ABSTRAK

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Pertumbuhan industri ritel Indonesia dengan pertumbuhan industri ritel modern hingga semester I/2019 tercatat hanya mencapai 2%.. Pemerintah mengeluarkan terobosan untuk untuk mendongkrak pertumbuhan ekonomi nasional dan menghadirkan optimisme di kalangan pengusaha serta masyarakat hingga lima tahun ke depan. Dapat dikatakan bahwa *Ranch Market* adalah *hypermarket* perintis yang berbenah diri serta menyesuaikan strategi bisnisnya dengan perkembangan yang terjadi dan lebih modern.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *price*, service, *atmosphere*, *product quality, selection, convenience* terhadap *Customer satisfaction* melalui *customer loyalty*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *customer satisfaction* sehingga meningkatkan *customer loyalty* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pelanggan Ranch Market Gallaxy Mall di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, pernah berbelanja di Ranch Market Gallaxy Mall Surabaya minimal dua kali dalam enam bulan terakhir,

Hasil penelitian menunjukkan bahwa variabel *price* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 116; variabel *service quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 153; variabel *atmosphere* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 152; variabel *product quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 135; variabel *selection* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 301; variabel *convenience* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 182.

Kata Kunci: *Price, Service Quality, Atmosphere, product Quality, Selection, Convenience, Customer Satisfaction, Customer Loyalty*

ABSTRACT
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The growth of the Indonesian retail industry with the growth of the modern retail industry up to the first semester of 2019 was recorded at only 2%. The government issued a breakthrough to boost national economic growth and bring optimism among entrepreneurs and society for the next five years. that Ranch Market is a pioneering hypermarket that reorganizes itself and adapts its business strategy to current and more modern developments.

This study aims to determine how price, service, atmosphere, product quality, selection, convenience influence customer satisfaction through customer loyalty. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence customer satisfaction has, thereby increasing customer loyalty, which in turn will increase sustainable transactions from customers of Ranch Market Gallaxy Mall in Surabaya.

This research is a causal research. The research method used is a quantitative method with data processing using SPSS. The data was collected by distributing questionnaires to 125 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, had shopped at Ranch Market Gallaxy Mall Surabaya at least twice in the last six months,

The results showed that the price variable had a significant effect on customer satisfaction with a regression coefficient of 020; Serice quality variable has a significant effect on customer satisfaction with a regression coefficient of 004; variable atmosphere has a significant effect on customer satisfaction with a regression coefficient of 000; variable product quality has a significant effect on customer satisfaction with a regression coefficient of 006; variable selection has a significant effect on customer satisfaction with a regression coefficient of 000;

Keywords: Price, Service Quality, Atmosphere, Product Quality, Selection, Convenience, Customer Satisfaction, Customer Loyalty