

Pengaruh retail mix dan brand image terhadap customer loyalty dengan customer satisfaction sebagai mediating variable (studi kasus Lotte Mart Kelapa Gading) = The effect of retail mix and brand image toward customer loyalty with customer satisfaction as mediating variable (case study Lotte Mart Kelapa Gading)

Kennard Sohan, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20403959&lokasi=lokal>

Abstrak

Tesis ini menganalisa retail mix yang memiliki 6 dimensi yaitu lokasi, manajemen produk, harga, bauran komunikasi, desain dan tampilan toko serta pelayanan pelanggan dan brand image yang memiliki 3 dimensi yaitu brand strength, brand favorability, dan brand uniqueness terhadap customer satisfaction dengan melalui customer satisfaction sebagai variabel mediasi di Lotte Mart Kelapa Gading.

Lotte Mart merupakan salah satu hipermarket terbesar di Jakarta yang memiliki tema atau gaya Korea. Metode riset dari penelitian ini adalah deskriptif riset dengan teknik sampel non-probability. Berdasarkan data dari 220 pelanggan Lotte Mart, didapat bahwa retail mix dan brand image berpengaruh terhadap customer loyalty melalui customer satisfaction.

.....This thesis analyze retail mix that have 6 dimensions consists location, merchandise management, price, communication mix, store design and also display and customer service and brand image that have 3 dimensions consists brand strength, brand favorability, and brand uniqueness toward customer loyalty with customer satisfaction as mediating variable at Lotte Mart Kelapa Gading.

Lotte Mart is one of the largest hypermarket or retailer in Jakarta, that have Korean style or theme. The research method for this research is descriptive research with non-probability sampling technique. Based on 220 Lotte Mart customers, the retail mix and brand image have influences on customer loyalty through customer satisfaction.