ABSTRACT

Analysis of Customer Satisfaction and Loyalty at Super Indo Supermarket Taman Harapan Baru Branch, West Bekasi, West Java

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The objective of this research are to (1) identify characteristic of Super Indo Taman Harapan Baru (THB) customers; (2) analyze factors that influence customer’s satisfaction and loyalty; (3) analyze degree of customer’s satisfaction and loyalty; (4) provide suggestion or implication for the management to increase customer’s satisfaction and loyalty.

The survey method conducted by using convenience non probability sampling methods to 125 respondents. Analysis used: (1) cross tabulation analysis and (2) SEM analysis (Structural Equation Modeling) for the five dimension of Service Quality.

There are 25 attributes analyzed in this study. The results are fit to model SEM criteria. All variables significantly influence customer satisfaction and significantly correlated to each dimension of service quality. For tangibility dimension, the highest load factor is X1 (closest location). On reliability dimension, X8 (store hours) is the highest load factor. On responsiveness dimension, the highest load factor is X14 (transaction speed). For assurance dimension, X18 (appropriate price tag) is the highest load factor. On empathy dimension, the highest load factor is X21 (service complaint). The largest contribution of the loyalty latent exogenous variable is Y3 (giving recommendation).

The level of education and occupations of respondents have a significant relationship between the demographic characteristics of respondents with overall satisfaction. There is no relationship between the characteristics of customer behavior with overall satisfaction, the most powerful influential attributes and can be used as an indicator of satisfaction is the closest location, store hours, transaction’s speed, complaint service, the price tag guarantee and the complaints service. Generally the respondents are satisfied with the Super Indo THB services, and further, respondents strongly recommend Super Indo THB to others. Suggestion for further research, it may discuss the interaction between variables.

Keywords: customer satisfaction, loyalty, Super Indo Taman Harapan Baru, SEM analysis, ServQual