Effect of Trust, Satisfaction, and Commitment on Customer Loyalty At the Alfamart Retail in Surabaya, East Java - Indonesia

J.E. Sutanto
Graduate School, Universitas Ciputra of Surabaya-Indonesia,

S. Pantja Djati
Doctoral Programs, Mercu Buana University of Jakarta-Indonesia

ABSTRACT: The research objective has to determine the Effect of Trust, Satisfaction and Commitment on Customer Loyalty in the Alfamart Retail at Surabaya, East Java, Indonesia. Hopefully will be able to the AEC 2015 retail business in Indonesia’s is expected to be better.

Modern retail is essentially a development of traditional retail. This retail formats emerge and evolve as economic development, technology, and lifestyle that makes people demand more convenience in shopping. The population used all of Alfamart retail at Surabaya there are 234 units of minimarket and sample of 70 units. While for the processing of the data was analyzed with multiple linear regressions aided by using SPSS version 20.

Results of research was found that the partial and simultaneously variables X1, X2, and X3 have a significant effect to the variable Y.

Retail business in Indonesia is the sale of goods at retail outlets in various types such as kiosks, markets, department stores, boutiques and others, which is generally to be employed directly by the buyer concerned. The development of studies of trust in organizational settings has been viewed as an emerging requirement and resulting transformations of labor. Beside that it is also recognized that the existence of trust between individuals, in teams in organizations is a necessary mechanism for the work to be done more an efficient.

Trust is the foundation of the business. A business transaction between two parties or more would occur if each mutual trust. Trust is not just to be recognized by other parties / business partners, but must built starting from the beginning and can be proved (Gefen, 2002; Rousseau et al. 1998; Morgan dan Hunt,1994)

The rapid growth of retail business in Indonesia, the largest retail company in Indonesia PT. Sumber Alfaria Trijaya sees great market potential and is committed to