

## INTISARI

Penelitian ini dilakukan untuk menguji pengaruh citra supermarket dan kepuasan pelanggan pada loyalitas pelanggan yang dimoderasi oleh *variety seeking*. Loyalitas pelanggan diukur secara *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*. Tujuan penelitian ini adalah untuk menguji a) pengaruh citra supermarket pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*, b) pengaruh citra supermarket pada kepuasan pelanggan, c) pengaruh kepuasan pelanggan pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*, d) kepuasan pelanggan memediasi pengaruh citra supermarket pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*, dan e) *variety seeking* memoderasi hubungan kepuasan pelanggan pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*.

Penelitian ini menggunakan responden mahasiswa/mahasiswi dari beberapa perguruan tinggi negeri dan swasta di kota Solo, berusia antara 18 tahun sampai dengan 24 tahun. Jumlah responden yang digunakan adalah 204 orang dari 215 kuesioner yang disebar. Analisis data yang digunakan adalah *Hierarchical Regression Analysis*, *Moderated Regression Analysis*, dan *sub group analysis*.

Hasil analisis data menunjukkan bahwa a) citra supermarket berpengaruh positif pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*, b) citra supermarket berpengaruh positif pada kepuasan pelanggan, c) kepuasan pelanggan berpengaruh positif pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*, d) kepuasan pelanggan memediasi pengaruh citra supermarket pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*, dan e) *variety seeking* memoderasi pengaruh kepuasan pelanggan pada *attitudinal loyalty*, *behavioral loyalty*, dan *composite loyalty*.

**Kata kunci :** citra supermarket, kepuasan pelanggan, *attitudinal loyalty*, *behavioral loyalty*, *composite loyalty*, dan *variety seeking*

## ABSTRACT

The research is conducted to examine the impact of supermarket image and customer satisfaction on customer loyalty, moderated by variety seeking. Customer loyalty is measured using attitudinal, behavioral, and composite loyalty. The objective of this research is to examine a) the impact of supermarket image on attitudinal, behavioral, and composite loyalty, b) the impact of supermarket image on customer satisfaction, c) the impact of customer satisfaction on attitudinal, behavioral, and composite loyalty, d) customer satisfaction as mediating variable on the impact of supermarket image on attitudinal, behavioral, and composite loyalty, and e) variety seeking as moderating variable on the relationship between customer satisfaction and attitudinal, behavioral, and composite loyalty.

This research uses 204 students from several state and private universities in Solo as respondents from 215 questionnaires distributed, aged between 18 and 24 years old. Data analysis using Hierarchical Regression Analysis, Moderated Regression Analysis, and Sub Group Analysis.

The results represents that a) supermarket image has a positive impact on attitudinal, behavioral, and composite loyalty, b) supermarket image has a positive impact on customer satisfaction, c) customer satisfaction has a positive impact on attitudinal, behavioral, and composite loyalty, d) customer satisfaction mediates the impact of supermarket image on attitudinal, behavioral, and composite loyalty, and e) variety seeking moderates the impact of customer satisfaction on attitudinal, behavioral, and composite loyalty.

**Keywords:** supermarket image, customer satisfaction, attitudinal loyalty, behavioral loyalty, composite loyalty, and variety seeking