

ABSTRACT

Retail industry is one of many sectors that has given big contribution to Indonesia GDP performance. Recorded by *Badan Pusat Statistik* or *BPS* (Central Bureau of Statistics), in 2016, retail industry contributes 15.24% of Indonesia's GDP and has successfully reduced the unemployment number by 22.4 million. Department store is a retail type that sells wide range of merchandise which is arranged by each category into different section of the physical retail space. The "one stop" shopping concept are well accepted in Indonesian market and it continues to develop and expand. SOGO department store is one of the biggest department store retail in Indonesia. Originated from Japan, SOGO is a well-known department store with extensive chain worldwide. As independent franchisee, each branch operates individually. Established in 1990, SOGO Indonesia is managed by PT Panen Lestari Internusa as subsidiary of PT Mitra Adiperkasa Tbk. (<https://republika.co.id>; <https://www.emis.com>; <http://sogo.co.id/>, retrieved on January 29th, 2019).

This study aimed to identify the impact of store attributes toward perceived relationship investment and perceived relationship quality on customers' attitudinal loyalty of SOGO Department Store in Surabaya. The sample of this study is limited to respondent characteristics, as describe: gender wise between male or female; domicile in Surabaya, age range between 18-60 years old; the customer has experienced shopping in SOGO Department Store in Surabaya for at least twice or more in the last six months; the customer has used or worn any goods purchased in SOGO Department Store in Surabaya within last 6 months; the customer is registered as SOGO's membership and is aware of SOGO's membership benefits and promotion for the last 6 months; the customer knows the post-transaction policy (warranty, delivery service, product exchange) of SOGO department store. The data calculation used SPSS v. 22.0. The result of the calculated data shows that post transaction services significantly influences perceived relationship investment, direct mail significantly influences perceived relationship investment, interpersonal communication significantly influences perceived relationship investment, merchandise significantly influences perceived relationship investment, preferential treatment significantly influences perceived relationship investment, store atmosphere significantly influences perceived relationship investment, perceived relationship investment significantly influences perceived relationship quality, perceived relationship quality significantly influences attitudinal loyalty.

Based on the result of this study, there are six hypotheses that are consistent with the result. However, there are two hypotheses that are inconsistent with the result: interpersonal communication significantly influences perceived relationship investment, merchandise significantly influences perceived relationship investment, as the result shows that there is a positive influence instead of significant influence between variable tested.

Keywords : Post Transaction Service, Direct Mail, Interpersonal Communication, Merchandise, Merchandise, Preferential Treatment, Store Atmosphere, Perceived Relationship Investment, Perceived Relation Investment, Attitudinal Loyalty, SOGO Department Store.