Abstract

Objectives - This research seeks to accomplish two objectives; to determine the level of satisfaction on each store image attributes in the Indonesian high end department store context; and to investigate whether variation of satisfaction level occurs within the store image attributes across different customer profiles.

Method - The questionnaires were distributed through personal approach at two biggest high end department store chains in Indonesia, Sogo and Metro, across Jakarta. LISREL 8.80 was used for the reliability and validity analysis, then SPSS Statistics 17.0 was used to conduct Independent T-statistics and One-Way ANOVA for hypotheses testing, and lastly a multigroup analysis was conducted using Cross tabulations.

Results - Out of six hypotheses, five were rejected and one was accepted. The results facilitate the comprehension of the role that specific attributes have on the satisfaction of store visitors with different profiles. In addition, the results expand the retail manager’s knowledge on consumer behavior.

Conclusion - All demographic cues (gender, age, status, education, and spending) were found to have no significant effect on customer satisfaction level and were therefore an insufficient basis for customer segmentation. Shopping frequency, a behavioral cue appeared to be a significant and better basis. Out of the four profiles, THE LOYAL are the most satisfied, followed by THE HARDLY-EVER, THE SOMETIMES, and THE REGULAR.

Keyword - Stores and department stores, Customer Satisfaction, Store image attributes, Retailing, Indonesia, Consumer behavior