

Analisis pengaruh lokasi, keanekaragaman barang terhadap keputusan berbelanja dan loyalitas konsumen di Carrefour Semarang.

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=131157&lokasi=lokal>

Abstrak

This study proposed to examine the influence of location and product diversity on spent decision to consumer's loyalty. The study was taken place at Carrefour, one of hypermarket in Semarang. This is an explanatory research. The number of sample of the research is 105 consumers the method research with accidental sampling method. Questionnaire was used to obtain the data. Structural equation modeling (SEM) was applied to prove and examine the hypotheses. Result of the study showed that location positively affect the research begun since spent decision ($P=0.007$). Product diversity also positively affect (Purchasing decision ($P = 0.004$), and finally, purchase decision positively affect consumer's loyalty.