CONSUMER DECISION MAKING STYLE: INTER-RELATIONSHIPS AMONG STORE IMAGE, SATISFACTION AND LOYALTY OF HYPERMARKETS IN JAKARTA AND SURROUNDINGS: CARREFOUR, HYPERMART, AND GIANT

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Abstract


Method. A plan of distributing 300 questionnaires to samples of students aged 18-50. The data were then analyzed by using Factor Analysis, Correlation Bivariate, and Multiple Regressions.

Results. Resulting in 300 usable data, of which eight categories were obtained using principal component analysis with all data were correlated, forming the overall attitude was more closely related to store atmosphere, value and employee service, satisfaction were related to almost store image, and satisfaction is related to loyalty behavior.

Conclusion. Store image positively influenced satisfaction and loyalty, while attitude had positive impact towards store satisfaction and loyalty in all of the three hypermarkets.

Key words. Consumer Decision-Making Styles (CDMS), Correlation, Multiple Regressions, Carrefour, Hypermart, Giant, Jakarta and surroundings.