

**EXPLORING STORE IMAGES, CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY RELATIONSHIP OF A DISCOUNT RETAIL
STORE**

THE CASE STUDY OF CARREFOUR AND MACRO

A THESIS

Presented as Partial Fulfilment of the Requirements
To Obtain the Bachelor Degree in Management Department



By

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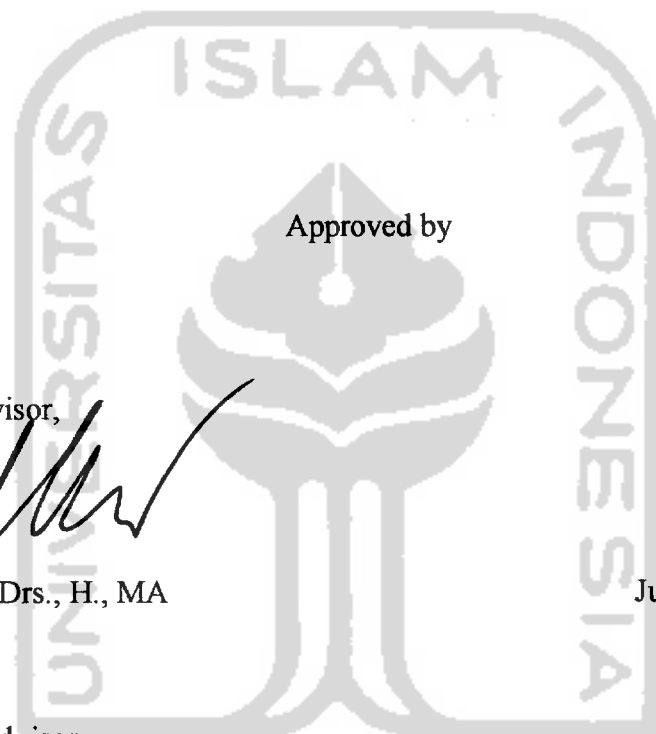
**DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
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A BACHELOR DEGREE THESIS

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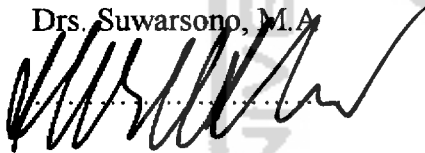
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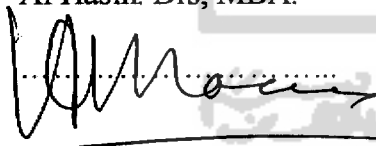
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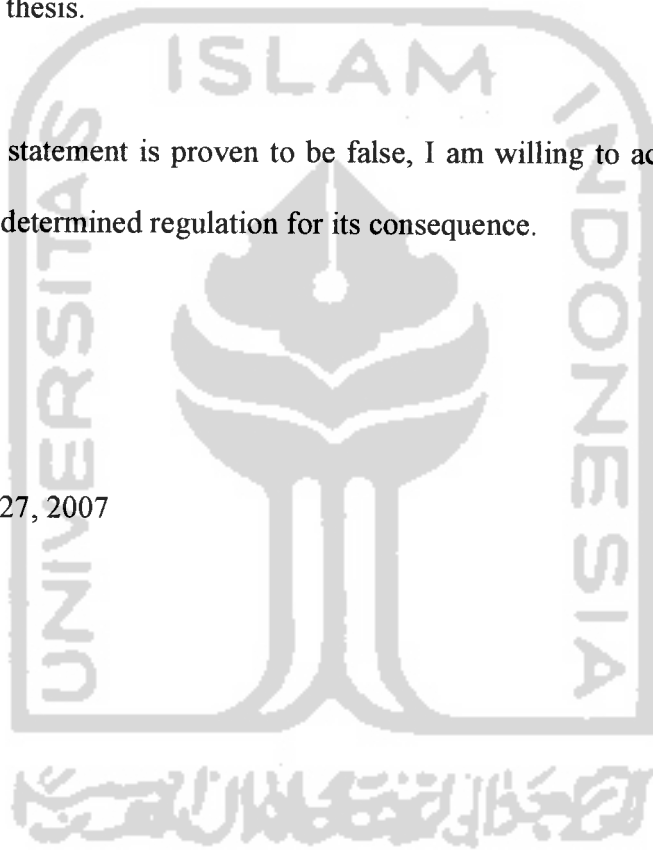
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Yogyakarta August 27, 2007

Afrizal



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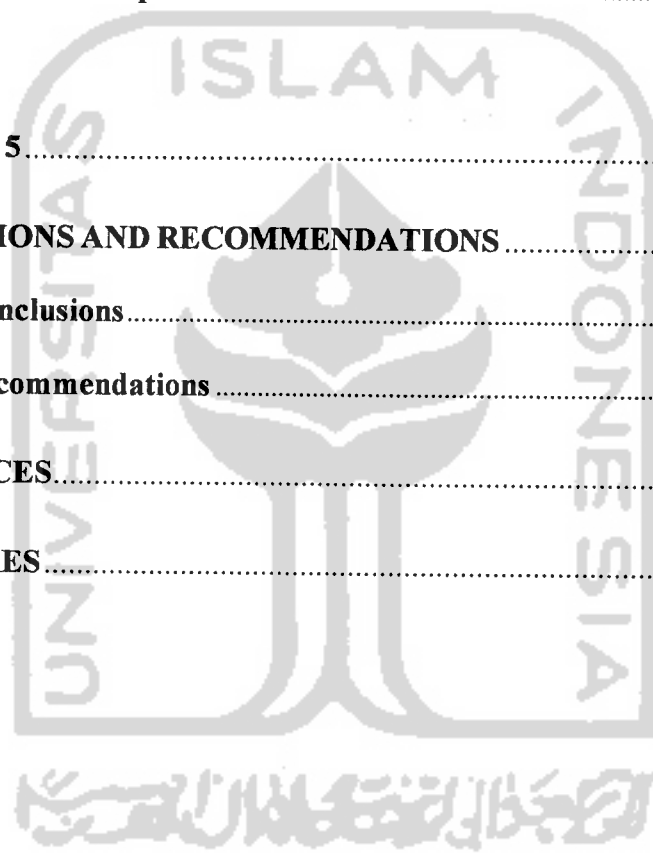
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ABSTRACT

Afrizal (2007) "EXPLORING STORE IMAGES, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY RELATIONSHIP OF A DISCOUNT RETAIL STORE." Yogyakarta: Faculty of Economics, Department of Management, International Program, Universitas Islam Indonesia.

The discount retail business in Yogyakarta has experienced changes with many multinational corporations entering the market. The discount retail store acts the strong character in the market channel. Not only it has rapid revenue growth, but many enterprises stride in this industry. These changes have caused the high homogeneous discount retail store industry competition more shapely. The urgent market environment forces both marketing academicians and practitioners, especially of multinational retail entities, to investigate the various factors affecting discount retail store satisfaction and loyalty. But relatively little research has directed its focus on the various dimensions of retail images relevant to the discount retail environment.

This study attempted to explore the store image, customer satisfaction and customer loyalty relationship, and examined whether they have significant influence to them in Yogyakarta discount retail store. As some studies on similar topic have been conducted in other countries by using various dimensions of retail store images, this research is expected to provide a replicate study on store images, customer satisfaction and customer loyalty relationship of Indonesian people.

The sample of this research are two well-known discount retail stores, French's Carrefour and Makro a joint venture between Taiwan's Feng Chun group and the Holland based company cooperation. The primary data in this study is collected from a survey of 150 respondents of Islamic University of Indonesia students in Sleman, Yogyakarta, Indonesia.

Based on the research finding and the analysis, it is found that the customer demography variables do not have significant difference towards a discount retail store image. The customer's store image of discount retail store is significantly associated with customer satisfaction. The discount retail store customer satisfaction significantly associated with the customer loyalty. Hence, the customer's store images of discount retail store are significantly associated with customer loyalty.

The finding suggests that the discount retail store should try to improve their service as well as maintaining the retail business image as it is a general factor in business in order to keep the consumers loyal. These, can be enhanced by increasing service which comprises both tangible and intangible factors and carried out several dimensions that will reflect its attributes, which is, location, characteristic and variety of quality, price, advertisement and promotion.

ABSTRAK

Afrizal (2007) "EXPLORING STORE IMAGES, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY RELATIONSHIP OF A DISCOUNT RETAIL STORE." Yogyakarta: Jurusan Manajemen, Program Internasional, Fakultas Ekonomi, Universitas Islam Indonesia.

Bisnis ritel di Yogyakarta telah mengalami banyak perubahan dengan semakin banyaknya perusahaan-perusahaan multinasional yang merambah masuk ke dalam pasar. Toko retail memegang peranan penting dalam saluran-saluran pasar. Tidak hanya karena pertumbuhan pendapatannya yang pesat, tetapi juga karena banyaknya perusahaan-perusahaan yang maju dan berkembang pesat dalam industri ini. Perubahan ini menyebabkan semakin ketat dan tingginya persaingan dalam industri toko ritel. Lingkungan pasar yang mendesak ini memaksa para akademisi dan praktisi pemasaran, terutama sebagai satu kesatuan ritel multinasional, untuk menginvestigasi beragam faktor yang mempengaruhi kepuasan pelanggan dan kesetiaan pelanggan pada suatu toko retail. Tetapi sangat sedikit penelitian yang menitikberatkan fokusnya pada beragam dimensi dari citra toko ritel yang relevan terhadap lingkungan ritel tersebut.

Penelitian ini bertujuan untuk menyelidiki hubungan antara citra suatu toko, kepuasan pelanggan dan kesetiaan pelanggan, dan menguji apakah hubungan ini memiliki pengaruh yang signifikan terhadap toko ritel yang ada di Yogyakarta. Berbagai studi pada pembahasan yang sama telah dilakukan di negara lain dengan menggunakan berbagai macam dimensi dari citra toko ritel. Oleh karena itu, penelitian ini diharapkan akan menjadi studi replikasi pada hubungan antara citra toko, kepuasan pelanggan dan kesetiaan pelanggan pada masyarakat Indonesia.

Sampel yang digunakan untuk keperluan penelitian ini adalah dua toko ritel terkemuka yaitu French's Carrefour dan Makro yang merupakan sebuah Joint Venture antara Feng Chun group Taiwan dan perusahaan Holland. Data primer dalam penelitian ini diambil dari sebuah survei yang mengikutsertakan 150 responden mahasiswa Universitas Islam Indonesia, Sleman, Yogyakarta, Indonesia.

Dari hasil penelitian ini, terbukti bahwa variabel demografi pelanggan tidak memiliki pengaruh yang signifikan terhadap citra toko ritel. Citra suatu toko ritel memiliki pengaruh signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan suatu toko ritel memiliki pengaruh yang signifikan terhadap kesetiaan pelanggan dan citra suatu toko ritel juga memiliki pengaruh yang signifikan terhadap kesetiaan pelanggan.

Hasil penelitian ini mengungkapkan bahwa suatu toko ritel harus meningkatkan kualitas dalam hal mutu pelayanan maupun dalam menjaga citra

toko sebagai suatu faktor umum dalam suatu bisnis untuk menjaga agar konsumen tetap loyal. Hal ini dapat dicapai dengan meningkatkan mutu pelayanan yang terdiri dari faktor tangibel (konkrit) dan intangibel (abstrak), dan juga meningkatkan beberapa dimensi yang mewakili atribut-atribut seperti lokasi, karakteristik dan keragaman kualitas, harga, iklan dan promosi.



CHAPTER I

INTRODUCTION

1.1. Study Background

The establishment of a company, whether a manufacturing or a service company, basically, has the main goal of acquiring profit as much as possible and to keep its stable growth. For a company to achieve that goal, it is recommended that the company always be customer-oriented, which is by satisfying consumers needs and wants. As the environment continually changes, it affects various aspects in life. The implication of this towards a company is the variety and complexity of customer needs and wants.

At first, retail business was perceived as only where goods & services are supplied. But it then grew into a place not only to shop, but also a place for recreation (Solomon, 1996), and further changed into a more innovative and competitive business or place (Ghosh, 1992). As time goes by, retail business has become an important thing to the society. This is due to a change in trend and buying/shopping habits that have become more selective.

Driven by rapidly changing retail environments, more demanding consumers, intensified competition, and slow-growth markets, retailers are more than ever obliged to continually focus on establishing store satisfaction and store loyalty (Javalgi and Moberg 1997; Woodruff 1997). Understanding how or why customer satisfaction and loyalty develop remains one of the crucial retail management issues today (Pritchard et al. 1999).

A successful image has three characteristics, they are; it has to have a single message that shows the kind of product and its value, the message should be unique so it is not similar to those of competitors, and finally, the message has to have emotional content as so to motivate consumers emotional state of being, besides that of consumer's mind. Therefore, image should be built continuously. Philip Kotler states that image is a kind of belief, idea and message that a person possesses towards an object.

A good or positive image will give good or positive effect towards the organization or company, that is given by the customers. In terms of loyalty, it is also the same if the condition is the opposite (vice versa). Therefore, image becomes an important factor for a marketing success of an organization. Even though image is a general factor in business, the study of retail business image in Indonesia is limited. Image consists of several dimensions that will reflect its attributes, such as, location, characteristic and variety of quality, price, advertisement and promotion (Engel, Blackwell, Miniard, 1995).

One of the strategies for a company to be able to compete is to build a good image to the customers or even the public (Gronroos, 1983). This is important because image can affect consumers or even the public perception and thus can affect the loyalty of customers.

A company or brand image has to be a single message that is different and can communicate the usefulness of that good. The image of a store is what the customer thinks of that store, which includes perception and attitudes that is based

on sensation from the stimulation that is related to the store which is perceived by the five senses one possess (Peter & Olson, 2000).

Store images have critical impact in building store loyalty (Bloemer & Ruyter, 1998; Martineau, 1958; Lindquist, 1974; Bearden, 1977; Nevin & Houston, 1980). Theoretical foundations of store images are found in theories of brand images. Brand image is defined as "the consumer's perceptions of the brand's tangible and intangible associations (Faircloth, 2001, p. 64)." Aaker (1991) considers brand associations as "anything linked in memory in a brand" and brand image as "a set of brand associations, usually in some meaningful way (p. 109)." Keller (1993) conceptualizes brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory (p. 3)." More specifically, brand image is brand associations consumers hold for a certain brand and consists of concrete attributes, benefit values and brand attitude (Keller, 1993, pp. 4-5; Srinivasan, 1976; Biel, 1993, Park & Srinivasan, 1994).

Besides image, customer loyalty also affects customer satisfaction. High customer satisfaction will create an emotional feeling towards the company. In other words, customer satisfaction is a comparison between service that is experienced and expected before the service is bought.

Customer satisfaction is a well known and established concept in several sciences: marketing (Fornell and Werneldt, 1987; Fornell and Wernefelt, 1988; Kotler, 1991), consumer research (Yi, 1989), economic psychology (Johnson and Fornell, 1991), welfare-economics (Simon, 1974), and economics (Van Raaij,

1981; Warneryd, 1988). Customer satisfaction is one's feeling of satisfaction or dissatisfaction that is based on comparison between hopes and expectation of a product (Philip Kotler, 1997). From the definition above, satisfaction is a function of perception of hopes and expectation and if it exceeds hopes and expectation, customers will be very satisfied. It's also the same if the condition is the opposite (vice versa).

Satisfaction is considered as an antecedent of store loyalty (Bitner, 1990; Bloemer & Ruyter, 1998; Tse & Wilton, 1988, p. 204). Na (1999) view satisfaction as a resulting variable of strong associations or images, along with preference and loyalty. More directly related to the retailing, Bloemer & Ruyter(1998) defined satisfaction as "the outcome of the subjective evaluation that the chosen alternative (the store) meets or exceeds expectations (p. 501)." This conceptualization stems from the disconfirmation paradigm (Oliver, 1980); in which satisfaction is believed to occur through a matching of expectations the consumer elaborates on the evaluation of a store.

High customer satisfaction will create an emotional feeling towards the company. In other words, customer satisfaction is a comparison between service that is experienced and expected before the service is bought. Satisfied customers will most probably buy again or repurchase from the same service provider.

Loyalty to an object (a brand, store, service or company) is shown by favourable propensities towards that object. These propensities may be behavioural or attitudinal. In industrial and service marketing, behavioural loyalty is viewed as retention of the brand (Reichheld 1996; Reinartz and Kumar 2000).

For services, particularly those in semi-continuous use such as mobile-phone airtime, such retention can be measured by the duration of time that the customer has used the service and, for durables, by the customer's repeat purchase of the brand. In markets such as groceries, where customers may use several brands in a category, researchers have used the share-of-category expenditure to measure customer loyalty (Baldinger and Rubinson 1996; Bhattacharya 1997; Bhattacharya, Fader, Lodish and DeSarbo 1996; Deighton, Henderson and Neslin 1994). Another behavioural measure of customer loyalty, which was used by Hauser and Wernerfelt (1990), is portfolio size; that is the number of brands used in a period (the larger the number, the lower the loyalty). Turning to attitudinal measures, liking the brand has been used as a predictor of retention (Baldinger and Rubinson 1996) while other researchers have explained loyalty in relation to satisfaction (Oliver 1999; Shankar, Smith and Rangaswamy 2003), commitment (Bloemer and de Ruyter 1998; Pritchard, Havitz and Howard 1999), and trust (Ennew and Binks 1996; Morgan and Hunt 1994).

Image and customer satisfaction will have direct effect on customer loyalty. Further effects are that it will strengthen the relationship with the company. A good image can increase or cover the lack of service that the customers feel. While on the other hand, a bad image will make service the customers feel dissatisfied. Therefore satisfied customers will repurchase from that service provider. This means that, the better the image towards that supermarket, the loyal they will be to repurchase from that supermarket. The same also applies for customer satisfaction. The higher the customer satisfaction

towards that supermarket, the loyal they will be to repurchase from that supermarket.

The discount retail business in Yogyakarta has experienced changes with many multinational corporations entering the market. The urgent market environment forces both marketing academicians and practitioners, especially of multinational retail entities, to investigate the various factors affecting discount retail store satisfaction and loyalty. Building and maintaining store associations in the mature market are more difficult than the stores in the early stage. But relatively little research has directed its focus on the various dimensions of retail images relevant to the discount retail environment and the hierarchical effects of store images and the overall store attitude on store satisfaction and loyalty, especially in Yogyakarta.

There are many types of discount retail store that are located in Yogyakarta area. Discount retail store usually sell quality products that are consumptive and goods used daily with affordable prices and take little profit (margin) from the sales. They usually offer discounts. A lot of consumers will choose, compare, and decide which product they will buy. Besides that consumers will compare the variety of products offered. Therefore a lot of consumers are willing to be a regular and loyal customer of a certain supermarket. Besides the good service offered, the strategic location of a retail store, the environment, discounts, variety of products offered, also the presence of a prize offered and some other factors will have its own interest towards the customers to be loyal to

that retail store. Based on the explanation above, therefore this study will test the relationship between image, customer satisfaction and customer loyalty.

By considering the statement above, the researcher would like to conduct a research entitled **“EXPLORING STORE IMAGES, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY RELATIONSHIP OF A DISCOUNT RETAIL STORE”**
A CASE STUDY OF CARREFOUR AND MAKRO

1.2. Problem Identification and Formulation

Based on the background above it needs to formulate the problems in order to find the best solution in this research. From the explanation and problem background above, therefore the problems faced are:

- a. How is the customer's store image significantly associated with customer satisfaction?
- b. How is the customer satisfaction significantly associated with customer loyalty?
- c. How is the customer's store image significantly associated with customer loyalty?

1.3. Limitation of Research Area

In order to reduce difficulties in finding appropriate data, limitation of research are stated as follows:

1. The research will be conducted in Faculty of Economics Universitas Islam Yogyakarta.
2. The respondents are the students of Faculty of Economics Universitas Islam Yogyakarta.
3. The discount Retail Stores that will be used as the objects of study are Carrefour and Makro.

1.4. Research Objectives

The main purpose and motivation of this research project is to investigate and have an in depth knowledge about Image, Customer Satisfaction and its relationship with Customer Loyalty of a discount retail store in a specific region, in this case stores that are located in Yogyakarta area. Furthermore, this research specifically aims:

- a. To examine how the customer's store image is significantly associated with customer satisfaction
- b. To examine how the customer satisfaction is significantly associated with customer loyalty
- c. To examine how the customer's store image is significantly associated with customer loyalty.

1.5. Research Contribution

This research is expected to give contribution to the following parties:

1. For the company

This research will provide guidelines for managers to understand how the store image (attitude) towards a discount retail store influence consumers' satisfaction as well as consumers' loyalty and how consumers' satisfaction affects store loyalty. This research will also provide guidelines for a discount retail store industry in further marketing strategy directions and suggestions.

2. For Researcher

This research will enrich the knowledge of the researcher in applying the theoretical framework and reality comparison.

3. For Other

The findings in this research can be used as a reference for the future research in the field of marketing and/or management (image, customer satisfaction and customer loyalty)

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Definition of Store Image

Image is a perception that is in one's mind toward a certain phenomenon (Etchner & Ritchie, 1991). Another definition of image is the manifestation of experience and hopes where one can affect the consumer satisfaction of a certain good or services (Suhartanto dan Nuralia, 2001:28).

A company or brand image has to be a single message that is different and can communicate the usefulness of that good (Philip Kotler, 1997: 208). The image of a store is what the customer thinks of that store, which includes perception and attitudes that is based on sensation from the stimulation that is related to the store which is perceived by the five senses one possess (Peter & Olson, 2000: 248).

Store image has been shown to be the most important determinant of retail patronage (Erdem, 1999; Samli, 1998). Martineau (1958) suggested that store image could be defined in the consumers' mind as a combination of the store's functional qualities and an impression of the store's psychological attributes. Considerable research efforts have been directed to identifying important store attributes that constitute store image which affect consumers' store choice and patronage (Dickerson and Albaum, 1977; Hansen and Deutscher, 1977-1978; Lindquist, 1974-1975). Lindquist (1974-1975) synthesized the store attributes into nine dimensions:

- (1) merchandising;
- (2) service;
- (3) clientele;
- (4) physical facilities;
- (5) convenience;
- (6) promotion;
- (7) store atmosphere;
- (8) institutional factors; and
- (9) past transactions.

A study on image shows that image is formed by two main factors, they are:

a. Communication factor

Echtner & Ritchie (1991) thought that communication that is formed between an organization and the public either in the form of promotion such as brochures, posters, or even mass media can affect the customer's perception towards the organization. Besides promotion and communication by the media, customer perception is also affected by communication between customers, which is known as "*word-of-mouth communication*" (Zeithaml & Bitner, 1996). The effects of communication are huge, especially towards customer perception that is lack of experience with the organization.

b. Consumer experience

Direct or indirect consumer experience with the supplier. The effect of consumer experience with an organization is so huge in forming the perception of customers towards an organization (Gronroos, 1993). If

customers are satisfied with the price and quality of the product, then consumers tend to have a positive perception towards the organization, and vice versa. A study that has been conducted in some industry indicated the same results.

A research was done on store image by collecting opinions about perception and customer attitude towards certain dimensions about a store (Peter & Olson, 2000: 249). The image of a store is measured through a few dimensions that reflect astonishing attributes. The formation of consumer image, basically is specified by certain variables. Engel and friends (1995) divide image attributes into four groups, which are:

1. Evaluation criteria; consists of location (distance), width and depth of the variety, price, advertisement and sales promotion, store personnel, service.
2. Store characteristic; consists of location, variety, price, advertisement and sales promotion, store personnel, service.
3. Comparison Process
4. Stores that can and can not be accepted

Consumer characteristics are based on a few variables that cover location, demography, role, lifestyle, personal and economy that are often followed by the strategic role of the retailer in giving general opinion and customer shopping activity. Those attributes will become an important attribute of the stores in forming a certain perception by the customer.

2.2. Customer Satisfaction

Cordozo (1965) was the most early proposed the customer satisfaction scholar, and he pointed out the customer satisfaction increased the repeat purchase behavior and purchase other products. Engel, Blackwell and Miniard (1984) thought definition of customer satisfaction is that people who used product would evaluate consistency between the product performance and belief before purchase. If there is consistency, the customer will satisfy, otherwise, they will generate unsatisfied result.

Customer satisfaction is a well known and established concept in several sciences: marketing (Fornell and Werneldt, 1987; Fornell and Wernefelt, 1988; Kotler, 1991), consumer research (Yi, 1989), economic psychology (Johnson and Fornell, 1991), welfare-economics (Simon, 1974), and economics (Van Raaij, 1981; Warneryd, 1988)

Customer satisfaction is one's feeling of satisfaction or dissatisfaction that is based on comparison between hopes and expectation of a product (Philip Kotler, 1997). From the definition above, satisfaction is a function of perception of hopes and expectation and if it exceeds hopes and expectation, customers will be very satisfied. It is also the same if the condition is the opposite.

High customer satisfaction will create an emotional feeling towards the company. In other words, customer satisfaction is a comparison between service that is experienced and expected before the service is bought. Satisfied customers will most probably buy again or repurchase from the same service provider.

Satisfaction has been considerable debate in services marketing literature. Three major positions have been noticed (Brady, 2002). First, satisfaction has been identified as a resulting concept of service quality (Anderson & Sullivan, 1993; Anderson, 1994; Cronin & Taylor, 1992; Gotlieb, 1994). In this causal relationship, satisfaction is described as a "post-- consumption evaluation of service quality (Anderson, 1994, p. 245)." Second, some researchers argue that satisfaction is an antecedent to service quality (Bitner, 1990; Bitner & Hubert, 1994). Third position postulates that neither satisfaction nor service quality is antecedent to the other (Dabholkar, 1995; Cronin & Taylor, 1992, p. 59).

Satisfaction is considered as an antecedent of store loyalty (Bitner, 1990; Bloemer & Ruyter, 1998; Tse & Wilton, 1988, p. 204). Na (1999) view satisfaction as a resulting variable of strong associations or images, along with preference and loyalty. More directly related to the retailing, Bloemer & Ruyter (1998) defined satisfaction as "the outcome of the subjective evaluation that the chosen alternative (the store) meets or exceeds expectations (p. 501)." This conceptualization stems from the disconfirmation paradigm (Oliver, 1980), in which satisfaction is believed to occur through a matching of expectations the consumer elaborates on the evaluation of a store.

2.3. Customer Loyalty

1. Definition of loyalty.

Definition of loyalty according to Engel, Blackwell, Miniard (1995):

Loyalty is an act (or behavior) to repurchase regularly, where there has been a high emotional feeling and influence towards the choice, and is characterized by the search for external information alternative evaluation.

2. Causes of Loyalty

a. Customer satisfaction

Customer satisfaction is a feeling of satisfaction or disappointment that result from the comparison of hopes and expectation of a product (Philip Kotler, 1997: 36). From the definition above, customer satisfaction is a comparison between service that is experienced and expected before the service is bought. Satisfied customers will most probably buy again or repurchase from the same service provider.

Therefore companies that can satisfy their customers will increase their profit and market share due to repurchase from customers.

b. Image

Image is a person's perception towards a phenomenon (Etchner & Ritchie, 1991). Another definition about image is the manifestation of experience and hopes where it can affect customer satisfaction towards a certain good or service (Zeithaml & Bitner, 1996). As a consequence of the image effect towards ones perception, image can support or destroy the values the customers feel towards a certain good or service

A good image can increase or cover the lack of service that the customers feel and a bad image will create customers dissatisfaction. Therefore it is clear that image, positive or negative, can affect customer loyalty.

2.4. Relationship Between Image, Customer Satisfaction and Customer Loyalty

Image and customer satisfaction will have direct effect on customer loyalty. Further effects are that it will strengthen the relationship with the company. A good image can increase or cover the lack of service that the customers feel. While on the other hand, a bad image will make the customers feel dissatisfied about the service. Therefore satisfied customers will repurchase from that service provider. This means that, the better the image towards a discount retail store, the loyal they will be to repurchase from that discount retail store. The same also applies for customer satisfaction. The higher the customer satisfaction towards a discount retail store, the loyal they will be to repurchase from that discount retail store.

2.5. Proposed Conceptual Framework Of The Study

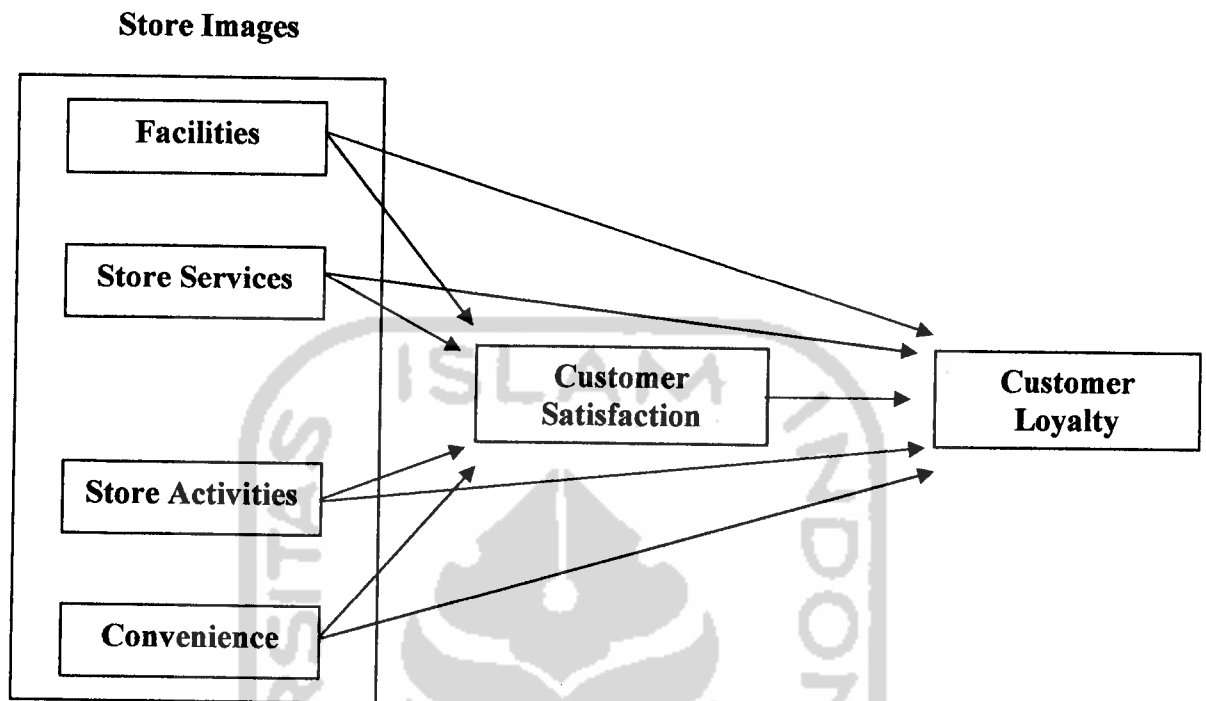


Figure 2.1

**A Conceptual Framework of Store Image, Customer Satisfaction and
Customer Loyalty**

(Source: Modified from Chih-Hon Chang and Chia-Yu Tu, "Explore Store Image, Customer Satisfaction and Customer Loyalty Relationship: Evidence from Taiwanese Hypermarket Industry". Vol. 7, Iss. 2; pg.115 -131)

2.6. Hypotheses

Cooper and Schnider (1998) define hypothesis as a statement about concepts that may be judged true or false if it refers to observable phenomena, which is formulated for empirical testing. In a simplest form a hypothesis is a guess. Hypothesis is an unproven proposition or supposition that tentatively explains

certain facts or phenomena a probable answer to a research question (Zikmund 1991 p. 99).

The research framework used in this study is for interpreting and analyzing the determinants of store image, customer satisfaction and customer loyalty relationship. Therefore, based on the whole explanatory remark above, the hypothesis performed in this research is as follows:

- H1. The discount retail store customer's store image is significantly associated with customer satisfaction
- H2. The discount retail store customer satisfaction is significantly associated with customer loyalty
- H3. The discount retail store customer's store image is significantly associated with customer loyalty

2.7. Significance of study

There are types of discount retail store located in Yogyakarta area. A discount retail store usually sell quality products that are consumptive and goods used daily with affordable prices. They usually offer discounts. A lot of consumers will choose, compare, and decide which product they will buy. Besides that, consumers will compare the variety of products offered. Therefore a lot of consumers are willing to be regular and loyal customers of a certain retail store. Besides the good service offered, the strategic location of a supermarket, the environment, discounts, variety of products offered, also the presence of a prize offered and some other factors will have its own interest

towards the customers to be loyal to that supermarket. Based on the explanation above, therefore this study will test the relationship between image, customer satisfaction and customer loyalty. This critical review will be used as the guidelines that concentrated the scope of the research.



CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Methodology

The type of study in this research is empirical research with case study. The researcher employed quantitative and qualitative research. The method used in this research was survey method by using questioners with itemized rating scale to assess data.

3.2. Research Subject

3.2.1 Population

Zikmund (1991 p.450) defined population as any complete group of entities sharing some common set of characteristics. Populations for this research were the consumers of Carrefour and Makro in Yogyakarta.

3.2.2. Sampling Method

According Hair et al in his book *Multivariate data Analysis* (1995) stated that, in order to get valid result, the minimum samples are 50 respondents. Instead, it is not recommended to conduct it. Meaning that, the ideal one of the sample is estimated 100 -150 samples. For the purposes of this research, 200 samples were going to be taken as the sample respondents.

The method to collect data was by questionnaire. The type of questionnaire used was closed direct questionnaire, so respondents only chose the answer by checking the right column to choose. The questionnaire was given to

respondents and the researcher gave respondents some time to fulfill the questionnaire based on what he/she felt.

This research employed non probability sampling method which mean the probability of any particular member of the population being chosen was unknown (Zikmund, 1991 p.462). The type of non probability sampling method that considered suitable with this research was convenience (accidental) sampling method. Convenience sampling method refers to the sampling procedure of obtaining the people or units that are most conveniently available. The samples were taken in Faculty of Economics, Islamic University of Indonesia Yogyakarta.

3.3. RESEARCH SETTING

3.3.1. Place

This research was conducted in the Faculty of Economics, Islamic University of Indonesia. Discount retail stores that would be used as the object of this study were Carrefour and Makro.

3.3.2. Time

This research was conducted from April 2007 until May 2007.

3.4. OPERATIONAL VARIABLES

This study used variables such as store image, customer satisfaction and customer loyalty (facilities, store service, store activities, convenience). The questionnaire was derived from Dong-Mo Koo (2003) research in which English language was used. However, Questionnaires were translated into Indonesian language to ensure the understanding of the respondents towards the questions.

Furthermore, a pre-test was conducted prior the distribution of the questionnaire. The pre-test was aimed to identify the respondents' difficulty to understand the statements and the questions.

3.4.1. Dependent Variable (Y)

A dependent variable is the variable of primary interest to the researcher. (Sekaran, 2000 p, 92). The dependent variable in this study is customer satisfaction in one hand, and also as an independent variable in the other hand with total of 4 questions items measured on a five-point Likert scale with 1 for "strongly disagree" and 6 for "strongly agree" and customer loyalty as the ultimate dependent variable) with 2 questions items measured on a five-point Likert scale with 1 for "strongly disagree" and 6 for "strongly agree"

3.4.2. Independent Variable (X)

An independent variable is one that influences the dependent variable in either a positive or a negative direction (Sekaran, 2000 p. 93). The independent variables in this study were:

3.4.2.1. Facilities (X1)

The researcher uses question items - derived from Dong-Mo Koo (2003). However some of the questions were modified due to irrelevant condition. The total 6 questions items were measured on a five-point Likert scale with 1 for "strongly disagree" and 6 for "strongly agree".

3.4.2.2.Store Service (X2)

Five item questions on store service were measured. These five (5) item questions were rated on Likert-type scale ranging from 1 (strongly disagree) to 6 (strongly agree)

3.4.2.3.Store Activities (X3)

This study employed seven measurement items of store activities, with a five-point Likert scale anchored from 1 (strongly disagree) to 6 (strongly agree).

3.4.2.4.Convenience (X4)

Convenience, another attributes of store image was measured by employing six item questions with a five-point Likert scale anchored from 1 (strongly disagree) to 6 (strongly agree).

3.5. Research Instrument and Data Collection

The survey method as part of data collection would be adopted to obtain the primary data in this study.

The survey conducted in two phases: the pre-test and the main study. A pre-testing phase conducted to collect data from small sample i.e. 5 respondents. Thus, a small scale pre-test study provides an advance opportunity to the researcher to check the data collecting form to minimize errors due to improper design elements. The data resulted from the pre-test then used to test validity and reliability of the questionnaire. Once validity and reliability test had been done the results would be employed in main study questionnaire.

The instruments for the research stated as follows

3.5.1. Validity

Basically, the function of validity test is to measure and analyze whether each element of instrument really explain the indicator researched or not. Validity is the measurement that refers to the level of validity of measurement tool (Arikunto, 1998, p. 160). In the other words, a high measurement tool is identically with the high level of validity. A measurement tool is claimed valid, if it is able to measure what it wants to. The validity test used was construct validity using item-total Pearson's Product Moment Correlation using correction formula.

The formula as follows:

$$r_{xy} = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

r : correlation coefficient between x variable and y variable

N : total sample

X : value of x variable

Y : value of y variable

If $r_{test} > r_{table}$ means the measurement tool is valid and the opposite.

3.5.2. Reliability

Reliability test was designed to find out the consistency of measurement tool and it could give the result which is relatively consistent if there is a re-measurement in the same subject. Reliability refers to the reliable and appropriate

measurement tool to be used to collect the data. A reliable and appropriate measurement tool tends to direct respondents to answer the questions on the way of path expected. A reliable measurement tool will provide reliable result too, and if the data is really relevant to the reality condition, the result of any measurements conducted in the next period will always be the same.

Reliability test is done with SPSS by putting all questions in SPSS to be analyzed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach for each type of questionnaire that show its reliability. If the result of alpha Cronbach (α) ≥ 0.6 , thus the measurement tool (questionnaire) of the research is claimed reliable to use.

The *Alpha Cronbach* formula as follows:

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Where

r_{11} : instrument reliability

k : total item of questionnaire

σ_t^2 : total variance

$\sum \sigma_b^2$: the sum of total variance

3.6. DATA ANALYSIS METHOD

Three main objectives to have data analysis are to interpret the data, test the validity and reliability of the data and test the hypotheses developed for the research. Before analyzing the hypothesis through this study, a reliability and validity test of the data will be conducted. Reliability and validity test are important to ensure that data used for the analyses are reliable and valid.

3.6.1. Analysis of Variance (ANOVA)

Analysis of variance, or ANOVA, is a method of testing the hypothesis that several group means are differ in the population, by comparing the sample variance estimated from the group means to that estimated within the groups. For the purpose of this research, the analysis of variance is treated as additional information and therefore, it is excluded within the objectives of this study. The analysis of variance is used to know whether the customer demography variables (gender, age, income) have significant difference towards a discount retail store customer's store image.

The following is the hypothesis formulation:

1. H_0 : There are no significant difference among the customer's demography variables (gender, age, income) towards a discount retail store
2. H_a : There are significant difference of customer's demography variables (gender, age, income) towards a discount retail store

The significant value (F statistics) is the test criteria used in this research.

The following is the test criteria using F statistics in a significant level $\alpha=0.05$ or 5%, (Johnson and Wichern, 1996:248):

- If significant value of F statistics is ≥ 0.05 = Ho is accepted Ha is rejected
- If significant value of F statistics is < 0.05 = Ho is rejected Ha is accepted

3.6.2. Path Analysis

The path analysis was used as the statistical tool in this study. The path analysis is useful to analyze the data and to determine whether the hypothesis of this study is accepted or rejected. The path analysis is used to measure the relationship between store image, customer satisfaction and customer loyalty of a discount retail store. Variable of store image; facilities, store services, store activities, and convenience are considered to be independent variable. These variables have a relationship with customer satisfaction and customer loyalty, which are used as the dependent variables.

Fit measures of model for path analysis can be done by looking out the coefficient of total determination result (Solimun, 2002 : 54). The relationship between variables, whether direct or indirect will be measured by using path analysis steps stated as following:

1) Path Diagram Model

The first step in path analysis is to design the model based on the conceptual framework. Theoretically, it can be concluded as follows:

- (a) Variable of F has an influence toward CS
- (b) Variable of F has an influence toward CL
- (c) Variable of SS has an influence toward CS

- (d) Variable of SS has an influence toward CL
- (e) Variable of SA has an influence toward CS
- (f) Variable of SA has an influence toward CL
- (g) Variable of C has an influence toward CS
- (h) Variable of C has an influence toward CL
- (i) Variable of CS has an influence toward CL

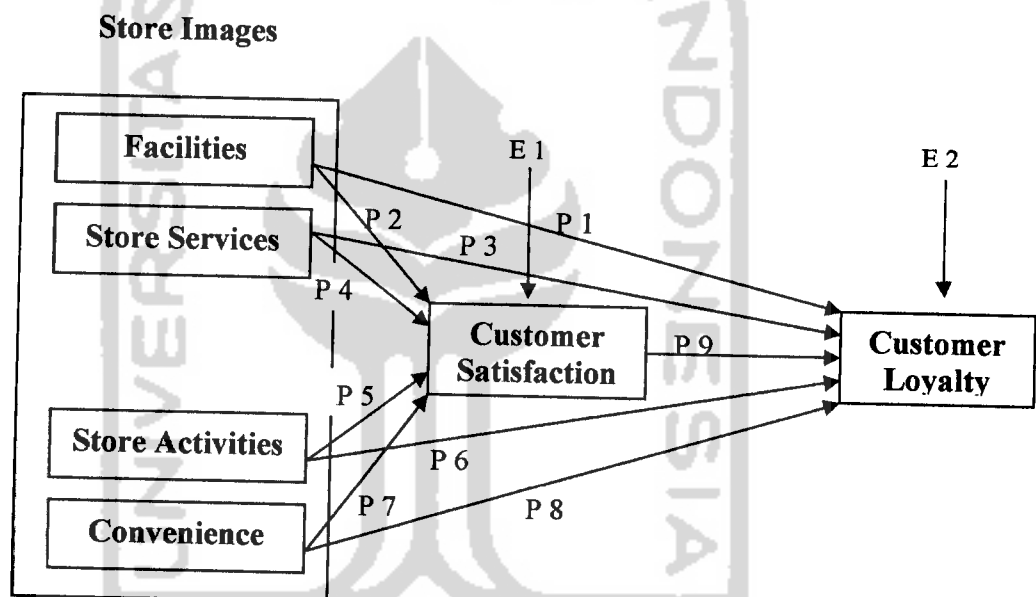


Figure 3.1
Path Analysis Model

Where:

- F = Facilities
- SS = Store Services
- SA = Store Activities
- C = Convenience
- CS = Customer Satisfaction

CL	= Customer Loyalty
P ₁ , P ₂ , ..., P ₈	= Path Coefficient
E ₁ , E ₂ , ..., E ₅	= Error

2. The Path Parameters

The path parameters are estimated by using coefficient of the multiple regression analysis conducted by using the software tool of SPSS.

3. Fit Measures of Model

The subsequent step of the path analysis is measuring the model fit. These measures indicate the discrepancy between the data and the estimated model. The model fit describes the ability of the model to explain the data. The fit measures used in path analysis are coefficient of total determination and trimming theory.

A. Coefficient of Total Determination

Coefficient of total determination is the proportion of variation in the dependent variable explained by the model.

Calculate the coefficient of total determination.

The formula used is as follows:

$$R_m^2 = 1 - (E_1)^2 \dots (E_i)^2$$

Calculate the errors coefficient of the model (E_i).

The formula used is as follows:

$$E_i = \sqrt{1 - R_1^2}$$

B. Trimming Theory

Trimming theory is aimed to test the association between variables represented by the path by examining the significance of the path in the path diagram. The criterion used in trimming theory for testing the associations is significance value (sig.) or also called as p-value.

The following is the hypothesis formulation:

$$H_0 : b_1 = 0$$

$$H_a : b_1 \neq 0$$

H_0 is accepted if significant value (p) is $> 0,05$ meaning that the path coefficient is significant.

H_0 is rejected if significant value (p) is $\leq 0,05$ meaning that the path coefficient is insignificant.

Significant level $\alpha=0.05$ or 5 %

CHAPTER IV

DATA ANALYSES AND DISCUSSIONS

4.1. Research Description

This research is conducted in the discount retail stores. Discount retail stores that researcher uses as the objects of study are well known French's Carrefour and Macro, a joint venture between Taiwan's Feng Chun group and the Holland based company cooperation. This research tries to answer and also to examine the questions as mentioned in the previous chapter.

This study uses operational variables which are customer satisfaction as dependent variable (Y) in one side and also as independent variable (X) in the other side, customer loyalty as dependent variable (Y) and four store image attributes (Facilities, store service, store activities, convenience) as independent variables (X). Each of store image attributes consists of questions items. Facilities consist of six (6) items questions, store service five (5) questions, store activities seven (7) questions and lastly convenience consist of six (6) questions. The statement of dependent variables i.e. customer satisfaction consist of six (6) items questions and customer loyalty of two (2) questions.

4.2. Validity and Reliability Tests

4.2.1. Validity Tests Result

During the survey time, the questionnaires are distributed randomly to 180 respondents i.e. the students of Faculty of Economics Universitas Islam Yogyakarta. The raw data is subsequently selected and screened to obtain the qualified data. 150 questionnaires meet the requirements and proceed for further evaluation. The rest of the unused questionnaires are discarded due to some missing data and the respondent's failure to answer the statements and questions.

The data of the survey is evaluated by using the software tool of SPSS, in which it can analyse the reliability and validity of all input variables. The following are the validity test for all data, including four attributes of brand equity, and the purchase intention items.

The validity test of each data input is acquired by applying the correlation matrix. The value of corrected item total correlation (r) shows the value of the significance of the correlation of the data. The data is considered valid when r -value shows 0.3 or greater. Otherwise, the item will be deleted or discarded when the r -value is less than 0.3, and it is considered not valid. Only valid data is processed for further computation.

The results of the validity tests conducted by using the software tool of SPSS are shown on the table below.

Table 4.1.
The Validity Tests Result

Variable	Questions Items		Status
Facilities (X ₁)	X1.1	0,843	valid
	X1.2	0,772	valid
	X1.3	0,714	valid
	X1.4	0,642	valid
	X1.5	0,620	valid
	X1.6	0,632	valid
Store Services (X ₂)	X2.1	0,837	valid
	X2.2	0,863	valid
	X2.3	0,639	valid
	X2.4	0,852	valid
	X2.5	0,888	valid
Store Activities (X ₃)	X3.1	0,643	valid
	X3.2	0,629	valid
	X3.3	0,718	valid
	X3.4	0,751	valid
	X3.5	0,822	valid
	X3.6	0,748	valid
	X3.7	0,633	valid
Convenience (X ₄)	X4.1	0,875	valid
	X4.2	0,873	valid
	X4.3	0,645	valid
	X4.4	0,835	valid
	X4.5	0,776	valid
	X4.6	0,902	valid
Customer Satisfaction (Y ₁)	Y.1.1	0,763	valid
	Y.2.1	0,869	valid
	Y.3.1	0,830	valid
	Y.4.1	0,705	valid
	Y.5.1	0,787	valid
	Y.6.1	0,736	valid
Customer Loyalty (Y ₂)	Y.1.2	0,846	valid
	Y.2.2	0,903	valid

Source: the SPSS output

4.2.2. Reliability Tests Result

The alpha scale is used to test the reliability of the data. The reliability is showed by the value of alpha, in which the value of 0.6 above is considered reliable. When the data is reliable, it can be used for further analysis on its impact on purchase intention by using the multiple regressions.

Table 4.2.
The Reliability Test

Variable	Coefficient Alpha	Standardized item alpha	Reliability
Facilities (X ₁)	0,765	0.6	Reliable
Store Services (X ₂)	0,873	0.6	Reliable
Store Activities (X ₃)	0,824	0.6	Reliable
Convenience (X ₄)	0,893	0.6	Reliable
Customer Satisfaction (Y ₁)	0,866	0.6	Reliable
Customer Loyalty (Y ₂)	0,686	0.6	Reliable

Source: the SPSS output

Based on the table shown above, the entire variable has Cronbach's Alpha value greater than 0.06, therefore all the variables are considered reliable.

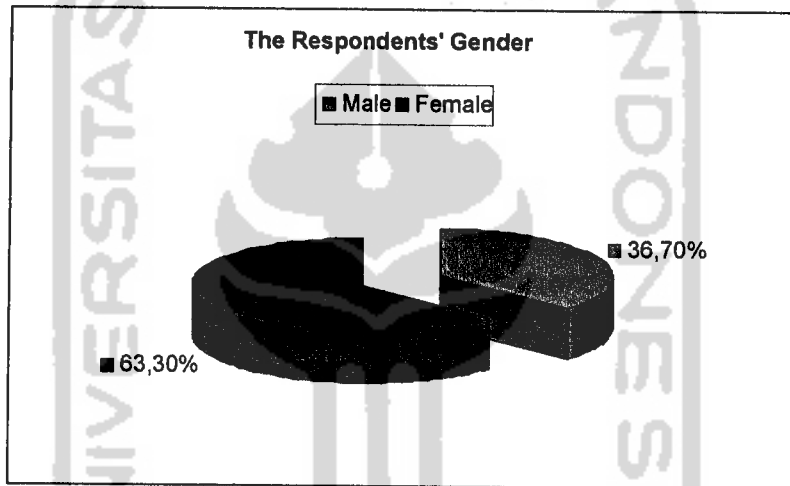
4.3. Respondents Profile

The research was conducted in Faculty of Economics Universitas Islam Yogyakarta. The respondents' profiles in this research are illustrated into four categories which are based on the respondents' gender, age, monthly income and study program.

The respondents' demographic characteristics are treated as information which may be used to discover respondents profile in giving the evaluation. The following shows the table and diagram figures of the respondents' profile.

4.3.1. Respondents' Gender

Figure 4.1
Pie Chart of the Respondents' Gender



Source: the survey finding

Table 4.3
The Respondents' Gender

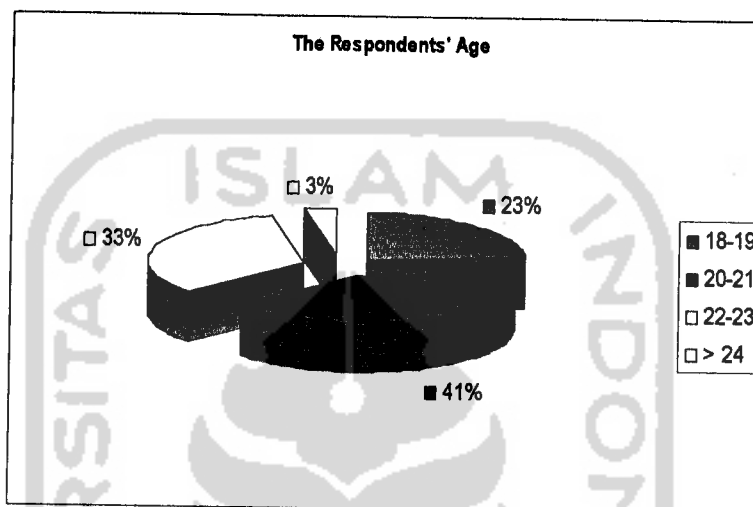
Cluster	Number of Respondents	Percentage
Male	55	36,70 %
Female	95	63,30 %
Total	150	100 %

Source: the survey finding

The survey finding show that, of the 150 respondents, the male respondents are 55 people or about 36,70 %, whereas the female respondents are 95 people or about 63,30 %.

4.3.2. Respondents' Age

Figure 4.2
Pie Chart of the Respondents' Age



Source: the survey finding

Table 4.4
The Respondents' Age

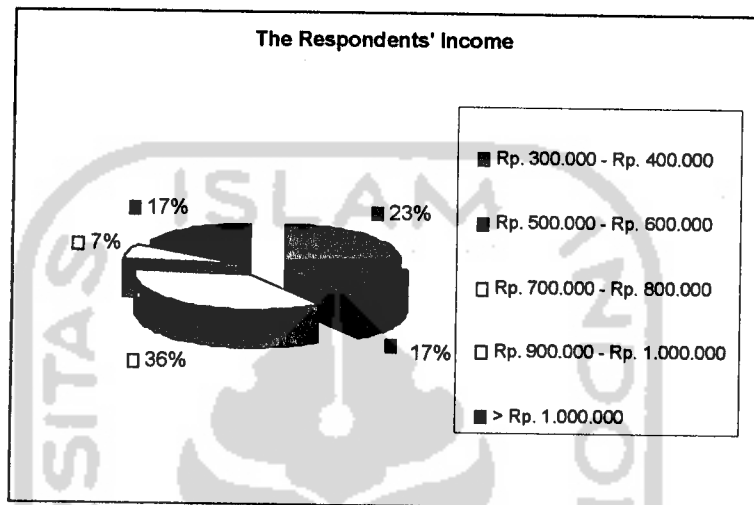
Cluster	Number of Respondents	Percentage
18-19	35	23 %
20-21	60	41 %
22-23	50	33 %
> 24	5	3 %
Total	150	100%

Source: the survey finding

Of the 150 respondents the ages of 20-21 years old dominantly take part in the survey. Secondly, the age 22 to 23 years old (33 %) followed by 18-19 years old (23 %), and more than 24 years old 3%. It can be concluded that cluster 20-21 dominantly take part in survey since most of respondents coming from batch 2002-2003/2003-2004.

4.3.3. Respondents' Income

Figure 4.3
Pie Chart of the Respondents' Income



Source: the survey finding

Table 4.5
The Respondents' Income

Cluster	Number of Respondents	Percentage
Rp. 300.000 - Rp. 400.000	35	23 %
Rp. 500.000 - Rp. 600.000	25	17 %
Rp. 700.000 - Rp. 800.000	55	36 %
Rp. 900.000 - Rp. 1.000.000	10	7 %
> Rp. 1.000.000	25	17 %
Total	150	100%

Source: the survey finding

The respondents are asked to provide their average monthly income. The income of the respondents as shown on the pie chart is in 1000 Rupiahs. It is shown that 23% of the respondents have the income between Rp. 300.000 - Rp. 400.000.

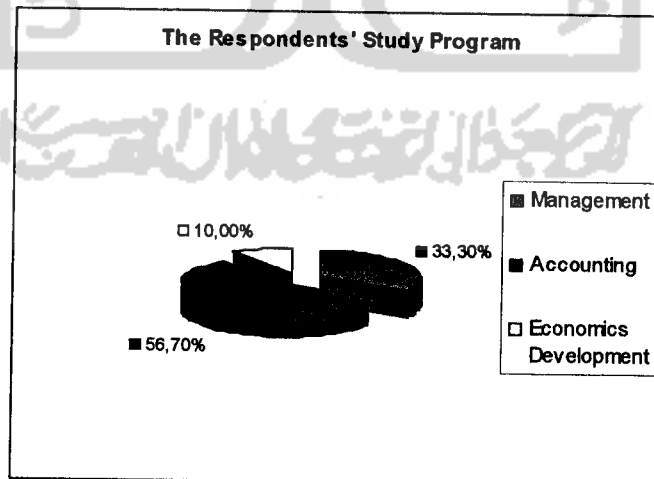
About 25 respondents (17 %) have the income between 500,000 until 600,000 Rupiahs. 55 respondents (36%) have the income between Rp. 700.000 - Rp. 800.000.

This range dominantly takes part in the survey. About 10 respondents (7%) have the monthly income between 900,000 until 1000,000 Rupiahs. Lastly around 17 % (25 respondents) have monthly income more than 1000.000 Rupiahs.

The conclusion that can be drawn from these findings is that the income between 700,000 until 800,000 Rupiahs is the starting point to allocate some of monthly income to do purchasing activity. The table 4.3 also shows that the second dominant income rate was between Rp. 300.000 - Rp. 400.000 followed by Rp. 500,000 - Rp. 600,000 as well as the income between Rp. 1000.000 Rupiahs. The table explicitly shows that the higher the income the more preference respondents might have to allocate their income to do purchasing activity.

4.3.4. Respondents' Study Program

Figure 4.4
Pie Chart of the Respondents' Study Program



Source: the survey finding

Table 4.6
Respondents' Study Program

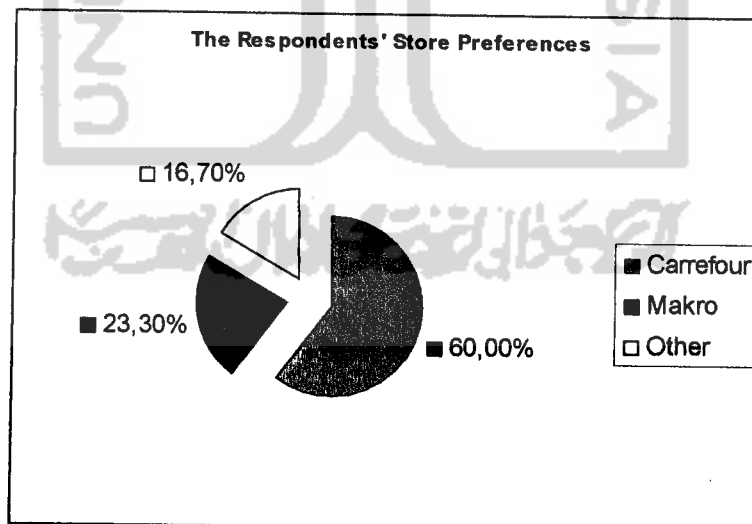
Cluster	Number of Respondents	Percentage
Management	50	33,30 %
Accounting	85	56,70 %
Economics	15	10,00 %
Total	150	100%

Source: the survey finding

From the survey finding, about 33,30 % (50 respondents) come from management department, 56,70 % (85 respondents) from Accounting Department and the remaining 15 respondents (10 %) are from Economics Development Department.

4.3.5. Respondents' Preferences towards Discount Retail Stores

Figure 4.5
Pie Chart of the Respondents' Preferences towards Discount Retail Stores



Source: the survey finding

Table 4.7
Respondents' Preferences towards Discount Retail Stores

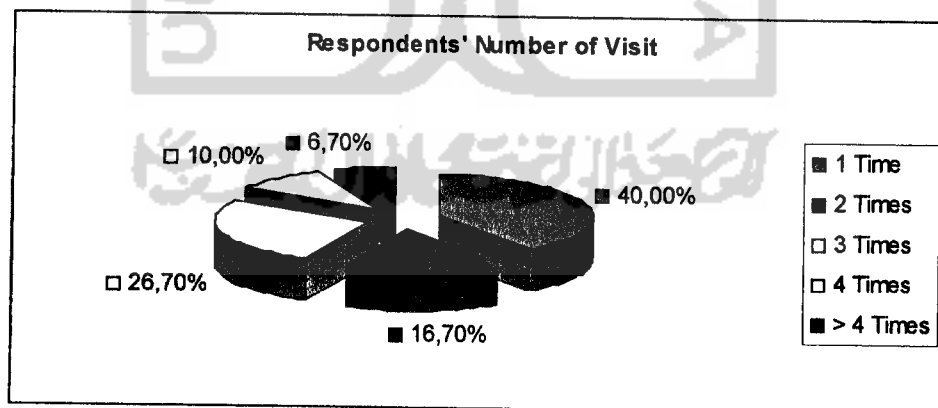
Cluster	Number of Respondents	Percentage
Carrefour	90	60,00 %
Makro	35	23,30 %
Other	25	16,70 %
Total	150	100%

Source: the survey finding

The figures of the respondents' preferences on discount retail store show a different result. Mostly half of the respondents (60 %) prefer Carrefour. About 35 respondents (23,30%) show their preference to Makro, and about 25 Respondents (16,70%) of the rest of the respondents show their choice to other stores.

4.3.6. Respondents' Number of Visit

Figure 4.6
Pie Chart of the Respondents' Number of Visit



Source: the survey finding

Table 4.8
Respondents' Number of Visit (Monthly)

Cluster	Number of Respondents	Percentage
1 Time	60	40,00 %
2 Times	25	16,70 %
3 Times	40	26,70 %
4 Times	15	10,00 %
> 4 Times	10	6,70 %

Source: the survey finding

The survey finding shows that 60 respondents (40%) number of visit once a month, 25 respondents (16,70%) visit the store twice a month, 40 respondents (26,70%) visit 3 times a month, 15 respondents (10%) number of visit of 4 times a month and the rest 10 respondents (6,70%) visit the store more than 4 times a month. Since respondents are colleges students their frequency of purchase mostly once a month.

4.4. Hypothesis Testing

4.4.1. Analysis of Variance Result

Analysis of variance, or ANOVA, is a method of testing the hypothesis that several group means differ in the population, by comparing the sample variance estimated from the group means to that estimated within the groups. For the purpose of this research, the analysis of variance is treated as additional information and therefore, it is excluded within the objectives of this study. The analysis of variance is

used to know whether the customer demography variables (gender, age, income) have significant difference towards a discount retail store customer's store image.

The analysis of variance is conducted by using the software tool of SPSS and it shows the following result:

Table 4.9
The Result of ANOVA

Variable	Gender		Age		Income	
	F	Sig.	F	Sig.	F	Sig.
Facilities (X ₁)	0.915	0.340	4.989	0.003*	1.334	0.260
Store Services (X ₂)	18.559	0.000*	6.122	0.001*	1.803	0.131
Store Activities (X ₃)	7.554	0.007*	14.678	0.000*	7.183	0.000*
Convenience (X ₄)	4.526	0.035*	0.073	0.974	1.562	0.188
Overall Store Image	9.796	0.002*	1.500	0.217	0.913	0.458

Asterisk symbol (*) indicates a significant difference at level 0.05

Source: the SPSS output

From the Table 4.9 above it can be seen that the significance value of gender for overall store image is less than 0.05. Meanwhile, the significance value of age and income for overall store image are more than 0.05. Based on these result, it can be concluded that customer demography variables do not have significant difference towards a discount retail store customer's store image.

These results do not prove the hypothesis of this research, which stated that the customer demography variables have significant difference towards a discount retail store. Nevertheless, there are some aspects of the store image which indicate a significant difference between several group of respondents' demography, such as

store services, store activities and convenience for respondents' gender; facilities, store service, and store activities for respondents' age; and store activities for respondents' income.

4.4.2. Path Analysis Result

4.4.2.1. Path Parameter Estimation

Path analysis is a statistical method which aims to provide plausible explanations of observed linear association by constructing models of cause-and-effect relations among variables. Typically, the cause-and-effect relations among variables in path analysis are described in a path diagram. It is a useful aid for formulating the model because it indicates the direction and nature of the causality.

The first step of path analysis is the estimation of path parameter. The path parameter represents the causal relations among variables which are stated below.

- (a) The customer's store image is significantly associated with customer satisfaction (H1)
- (b) The customer satisfaction is significantly associated with customer loyalty (H2)
- (c) The customer's store image is significantly associated with customer loyalty (H3)

The path parameters are estimated by using coefficient of the multiple regression analysis conducted by using the software tool of SPSS. The table below shows the result of multiple regression analysis.

Table 4.10
The Result of Regression Analysis
Between Store Image and Customer Satisfaction

Variable	Coefficient	F	Sig.
Constant	0.954	2.196	0.030*
Facilities (X ₁)	0.091	1.295	0.197
Store Services (X ₂)	0.460	8.726	0.000*
Store Activities (X ₃)	0.088	1.316	0.190
Convenience (X ₄)	0.169	3.087	0.002*
R Square	0.467	F	31.795
R	0.684	Sig.	0.000

Dependent Variable: Customer Satisfaction (Y₁)

Asterisk symbol (*) indicates a significant coefficient at level 0.05.

Source: the SPSS output

The Table 4.10 above shows the result of multiple regression analysis with independent variable of store image which consists of facilities, store services, store activities, and convenience; and dependent variable of customer satisfaction. From the table above, it can be known that the significance value of for store services and convenience are less than 0.05. Meanwhile, the significance value of facilities and store activities are more than 0.05. It shows that only store services and convenience having a significant effect on the customer satisfaction.

From the results, a conclusion can be drawn that some aspects of the customer's store image (i.e. store services and convenience) of discount retail store are significantly associated with customer satisfaction. It can be said that the first hypothesis (H1) of this research can be accepted.

Table 4.11
The Result of Regression Analysis
Between Store Image, Customer Satisfaction and Customer Loyalty

Variable	Coefficient		Sig.
Constant	-2.435	-3.004	0.003*
Facilities (X ₁)	-0.130	-1.000	0.319
Store Services (X ₂)	0.061	0.513	0.608
Store Activities (X ₃)	0.184	1.485	0.140
Convenience (X ₄)	0.504	4.866	0.000*
Customer Satisfaction (Y ₁)	0.658	4.317	0.000*
R Square	0.463	F	24.824
R	0.680	Sig.	0.000

Dependent Variable: Customer Loyalty (Y₂)

Asterisk symbol (*) indicates a significant coefficient at level 0.05.

Source: the SPSS output

The Table 4.11 above shows the result of multiple regression analysis with independent variable of store image which consists of facilities, store services, store activities, and convenience; customer satisfaction and dependent variable of customer loyalty. The result of regression analysis between store image, customer satisfaction and customer loyalty specified in Table 4.11 shows that the significance value of customer satisfaction is less than 0.05. It means that the discount retail store customer satisfaction has significant association with customer loyalty. Thus, it can be concluded that the second hypothesis (H₂) of this research can be accepted.

From the table above, it can be identified that the significance value of for store services and convenience are less than 0.05. Meanwhile, the significance value of facilities and store activities are more than 0.05. It shows that only store services

and convenience having a significant effect on the customer loyalty. From these results, a conclusion can be drawn that some aspects of the customer's store image (i.e. store services and convenience) of discount retail store are significantly associated with customer loyalty. It can be said that the third hypothesis (H3) of this research can be accepted.

4.4.2.2. Fit Measures of Model

The subsequent step of the path analysis is measuring the model fit. These measures indicate the discrepancy between the data and the estimated model. In other word, it describes the ability of the model to explain the data. A good model should have less discrepancy. The fit measures used in path analysis are coefficient of total determination and trimming theory.

a) Coefficient of Total Determination

Coefficient of total determination is the proportion of variation in the dependent variable explained by the model. The total variation of the data explained by the model measured with coefficient of total determination can be calculated with the following formula:

$$R_m^2 = 1 - (E_1)^2 (E_2)^2 \dots (E_k)^2$$

Before calculating the coefficient of total determination (R_m^2), it is necessary to calculate the errors coefficient of the model (E_1 and E_2) as follows:

$$E_1 = \sqrt{1 - R_1^2}$$

$$= \sqrt{1 - 0.467}$$

$$= 0.730$$

$$E_2 = \sqrt{1 - R_2^2}$$

$$= \sqrt{1 - 0.463}$$

$$= 0.733$$

The calculation results show that the errors coefficient of the model subsequently are $E_1 = 0.730$ and $E_2 = 0.733$. Therefore, the coefficient of total determination (R^2_m) can be obtained as follows:

$$R_m^2 = 1 - (E_1)^2 (E_2)^2$$

$$= 1 - (0.730)^2 (0.733)^2$$

$$= 1 - (0.533)(0.537)$$

$$= 1 - 0.286$$

$$= 0.714$$

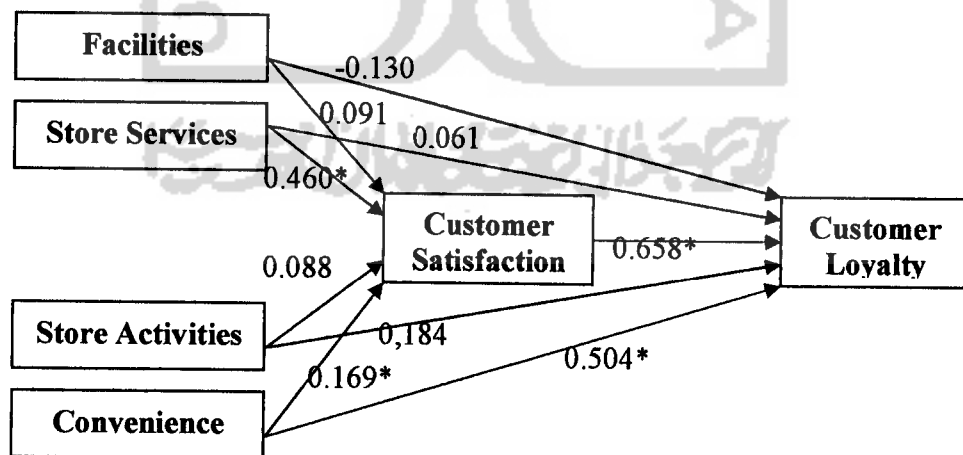
The magnitude of total determination coefficient (R^2_m), 0.714 imply that 71.4% of the variation of data can be explained by the model. In the other word, 71.4 % of the information of the data the can be described by the model, and the rest 28.6 % are explained by other variables which are not included in the model.

The magnitude of total determination coefficient (R^2_m) varies from 0 to 1. Small values of total determination coefficient indicate that the model does not fit the data well. The value close to 1 indicates a perfect fit. The calculation result shows that the total determination coefficient of the model is over 0.5. Thus, it can be concluded that the model fits the data well.

b) Trimming Theory

Trimming theory aims to test the association between variables represented by the path by examining the significance of the path in the path diagram. A significant path describes that there is a significant association between variables related by the path. The criterion used in the trimming theory for testing the associations is significance value (sig.) or also called p-value. A low significance value (less than 0.05) indicates a significant association between variables. The significant paths represent the causal relations between variables, and they will have a considerable influence in the model interpretation. Consequently, the insignificant paths will be excluded from the interpretation. The test of the association between variables through trimming theory can be seen in the path diagram described below:

Figure 4.7
Path Diagram



The significant paths on the model of path diagram above are showed with asterisk symbol (*).

4.5. Discussions

Based on the empirical findings, the conducted research, and further analysis by using SPSS, it can be revealed that there are relationships between image, customer satisfaction and customer loyalty, and there are no significant differences between the customer demography categories. The path analysis results show that image and customer satisfaction have direct effect on customer loyalty significantly. Hence, a significant association between customer satisfaction with customer loyalty subsequently implies an indirect effect of store image to customer loyalty. It means that, the better the image towards that discount retail store, the loyal they will be to repurchase from that supermarket. The same also applies for customer satisfaction. The higher the customer satisfaction towards that supermarket, the loyal they will be to repurchase from that discount retail store.

A good image can increase or cover the lack of service that the customers feel. While on the other hand, a bad image will make the customers feel dissatisfied about the service. Therefore satisfied customers will repurchase from that service provider. The higher the customer satisfaction towards a discount retail store, the loyal they will be to repurchase from that discount retail store.

The research findings are appropriate to Gronroos' (1983) opinion that one of the strategies for a company to be able to compete is to build a good image to the customers or even the public, because image can affect consumers or even the public perception and thus can affect the loyalty of customers.

The results of this research also support what Engel, Blackwell, Miniard (1995) had mentioned that a positive image will give good or positive effect towards the organization or company that is given by the customers. Thus, a positive image will give good or positive effect towards the organization or company that is given by the customers in terms of loyalty. Therefore, image becomes an important factor for a marketing success of an organization. Even though image is a general factor in business, the study of retail business image in Indonesia is limited. Image consists of several dimensions that will reflect its attributes, which is, location, characteristic and variety of quality, price, advertisement and promotion.

4.6. Theoretical Speculation

The finding of this study as mentioned above shows a different result. The result of regression analysis between store image and customer satisfaction indicates that some variable of store image such as facilities and store activities are considered as having an insignificant effect on the customer satisfaction. Furthermore, the regression analysis result between store image, customer satisfaction and customer loyalty indicates that some aspects of store image such as facilities and store activities have also an insignificant effect on the customer loyalty.

Theoretical foundations of store images are found in theories of brand images. More specifically, brand image is brand associations consumers hold for a certain

brand and consists of concrete attributes, benefit values and brand attitude (Keller, 1993, pp. 4-5; Srinivasan, 1976; Biel, 1993, Park & Srinivasan, 1994).

Besides image, customer loyalty also affects customer satisfaction. High customer satisfaction will create an emotional feeling towards the company. In other words, customer satisfaction is a comparison between service that is experienced and expected before the service is bought.

From these theoretical foundations, it can be speculated that some aspects of the store image such as facilities and store activities are being treated differently among the discount retail store. As for example, the findings from Carrefour give us information that facilities offered in Carrefour are well organized and therefore can satisfied the customers more than those in Makro. Besides that, the attributes such as location, characteristic and variety of quality, price, advertisement and promotion found in Carrefour are also attracted well to the customer more than what we can find in Makro. Thus, these results support what Engel, Blackwell, Miniard (1995) mentioned that a positive image will give good or positive effect towards the organization or company that is given by the customers. It also supported with Keller, (1993), Srinivasan (1976), Biel (1993), Park & Srinivasan (1994) that brand image is brand associations consumers hold for a certain brand and consists of concrete attributes, benefit values and brand attitude. Therefore, image becomes an important factor for a marketing success of an organization.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Based on the results of data analysis in the previous chapter, there are several conclusions can be drawn.

1. The results of the analysis of variance (ANOVA) show that significance value of gender for overall store image is less than 0.05. Meanwhile, the significance value of age and income for overall store image are more than 0.05. Based on these results, it can be concluded that customer demography variables do not have significant difference towards a discount retail store customer's store image.
2. From the result of the path analysis, it can be known that the significance value of for store services and convenience are less than 0.05. Meanwhile, the significance value of facilities and store activities are more than 0.05. It shows that only store services and convenience having a significant effect on the customer satisfaction. It can be concluded that the first hypothesis of this research can be accepted, because some aspects of the customer's store image (i.e. store services and convenience) of discount retail store are significantly associated with customer satisfaction.
3. In the result of path analysis, based on regression analysis between store image, customer satisfaction and customer loyalty, it can be concluded that the discount retail store customer satisfaction has significant association with customer loyalty.

It is showed by low significance value of customer satisfaction (less than 0.05). Thus, it can be concluded that the second hypothesis of this research can be accepted.

4. The result of path analysis shows that the significance value of for store services and convenience are less than 0.05. Meanwhile, the significance value of facilities and store activities are more than 0.05. It can be concluded that some aspects of the customer's store image (i.e. store services and convenience) of discount retail store are significantly associated with customer loyalty. Thus, it can be said that the third hypothesis of this research can be accepted.

5.2. Recommendations

Based on the conclusion above, the researcher will offer some suggestions as follows:

1. In this regard, the discount retail store should try to improve their service in order to keep the consumers loyal. Service in the discount retail store comprises tangible and intangible factors, so that improvement should be done in both factors. The tangible factors in the discount retail store are interiors, furniture, building and other physical things. The Intangible factor is service that is performed by employee of the discount retail store.
2. The researcher suggests the discount retail store to improve and maintain the retail business image, because image is a general factor in business. The improvement can be carried out through several dimensions that will reflect its

attributes, such as location, characteristic and variety of quality, price, advertisement and promotion.

3. According to the limitations of this research, further researcher should employ wider range of the sample. For further research, it is also suggested to compare the store image, customer satisfaction, customer loyalty and their relationship between discount retail stores.



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alamualaikum wr. wb.

My name is Afrizal, I am a student of International Program Faculty of Economics Islamic University of Indonesia. Currently, I am conducting a research entitled "Exploring Store Image, Customer Satisfaction and Customer Loyalty Relationship in Discount Retail Store". A Case Study of Carrefour and Makro.

With this, I expect your contribution by answering this questionnaire. The results of the research only used for academic purposes.

Thank you for your cooperation.

alamualaikum wr. wb.

Instruction: Please examine the questions below by giving (√) on the space provided below.

1. Have you ever purchase products in a discount retail store?

- Yes
- No

2. What is your retail store name? (choose one)

- Carrefour
- Makro
- Other _____

Instruction: Please give your assessment toward the questions below by crossing on the suitable choice.

1. = Strongly Disagree (SD)

2. = Disagree (D)

3. = Slightly Disagree (SLD)

4. = Slightly Agree (SLA)

5. = Agree (A)

6. = Strongly Agree (SA)

I. STATEMENT ABOUT STORE IMAGE DIMENSION

Statement about Facilities	STS	TS	ATS	AS	S	SS
1. Are facilities attractively to you	1	2	3	4	5	6
2. Are facilities and environment clean	1	2	3	4	5	6
3. Are products and facilities neatly arranged	1	2	3	4	5	6
4. The store has excellent entertainment alternatives for sports, foods and beverages	1	2	3	4	5	6
5. present of public facilities such as bank, atm, public office	1	2	3	4	5	6
6. convenient to do one stop shopping	1	2	3	4	5	6

Statement about Store services	STS	TS	ATS	AS	S	SS
1. Are employees neatly dressed	1	2	3	4	5	6
2. Services meet your needs	1	2	3	4	5	6
3. Product quality is assured	1	2	3	4	5	6
4. Employees at the store are always willing to respond to my request promptly	1	2	3	4	5	6
5. Employees at the store are helpful, friendly and courteous	1	2	3	4	5	6

Statement about Store activities	STS	TS	ATS	AS	S	SS
1. The store offers a lot of discounts, special sales, promotions	1	2	3	4	5	6
2. Store sells variety of products from many different manufactures	1	2	3	4	5	6
3. The store provides appropriate prices for merchandise they sell	1	2	3	4	5	6
4. The store sells a lot of name brands	1	2	3	4	5	6
5. The store carries various assortment	1	2	3	4	5	6
6. The layout makes it easy to get around	1	2	3	4	5	6
7. Easy to find what I am looking for in the store	1	2	3	4	5	6

Statement about Convenience	STS	TS	ATS	AS	S	SS
1. The store is quite conveniently located to meet people	1	2	3	4	5	6
2. Is the environment clean	1	2	3	4	5	6
3. Convenient to take public transportation to get to the store	1	2	3	4	5	6
4. Foods are clean	1	2	3	4	5	6
5. The shelf is not too high enough to pick up merchandise with hands	1	2	3	4	5	6
6. The parking area is convenient	1	2	3	4	5	6

i. **STATEMENT ABOUT CUSTOMER SATISFACTION**

I am	STS	TS	ATS	AS	S	SS
1. Satisfied with my decision to purchase products at this store	1	2	3	4	5	6
2. Satisfied with the quality of the products	1	2	3	4	5	6
3. Satisfied with the variety of the products	1	2	3	4	5	6
4. Satisfied with the price of the products	1	2	3	4	5	6
5. Satisfied with the parking area provided at the store	1	2	3	4	5	6
6. When I finish shopping and come out of this store, I thought I did the right thing	1	2	3	4	5	6

CUSTOMER LOYALTY

In the future	STS	TS	ATS	AS	S	SS
1. My shopping at this store will be very frequent	1	2	3	4	5	6
2. I will not purchase product from other retail store, even there are a new retail store available	1	2	3	4	5	6

Respondents profile

tion: Please examine the questions below by giving (√) on the space provided below.

is your gender?

emale

fale

old are you?

8-19

0 -21

2-23

3-24

ore than 24 years old

much is your income per month?

Rp. 300.000 – Rp. 400.000

Rp. 500.000 – Rp. 600.000

Rp. 700.000 – Rp. 800.000

Rp. 900.000 – Rp. 1.000.000

Above Rp 1.000.000

What is your major?

Management

Accounting

Economics

In the last one month, how many times do you visit (do shopping) at the store?

1 time

2 times

3 times

4 times

5 times

6 times

very day



THANK YOU VERY MUCH!

Table 2 Demographic Statistics Variable	
Variable Index	Operational definition
Gender	Male and Female
Age	Five groups of 18-19, 20-21, 22-23, 23-24, and over 24 and above
Average Monthly Income	Rp. 300.000 – Rp. 400.000, Rp. 500.000 – 600.000, Rp. 700.000 – Rp. 800.000, Rp. 900.000 – Rp. 1.000.000, Rp 1.000.000 and above
Study Program	Management, Accounting and Economics

Source: Modified from Chih-Hon Chang and Chia-Yu Tu, "Explore Store Image, Customer Satisfaction and Customer Loyalty Relationship: Evidence from Taiwanese Hypermarket Industry". Vol. 7, Iss. 2; pg.115 -131

Table 3 The content of Questionnaires of Store Image

Dimension of Store Image	Item
Facilities	<ol style="list-style-type: none"> 1. Are facilities attractively to you 2. Are facilities and environment clean 3. Are products and facilities neatly arranged 4. The store has excellent entertainment alternatives for sports, foods and beverages 5. present of public facilities such as bank, atm, public office 6. convenient to do one stop shopping
Store Services	<ol style="list-style-type: none"> 7. Are employees neatly dressed 8. Services meet your needs 9. Product quality is assured 10. Employees at the store are always willing to respond to my request promptly 11. Employees at the store are helpful, friendly and courteous
Store Activities	<ol style="list-style-type: none"> 12. The store offers a lot of discounts, special sales, promotions 13. Store sells variety of products from many different manufactures 14. The store provides appropriate prices for merchandise they sell 15. The store sells a lot of name brands 16. The store carries various assortment 17. The layout makes it easy to get around 18. Easy to find what I am looking for in the store
Convenience	<ol style="list-style-type: none"> 19. The store is quite conveniently located to meet people 20. Is the environment clean 21. Convenient to take public transportation to get to the store 22. Foods are clean 23. The shelf is not too high enough to pick up merchandise with hands 24. The parking area is convenient

Source: Modified from Dong-Mo Koo, Inter-relationships among Store Images, Store Satisfaction, and Store Loyalty among Korea Discount Retail Patrons. Asia Pasific Journal of Marketing & Logistics. Patrington: 2003. Vol.15, 1ss.4; pg 42.

Bapak/Ibu/Saudara

di

salah satu toko.

Saya, Afrizal, mahasiswa Program Internasional FE UII sedang melakukan penelitian skripsi dengan judul: Menelusuri Perbandingan antara citra toko, kepuasan pelanggan dan kesetiaan pelanggan pada suatu toko retail. Studi kasus pada toko retail (Mikro dan Macro) di Yogyakarta.

Pada kesempatan ini, saya berharap kesediaan Bapak/Ibu/Saudara untuk berpartisipasi dalam penelitian ini dengan cara mengisi kuesioner berikut sesuai pendapat Bapak/Ibu/Saudara. Hasil dari kuesioner ini hanya digunakan untuk keperluan penelitian dan tidak dikaitkan dengan keperluan komersial toko retail tertentu.

Terimakasih atas partisipasi Bapak/Ibu/Saudara.

Salah satu toko.

Uraian: Berilah penilaian Bapak/Ibu/Saudara/i terhadap pernyataan dibawah ini dengan memberi **TANDA SILANG (x)** pada **ELINGKARI** angka yang sesuai

1. = Sangat Tidak Setuju (STS)
2. = Tidak Setuju (TS)

3. = Agak Tidak Setuju (ATS)
4. = Agak Setuju (AS)

5. = Setuju (S)
6. = Sangat Setuju (SS)

I. PERNYATAAN TENTANG IMAGE (STORE IMAGE DIMENSION)

Pernyataan tentang fasilitas (Facilities)	STS	TS	ATS	AS	S	SS
1. Apakah fasilitas yang disediakan menarik perhatian anda	1	2	3	4	5	6
2. Fasilitas dan lingkungan bersih	1	2	3	4	5	6
3. Fasilitas dan produk yang tersedia tertata rapi	1	2	3	4	5	6
4. Terdapat alternatif hiburan untuk olahraga, makanan dan minuman	1	2	3	4	5	6
5. Terdapat fasilitas publik seperti: bank, atm kantor umum	1	2	3	4	5	6
6. Fasilitas nyaman untuk berbelanja	1	2	3	4	5	6

Pernyataan tentang pelayanan (Store services)	STS	TS	ATS	AS	S	SS
1. Para karyawan berpenampilan rapi	1	2	3	4	5	6
2. Pelayanan yang tersedia memenuhi kriteria anda	1	2	3	4	5	6
3. Kualitas produk terjamin	1	2	3	4	5	6
4. Karyawan toko selalu bersedia menanggapi permintaan saya dengan baik	1	2	3	4	5	6
5. Karyawan toko sangat membantu, ramah serta dapat dipercaya	1	2	3	4	5	6

Pernyataan tentang aktivitas (Store activities)	STS	TS	ATS	AS	S	SS
1. Toko menawarkan diskon, penjualan special dan promosi	1	2	3	4	5	6
2. Toko menjual berbagai macam produk dari perusahaan yang berbeda-beda	1	2	3	4	5	6
3. Toko menyediakan harga yang layak terhadap barang-barang yang dijual	1	2	3	4	5	6
4. Toko menjual barang-barang dengan merk terkenal	1	2	3	4	5	6
5. Barang yang tersedia bervariasi	1	2	3	4	5	6
6. Tampilan dan layout toko memudahkan untuk bebas bergerak	1	2	3	4	5	6
7. Mudah untuk menemukan apa yang ingin saya cari di dalam toko	1	2	3	4	5	6

Pernyataan tentang kenyamanan (Convenience)	STS	TS	ATS	AS	S	SS
1. Lokasi toko nyaman bagi pengunjung	1	2	3	4	5	6
2. Lingkungan toko bersih dan nyaman untuk berbelanja	1	2	3	4	5	6
3. Akses yang nyaman untuk mendapatkan transportasi umum untuk pergi ke toko	1	2	3	4	5	6
4. Makanan bersih	1	2	3	4	5	6
5. Rak barang tidak terlalu tinggi sehingga memudahkan untuk diambil menggunakan tangan	1	2	3	4	5	6
6. Tempat parkir yang disediakan cukup nyaman	1	2	3	4	5	6

PERNYATAAN TENTANG KEPUASAN PELANGGAN (CUSTOMER SATISFACTION)

Saya	STS	TS	ATS	AS	S	SS
1. Puas dengan keputusan saya untuk membeli produk dari toko ini	1	2	3	4	5	6
2. Puas dengan kualitas produk yang tersedia	1	2	3	4	5	6
3. Puas dengan kelengkapan produk yang tersedia	1	2	3	4	5	6
4. Puas dengan harga yang ada	1	2	3	4	5	6
5. Puas dengan tempat parkir yang disediakan	1	2	3	4	5	6
6. Pada saat saya selesai berbelanja dan telah keluar dari toko ini, saya berpikir saya telah melakukan hal benar	1	2	3	4	5	6

PERNYATAAN TENTANG KESETIAAN PELANGGAN (CUSTOMER LOYALTY)

Di waktu yang akan datang	STS	TS	ATS	AS	S	SS
1. Saya akan selalu melakukan pembelian di toko retail ini	1	2	3	4	5	6
2. Saya tidak akan berbelanja di toko retail lainnya walaupun terdapat toko retail baru	1	2	3	4	5	6



Jati Diri Saudara

Tugas: Jawablah pertanyaan – pertanyaan berikut dengan memberi tanda (√) pada pilihan yang sesuai:

Jenis kelamin anda?

- Perempuan
- Laki

Usia anda pada saat ini?

- Di bawah 20 tahun
- 21-30
- 31-40
- 41-50
- Di atas 51 tahun

Pendidikan terakhir anda?

- Diploma
- MP
- SiMA
- Perguruan Tinggi

Pekerjaan

- Belajar/Mahasiswa
- Pegawai Negeri
- Pegawai Swasta
- Miraswasta
- Belum bekerja

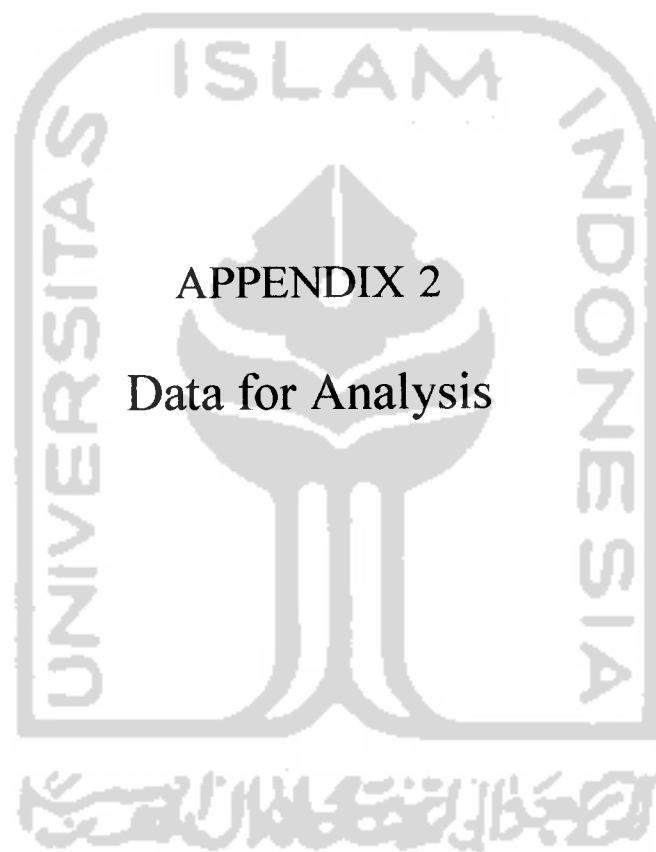
Rata-rata penghasilan dalam satu bulan

- Di bawah Rp 1.000.000,00
- Rp 1.000.000,00 – Rp 2.000.000,00
- Rp 2.001.000,00 – Rp 3.000.000,00
- Rp 3.001.000,00 – Rp 4.000.000,00
- Di atas Rp 4.000.000,00

Dalam sebulan terakhir, berapa kali anda datang berbelanja ke toko ini

- Satu kali
- Dua kali
- Tiga kali
- Empat kali
- Lima kali
- enam kali
- Setiap hari

TERIMAKASIH ATAS WAKTU ANDA!



APPENDIX 2

Data for Analysis

Rekapitulasi Data Penelitian										Facilities (X1)										Store Services (X2)					
No	Bij	Retail Store	Gender	Age	Income	Study P.	Int. Visit Store	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	X3.1	X3.2			
1	1	1	2	3	1	1	1	5	6	5	5	5	6	5,33	5	5	5	5	5	5,00	5	5	6		
2	1	2	2	3	3	1	1	5	6	6	5	5	6	5,50	6	6	6	6	6	6,00	5	5	5		
3	1	1	1	2	1	2	2	5	6	5	5	5	6	5,33	6	5	6	5	5	5,40	5	6	6		
4	1	1	1	2	2	2	2	5	6	5	4	6	5	5,17	5	4	5	4	4	4,40	6	5	5		
5	1	1	1	2	1	2	1	5	6	5	3	5	6	5,00	4	5	5	4	5	4,60	6	6	6		
6	1	1	2	2	3	2	2	6	6	5	4	6	6	5,50	6	6	6	6	5	5,80	6	6	6		
7	1	2	2	1	3	3	4	5	5	4	2	4	6	4,33	5	4	6	3	5	4,60	4	4	4		
8	1	2	1	3	3	2	4	6	6	6	6	4	6	5,67	6	6	4	6	6	5,60	4	6	6		
9	1	1	1	3	5	1	1	6	6	6	4	3	4	4,83	4	4	5	4	3	4,00	5	5	5		
10	1	1	1	3	1	1	3	4	5	5	5	2	5	4,33	5	5	6	5	5	5,20	4	5	5		
11	1	3	1	3	5	1	1	3	5	5	4	2	4	3,83	5	4	5	5	4	4,60	4	5	5		
12	1	2	2	2	3	2	1	5	5	6	4	5	6	5,17	5	5	5	5	5	5,00	5	5	5		
13	1	1	2	4	5	3	3	5	5	5	3	4	5	4,50	5	5	5	4	4	4,60	5	5	5		
14	1	1	2	3	5	2	3	5	6	6	5	5	6	5,50	6	6	6	5	6	5,80	5	5	5		
15	1	2	1	2	3	2	2	4	5	4	5	5	4	4,50	5	4	5	5	4	4,60	4	5	5		
16	1	1	1	2	3	2	2	4	4	3	3	5	5	4,00	4	4	4	5	3	3,80	5	5	5		
17	1	1	1	2	4	2	1	6	6	6	5	5	5	5,50	5	4	5	4	4	4,40	6	6	6		
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19	1	3	2	3	2	1	3	4	4	5	3	5	5	4,33	5	4	5	5	5	4,80	5	5	5		
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21	1	1	1	2	4	3	3	5	5	5	5	5	5	5,00	5	6	5	4	5	5,00	4	5	5		
22	1	1	2	1	1	2	1	5	5	6	5	3	6	5,00	5	4	4	4	4	4,20	4	5	5		
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24	1	2	1	1	2	2	1	6	6	6	5	6	6	5,83	5	4	5	4	3	3,80	5	5	5		
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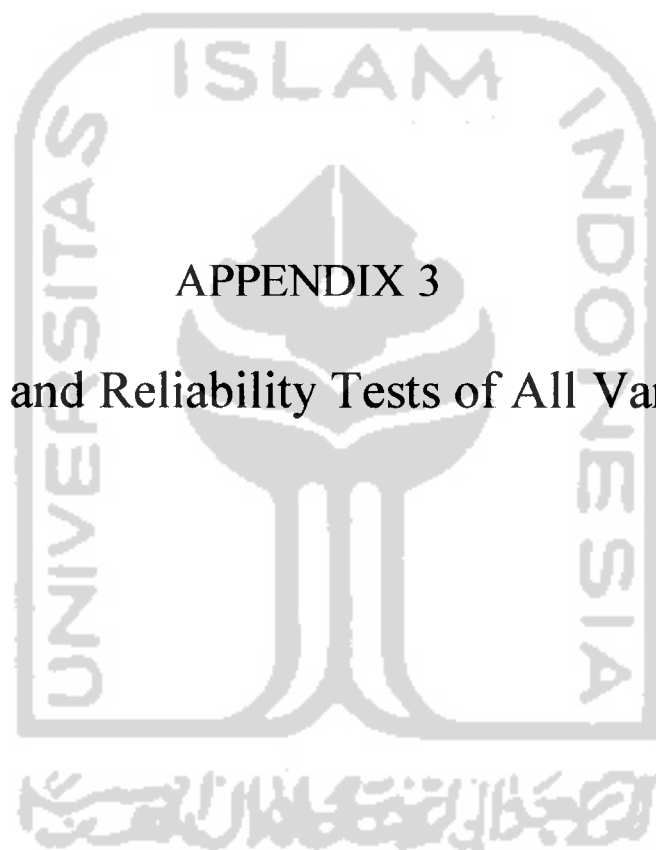
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Store Activities (X3)										Convenience (X4)										Customer Satisfaction (Y1)										Customer Loyalty (Y2)			
X3.3	X3.4	X3.5	X3.6	X3.7	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X	Z1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1	Y2.1	Y2.2	Y2												
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5	6																																

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6	5	6	5	6,543	6	6	6	6	5	4	4,50	4,95	5	5	4	4	4	4,50	5	5	5	4,50	4	4	4,50
4	5	4	5	3,457	3	5	4	6	5	5	5,50	5,16	5	5	6	5	5	5,17	5	5	5	5,17	5	4	4,50
5	6	6	5	6,557	6	6	6	6	6	6	4,83	5,00	5	5	4	5	4	4,67	5	5	5	4,67	5	1	3,00
6	6	5	6	4,557	6	6	6	6	6	6	5,33	5,48	6	6	6	4	6	5,50	5	5	5	5,50	5	1	3,00
5	5	6	5	4,529	6	5	5	6	3	4	4,67	4,61	5	5	4	2	5	4,33	4	4	4	4,33	4	5	4,50
4	5	6	6	5,486	6	5	5	4	4	5	4,67	5,55	5	5	6	6	6	5,83	6	6	6	5,83	6	6	6,00
5	5	6	6	6,543	6	6	6	6	6	6	6,50	5,55	5	5	6	6	6	5,83	5	5	5	5,83	6	6	6,00
3	5	5	5	5,471	5	4	5	5	4	5	4,67	4,55	5	4	4	4	4	4,50	5	5	5	4,50	4	3	3,50
4	5	5	5	4,457	4	4	5	5	2	5	4,17	4,57	4	5	5	4	5	4,83	4	4	4	4,83	4	3	3,50
4	5	6	6	5,00	5	5	4	5	4	6	4,83	4,57	4	5	6	4	5	4,83	4	4	4	4,83	4	2	3,00
6	5	6	6	6,557	6	6	6	6	6	6	5,83	5,39	5	5	5	6	5	5,17	5	5	5	5,17	5	4	4,50
5	5	5	5	4,486	5	5	4	5	5	5	4,83	4,70	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5,00
5	6	5	6	6,543	6	6	6	6	6	6	6,00	5,68	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5,00
4	4	4	4	5,429	4	5	3	4	3	4	3,83	4,30	5	5	4	4	5	4,67	3	3	3	4,67	3	4	3,50
3	4	5	5	3,429	2	4	5	3	2	2	3,00	3,77	3	3	3	3	3	3,00	1	1	1	3,00	1	1	1,00
6	4	6	6	4,543	5	5	5	5	4	5	4,83	5,04	6	6	5	5	4	5,17	5	5	5	5,17	5	5	5,00
5	5	5	5	4,486	4	5	4	5	5	4	4,50	4,64	5	5	5	4	5	4,83	4	4	4	4,83	4	4	4,00
6	4	6	6	5,529	5	6	5	6	5	6	5,50	4,98	5	6	6	4	5	5,17	4	4	4	5,17	4	4	4,00
5	4	4	5	5,457	3	3	3	3	3	3	3,00	4,34	5	5	5	5	5	5,00	3	3	3	5,00	3	3	3,00
6	5	5	5	4,486	5	5	5	5	5	5	5,17	5,01	6	6	6	6	6	6,00	4	4	4	6,00	4	4	4,00
5	4	5	5	5,471	5	5	5	5	5	5	5,00	4,73	5	5	5	5	5	5,00	3	3	3	5,00	3	2	2,50
5	5	6	5	5,529	5	5	5	5	5	5	4,67	4,84	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5,00
5	4	5	3	2,443	6	6	6	6	6	6	6,00	5,17	5	5	5	5	5	5,00	4	4	4	5,00	4	4	4,00
3	4	5	6	5,471	6	5	5	5	5	5	5,17	4,71	5	5	4	3	5	4,50	3	3	3	4,50	3	3	3,00
5	5	5	5	5,500	6	6	6	6	6	6	5,67	5,27	5	5	5	5	5	5,00	4	4	4	4,50	4	4	4,00



APPENDIX 3

Validity and Reliability Tests of All Variables

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	,680**	,611**	,370*	,485**	,498**	,843**
	Sig. (2-tailed)		,000	,000	,044	,007	,005	,000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,680**	1	,603**	,464**	,282	,392*	,772**
	Sig. (2-tailed)	,000		,000	,010	,132	,032	,000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,611**	,603**	1	,540**	,061	,365*	,714**
	Sig. (2-tailed)	,000	,000		,002	,751	,047	,000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,370*	,464**	,540**	1	,125	,101	,642**
	Sig. (2-tailed)	,044	,010	,002		,511	,594	,000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,485**	,282	,061	,125	1	,439*	,620**
	Sig. (2-tailed)	,007	,132	,751	,511		,015	,000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,498**	,392*	,365*	,101	,439*	1	,632**
	Sig. (2-tailed)	,005	,032	,047	,594	,015		,000
	N	30	30	30	30	30	30	30
X1	Pearson Correlation	,843**	,772**	,714**	,642**	,620**	,632**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	,635**	,505**	,690**	,657**	,837**
	Sig. (2-tailed)		,000	,004	,000	,000	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,635**	1	,385*	,669**	,789**	,863**
	Sig. (2-tailed)	,000		,036	,000	,000	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,505**	,385*	1	,380*	,414*	,639**
	Sig. (2-tailed)	,004	,036		,038	,023	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,690**	,669**	,380*	1	,710**	,852**
	Sig. (2-tailed)	,000	,000	,038		,000	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,657**	,789**	,414*	,710**	1	,888**
	Sig. (2-tailed)	,000	,000	,023	,000		,000
	N	30	30	30	30	30	30
X2	Pearson Correlation	,837**	,863**	,639**	,852**	,888**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3
X3.1 Pearson Correlation	1	,651**	,436*	,466**	,514**	,233	,022	,643**
Sig. (2-tailed)		,000	,016	,009	,004	,216	,909	,000
N	30	30	30	30	30	30	30	30
X3.2 Pearson Correlation	,651**	1	,465**	,412*	,405*	,338	,023	,629**
Sig. (2-tailed)	,000		,010	,024	,026	,068	,905	,000
N	30	30	30	30	30	30	30	30
X3.3 Pearson Correlation	,436*	,465**	1	,408*	,501**	,344	,324	,718**
Sig. (2-tailed)	,016	,010		,025	,005	,063	,081	,000
N	30	30	30	30	30	30	30	30
X3.4 Pearson Correlation	,466**	,412*	,408*	1	,489**	,517**	,478**	,751**
Sig. (2-tailed)	,009	,024	,025		,006	,003	,008	,000
N	30	30	30	30	30	30	30	30
X3.5 Pearson Correlation	,514**	,405*	,501**	,489**	1	,656**	,499**	,822**
Sig. (2-tailed)	,004	,026	,005	,006		,000	,005	,000
N	30	30	30	30	30	30	30	30
X3.6 Pearson Correlation	,233	,338	,344	,517**	,656**	1	,589**	,748**
Sig. (2-tailed)	,216	,068	,063	,003	,000		,001	,000
N	30	30	30	30	30	30	30	30
X3.7 Pearson Correlation	,022	,023	,324	,478**	,499**	,589**	1	,633**
Sig. (2-tailed)	,909	,905	,081	,008	,005	,001		,000
N	30	30	30	30	30	30	30	30
X3 Pearson Correlation	,643**	,629**	,718**	,751**	,822**	,748**	,633**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
N	30	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4
X4.1 Pearson Correlation	1	,761**	,497**	,605**	,551**	,863**	,875**
Sig. (2-tailed)		,000	,005	,000	,002	,000	,000
N	30	30	30	30	30	30	30
X4.2 Pearson Correlation	,761**	1	,473**	,710**	,653**	,728**	,873**
Sig. (2-tailed)	,000		,008	,000	,000	,000	,000
N	30	30	30	30	30	30	30
X4.3 Pearson Correlation	,497**	,473**	1	,432*	,322	,475**	,645**
Sig. (2-tailed)	,005	,008		,017	,083	,008	,000
N	30	30	30	30	30	30	30
X4.4 Pearson Correlation	,605**	,710**	,432*	1	,610**	,803**	,835**
Sig. (2-tailed)	,000	,000	,017		,000	,000	,000
N	30	30	30	30	30	30	30
X4.5 Pearson Correlation	,551**	,653**	,322	,610**	1	,573**	,776**
Sig. (2-tailed)	,002	,000	,083	,000		,001	,000
N	30	30	30	30	30	30	30
X4.6 Pearson Correlation	,863**	,728**	,475**	,803**	,573**	1	,902**
Sig. (2-tailed)	,000	,000	,008	,000	,001		,000
N	30	30	30	30	30	30	30
X4 Pearson Correlation	,875**	,873**	,645**	,835**	,776**	,902**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
N	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1
Y1.1	Pearson Correlation	1	,752**	,442*	,433*	,498**	,587**	,763**
	Sig. (2-tailed)		,000	,014	,017	,005	,001	,000
	N	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	,752**	1	,765**	,460*	,636**	,519**	,869**
	Sig. (2-tailed)	,000		,000	,011	,000	,003	,000
	N	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	,442*	,765**	1	,482**	,648**	,503**	,830**
	Sig. (2-tailed)	,014	,000		,007	,000	,005	,000
	N	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	,433*	,460*	,482**	1	,398*	,443*	,705**
	Sig. (2-tailed)	,017	,011	,007		,029	,014	,000
	N	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	,498**	,636**	,648**	,398*	1	,459*	,787**
	Sig. (2-tailed)	,005	,000	,000	,029		,011	,000
	N	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	,587**	,519**	,503**	,443*	,459*	1	,736**
	Sig. (2-tailed)	,001	,003	,005	,014	,011		,000
	N	30	30	30	30	30	30	30
Y1	Pearson Correlation	,763**	,869**	,830**	,705**	,787**	,736**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

		Y2.1	Y2.2	Y2
Y2.1	Pearson Correlation	1	,535**	,846**
	Sig. (2-tailed)		,002	,000
	N	30	30	30
Y2.2	Pearson Correlation	,535**	1	,903**
	Sig. (2-tailed)	,002		,000
	N	30	30	30
Y2	Pearson Correlation	,846**	,903**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,765	6

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,873	5

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,824	7

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,893	6

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,866	6

Reliability

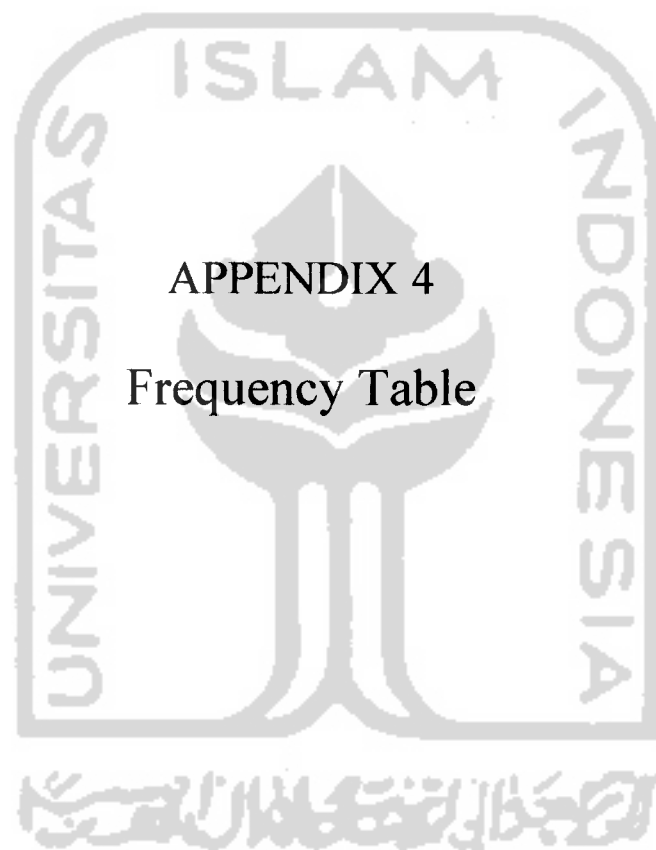
Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,686	2



APPENDIX 4
Frequency Table

Frequencies

Bij

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	150	100,0	100,0	100,0

Retail Store

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Carrefour	90	60,0	60,0	60,0
Makro	35	23,3	23,3	83,3
Other	25	16,7	16,7	100,0
Total	150	100,0	100,0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	95	63,3	63,3	63,3
Male	55	36,7	36,7	100,0
Total	150	100,0	100,0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-19	35	23,3	23,3	23,3
20-21	60	40,0	40,0	63,3
22-23	50	33,3	33,3	96,7
> 24	5	3,3	3,3	100,0
Total	150	100,0	100,0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp.300.000-Rp.400.000	35	23,3	23,3	23,3
Rp.500.000-Rp.600.000	25	16,7	16,7	40,0
Rp.700.000-Rp.800.000	55	36,7	36,7	76,7
Rp.900.000-Rp.1.000.000	10	6,7	6,7	83,3
> 1.000.000	25	16,7	16,7	100,0
Total	150	100,0	100,0	

Study Program

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Management	50	33,3	33,3	33,3
Accounting	85	56,7	56,7	90,0
Economics	15	10,0	10,0	100,0
Total	150	100,0	100,0	

Int.Visit Store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 times	60	40,0	40,0	40,0
	2 times	25	16,7	16,7	56,7
	3 times	40	26,7	26,7	83,3
	4 times	15	10,0	10,0	93,3
	5 times	10	6,7	6,7	100,0
	Total	150	100,0	100,0	

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,83	5	3,3	3,3	3,3
	4,00	5	3,3	3,3	6,7
	4,33	15	10,0	10,0	16,7
	4,50	10	6,7	6,7	23,3
	4,83	5	3,3	3,3	26,7
	5,00	40	26,7	26,7	53,3
	5,17	15	10,0	10,0	63,3
	5,33	10	6,7	6,7	70,0
	5,50	20	13,3	13,3	83,3
	5,67	5	3,3	3,3	86,7
	5,83	10	6,7	6,7	93,3
	6,00	10	6,7	6,7	100,0
	Total	150	100,0	100,0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	5	3,3	3,3	3,3
	3,80	10	6,7	6,7	10,0
	4,00	5	3,3	3,3	13,3
	4,20	10	6,7	6,7	20,0
	4,40	30	20,0	20,0	40,0
	4,60	25	16,7	16,7	56,7
	4,80	10	6,7	6,7	63,3
	5,00	20	13,3	13,3	76,7
	5,20	10	6,7	6,7	83,3
	5,40	5	3,3	3,3	86,7
	5,60	5	3,3	3,3	90,0
	5,80	10	6,7	6,7	96,7
	6,00	5	3,3	3,3	100,0
	Total	150	100,0	100,0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	5	3,3	3,3	3,3
	4,00	5	3,3	3,3	6,7
	4,29	10	6,7	6,7	13,3
	4,43	5	3,3	3,3	16,7
	4,57	15	10,0	10,0	26,7
	4,71	15	10,0	10,0	36,7
	4,86	20	13,3	13,3	50,0
	5,00	15	10,0	10,0	60,0
	5,14	5	3,3	3,3	63,3
	5,29	15	10,0	10,0	73,3
	5,43	20	13,3	13,3	86,7
	5,57	15	10,0	10,0	96,7
	6,00	5	3,3	3,3	100,0
	Total	150	100,0	100,0	

X4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	10	6,7	6,7	6,7
	3,83	5	3,3	3,3	10,0
	4,00	10	6,7	6,7	16,7
	4,17	5	3,3	3,3	20,0
	4,50	10	6,7	6,7	26,7
	4,67	15	10,0	10,0	36,7
	4,83	20	13,3	13,3	50,0
	5,00	10	6,7	6,7	56,7
	5,17	10	6,7	6,7	63,3
	5,33	5	3,3	3,3	66,7
	5,50	20	13,3	13,3	80,0
	5,67	5	3,3	3,3	83,3
	5,83	10	6,7	6,7	90,0
	6,00	15	10,0	10,0	100,0
	Total	150	100,0	100,0	

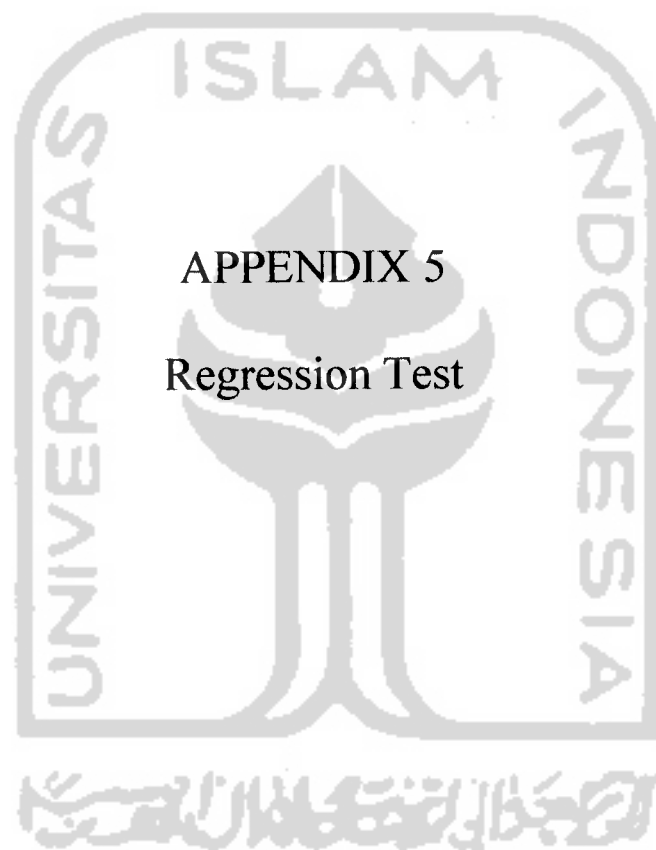
Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	5	3,3	3,3	3,3
	4,00	5	3,3	3,3	6,7
	4,33	10	6,7	6,7	13,3
	4,50	20	13,3	13,3	26,7
	4,67	20	13,3	13,3	40,0
	4,83	15	10,0	10,0	50,0
	5,00	35	23,3	23,3	73,3
	5,17	20	13,3	13,3	86,7
	5,50	10	6,7	6,7	93,3
	5,83	5	3,3	3,3	96,7
	6,00	5	3,3	3,3	100,0
	Total	150	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	5	3,3	3,3	3,3
	2,00	5	3,3	3,3	6,7
	2,50	5	3,3	3,3	10,0
	3,00	30	20,0	20,0	30,0
	3,50	25	16,7	16,7	46,7
	4,00	35	23,3	23,3	70,0
	4,50	20	13,3	13,3	83,3
	5,00	20	13,3	13,3	96,7
	6,00	5	3,3	3,3	100,0
	Total		150	100,0	100,0





APPENDIX 5
Regression Test

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Convenience (X4), Store Services (X2), Store Activities (X3), Facilities (X1) ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Customer Satisfaction (Y1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.467	.453	.4066

a. Predictors: (Constant), Convenience (X4), Store Services (X2), Store Activities (X3), Facilities (X1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.028	4	5.257	31.795	.000 ^a
	Residual	23.975	145	.165		
	Total	45.004	149			

a. Predictors: (Constant), Convenience (X4), Store Services (X2), Store Activities (X3), Facilities (X1)

b. Dependent Variable: Customer Satisfaction (Y1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.954	.434		2.196	.030
	Facilities (X1)	.091	.070	.092	1.295	.197
	Store Services (X2)	.460	.053	.540	8.726	.000
	Store Activities (X3)	.088	.067	.093	1.316	.190
	Convenience (X4)	.169	.055	.244	3.087	.002

a. Dependent Variable: Customer Satisfaction (Y1)

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction (Y1), Store Activities (X3), Facilities (X1), Store Services (X2), Convenience (X4)		Enter

- a. All requested variables entered.
 b. Dependent Variable: Customer Loyalty (Y2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.463	.444	.7463

- a. Predictors: (Constant), Customer Satisfaction (Y1), Store Activities (X3), Facilities (X1), Store Services (X2), Convenience (X4)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.130	5	13.826	24.824	.000 ^a
	Residual	80.203	144	.557		
	Total	149.333	149			

- a. Predictors: (Constant), Customer Satisfaction (Y1), Store Activities (X3), Facilities (X1), Store Services (X2), Convenience (X4)
 b. Dependent Variable: Customer Loyalty (Y2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.435	.810		-3.004	.003
	Facilities (X1)	-.130	.130	-.072	-1.000	.319
	Store Services (X2)	.061	.120	.040	.513	.608
	Store Activities (X3)	.184	.124	.107	1.485	.140
	Convenience (X4)	.504	.104	.400	4.866	.000
	Customer Satisfaction (Y1)	.658	.152	.361	4.317	.000

- a. Dependent Variable: Customer Loyalty (Y2)

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Facilities (X1)	Female	5.1047	.6159	.0632	4.9793	5.2302	3.83	6.00
	Male	5.0145	.4339	.0585	4.8972	5.1318	4.33	5.50
	Total	5.0717	.5563	.0454	4.9819	5.1614	3.83	6.00
Store Services (X2)	Female	4.5368	.6121	.0628	4.4121	4.6615	3.00	5.60
	Male	4.9818	.6053	.0816	4.8182	5.1454	4.20	6.00
	Total	4.7000	.6445	.0526	4.5960	4.8040	3.00	6.00
Store Activities (X3)	Female	4.8274	.6696	.0687	4.6910	4.9638	3.00	6.00
	Male	5.0918	.3217	.0434	5.0049	5.1788	4.57	5.57
	Total	4.9243	.5802	.0474	4.8307	5.0179	3.00	6.00
Convenience (X4)	Female	4.8074	.7619	.0782	4.6522	4.9626	3.00	6.00
	Male	5.0900	.8213	.1107	4.8680	5.3120	3.00	6.00
	Total	4.9110	.7933	.0648	4.7830	5.0390	3.00	6.00
Store Image (X)	Female	4.8195	.4028	.0413	4.7374	4.9015	3.77	5.55
	Male	5.0436	.4552	.0614	4.9206	5.1667	4.34	5.69
	Total	4.9017	.4350	.0355	4.8315	4.9719	3.77	5.69



ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Facilities (X1)	Between Groups	1	.283	.915	.340
	Within Groups	148	.310		
	Total	149			
Store Services (X2)	Between Groups	1	6.897	18.559	.000
	Within Groups	148	.372		
	Total	149			
Store Activities (X3)	Between Groups	1	2.436	7.554	.007
	Within Groups	148	.322		
	Total	149			
Convenience (X4)	Between Groups	1	2.783	4.526	.035
	Within Groups	148	.615		
	Total	149			
Store Image (X)	Between Groups	1	1.750	9.796	.002
	Within Groups	148	.179		
	Total	149			

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Facilities (X1)								
18-19	35	5.2843	.5766	9.7E-02	5.0862	5.4824	4.33	6.00
20-21	60	5.1117	.4868	6.3E-02	4.9859	5.2374	4.00	6.00
22-23	50	4.9320	.5809	8.2E-02	4.7669	5.0971	3.83	5.67
> 24	5	4.5000	.0000	.0000	4.5000	4.5000	4.50	4.50
Total	150	5.0717	.5563	4.5E-02	4.9819	5.1614	3.83	6.00
Store Services (X2)								
18-19	35	4.6000	.3430	5.8E-02	4.4822	4.7178	4.20	5.20
20-21	60	4.5167	.7293	9.4E-02	4.3283	4.7051	3.00	5.80
22-23	50	5.0000	.6325	8.9E-02	4.8203	5.1797	4.00	6.00
> 24	5	4.6000	.0000	.0000	4.6000	4.6000	4.60	4.60
Total	150	4.7000	.6445	5.3E-02	4.5960	4.8040	3.00	6.00
Store Activities (X3)								
18-19	35	4.4286	.6798	.1149	4.1950	4.6621	3.00	5.00
20-21	60	5.1200	.5409	7.0E-02	4.9803	5.2597	4.29	6.00
22-23	50	5.0430	.3371	4.8E-02	4.9472	5.1388	4.57	5.43
> 24	5	4.8600	1.283E-16	5.7E-17	4.8600	4.8600	4.86	4.86
Total	150	4.9243	.5802	4.7E-02	4.8307	5.0179	3.00	6.00
Convenience (X4)								
18-19	35	4.9057	.7170	.1212	4.6594	5.1520	4.00	6.00
20-21	60	4.8883	.8100	.1046	4.6791	5.0976	3.00	6.00
22-23	50	4.9500	.8743	.1236	4.7015	5.1985	3.00	6.00
> 24	5	4.8300	.0000	.0000	4.8300	4.8300	4.83	4.83
Total	150	4.9110	.7933	6.5E-02	4.7830	5.0390	3.00	6.00
Store Image (X)								
18-19	35	4.8057	.2847	4.8E-02	4.7079	4.9035	4.50	5.27
20-21	60	4.9083	.4590	5.9E-02	4.7897	5.0269	3.77	5.48
22-23	50	4.9810	.4983	7.0E-02	4.8394	5.1226	4.34	5.69
> 24	5	4.7000	1.283E-16	5.7E-17	4.7000	4.7000	4.70	4.70
Total	150	4.9017	.4350	3.6E-02	4.8315	4.9719	3.77	5.69

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Facilities (X1)	Between Groups	4.288	3	1.429	4.989	.003
	Within Groups	41.820	146	.286		
	Total	46.108	149			
Store Services (X2)	Between Groups	6.917	3	2.306	6.122	.001
	Within Groups	54.983	146	.377		
	Total	61.900	149			
Store Activities (X3)	Between Groups	11.624	3	3.875	14.678	.000
	Within Groups	38.540	146	.264		
	Total	50.165	149			
Convenience (X4)	Between Groups	.141	3	4.689E-02	.073	.974
	Within Groups	93.639	146	.641		
	Total	93.779	149			
Store Image (X)	Between Groups	.843	3	.281	1.500	.217
	Within Groups	27.353	146	.187		
	Total	28.196	149			

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Facilities (X1)								
Rp.300.000-Rp.400.000	35	4.9986	.3131	.0529	4.8910	5.1061	4.33	5.33
Rp.500.000-Rp.600.000	25	5.2320	.5749	.1150	4.9947	5.4693	4.33	5.83
Rp.700.000-Rp.800.000	55	5.0764	.5807	.0783	4.9194	5.2333	4.00	6.00
Rp.900.000-Rp.1.000.000	10	5.2500	.2635	.0833	5.0615	5.4385	5.00	5.50
> 1.000.000	25	4.9320	.7739	.1548	4.6126	5.2514	3.83	6.00
Total	150	5.0717	.5563	.0454	4.9819	5.1614	3.83	6.00
Store Services (X2)								
Rp.300.000-Rp.400.000	35	4.9429	.3868	.0654	4.8100	5.0757	4.20	5.40
Rp.500.000-Rp.600.000	25	4.5600	.2000	.0400	4.4774	4.6426	4.40	4.80
Rp.700.000-Rp.800.000	55	4.6182	.8922	.1203	4.3770	4.8594	3.00	6.00
Rp.900.000-Rp.1.000.000	10	4.7000	.3162	.1000	4.4738	4.9262	4.40	5.00
> 1.000.000	25	4.6800	.6137	.1227	4.4267	4.9333	4.00	5.80
Total	150	4.7000	.6445	.0526	4.5960	4.8040	3.00	6.00
Store Activities (X3)								
Rp.300.000-Rp.400.000	35	4.5086	.7772	.1314	4.2416	4.7756	3.00	5.57
Rp.500.000-Rp.600.000	25	4.9720	.4366	.0873	4.7918	5.1522	4.43	5.57
Rp.700.000-Rp.800.000	55	5.0927	.5182	.0699	4.9526	5.2328	4.29	6.00
Rp.900.000-Rp.1.000.000	10	5.1450	.3004	.0950	4.9301	5.3599	4.86	5.43
> 1.000.000	25	5.0000	.2452	.0490	4.8988	5.1012	4.71	5.43
Total	150	4.9243	.5802	.0474	4.8307	5.0179	3.00	6.00
Convenience (X4)								
Rp.300.000-Rp.400.000	35	4.7143	.4921	.0832	4.5453	4.8833	4.00	5.50
Rp.500.000-Rp.600.000	25	4.8000	1.1456	.2291	4.3271	5.2729	3.00	6.00
Rp.700.000-Rp.800.000	55	4.9391	.8904	.1201	4.6984	5.1798	3.00	6.00
Rp.900.000-Rp.1.000.000	10	5.0000	.1792	.0567	4.8718	5.1282	4.83	5.17
> 1.000.000	25	5.2000	.5431	.1086	4.9758	5.4242	4.67	6.00
Total	150	4.9110	.7933	.0648	4.7830	5.0390	3.00	6.00
Store Image (X)								
Rp.300.000-Rp.400.000	35	4.7914	.2617	.0442	4.7015	4.8813	4.50	5.24
Rp.500.000-Rp.600.000	25	4.8920	.3123	.0625	4.7631	5.0209	4.34	5.17
Rp.700.000-Rp.800.000	55	4.9300	.5745	.0775	4.7747	5.0853	3.77	5.69
Rp.900.000-Rp.1.000.000	10	5.0250	1.581E-02	.0050	5.0137	5.0363	5.01	5.04
> 1.000.000	25	4.9540	.4569	.0914	4.7654	5.1426	4.55	5.68
Total	150	4.9017	.4350	.0355	4.8315	4.9719	3.77	5.69

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Facilities (X1)	Between Groups	1.637	4	.409	1.334	.260
	Within Groups	44.472	145	.307		
	Total	46.108	149			
Store Services (X2)	Between Groups	2.932	4	.733	1.803	.131
	Within Groups	58.968	145	.407		
	Total	61.900	149			
Store Activities (X3)	Between Groups	8.297	4	2.074	7.183	.000
	Within Groups	41.868	145	.289		
	Total	50.165	149			
Convenience (X4)	Between Groups	3.873	4	.968	1.562	.188
	Within Groups	89.906	145	.620		
	Total	93.779	149			
Store Image (X)	Between Groups	.692	4	.173	.913	.458
	Within Groups	27.504	145	.190		
	Total	28.196	149			

Oneway

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Facilities (X1)								
Manajemen	50	4.8150	.4857	7.E-02	4.6770	4.9530	3.83	5.50
Akuntansi	85	5.3041	.5147	6.E-02	5.1931	5.4151	4.00	6.00
Ekonomi Pembangunan	15	4.6100	.2944	8.E-02	4.4470	4.7730	4.33	5.00
Total	150	5.0717	.5563	5.E-02	4.9819	5.1614	3.83	6.00
Store Services (X2)								
Manajemen	50	4.8600	.5360	8.E-02	4.7277	5.0323	4.00	6.00
Akuntansi	85	4.5882	.7286	8.E-02	4.4311	4.8414	3.00	5.80
Ekonomi Pembangunan	15	4.7333	.1952	5.E-02	4.6252	4.8040	3.00	5.00
Total	150	4.7000	.6445	5.E-02	4.5960	4.8514	3.00	6.00
Store Activities (X3)								
Manajemen	50	4.6570	.6840	1.E-01	4.4626	5.2013	3.00	5.83
Akuntansi	85	5.0929	.5022	5.E-02	4.9846	4.8600	4.29	6.00
Ekonomi Pembangunan	15	4.8600	1.847E-16	5.E-17	4.8600	5.0179	4.86	6.00
Total	150	4.9243	.8059	5.E-02	4.8307	4.9290	3.00	6.00
Convenience (X4)								
Manajemen	50	4.7000	.8286	9.E-02	4.4710	4.9290	3.00	5.69
Akuntansi	85	5.0388	.2158	6.E-02	4.8601	5.0095	4.67	6.00
Ekonomi Pembangunan	15	4.8900	.7933	6.E-02	4.7705	5.0390	4.67	6.00
Total	150	4.9110	.3993	6.E-02	4.7830	4.8765	4.34	5.68
Store Image (X)								
Manajemen	85	4.7630	.4605	5.E-02	4.6495	5.1052	3.77	5.01
Akuntansi	50	5.0059	.1773	5.E-02	4.9066	4.8715	4.61	5.01
Ekonomi Pembangunan	15	4.7733	.4350	4.E-02	4.6751	4.9719	3.77	5.69
Total	150	4.9017			4.8315			

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Facilities (X1)								
Manajemen	50	4.8150	.4857	7.E-02	4.6770	4.9530	3.83	5.50
Akuntansi	85	5.3041	.5147	6.E-02	5.1931	5.4151	4.00	6.00
Ekonomi Pembangunan	15	4.6100	.2944	8.E-02	4.4470	4.7730	4.33	5.00
Total	150	5.0717	.5563	5.E-02	4.9819	5.1614	3.83	6.00
Store Services (X2)								
Manajemen	50	4.8800	.5360	8.E-02	4.7277	5.0323	4.00	6.00
Akuntansi	85	4.5882	.7286	8.E-02	4.4311	4.7454	3.00	5.80
Ekonomi Pembangunan	15	4.7333	.1952	5.E-02	4.6252	4.8414	4.60	5.00
Total	150	4.7000	.6445	5.E-02	4.5960	4.8040	3.00	6.00
Store Activities (X3)								
Manajemen	50	4.6570	.6840	1.E-01	4.4626	4.8514	3.00	5.43
Akuntansi	85	5.0929	.5022	5.E-02	4.9846	5.2013	4.29	6.00
Ekonomi Pembangunan	15	4.8600	1.847E-16	5.E-17	4.8600	4.8600	4.86	4.86
Total	150	4.9243	.5802	5.E-02	4.8307	5.0179	3.00	6.00
Convenience (X4)								
Manajemen	50	4.7000	.8059	.1140	4.4710	4.9290	3.00	5.83
Akuntansi	85	5.0388	.8286	9.E-02	4.8601	5.2176	3.00	6.00
Ekonomi Pembangunan	15	4.8900	.2158	6.E-02	4.7705	5.0095	4.67	5.17
Total	150	4.9110	.7933	6.E-02	4.7830	5.0390	3.00	6.00
Store Image (X)								
Manajemen	50	4.7630	.3993	6.E-02	4.6495	4.8765	4.34	5.69
Akuntansi	85	5.0059	.4605	5.E-02	4.9066	5.1052	3.77	5.68
Ekonomi Pembangunan	15	4.7733	.1773	5.E-02	4.6751	4.8715	4.61	5.01
Total	150	4.9017	.4350	4.E-02	4.8315	4.9719	3.77	5.69

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Facilities (X1)	Between Groups	11.084	2	5.542	23.260	.000
	Within Groups	35.024	147	.238		
	Total	46.108	149			
Store Services (X2)	Between Groups	2.698	2	1.349	3.350	.038
	Within Groups	59.202	147	.403		
	Total	61.900	149			
Store Activities (X3)	Between Groups	6.052	2	3.026	10.084	.000
	Within Groups	44.113	147	.300		
	Total	50.165	149			
Convenience (X4)	Between Groups	3.621	2	1.811	2.952	.055
	Within Groups	90.158	147	.613		
	Total	93.779	149			
Store Image (X)	Between Groups	2.132	2	1.066	6.011	.003
	Within Groups	26.064	147	.177		
	Total	28.196	149			