ABSTRACT

THE EFFECT OF SUPERMARKET ATTRIBUTES, HEDONIC SHOPPING MOTIVES, AND UTILITARIAN SHOPPING MOTIVES TOWARDS CONSUMER LOYALTY
(Study at Chandra Superstore Tanjung Karang)

By

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The growth of the retail business has affected consumer loyalty. This study aimed to determine the effect of supermarket attributes, hedonic shopping motives and utilitarian shopping motives on consumer loyalty. The study sample of 100 respondents who shop in Tanjung Karang Chandra Supermarket using accidental sampling. This study used a questionnaire as a measurement instrument that has tested the validity and reliability to maintain the validity and the validity of the instrument. While the analysis of the data with the classical assumption test, regression analysis, and correlation analysis.

Results of data analysis using multiple regression showed that the variables attribute hedonic shopping motives supermarket and significant effect on customer loyalty. These three variables simultaneously influence on consumer loyalty to the F value of 15.623 which the F value is greater than the table value. This means that there are significant between supermarket attributes, hedonic motives, utilitarian motives on consumer loyalty.

Practical implications for retailers retailers should focus more on the attributes of a supermarket and entertainment facilities improvement that can stimulate consumer hedonic shopping motives.

Keywords: supermarket attributes, hedonic shopping motives, utilitarian shopping motives, consumer loyalty.