ABSTRACT

The Influence of Functional and Symbolic Values to Satisfaction and Loyalty Matahari Department Store Customers In Surabaya

The situation and condition of customer behavior in modern retail such department store is more complex so that there are many value related to shopping behavior. The value of customers orientation as the functional and symbolic value influence to satisfaction and loyalty in department store. Theoretically this problem is relate to customer value and relationship marketing.

Based on this phenomena, this study uses 229 samples and proposed some hypothesis i.e, functional and symbolic value have significant influence on satisfaction and loyalty. The test instrument of this is Structural Equation Modeling (SEM). The result of the analysis is the hypothesis which has no significant influence is functional value toward loyalty, and symbolic value toward satisfaction and loyalty.

Based on the result of the analysis, it can be concluded that customers functional and symbolic values had not static condition but change follow the lifestyle orientation which transformationed by development of culture and information. So that the customers satisfaction and loyalty are dinamics state.

Keywords : functional value, symbolic value, satisfaction, loyalty.