ABSTRACT

Suci Istiqlaal. Loyalty and Customer Satisfaction Analysis of Selamat Cianjur Department Store. Supervised by. Dr. Ir. Sri Hartoyo, MS and Dr. Ir. M. Parulian Hutagaol, MS.

Loyalty and Customer satisfaction are important issue discussed in the marketing world. The main important task carry out by the department retail store is to make a loyal Customer for a long term as the key to gain profit that can be trough by retailing mix assignment. This research purpose is to analyze Customer satisfaction and loyalty index to sales person and the store influenced factors at Selamat Department Store in Cianjur.

This research is an explanatory research with survey methods. Consumer satisfaction index data is processed using CSI weighted technique for each satisfaction variables and for the Customer loyalty index data is processed using CLI weighted technique for its loyalty variables. The influences of contribution factors are analyzed using Structural Equation Modeling (SEM) LISREL 8.30 software. The results shows CSI and LSI score; and significant with non-significant contribution factors to loyalty and Customer satisfaction of Selamat department store.

The conclusion of this research is the contribution factor to Customer satisfaction significantly consist of 5 dimensions which influenced by few variables for each. This Customer satisfaction significantly contribute to Customer loyalty of sales person but not to the store (Selamat department Store Cianjur), it show that Customer loyalty and satisfaction doesn’t connected fairly. Customer loyalty to sales persons and the stores could be reflected significantly by 3 indicators which are word of mouth, share of purchases and competitive resistance. The managerial implications of this research are give the training to improve sales persons quality and fix of department store layout as quality improvement.

Key word : Consumers Satisfaction, Customer Loyalty, Department Store.