ABSTRACT

Customer loyalty is increasingly seen to be crucial to the success of a business organization. In the context of retail markets especially, customer demand and intense competition accentuate the need to focus on customer satisfaction and develop customer loyalty. After that, customer will more easy to spent more in your store. In other words, they will enlarge their share of wallet into yours.

This research will analyze the effect of relationship marketing implementation effort that consist of hard attributes and soft attributes to develop customer satisfaction to the store, the effect to customer store loyalty and the impact to share of wallet from the customer in fashion retail context. Customer satisfaction measured by the dimension of merchandise, trading format, customer service and customer communication. For store loyalty perspective, customer trust, commitment and behavior of the customer to the store becomes the variables measurements for this research. In terms of share of wallet, it will combine share of purchase and share of visit from the customer. This Research will analyze using descriptive analysis statistic and both of regression analysis which is simple and multiple regression to analyzed the impact between variables. Both of these using confidence level at 95% ($\alpha = 0.05$). Beside of that, Confirmatory Factor Analysis (CFA) and Cronbach Alpha 0.4 was used to analyze reliability and validity of each variables.

This research found that loyalty program attributes has significant impact toward store loyalty, store satisfaction and share of wallet of the customer. Store loyalty had also significant effect toward share of wallet from the customer. When it analyzed from each dimension of Loyalty program, both of attributes provide different implication toward toward store loyalty as well as the dimensions and also share of wallet. Only soft attributes has significant effect for customer store loyalty and customer share of wallet..

Keywords: loyalty program; store satisfaction; store loyalty; share of wallet.