

Analisis Faktor yang Mempengaruhi Customer Loyalty pada Ritel Farmasi modern di Indonesia = Analysis of Factors that Influence the Customer Loyalty in Modern Pharmacy Retail in Indonesia

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Abstrak

Penelitian ini menganalisis beberapa faktor yang mempengaruhi loyalitas pelanggan ritel farmasi modern; Watsons Indonesia. Studi ini menguji apakah pengalaman di dalam toko, program keanggotaan, dan penggunaan private label berdampak signifikan terhadap loyalitas pelanggan. Ketiga variabel tersebut menjadi penting dalam mempertahankan pelanggan dan menciptakan hubungan pelanggan jangka panjang. Variabel kebiasaan berbelanja ditambahkan dan diusulkan untuk melihat apakah variabel tersebut memoderasi ketiga variabel sebelumnya dalam membentuk loyalitas pelanggan. Data dikumpulkan dari sampel 232 pelanggan Watsons Indonesia dan hubungan antar variabel diuji dengan model persamaan struktural. Temuan menunjukkan bahwa variabel in-store experience dan program membership di Watsons Indonesia tidak terbukti berpengaruh signifikan terhadap loyalitas pelanggan. Selain itu, kebiasaan belanja ditemukan secara tidak signifikan memoderasi in-store experience, private label dan program membership dalam membangun loyalitas pelanggan. Sedangkan di sisi lain, penulis menemukan bahwa penggunaan produk private label berpengaruh signifikan terhadap loyalitas pelanggan.

.....This study analyzes several uncommon factors that influence customer loyalty of modern pharmacy retail; Watsons Indonesia. The study tests if in-store experience, membership program, and private-label usage have a significant impact on customer loyalty. The three variables become important to retain customers and create long term customer relationship. Variable spending habit is added and proposed to see if it moderates the three variables towards customer loyalty. Data were collected from a sample of 232 Watsons Indonesia's customers and the relationship between variables tested with structural equation model. Findings indicate that in-store experience and membership program variables in Watsons Indonesia are not proven to have significant influence toward customer loyalty. Moreover, spending habits was found insignificantly moderates in-store experience, private-label usage and membership program in building customer loyalty. While in the other hand, authors found that private label usage has a significant influence with customer loyalty.