ABSTRACT

RETAIL MIX EFFECT ON THE DECISION TO BUYER BEHAVIOR AND CONSUMER LOYALTY
(Study on consumer Supermarket Giant Antasari Bandar Lampung)

By

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This research made for analyzing the affection of retail mixed variables on buying behaviour and consumer loyalty at Giant Supermarket Antasari Bandar Lampung. By using seven variabels such as : product (X1), price (X2), promotion (X3), service (X4), physical facility (X5), buying behavior (Y) and consumer loyalty (Z). After doing literary study and organizing a hypothesis, author collected data from questioner which had spread over 97 respondents who have bought at Giant Supermarket with probability sampling method.

Smart PLS 2.0 m3, data manipulation technique used by this research in order to get result from examining outer model, inner model and its hypothesis. All hypothesis show result that values of produck, price, promotion, service, physical facility have significant impact on buyer behavior and consumer loyalty. Finnaly, Supermarket Giant Antasari Bandar Lampung expected the value of product, price, promotion, service, and physical facilities in increasing the buyer behavior and customer loyalty.

Keywords : product , price , promotion , services, physical facility , buyer behavior and customer loyalty .