

ANALISIS LOYALITAS KONSUMEN PADA INDOMARET GAJAYANA

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This research is aimed to identify how consumer loyalty toward Indomaret Gajayana is, which are measured by shop atributes such as its performace, its location, its flow-free location, and the stimulation of shop inside that makes consumer comes to do some purchasing in Indomaret Gajayana.

This research is conducted in Indomaret Gajayana by employing survey method and jugmental sampling technique for taking sample. The population used in this research is the consumers who have done at least three times purchasing in Indomaret Gajayana, the amount of its respondents are 100 respondents, the analysis instrument in this research is analysis cluster, it is used to clasify object become related group. Based the result of analysis, it is known that the consumers who have done purchasing in Indomaret Gajayana can be classified as three groups, there is 53 respondent in the first group and named by the influence, there is 41 respondents in the second group and named by the experiential, and the last there is only 6 respondents in the third group named by the involvement.