

HUBUNGAN ANTARA LOYALITAS PELANGGAN DENGAN LINGKUNGAN BELANJA DAN PERILAKU BELANJA DALAM MENCIPTAKAN PROFITABILITAS JANGKA PANJANG

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Abstract

The rapidly and constantly changing business has forced business to reconsider their strategies in maintaining their customer base. This Article presents the effect of customer loyalty on shopping environment and shopping behavior to reach the long-term profitability. The relationship between customer loyalty and satisfaction, profit ability is described in the framework of relationship marketing. The importance of loyal customer and their impact on business profitability is undisputed. Various strategy to keep their customer base including on integrated approach of maintaining and managing customers relationship must be taken. However, in order to succeed. The company have to develop loyalty programs to customers who have a high satisfaction. high loyalty and customer who will stay and be supportive of company to provide long-term beneficial relationship which eventually will increase profitability. The role of consumer self-regulation also can be viewed as a moderator of relationship shopping emotion and consumer evaluations of the shopping experience. A pleasant environment of a specific retail store environment evokes consumer emotion and it can capture by pleasure and arousal of consumer. Consumer shopping behavior dimension that emerge from shopping environment can explained using M.R environment psychology and it has applied to the study of store atmosphere.

Key words : *Customer loyalty, shopping environment, shopping behavior, relationship marketing, long-term relationship, self regulation.*

Pendahuluan

Pemasaran keterhubungan (*relationship marketing*) digambarkan sebagai memahami suatu "ikatan" jangka panjang (*long term relationship*) antara dua pihak. Ikatan tersebut dapat berupa ikatan antar perusahaan yang dikenal sebagai pola *business to business* (*supplier and distributor* atau manufaktur dan distributor) atau ikatan antara perusahaan dengan pelanggan, yang dikenal sebagai pola *business to customer* (perusahaan atau organisasi dengan konsumen atau pelanggannya). Dalam keterhubungan antara perusahaan dengan pelanggan tersebut berbentuk "ikatan" antara