

ANALISIS KETERKAITAN *STORE IMAGE*, *CUSTOMER SATISFACTION* DAN *REPURCHASE INTENTION*
(SURVEI PADA PELANGGAN SJS PLAZA)

TESIS



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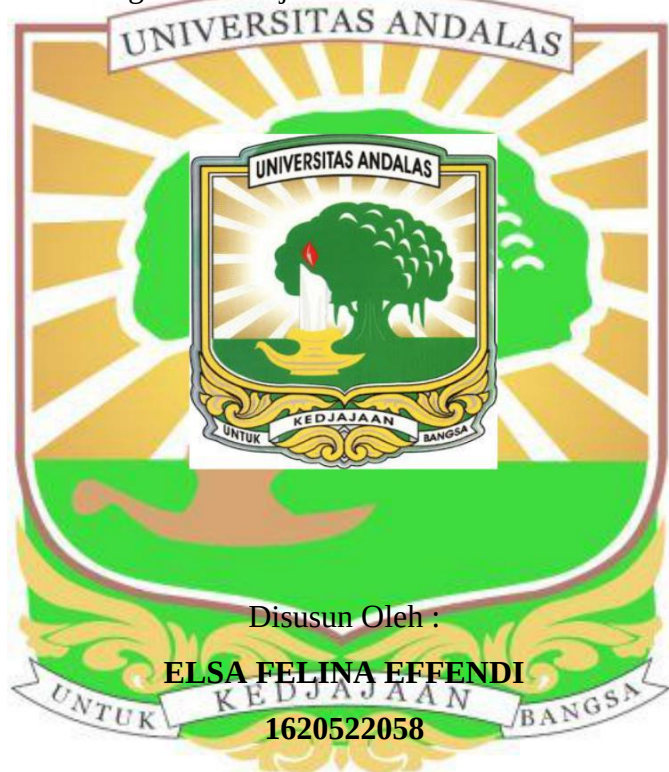
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PROGRAM STUDI S2 MAGISTER MANAJEMEN
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PADANG
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Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi Universitas Andalas



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ANALISIS KETERKAITAN *STORE IMAGE*, *CUSTOMER SATISFACTION* DAN *REPURCHASE INTENTION* (SURVEI PADA PELANGGAN SJS PLAZA)

Tesis oleh Elsa Felina Effendi
Pembimbing Dr. Eri Besra, SE, MM

ABSTRAK

Penelitian ini bertujuan menganalisis keterkaitan *store image*, *customer satisfaction* dan *repurchase intention*. Jumlah sampel yang diambil sebanyak 195 responden. Pengujian validitas sampel dilakukan dengan uji *loading factor* dan *average variance extracted (AVE)* sedangkan pengujian reliabilitas menggunakan uji *internal consistency* berdasarkan nilai *composite reliability*. Uji validitas dengan *loading factor* dan nilai AVE menunjukkan nilai yang valid. Pengujian reliabilitas dengan uji *internal consistency* mempunyai nilai *composite reliability* yang memenuhi kriteria. Berdasarkan hasil pengujian, semua pernyataan indikator variabel telah memenuhi kriteria validitas dan realibilitas. Hasil uji hipotesis dengan *SmartPLS 3.0* menunjukkan bahwa *store image* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *customer satisfaction* berpengaruh positif dan signifikan terhadap *repurchase intention*, serta *store image* berpengaruh positif dan tidak signifikan terhadap *repurchase intention* secara langsung. Namun berpengaruh positif dan signifikan apabila *customer satisfaction* memediasi antara variabel *store image* dengan *repurchase intention*.

Kata Kunci: *repurchase intention*, *customer satisfaction*, *store image*, *personnell*, *product*, *price*, *convenience*, *store atmosphere*, *promotion*, *retail*



**AN ANALYSIS OF STORE IMAGE, CUSTOMER SATISFACTION AND
REPURCHASE INTENTION
(SURVEY ON SJS PLAZA'S CUSTOMERS)**

*Thesis oleh Elsa Felina Effendi
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ABSTRACT

This research aims to analyze the relationships of store image, customer satisfaction and repurchase intention at SJS Plaza. The number of samples are 195 respondents. The validity test of sample was done with loading factor test and the average variance extracted (AVE) value, while the reliability used internal consistency test based on the composite reliability value. The loading factor test and the value of the AVE showed valid values. The internal consistency test had composite reliability value which meet the criteria. Based on the test result, all indicator variable statements have met the criteria of validity and reliability. The hypothesis test with SmartPLS 3.0 show that store image had positive effect and significant towards customer satisfaction, customer satisfaction had positive effect and significant towards repurchase intention and store image had positive effect and not significant towards repurchase intention directly. But it has a positive and significant effect if customer satisfaction mediates between store image and repurchase intention.

Keywords: repurchase intention, customer satisfaction, store image, personnell, product, price, convenience, store atmosphere, promotion, retail

