

ABSTRACT

Sales of Hypermart in Medan in three years continues to decline, but on the other side Hicard membership cards, as the loyalty program increasing the members. This study aims to analyze the implications Loyalty Program Membership Card, Retail Marketing Mix to Customer Satisfaction and Customers Loyalty Hypermart in Medan. The population is all Hypermart customers in the Medan whos have shopped at least 3 times. Simple random sampling technique used for define the sample, by the formula of Solvin found 435 samples. The method of the data analysis using Structural Equation Model (SEM) and software LISREL 8.8, with Confirmatory Factor Analisis Second Order; Sub Variables have the biggest loading factor of Marketing Mix Retail is Price, Product, Customer Service and Location, the biggest loading factor of Program loyalty ; Value Rewards Cash and Value Relevance, as well as the largest loading factor of Customer Satisfaction; Reliable, Assurance and Empathy. Marketing Mix Retail and Loyalty Program Hicard card, either partially or simultaneously have a significant correlation on customer satisfaction. Marketing Mix Retail and Loyalty Program Hicard card, either partially or simultaneously have a significant correlation to Customer Loyalty. But the Retail Marketing Mix and Loyalty Program with Customer Satisfaction as intervening variable does not have a significant correlationon to Customer Loyalty. Suggestion; Increasing customer satisfaction and cutomer loyalty focused on the financial aspects, the quality of goods and services as well as increased customer satisfaction and comfortness

Keywords: Retail Marketing Mix, Loyalty Programs, Customer Loyalty, Customer satisfaction, Structural Equation Model, Confirmatory Factor Analisis Second Order, Loading factor.

ABSTRAK

Penjualan Hypermart di Medan terus menurun, namun di sisi lain Kartu keanggotaan Hicard, sebagai Program Loyalitas mengalami kenaikan dari tahun ketahun. Penelitian ini bertujuan menganalisis Implikasi Program Loyalitas Kartu Keanggotaan, Bauran Pemasaran Ritel Terhadap Kepuasan dan Loyalitas Pelanggan Hypermart di Kota Medan. Model Penelitian Kuantitatif. Populasi penelitian seluruh pelanggan Hypermart di kota Medan yang telah berbelanja minimal 3 kali. Teknik pengambilan sample acak sederhana (*Simple Random Sampling*), dengan rumus Solvin ditemukan sample 435 orang. Metode analisis data menggunakan *Structural Equation Model* (SEM) dan perangkat lunak LISREL 8.8, dengan *Confirmatory Factor Analisis Second Order*, Sub Variabel yang memberikan *loading factor* terbesar pada Bauran Pemasaran Ritel ; Harga, Produk, Pelayanan Pelanggan dan Lokasi. *Loading factor* terbesar Program Loyalitas: Nilai Imbalan Tunai dan Nilai Relevansi, *loading factor* terbesar Kepuasan Pelanggan; *Reliabel, Assurance* dan *Empathy*. Bauran Pemasaran Ritel dan Program Loyalitas kartu Hicard, secara parsial maupun simultan memberikan pengaruh yang signifikan terhadap Kepuasan Pelanggan. Bauran Pemasaran Ritel dan Program Loyalitas kartu Hicard secara parsial maupun simultan memberikan pengaruh yang signifikan terhadap Loyalitas Pelanggan. Bauran Pemasaran Ritel dan Program Loyalitas melalui Kepuasan Pelanggan tidak memberikan pengaruh yang signifikan terhadap Loyalitas Pelanggan. Saran; usaha meningkatkan kepuasan dan loyalitas difokuskan pada aspek finansial, kualitas barang dan jasa serta peningkatan kepuasan dan kenyamanan.

Kata kunci: Bauran Pemasaran Ritel, Program Loyalitas, Kepuasan Pelanggan, Loyalitas Pelanggan, *Structural Equation Model*, *Confirmatory Factor Analisis Second Order*, *Loading factor*.