Analyzing the impact of retail brand personality and self-congruity on store loyalty: the moderating effect of gender, study case: fast fashion industry in greater area of Jakarta = Menganalisis dampak retail brand personality dan self-congruity pada store loyalty : efek moderasi dari gender, studi kasus: industri fast fashion di Jabodetabek /Patricia Michelle Alvernia Adam

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Abstrak

ABSTRAK
Skripsi ini menganalisis dampak dari retail brand personality dan self-congruity terhadap store loyalty, dengan efek moderasi dari jenis kelamin, dan mengambil industri fast fashion Jabodetabek sebagai studi kasus. Penelitian ini merupakan penelitian kuantitatif dengan desain deskriptif cross-sectional. Hasil penelitian menyarankan bahwa untuk meningkatkan store loyalty, peritel harus berfokus untuk melayani tipe konsumen yang memiliki imej yang kongruen dengan imej merek ritel yang ada sekarang. Sementara itu, memanfaatkan retail environment untuk meningkatkan komunikasi dalam dan luar toko juga baik demi meningkatkan nilai retail brand personality.
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ABSTRACT
This thesis analyzes the impact of retail brand personality and self-congruity on store loyalty, with the moderating effect of gender, taking the fast fashion industry in greater area of Jakarta as the study case. This research is a quantitative research with descriptive, cross-sectional design. The results of the research suggested that in order to increase the store loyalty, retailers should focus on catering the types of customers whose image are congruent with the current retail brand image. Meanwhile, utilizing the retail environment to increase in-store and out-store communications is also good for the sake of increasing the value of retail brand personality.