk kebutuhan sehari-hari, mulai dari makanan, minuman, hingga produk kebutuhan rumah tangga. Indomaret berdiri pada tahun 1988, dan telah menjadi salah satu waralaba retail terbesar di Indonesia dengan ribuan gerai yang tersebar di seluruh Indonesia. Indomaret juga menawarkan layanan pembayaran tagihan dan top up pulsa, sehingga Indomaret menjadi tempat one-stop untuk kebutuhan sehari-hari.

Penelitian ini bertujuan agar dapat mengetahui pengaruh faktor Perceived Product Quality, Service Quality, dan Cost terhadap Customer Brand Loyalty melalui Customer Satisfaction dan Customer Trust pada pelanggan Indomaret di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah agar menambah wawasan terhadap variabel tersebut dan pengetahuan lebih terhadap ilmu manajemen.

Penelitian ini bersifat kausal yang di mana menggunakan bantuan software AMOS 22.0 karena menggunakan metode kuantitatif, penelitian ini juga berhasil mendapatkan data primer sebanyak 100 dari konsumen Indomaret di Surabaya yang didapatkan menggunakan teknik Snowball Sampling. Karakteristik dari responden ini juga yaitu pria dan wanita, berumur 18-60 tahun, mengetahui apakah konsumen pernah berbelanja di Indomaret sebanyak 2 kali dalam 6 bulan terakhir.

Pada penelitian ini mendapatkan hasil bahwa variabel yang berpengaruh positif signifikan pada Customer Brand Loyalty adalah Perceived Cost

**Kata Kunci:** Perceived Product Quality, Perceived Service Quality, Perceived Cost, Customer Trust, Customer Satisfaction, Customer Brand Loyalty.

## ABSTRACT

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*“FACTOR ANALYSIS OF PERCEIVED PRODUCT QUALITY, SERVICE QUALITY AND COST ON CUSTOMER BRAND LOYALTY THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST IN INDOMARET CUSTOMERS IN SURABAYA”*

Indomaret is a chain of retail stores in Indonesia that provides a wide range of daily necessities, from food, beverages, to household products. Indomaret was established in 1988, and has become one of the largest retail franchises in Indonesia with thousands of outlets spread throughout Indonesia. Indomaret also offers bill payment services and top up credit, making Indomaret a one-stop place for daily needs.

This study aims to determine the effect of Perceived Product Quality, Service Quality, and Cost factors on Customer Brand Loyalty through Customer Satisfaction and Customer Trust at Indomaret customers in Surabaya. The expected benefits of this research are to add insight into these variables and more knowledge of management science.

This research is causal in nature which uses the help of AMOS 22.0 software because it uses quantitative methods, this study also managed to get primary data as many as 100 of Indomaret consumers in Surabaya who were obtained using the Snowball Sampling technique. The characteristics of these respondents are also men and women, aged 18-60 years, knowing whether consumers have shopped at Indomaret twice in the last 6 months.

In this study, the results show that the variables that have a significant positive effect on Customer Brand Loyalty are Perceived Cost

**Keywords:** Perceived Product Quality, Perceived Service Quality, Perceived Cost, Customer Trust, Customer Satisfaction, Customer Brand Loyalty.