

Pengaruh dimensi Store Image terhadap Customer Satisfaction : studi kasus Alfamart Mitra Usaha Kelapa Gading di Jakarta = Influence of dimensions Store Image to Customer Satisfaction : case study Alfamart Business Partners in Kelapa Gading, Jakarta / Abner Kusumawijaya

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Abstrak

**ABSTRAK**

Perkembangan industri ritel pada tahun-tahun belakangan ini terlihat sangat pesat. Bisnis ritel di Indonesia mengalami perkembangan pesat dikarenakan faktor meningkatnya jumlah dan pendapatan penduduk Indonesia yang menyebabkan taraf hidup masyarakat Indonesia meningkat. Sehingga tidak mengherankan pertumbuhan gerai-gerai minimarket di berbagai daerah di Indonesia dapat meningkat dengan pesat. Indikatornya adalah dengan semakin banyaknya toko ritel yang ada di Indonesia. Dalam karya tulis ini akan dibahas mengenai dimensi-dimensi Store Image mana yang berpengaruh terhadap Customer Satisfaction. Store Image merupakan kepribadian toko yang melekat dibenak konsumen dalam sebuah ritel. Dimensi Store Image menurut penelitian Theodoridis adalah: Product, Price, Atmosphere, Personnel, Merchandising, In-Store Convenience. Salah satu industri Ritel yang musti menjaga Store Image adalah Alfamart. Dimana untuk mampu bertahan Alfamart harus mengetahui faktor-faktor store image yang mempengaruhi customer satisfaction. Dari hasil penelitian ini membuktikan secara empiris bahwa Store Image dapat mempengaruhi Customer Satisfaction. Faktor-faktor yang berpengaruh secara signifikan terhadap Customer Satisfaction dan bersifat searah terhadap Customer Satisfaction adalah variabel Product, Price, Personnel dan In-Store Convenience.

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**ABSTRACT**

The development of the retail industry in recent years looks very rapidly. Retail business in Indonesia experienced rapid development due to the increasing number of factor income and residents of Indonesia that led to the welfare of society Indonesia increased. So it's not surprising growth outlets-outlets a minimart in various areas in Indonesia could rise rapidly. The charge indicators will is by growing number of retail stores that existed in Indonesia. In this paper will be discussed regarding the dimensions Store Image where the effect on Customer Satisfaction. Store Image is the personality of the store that is attached to a retail consumer dibenak. Dimensions of Store Image according to research Theodoridis is Product, Price, Atmosphere, Personnel, Merchandising, In-Store Convenience. One of the retail industry that must maintain the Store Image is Alfamart. Where to be able to survive Alfamart should know the factors that affect

the image store is customer satisfaction. From the results of this research prove empirically that Store Image can affect Customer Satisfaction. Influential factors in Customer Satisfaction against the significant and direct nature towards Customer Satisfaction is a variable Product, Price, Personnel and In-Store Convenience.