ABSTRACT

Tight retail competition from the rise of franchise minimarkets to the onslaught of online shopping makes retail company sales numbers decline. One of the impacts was Aneka Jaya Sambiroto Supermarkets which experienced a decline in revenues and targets that were not met.

The problem in this research is how to improve the sales target of Aneka Jaya Sambiroto Supermarkets during 2017 - 2018 which raises the existence of a gap phenomenon, so that how to increase buyer satisfaction which will later affect buyer loyalty so that targets are met and income increases.

Data on observed variables were obtained through interviews with questionnaires to 105 Aneka Jaya Sambiroto buyers who had more than three times shop at Aneka Jaya Sambiroto and tested using AMOS statistical software.

The results of SEM analysis showed that 5 hypotheses were accepted and fulfilled the requirements, so that it could be concluded that Service Quality and Store Image had an effect on Customer Satisfaction and Customer Loyalty.

Keywords *: Service Quality, Store Image, Customer Satisfaction, Customer Loyalty.*

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP