

ABSTRAK

PENGARUH *CUSTOMER INTIMACY* DAN AKSESIBILITAS TERHADAP LOYALITAS KONSUMEN DI GERAI PRO YOU

SHOLAWAN ABI
10423031

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh *Customer Intimacy* (X_1) dan Aksesibilitas (X_2) terhadap Loyalitas Konsumen (Y) di Gerai Pro You, dan melakukan analisa manakah variabel yang paling dominan berpengaruh terhadap Loyalitas Konsumen di Gerai Pro You. Jenis penelitian yang digunakan adalah penelitian lapangan (*Field Research*) dengan pendekatan Kuantitatif. Sumber data didapatkan dengan cara membagikan kuesioner kepada responden, penelitian dilakukan pada tanggal 25 juni hingga 5 juli 2018. Populasi dalam penelitian ini adalah pembeli yang membeli produk di Gerai Pro You lebih dari dua kali dengan sampel sebanyak 60 orang responden. Teknik pengambilan sampel menggunakan *Purposive Sampling*. Analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda. Hasil analisis regresi linear berganda menunjukkan variabel *Customer Intimacy* (X_1) berpengaruh secara signifikan terhadap Loyalitas Konsumen (Y), variabel Aksesibilitas (X_2) tidak berpengaruh signifikan terhadap loyalitas konsumen (Y). dari hasil uji t diketahui variabel *Customer Intimacy* berpengaruh lebih dominan terhadap Loyalitas Konsumen karena memiliki nilai signifikansi $< \text{sig } \alpha (0,05)$. Sedangkan variabel aksesibilitas memiliki nilai signifikansi $\geq \text{sig } \alpha (0,05)$ yang berarti variabel aksesibilitas berpengaruh tetapi tidak signifikan terhadap loyalitas konsumen.

Kata Kunci : *Customer Intimacy*; Aksesibilitas; Loyalitas Konsumen

ABSTRACT

THE EFFECTS OF CUSTOMER INTIMACY AND ACCESSIBILITY ON THE CUSTOMERS' LOYALTY IN PRO YOU OUTLET

SHOLAWAN ABI
10423031

This research aims to observe and analyze the effects of *Customer Intimacy* (X_1) and accessibility (X_2) on the Customers' Loyalty (Y) in Pro You Outlet, and to do an analysis on which variable dominantly affect the Customers' Loyalty in Pro You Outlet. This is a *Field Research* with the quantitative approach. The data sources were obtained by distributing the questionnaires to the respondents. This research was conducted from 25 June to 5 July 2018. The population in this research was the customers purchasing the products in Pro You Outlet more twice than the sample of 60 respondents. The sampling technique used the *Purposive Sampling*. The data analysis used was the descriptive analysis and doubled regression analysis. The results of doubled linear regression analysis showed that variable *Customer Intimacy* (X_1) had a significant effect on Consumer Loyalty (Y), and variable Accessibility (X_2) had no significant effect on customer loyalty (Y). From the result of t-test, variable *Customer Intimacy* had more dominant effect on the Customer Loyalty as it had the significant value of $< \text{sig } \alpha (0,05)$. Meanwhile, variable accessibility had the significance value of $\geq \text{sig } \alpha (0,05)$ meaning that variable accessibility had an insignificant effect on consumer loyalty.

Keywords: *Customer Intimacy*; Accessibility, Customers' Loyalty

May 7, 2019

TRANSLATOR STATEMENT
The information appearing herein has been translated
by a Center for International Language and Cultural Studies of
Islamic University of Indonesia
CILACS UII Jl. DEMANGAN BARU NO 24
YOGYAKARTA, INDONESIA.
Phone/Fax: 0274 540 255