

Analisis pengaruh retail brand personality dan self-congruity terhadap store loyalty dengan gender sebagai variabel moderasi: studi kasus The Goods Dept = The effect of retail brand personality and self-congruity towards store loyalty with gender as moderating variable: case study The Goods Dept / Syarifa Nadira Putri

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Abstrak

[ABSTRAK

Skripsi ini membahas tentang cara mengukur loyalitas pelanggan terhadap gerai ritel The Goods Dept dilihat dari kepribadian merek ritel dan kesesuaian antara konsep diri konsumen The Goods Dept dengan konsumen The Goods Dept yang lain. Selain itu, variabel gender digunakan sebagai moderasi dalam penelitian ini. Penelitian ini tergolong penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menyarankan apabila The Goods Dept ingin meningkatkan loyaitas terhadap gerainya, maka tim manajerial The Goods Dept sebaiknya membuat rencana pemasaran yang tidak membedakan gender pelanggannya dan untuk mempertahankan nilai keunikannya dengan lebih menyeleksi dengan baik produk-produk yang dijual.

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ABSTRACT

The focus of this study is how to measure The Goods Dept?s store loyalty in terms of retail brand personality and self-congruity. Gender is uses as moderating variable in this study. This research is quantitative descriptive interpretive. The researcher suggests that if The Goods Dept wants to increase the store loyalty, the manager should make marketing plans which can be applied to both men and women customers and should keep its uniqueness by selling unique and selected products only;The focus of this study is how to measure The Goods Dept?s store loyalty in terms of retail brand personality and self-congruity. Gender is uses as moderating variable in this study. This research is quantitative descriptive interpretive. The researcher suggests that if The Goods Dept wants to increase the store loyalty, the manager should make marketing plans which can be applied to both men and women customers and should keep its uniqueness by selling unique and selected products only, The focus of this study is how to measure The Goods Dept?s store loyalty in terms of retail brand personality and self-congruity. Gender is uses as moderating variable in this study. This research is quantitative descriptive interpretive. The researcher suggests that if The Goods Dept wants to increase the store loyalty, the manager should make marketing plans which can be applied to both men and women customers and should keep its uniqueness by selling unique and selected products only]