

ABSTRACT

The presence of the modern retail industry basically takes advantage of the shopping patterns of the people, especially the upper middle class who want to shop comfortably. Although the presence of modern retail is highlighted as being able to kill traditional markets because it has advantages in many factors, its development itself can be said to be unstoppable. To be able to maintain the retail business, various strategies are needed to market the products / services provided. The retail industry in Indonesia is currently growing with the increasing number of construction of new outlets in various places. However, this is inversely proportional to the Hypermarket Hypermart which experienced a decrease in the number of visitors for 4 consecutive years. This research was conducted with the aim of knowing and analyzing the effect of service quality, store image and perceived value on customer satisfaction in increasing the interest in purchasing products repeatedly at Hypermart Semarang. The number of samples used in this study were 150 respondents with the criteria of respondents who were domiciled in Semarang, aged <18 years to 36 years>, and had visited Hypermart Semarang at least twice in 2016 to 2019. This study used Structural Equation Modeling (SEM) analysis techniques with the AMOS 22.0 analysis tool.

The results of this study indicate that of the four proposed hypotheses, all of them are acceptable, namely service quality, store image and perceived value have a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on repurchase intention.

Keywords: Service Quality, Store Image, Perceived Value, Customer Satisfaction, Repurchase Interest, Marketing Strategy.