

ABSTRACT

The Influence Relationship Effort and Service Quality To Relationship Outcomes and Consumers' Retention On Big Scale Retail In Jakarta and Surabaya

This research was tried to elaborate how the service quality and relationship effort through manifestation of customers' transactional satisfaction have influence to relationship outcomes and customers' retention on retailer. The sample research was customers in membership retail format of hypermarket and warehouse store which run relationship effort such as Carrefour, Makro, Alfa, Indogrosir, Hypermart in Jakarta and Surabaya.

There were five analyzed construct: service quality variable, relationship effort variable, customers' transactional satisfaction variable, relationship outcomes variable, customers retention on retailers variable. All analysing comes from retail customers' perception. The results of data analysis showed that nine hypotheses in the research were acceptable. All goodness of fit criteria employed to evaluate a model result good value: Chi Square 127,008, Significance Probability 0,5419, RMSEA 0,013, GFI 0,993, AGFI 0,909, CMIN/DF 1,008, TLI 0,952, CFI 0,950. Therefore, model is acceptable because there is congruence between model and data.

The formulative, conclusive, and explanative finding of the research maybe used as suggestion for retailers of researches in retail marketing to: (1) make decision in decision-making process to settle on marketing strategy specifically in running relationship effort. (2) give attention to service quality assurance to meet costumers' shopping satisfaction in form of network quality, environment quality, and retailers policy dimension. (3) improve achievement of relationship outcomes that eventually leads to implementing costumers' retention and retailers. (4) improve retailers attention on costumers tendency to move their bussines from one retailer to another retailer. It is related to evaluation on how far the succes of relationship effort and costumers' perception toward service quality provided by retailers. (5) for futher research, it is expected that this research is a able to contribute in finding the foundation of new conceptual framework model by combining, modyfing, and expanding contracts in this research in order to give meaningful contribution to relationship marketing and service quality concepts in retail management and marketing managemet in general.

Keywords: Service Quality, Relationship Effort, Transaction Satisfaction, Relationship Outcomes, Retail Retention.