

## **THE EFFECT OF RETAIL SERVICE AND STORE IMAGE ON CUSTOMER SATISFACTION AND LOYALTY AT NIRMALA SUPERMARKET JIMBARAN-BALI**

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### **ABSTRACT**

This study aims to explain the effect of retail services and store image on customer satisfaction and loyalty. The population in this study are customers of Nirmala Jimbaran Supermarket. The method used to determine the sample is purposive sampling technique with a sample size of 100 respondents. Data collection techniques used in this study is conducted by distributing questionnaires to Nirmala Supermarket customers who became research respondents. In this research, the hypothesis is tested by using SEM (Structural Equation Modeling) analysis techniques, with SPSS application tools. The results show that retail services and store image have a positive and significant effect on the satisfaction and loyalty of Nirmala Supermarket Jimbaran customers, and satisfaction has a positive and significant effect on customer loyalty. Based on the results of the study, it is suggested to the management of Nirmala Supermarket to be able to implement the strategy by always improving retail services, store image, and customer satisfaction in maintaining existing customer loyalty.

**Keywords:** Retail services, store image, customer satisfaction and loyalty.