

ABSTRACT

The Influence of Customer-Based Brand Equity and Retail Mix on Satisfaction and Loyalty as well as Repurchase Intention of Customers of Minimarket Retail Business in Jember Regency

Brand equity is an important factor in line with retail mix that has been carried out by retailing operator in establishing customer satisfaction. Therefore, it is necessary to analyze customer-based brand equity and retail mix regarding customer perspective in order to create customer loyalty that in turn makes customers have repurchase intention on minimarket retail business. This study is intended to examine and analyze the influences of customer-based brand equity on satisfaction, customer-based brand equity on loyalty, customer-based brand equity on repurchase intention, retail mix on satisfaction, retail mix on loyalty, satisfaction on loyalty, satisfaction on repurchase intention and loyalty on repurchase intention of customers of minimarket retail business in Jember Regency.

This study was carried out in modern retail business namely minimarket in Jember Regency that consisted of Indomaret and Alfamart. The main method used in this research was survey research; that is a research that is conducted by taking samples from population and used questionnaires as the main data gatherer. The population in this study was consumers who had ever made transactions in minimarket retail business of Indomaret and Alfamart in Jember Regency. Sampling technique used was two-stage sampling. The number of samples was 150 respondents. Questionnaires that had been filled out by respondents would be analyzed by using validity and reliability tests. The analysis applied to examine hypothesis in this study was Structural Equation Modeling (SEM) by using program package of AMOS (Analysis of Moment Structure) of version 5.0.

The research finding showed that customer-based brand equity influenced significantly on satisfaction by positive direction, customer-based brand equity significantly influenced loyalty by positive direction, customer-based brand equity significantly influenced repurchase intention by positive direction, retail mix significantly influenced satisfaction by positive direction, retail mix significantly influenced loyalty by positive direction, satisfaction significantly influenced loyalty by positive direction, satisfaction significantly influenced repurchase intention by positive direction, loyalty significantly influenced repurchase intention by positive direction.

Keywords: customer-based brand equity, retail mix, repurchase intention, minimarket, SEM