

## ABSTRAK

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### **PENGARUH SELF-IMAGE CONGRUITY, RETAIL SERVICE QUALITY, CUSTOMER PERCEIVED SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFATION SOCIOLLA**

(xiv + 130 halaman: 1 gambar; 31 tabel; 25 lampiran)

Citra toko menjadi salah satu hal yang dipertimbangkan oleh pelanggan dalam memilih sebuah ritel. Sociolla membangun citra tokonya sebagai *brand* yang peduli akan kesehatan dan kecantikan kulit masyarakat Indonesia. Sociolla membuat strategi *service quality* untuk upaya menciptakan *Customer Loyalty* melalui rasa puas yang dirasakan oleh konsumen. Penelitian ini bertujuan untuk meneliti adakah pengaruh oleh *self-image congruity*, *retail service quality*, dan *perceived service quality* terhadap *customer satisfaction* serta menguji adakah pengaruh variabel *customer satisfaction* terhadap *customer loyalty* pada Sociolla.

Data yang termuat pada penelitian ini didapati dengan kuesioner yang disebarakan melalui *Google Form* kepada para responden. Kemudian data yang telah diperoleh diolah menggunakan aplikasi SPSS. Kajian data yang ada di dalam penelitian ini menggunakan analisis multiple regression untuk menghitung variable independen terhadap variable dependen dengan variable intervening. Di tahap *pre-test* kajian data diperoleh dari sebanyak 50 responden untuk kemudian diuji validitas dan reliabilitasnya variabel yang terdapat dalam penelitian ini. Setelah itu dilanjutkan dengan pengolahan data aktual yang datanya diperoleh dari 104 responden untuk diolah lebih dalam.

Hasil penelitian menunjukkan bahwa faktor *self-image congruity*, *retail service quality*, serta *perceived service quality* berpengaruh positif terhadap kepuasan pelanggan Sociolla. Faktor kepuasan pelanggan juga berpengaruh positif terhadap kesetiaan pelanggan Sociolla.

Referensi: 24 (2003-2021)

**Kata Kunci:** *Self-image Congruity; Retail Customer Service; Customer Perceived Service Quality; Customer Satisfaction; Customer Loyalty; Sociolla*

## ABSTRACT

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### **THE EFFECT OF SELF-IMAGE CONGRUITY, RETAIL SERVICE QUALITY, CUSTOMER PERCEIVED SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH SOCIOLLA'S CUSTOMER SATISFATION**

(xiv + 130 pages; 1 picture; 31 table; 25 attachment)

Shop image is one thing that is considered by customers in choosing a ritel shop. Sociolla builds its shop image as a brand that care about the health and beauty skin of Indonesian people. Sociolla makes a service quality strategy in order to create customer loyalty through the satisfaction that felt by customers. This research is carried out with the aim of analyzing and researching whether there is an influence by self-image congruity, retail service quality, and perceived service quality toward customer satisfaction, and also analyze the effect of customer satisfaction variable toward customer loyalty variable at Sociolla.

The data in this research was collected using questioner that is shared by Google Form to the respondents. After that, the collected data is processed using data processing software SPSS. Data study in this research is using regression multiple analysis to count independent variable against dependent variable with moderating variable. In pre-test step data study was collected from 50 respondents for later was tested the variable validity and reliability in this research. Afterwards it is continued with factual data processing which the data is collected from 104 respondents to be processed deeper.

This research shows that self-image congruity, retail service quality, perceived service quality factors give positive impact toward customer satisfaction at Sociolla. Customer satisfaction factor also gives positive impact towards customer loyalty to consumer of Sociolla.

Reference: 24 (2003-2021)

***Key Words:*** *Self-image Congruity; Retail Customer Service; Customer Perceived Service Quality; Customer Satisfaction; Customer Loyalty; Sociolla*