

DAFTAR ISI

	Halaman
KATA PENGANTAR	ii
DAFTAR ISI	iv
DAFTAR TABEL	ix
DAFTAR GAMBAR	x
DAFTAR LAMPIRAN	xi
ABSTRACT	
BAB I PENDAHULUAN	
1.1 Latar Belakang Penelitian	1
1.2 Identifikasi Masalah	5
1.3 Tujuan Penelitian	5
1.4 Kegunaan Penelitian	6
1.5 Kerangka Pemikiran	7
1.6 Ruang Lingkup Penelitian	7
1.7 Sistematika Penulisan	8
BAB II TINJAUAN PUSTAKA	
2.1 Pengertian Pemasaran	10
2.2 Pengertian Manajemen Pemasaran	11
2.3 Pengertian Pengecer	12
2.3.1 Jenis-jenis Pengecer	15
2.3.2 Hubungan Toserba dengan Supermarket	20

2.4 Strategi Pemasaran Retail (Strategi Peningkatan Kualitas)	21
2.5 Merchandise Quality	26
2.6 Service Quality	30
2.7 Perceived Merchandise Quality dan Perceived Service Quality	32
2.8 Kepuasan Konsumen	37
2.9 Pengaruh Perceived Merchandise Quality pada Kepuasan Konsumen	40
2.10 Pengaruh Perceived Service Quality pada Kepuasan Konsumen	40

BAB III OBJEK PENELITIAN

3.1 Desain Penelitian	42
3.2 Populasi dan Sampel Penelitian	42
3.3 Metode Pengambilan Sampel	43
3.4 Metode Pengumpulan Data	44
3.5 Uji Validitas	46
3.5.1 Metode Corfirmatory Factor Analysis	47
3.5.2 Uji Validitas	49
3.6 Uji Reliabilitas	50
3.6.1 Hasil Uji Reliabilitas	52
3.7 Definisi Operasional	52
3.8 Metode Analisis Data	54

BAB IV ANALISA DAN HASIL PEMBAHASAN

4.1 Sejarah Berdirinya Perusahaan	56
4.2 Struktur Organisasi dan Perusahaan	58
4.3 Karakteristik Responden	64
4.3.1 Karakteristik Responden berdasarkan Jenis Kelamin	62
4.3.2 Karakteristik Responden berdasarkan Tingkat Pendidikan	67
4.3.3 Karakteristik Responden berdasarkan Rata-rata Tingkat Pendapatan Perbulan	68
4.4 Hasil Penelitian	69
4.4.1 Pengaruh <i>Perceived Merchandise Quality</i> dan <i>Perceived Service Quality</i> Terhadap Kepuasan Konsumen	77
4.4.2 Hasil Adjusted R Square	82
4.4.3 Pembahasan Hasil Penelitian	82

BAB V KESIMPULAN DAN SARAN

5.1 Kesimpulan	89
5.2 Implikasi Manajerial	90
5.3 Keterbatasan Penelitian	92
5.4 Saran	92

DAFTAR PUSTAKA

LAMPIRAN

DAFTAR TABEL

Tabel

Halaman

Tabel 3.1	Hasil Uji Validitas	49
Tabel 3.2	Hasil Uji Reliabilitas	52
Tabel 3.3	Tabel Definisi Operasional	53
Tabel 4.1	Daftar Toserba Griya.....	57
Tabel 4.2	Karakteristik Responden Berdasarkan Jenis Kelamin.....	65
Tabel 4.3	Karakteristik Responden Berdasarkan Usia.....	66
Tabel 4.4	Karakteristik Responden Berdasarkan Tingkat Pendidikan....	67
Tabel 4.5	Karakteristik Responden Berdasarkan Rata – Rata Tingkat Pendapatan Per bulan.....	68
Tabel 4.6	Tabel regresi <i>Perceived Merchandise Quality</i>	71
Tabel 4.7	Tabel hasil <i>Perceived Merchandise Quality</i> pada Kepuasan Konsumen.....	72
Tabel 4.8	Tabel Hasil Adjusted R Square <i>Perceived Merchandise Quality</i>	73
Tabel 4.9	Tabel regresi <i>Perceived Service Quality</i>	74
Tabel 4.10	Tabel Hasil <i>Perceived Service Quality</i> pada Kepuasan Konsumen.....	75
Tabel 4.11	Tabel Hasil Adjusted R Square <i>Perceived Service Qualit</i>	76
Tabel 4.12	Tabel Anova <i>Perceived Merchandise Quality</i> dan <i>Perceived Service Quality</i>	78

Tabel 4.13	Tabel Coefficients <i>Perceived Merchandise Quality</i> dan <i>Perceived Service Quality</i>	79
Tabel 4 .14	Tabel Hasil Adjusted R Square <i>Perceived Merchandise Quality</i> dan <i>Perceived Service Quality</i>	80
Tabel 4.15	Tabel Coefficients(a) Regresi Berganda.....	81
Tabel 4.16	Tabel Hasil Adjusted R Square Regresi Berganda.....	82
Tabel 4.17	Ringkasan Hasil Pengujian Keseluruhan Hipotesis.....	82

DAFTAR GAMBAR

Gambar

Halaman

Gambar 1.1	Kerangka Pemikiran.....	7
Gambar 2.1	Model Kepuasan Pelanggan.....	39
Gambar 2.3	Model Penelitian	69

DAFTAR LAMPIRAN

Lampiran I	Berita Acara
Lampiran II	Kuesioner
Lampiran III	Karakteristik Responden
Lampiran IV	Hasil Uji Validitas dan Uji Reliable
Lampiran V	Hasil Regresi <i>Perceived Service Quality</i>
Lampiran VI	Hasil Regresi <i>Perceived Merchandise Quality</i>
Lampiran VII	Hasil Regresi Berganda
Lampiran VIII	Jurnal

ABSTRACT

Effect of perceived merchandise and service quality, relative to competition, on retail store performance are investigated using store traffic and revenue growth as outcome variables. A model is proposed and tested using aggregate customer data and store performance outcomes from a group of stores owned by a national retail organization. Result Suggest that both service and merchandise quality exert significant influence on store performance, measured by sales growth and customer growth, and their impact is mediated by customer satisfaction. Implication of the result and future research directions are discussed.

Subject Areas : Aggregate Survey Data, Causal Models, Consumer Behavior, Customer Satisfaction, Merchandise and Service Quality, and Retail Store Performance.

INTISARI

Efek dari persepsi barang dagangan dan kualitas pelayanan, berhubungan dengan persaingan, penelitian performa dalam toko eceran menggunakan lalu lintas perdagangan toko dan pertumbuhan pendapatan dari variabel pengeluaran. Sebuah model yang diusulkan dan diuji menggunakan data perbandingan pelanggan.