

ABSTRAK

ANALISIS HUBUNGAN STORE IMAGE, STORE CONTACT, DAN STORE LAYOUT DENGAN LOYALITAS KONSUMEN

Studi Kasus Pada Toko Buku Gramedia
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Penelitian ini bertujuan untuk mengetahui apakah *Store Image* (X_1), *Store Contact* (X_2), dan *Store Layout* (X_3), berhubungan secara simultan dan parsial dengan loyalitas konsumen (Y).

Jenis penelitian ini adalah studi kasus. Teknik pengambilan sampel menggunakan teknik *accidental sampling*. Data dikumpulkan dengan teknik kuesioner. Sampel sebanyak 50 konsumen Toko Buku Gramedia Jln. Jendral Sudirman No. 54-56 Yogyakarta. Adapun variabel penelitiannya adalah *Store Image* (X_1), *Store Contact* (X_2), dan *Store Layout* (X_3), dan Loyalitas Konsumen (Y).

Berdasarkan analisis data yang telah dilakukan, diperoleh hasil bahwa *Store Image* (X_1), *Store Contact* (X_2), dan *Store Layout* (X_3) secara parsial berhubungan terhadap Loyalitas Konsumen (Y), hal ini ditunjukkan dari nilai F_{hitung} (46,087) > F_{tabel} (2,84). Koefisien determinasi (R^2) sebesar 73,4% mempunyai arti variabel *Store Image* (X_1), *Store Contact* (X_2), dan *Store Layout* (X_3) berhubungan dengan loyalitas konsumen sebesar 73,4%.

ABSTRACT

CORRELATION ANALYSIS OF STORE IMAGE, STORE CONTACT, AND STORE LAYOUT WITH CONSUMER LOYALTY

Case Study in Gramedia Book Store
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This study aims to determine whether the Store Image (X1), Store Contact (X2), and Store Layout(X3), simultaneously and partially associated with customer loyalty (Y).

This research is a case study. Technique of sampling using accidental sampling. Data were collected by using questionnaires. Sample of 50 consumer Gramedia Bookstore Jln. General Sudirman No. 54-56 Yogyakarta. The research variables are the Store Image (X1), Store Contact (X2), and Store Layout (X3), and Customer Loyalty (Y).

The research found that the Store Image (X1), Store Contact (X2), and Store Layout (X3) partially related to Consumer Loyalty (Y), indicated from the value F count (46.087) > F table (2.84). The coefficient of determination (R²) equalled to 73.4% meaning that Store Image (X1), Store Contact (X2), and Store Layout (X3) were correlated with the loyalty of consumers as much as 73.4%.