

## Pengaruh retail mix terhadap customer loyalty : (studi kasus the goods dept) = Influence of retail mix on customer loyalty case study the goods dept

Listy Rizkianengsih Iranda, author

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### Abstrak

Tesis ini menganalisa retail mix dengan menguji pengaruh dari enam variabel, yaitu lokasi, manajemen produk, harga, bauran komunikasi, desain dan tampilan toko serta customer servis, terhadap kepuasan pelanggan serta loyalitas pelanggan The Goods Dept. The Goods Dept merupakan toko ritel dengan mengusung gaya hidup dan memiliki konsep toko yang berbeda dengan menjual 85% produk lokal. Metode riset dari penelitian ini adalah deskriptif riset dengan teknik sampel nonprobability. Berdasarkan data dari 188 pelanggan The Goods Dept, didapat bahwa variabel manajemen produk, harga dan servis berpengaruh terhadap kepuasan pelanggan serta variabel harga, bauran komunikasi berpengaruh terhadap loyalitas pelanggan. Retail mix berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan.

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This thesis analyzed retail mix with examined the effect of six variables, which are location, merchandise management, pricing, communication mix, store design and display and customer service toward customer satisfaction and customer loyalty of The Goods Dept. The Goods Dept is a lifestyle retail store and has different concept store and selling 85% of local product.

Research method from this paper is descriptive research with non-probability sampling technique. From the 188 data of The Goods Dept customers, it shows that variables of merchandise management, price and customer service influence on customer satisfaction and than variable of price, communication mix influence on customer loyalty. Retail mix effect on customer loyalty trough customer satisfaction.