

ABSTRAK

Bilka Supermarket dan Department Store adalah salah satu pusat perbelanjaan di Surabaya yang ikut bersaing untuk meningkatkan kesetiaan pelanggan. Tujuan penelitian ini adalah menjelaskan motif *information attainment, price comparison, uniqueness seeking, assortment seeking, convenience seeking*, dan *social interaction* terhadap loyalitas konsumen di Bilka Supermarket dan Department Store.

Penelitian ini menggunakan 6 variabel (X) yaitu *information attainment* (X1), *price comparison* (X2), *uniqueness seeking* (X3), *assortment seeking* (X4), *convenience seeking* (X5), dan *social interaction* (X6) dengan variabel (Y) yaitu loyalitas konsumen di Bilka Surabaya, dengan populasi yaitu keseluruhan masyarakat Surabaya dengan target berumur diatas 17 tahun dan pernah mengunjungi Bilka Surabaya dalam 1 bulan terakhir dan telah diambil sampel sebanyak 100 responden. Pengukuran data yang digunakan adalah dengan Uji Validitas, Uji Reabilitas, Analisa Regresi Linier Berganda, Koefisien Korelasi Berganda (R), Uji F (Uji Secara Simultan), dan Uji T (Uji Secara Parsial).

Dari hasil pengolahan data disimpulkan bahwa validitas dan reliabilitas data telah terpenuhi. Hipotesis penulis yang menduga bahwa variabel bebas yang terdiri dari *information attainment* (X1), *price comparison* (X2), *uniqueness seeking* (X3), *assortment seeking* (X4), *convenience seeking* (X5), dan *social interaction* (X6) berpengaruh secara simultan terhadap loyalitas konsumen di Bilka Surabaya telah terbukti. Dari hasil penelitian yang telah dilakukan dapat di simpulkan bahwa, hasil dari Uji Validitas adalah *Valid*. Uji Reliabilitas adalah *reliable*, dari Analisa Regresi Linier Berganda telah di dapatkan permodelan $Y = (0,72) + 0,19(X1) + 0,08(X2) + 0,16(X3) + 0,01(X4) + 0,22(X5) + 0,14(X6)$ Dari Koefisien Determinasi Berganda (R^2) didapatkan hasil 0,64 (64%). Dari Uji F (uji simultan) didapatkan hasil F hitung 27,66 > F tabel 2,09 sehingga dapat dikatakan bahwa keenam variabel bebas secara simultan mempengaruhi loyalitas konsumen di Bilka Surabaya. Dari uji t (uji parsial) didapatkan hasil variabel *information attainment* (X1) t hitung (2,944) > t tabel (1,967), variabel *price comparison* (X2) t hitung (1,771) < t tabel (1,967), variabel *uniqueness seeking* (X3) t hitung (2,547) > t tabel (1,967), variabel *assortment seeking* (X4) t hitung (0,212) < t tabel (1,967), variabel *convenience seeking* (X5) t hitung (3,173) > t tabel (1,967), dan variabel *social interaction* (X6) t hitung (2,326) > t tabel (1,967). Dari keenam hasil tersebut dapat disimpulkan bahwa *price comparison* (X2) tidak memberi pengaruh yang signifikan yaitu sebesar t hitung 1,771 < t tabel 1,967 dan variabel *assortment seeking* (X4) tidak memberi pengaruh yang signifikan yaitu sebesar t hitung 0,212 < t tabel 1,967. Convenience seeking merupakan variabel yang paling dominan disbanding variabel lain yaitu sebesar t hitung 3,173 > t tabel 1,967.

Kata Kunci: *Information Attainment, Price Comparison, Uniqueness Seeking, Assortment Seeking, Convenience Seeking, Social Interaction, Loyalitas. Bilka Supermarket*

ABSTRACT

Bilka Supermarket and Department Store is one of the shopping centers in Surabaya that is competing to increase customer loyalty. The purpose of this research is to explain the motives of information attainment, price comparison, uniqueness seeking, assortment seeking, convenience seeking, and social interaction on consumer loyalty in Bilka Supermarket and Department Store.

This research uses 6 variables (X) the *information attainment* (X1), *price comparison* (X2), *uniquess seeking* (X3), *assortment seeking* (X4), *convenience seeking* (X5), and *social interaction* (X6) with variables (Y) consumer loyalty in Bilka Surabaya, with a population that is the Surabaya with the target was above 17 years old and has visited Bilka Surabaya in 1 month and has taken sample as many as 100 respondents. The measurement data is used to test the Validity, trial Reability, Linear Regression Analysis, Correlation Coefficient Compounds (R), trial F (Test simultaneously), and trial T (Test Partially).

From data processing result it has been concluded that the validity and reliability data have been fulfilled. . The hypothesis writer who suspected that the free that consists of *information attainment* (X1), *price comparison* (X2), *uniquess seeking* (X3), *assortment seeking* (X4), *convenience seeking* (X5), and *social interaction* (X6) influential simultaneously to consumer loyalty Bilka in Surabaya, has been proven. From the result of the research that has been done to conclude that, the results of tests Validity is *valid*. Trial Reliability is *reliable*, of the analyzes Linear Regression Compounds have been obtained by modeling the $Y = (0.72) + 0.19(X1) + 0.08(X2) + 0.16(X3) + 0.01(X4) + 0.22(X5) + 0.14(X6)$ From The determination Coefficient Compounds (R^2) had been found 0.64 (64 percent). From trial F (test result simultaneous) obtained F count $27.66 > F$ table 2.09 so it can be said that the six variables free simultaneously affected consumer loyalty in Bilka Surabaya. From trial t (test result partial) obtained the *information attainment* (X1) t count 2.944 $> t$ table 1.967, variable *price comparison* (X2) t count 1.771 $< t$ table 1.967, variables *uniquess seeking* (X3) t count 2.547 $> t$ table 1.967, variables *assortment seeking* (X4) t count 0.212 $< t$ table 1.967, variables *convenience seeking* (X5) t count 3.173 $> t$ table 1.967, and the *social interaction* (X6) t count 2.326 $> t$ table 1.967. From the six result can be concluded that *price comparison* (X2) did not influence significant that give of t count $1.771 < t$ table 1.967 and variables *assortment seeking* (X4) did not influence significant that give of t count $0.212 < t$ table 1.967. Convenience seeking variable is the most dominant than other variables of t count $3.173 > t$ table 1.967.

Keywords: *Information Attainment, Price Comparison, Uniquess Seeking, Assortment Seeking, Convenience Seeking, Social Interaction, Loyalty. Bilka Supermarket*