ABSTRACT

This study aimed to analyze the influences of product quality, service quality, competitive prices and reputation of the store, on the loyalty intention to the Mahkota Stores Pekalongan using customer satisfaction as an intervening variable.

In this research, there are 6 variables, 24 indicators and 9 hypothesis testing research hypotheses. The data imployed 250 respondents. The analysis technique used in this research is Structural Equation Model (SEM) with AMOS program versi on 20.0.

From 9 hypothesis one hypothesis was rejected. The results also proved that to loyalty intention, can be specified through customer satisfaction and direct effect independent variable. However, store reputation does not influence significantly loyalty intention. This implies that product quality, service quality, and competitive price play important roles to effect customer satisfaction and loyalty intention.

Keywords : product quality, service quality, competitive price, store reputation , customer satisfaction , loyalty intention