ABSTRACT

Analysis of Visitor Satisfaction and Loyalty at Pasaraya Blok M Department Store

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The Objective of this research are to (1) analyze the level of visitor satisfaction and loyalty; (2) analyze factor that influence visitors satisfaction and loyalty; (3) analyze the influence of visitor satisfaction with loyalty; (4) provide suggestion or implication for the management to increase visitor satisfaction and loyalty. The survey method conducted by using convenience non probability sampling methods to 150 respondents. Analysis used: (1) Descriptive analysis; (2) Structural Equation Modelling (SEM) analysis for the five dimension of service quality; (3) Customer Satisfaction Index (CSI) analysis; (4) Customer Loyalty Index (CLI) analysis. The result of this study showed that tangible, reliability, responsiveness and assurances had contributed in influencing visitor satisfaction. Tangible was the dimension that had the biggest effect in forming satisfaction and has the highest importance level according to the visitor. There is significant relationship between satisfaction and loyalty. Satisfaction is the forming component loyalty. Loyalty to the department store was expressed by visitor in several ways: word of mouth, competitive resistance and share of purchase.

Keywords: Pasaraya Department Store, Marketing Management, Structural Equation Modelling, Customer Satisfaction Index, Customer Loyalty Index, SEM, Customer Satisfaction, Consumer Behaviour, Shopping Behaviour, Servqual, Service Quality