

**HUBUNGAN ANTARA CITRA TOSERBA
DAN LOYALITAS KONSUMEN PADA TOSERBA
MIROTA KAMPUS YOGYAKARTA**

**Studi Pada Konsumen Toserba Mirota Kampus Jalan C. Simanjuntak 70
Yogyakarta**

Universitas Sanata Dharma

Rama Sugandhi

ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan antara citra toserba dan loyalitas konsumen pada toserba Mirota Kampus jalan C. Simanjuntak 70 Yogyakarta. Hipotesis penelitian menyatakan citra toserba berhubungan secara positif dan signifikan dengan loyalitas konsumen. Subyek penelitian adalah 107 konsumen. Sampel diambil melalui tehnik *purposive random sampling*. Data dikumpulkan dengan skala semantik diferensial yang disusun oleh peneliti. Metode analisis data korelasi menggunakan Spearman Brown dengan hasil 0,362. Hasil menunjukkan hubungan positif dan signifikan antara citra toserba dan loyalitas konsumen. Dengan demikian hipotesis penelitian ini diterima.

Kata Kunci : Citra Toserba, Loyalitas Konsumen

**CORRELATION BETWEEN DEPARTEMENT STORE IMAGE
AND CONSUMERS' LOYALTY TO MIROTA KAMPUS
DEPARTEMENT STORE YOGYAKARTA**

**Study in Consumers' of Mirota Kampus Departement Store
C Simanjuntak 70 Street Yogyakarta**

Universitas Sanata Dharma

Rama Sugandhi

ABSTRACT

This research aimed to test the correlation between the departement store image and consumers' loyalty of Mirota Kampus 70 Simanjutak street Yogyakarta. The hypothesis was the departement store image has positive significant correlation with the consumers' loyalty. The subjects were 107 consumers. The sampling technique was the purposive random with semantic differential scale composed by researcher to collect data. The Spearman Brown analysis method was used to find the correlation with the result of $r = 0.362$. It shows a positive significant correlation between the departement store image and consumers' loyalty. Therefore the research hypothesis is accepted.

Key words : The Departement Store Image, Consumers' Loyalty