An Examination of the Relationship between Service Quality, Customer Satisfaction, and Store Loyalty within Department Stores in Jakarta

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Abstract

Objective
- The purpose of the research is to find the relationship between service quality, customer satisfaction and store loyalty within the retail department store context.
- In addition, this research will compare the result from the original journal which was conduct in US with the recent study in Jakarta.

Method
Five methods of analysis: frequency analysis, cross tab analysis, mean value analysis, ANOVA and regression analysis were used to examine this interrelationship.

Results
The findings indicate that service quality influences relative attitude, recommendation, and satisfaction. And there is a significant relationship on satisfaction with relative attitude, repurchase, and recommendation. However, all of those measurements have no direct effect on store loyalty which is consistent with the research done in USA in 2000 by Eugene Sivadas and Jamie L.Baker-Prewitt.

Conclusion
The findings explain that there is no linear relationship on store loyalty with service quality and satisfaction in 3 department stores. It indicates that there are some other things that impact on store loyalty. However, some modifications in the hypothesis and questionnaire are recommended for future study.

Keywords
Customer satisfaction, Customer loyalty, Service quality, Department stores
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TABLE OF CONTENTS

Cover Page

Title Page ................................................................. i

Certificate of Approval ................................................. ii

Abstract ................................................................. iii

Acknowledgement ...................................................... iv

Table of Contents ...................................................... vi

List of Tables ........................................................... ix

List of Figures .......................................................... x

List of Charts ............................................................. xi

List of Appendices ..................................................... xii

CHAPTER 1: INTRODUCTION

1.1 Background ......................................................... 1

1.1.2 History of Department Store........................................ 2

1.2 Scope ............................................................... 5

1.3 Aims and Benefits ................................................ 6

1.4 Structure ........................................................... 6

CHAPTER 2: THEORETICAL FOUNDATION ....................... 8

2.1 Defining Service Marketing .................................... 8

2.2 Service Quality ..................................................... 9

2.3 Customer Satisfaction .......................................... 11
2.4 Store Loyalty ................................................................. 13

2.5 Relationship between Service Quality,

Customer Satisfaction, and Store Loyalty............................. 20

CHAPTER 3: RESEARCH METHODOLOGY ............................................. 23

3.1 Research Objectives .............................................................. 23
3.2 Hypothesis............................................................................. 23
3.3 Scope.................................................................................... 26
3.4 Research Design................................................................. 27
3.5 Data Collection Method....................................................... 30
3.6 Sampling Plan................................................................. 30
3.7 Data Analysis..................................................................... 31

CHAPTER 4: RESEARCH FINDINGS ..................................................... 32

4.1 Demographic Profile of the Respondents ......................... 34
4.1.1 Age ............................................................................... 34
4.1.2 Gender........................................................................... 35
4.1.3 Occupation................................................................. 35
4.1.4 Location........................................................................ 36
4.1.5 Income.......................................................................... 37
4.1.6 Frequency of Visit....................................................... 38
4.2 Descriptive Analysis.......................................................... 40
4.2.1 Overall Mean.............................................................. 40
4.2.2 Metro Department Store Mean......................................................41
4.2.3 Sogo Department store Mean....................................................... 42
4.2.4 Debenhams Department Store Mean...........................................42
4.3 ANOVA Analysis ................................................................. 44
4.4 Regression Analysis .............................................................. 45
  4.4.1 Regression of Metro Department Store ............................... 49
  4.4.2 Regression of Sogo Department Store................................. 51
  4.4.3 Regression of Debenhams Department Store ..................... 53

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS..................... 56
  5.1 Conclusions ........................................................................... 56
    5.1.1 Respondent Demographic............................................ 56
    5.1.2 Result of Hypothesis Testing......................................... 57
  5.2 Managerial Implications ....................................................... 60
  5.3 Future Research Recommendations .................................. 63

REFERENCES ......................................................................................... 64
CURRICULUM VITAE ............................................................................... 67
APPENDIX................................................................................................. 68
LIST OF TABLES

Table 4.1 Respondent Characteristic in overall .................................................................
Table 4.2 Respondent Characteristic by Department Store ..............................................
Table 4.3 Overall of Mean Values .....................................................................................
Table 4.4 Metro Department Stores Mean Values .............................................................
Table 4.5 Sogo Department Stores Mean Values ............................................................... 
Table 4.6 Debenhams Department Stores Mean Values ....................................................
Table 4.7 Comparison of 3 Department Store of Mean Values ....................................... 
Table 4.8 Overall Overview of ANOVA ............................................................................
Table 4.9 Regression Analysis in Overall .......................................................................... 
Table 4.10 Regression Analysis by Department Store ......................................................
LIST OF FIGURES

Figure 1 Service Quality as Conceptualized .................................................................

Figure 2 Olive’s four-stage Loyalty Model ....................................................................

Figure 3 “Casual” model of Store Loyalty.................................................................

Figure 4 Proposed Drivers of Customers Satisfaction and Future Intentions.................
LIST OF CHARTS

Chart 4.1 Age ..............................................................................................................................................
Chart 4.2 Gender ....................................................................................................................................... 
Chart 4.3 Occupation ................................................................................................................................
Chart 4.4 Location .....................................................................................................................................
Chart 4.5 Income ....................................................................................................................................... 
Chart 4.6 Frequency of Visit .....................................................................................................................

x