

ABSTRACT

The main objective of this research is to analyze factors that influence consumer loyalty in modern retailer. The object of this research is Swalayan Berkah Bangsri Jepara. The research problem is referring to the business phenomena in Swalayan Berkah Bangsri Jepara and some research gap based on previous researches. Therefore, the research problems are: “How to develop a consumer loyalty, so that it could be achieved complied with the particular expectation”. The purpose of this research is to investigate the path consumer loyalty.

Model formulated at this research aim to give critical understanding in concept and measurement of consumer loyalty. This research measure price acceptance, product acceptance, service quality acceptance, and consumer satisfaction, as antecedents and they have consequence to with consumer loyalty. Besides the theoretical model, the researcher subsequently had compiled four hypotheses for this research.

Purposive and quota method had been used to gain valuable data in this study. Researcher used 125 respondents and all of them are customer of Swalayan Berkah Bangsri Jepara. All data of this researched had been analyzed by Structural Equation Model with computer program Amos 16.0.

The result of data analysis show that model and hypothesis result of study is acceptable. The main findings of this research showed that price acceptance has a positive impact on customer satisfaction. Product acceptance also has a positive impact on customer satisfaction, as well as service quality acceptance towards customer satisfaction. The main conclusion of this research is that the influence of customer's satisfaction towards consumer loyalty had a significant (positive) impact.

The final conclusion of consumer loyalty research can be recommended as crucial implications for management. Researcher believe that the approach used in this study can help retailer managers gain useful insight regarding the relative contribution of each of specific product acceptance dimension to the consumer loyalty based customer satisfaction.

Key Words: Price Acceptance, Product Acceptance, Service Quality Acceptance Consumer, and Consumer Satisfaction, with Consumer Loyalty