Abstract

Objective
- The purpose of the research is to find the relationship between service quality, customer satisfaction and store loyalty within the retail department store context.
- In addition, this research will compare the result from the original journal which was conduct in US with the recent study in Jakarta.

Method
Five methods of analysis: frequency analysis, cross tab analysis, mean value analysis, ANOVA and regression analysis were used to examine this interrelationship.

Results
The findings indicate that service quality influences relative attitude, recommendation, and satisfaction. And there is a significant relationship on satisfaction with relative attitude, repurchase, and recommendation. However, all of those measurements have no direct effect on store loyalty which is consistent with the research done in USA in 2000 by Eugene Sivadas and Jamie L.Baker-Prewitt.

Conclusion
The findings explain that there is no linear relationship on store loyalty with service quality and satisfaction in 3 department stores. It indicates that there are some other things that impact on store loyalty. However, some modifications in the hypothesis and questionnaire are recommended for future study.

Keywords
Customer satisfaction, Customer loyalty, Service quality, Department stores