Pengaruh Kualitas Layanan Dan Upaya Relasional Terhadap Outcome Relasional Pelanggan Ritel Skala Besar

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Abstract: This research was tried to elaborate how the service quality and relationship effort have influence to relationship outcomes. The sample research was customers in membership retail format of hypermarket and warehouse store which run relationship effort such as Carrefour, Makro, Alfamart, Indomaret, Hypermart in Jakarta and Surabaya. There were three analyzed constructs: service quality variable, relationship effort variable, relationship outcomes variable. All analysing comes from retail customer's perception. The results of data analysis showed that nine hypotheses in the research were acceptable. All goodness of fit criteria found to evaluate a model result good value: Chi Square 197,008, Significance Probability 0,5419, RMSEA 0,013, GFI 0,909, AGFI 0,909, CMIN/DF 1,008, TLI 0,962, CFI 0,930. Therefore, model is acceptable because there is congruence between model and data. The formulistic, conclusive, and explanatory finding of the research maybe used as suggestion for retailers of researches in retail marketing to (1) make decision in decision-making process to settle on marketing strategy specifically in running relationship effort. (2) give attention to service quality assurance to meet customers' shopping satisfaction in form of network quality, environment quality, and retailers policy dimension. (3) improve achievement of relationship outcomes that eventually leads to implementing customers' retention and retailers. (4) improve retailers attention on customers tendency to move their businesses from one retailer to another retailer. It is related to evaluation on how far the success of relationship effort and customers' perception toward service quality provided by retailers. (5) for further research, it is expected that this research is able to contribute in finding the foundation of new conceptual framework model by combining, modifying, and expanding constructs in this research in order to give meaningful contribution to relationship marketing and service quality concepts in retail management and marketing management in general.

Key words: Service Quality, Relationship Effort, and Relationship Outcomes.

PENDAHULUAN

Latar Belakang Masalah


Di sisi lain, suatu organisasi yang customer-centric harus terus-menerus berusaha melayani setiap pelanggan. Oleh karena itu, salah kebutuhan untuk membangun relasi beberapa telepon menunjukkan bahwa pengembangan kualitas layanan prima dibutuhkan