ABSTRACT

THE INFLUENCE OF RETAIL MARKETING MIX AGAINSTS CUSTOMER LOYALTY FOR THE CARREFOUR CITRA GARDEN MEDAN
Case Study Student Faculty Ekonomics University Of North Sumatera

Development of retail business in Indonesia recently occurs rapidly. This is evident by an increased number of investors in the field, and retail business in Indonesia has developed from traditional to modern tren like supermarket. However to consider the consistenly changing behavior of the consumers, and competition whit another retail business and new emergence of retail business, it will effect the customer loyalty.

The formulation of problem in this research is “whether retail marketing mix have Signifikan's Influence effect the customer loyalty”?

The objective of this research includes to know and analyze the effect of retail marketing mix on customer loyalty of Carrefour Citra Garden Medan.

The method of research used is by survey approach, method analysis descriptive quantitative, and explanatory nature. The method of data collection is study literature and distribution of questionnaires. The model of data analysis used is multiple linear regression analysis and pearson correlation. The population in this study were all students of the Faculty of Economics USU who ever shopped at least two times in Carrefour Citra Garden Medan. The sample in this observation was 80 respondent. The sampling technique used was purposive sampling method.

The result of research Indicates that a product, price, location, promotion, store design, retail service positive and significant on customer loyalty of Carrefour Citra Garden Medan.

Parially price influence negative on customer loyalty of Carrefour Citra Garden Medan.

Adjusted R Square is obtained 20,4% customer loyalty of Carrefour Citra Garden Medan,and79,6% are influenced by other variables.

Key word: Retail Marketing Mix, And Customer Loyalty