

ABSTRAK

Metode *trimming* merupakan suatu metode yang digunakan untuk memperbaiki suatu model struktur analisis jalur dengan mengeluarkan variabel eksogen yang koefisien jalurnya tidak signifikan. Melalui analisis loyalitas pelanggan dengan pelanggan Toserba 'X' sebagai obyek penelitian dan berdasarkan hasil pengaplikasian metode *trimming* pada analisis jalur, diperoleh model loyalitas pelanggan Toserba 'X' sebagai berikut:

$$Y = 0,286x_6 + 0,213x_7 + 0,260x_{10} + 0,252x_{11} + 0,6395\varepsilon$$

Model yang dihasilkan adalah model persamaan struktural yang simultan. Dari 11 variabel yang dianalisis, yaitu lokasi, pelayanan, produk, harga, suasana toko, karyawan toko, metode promosi, kesadaran nama, kesan kualitas, asosiasi merek, dan loyalitas merek. Variabel yang paling besar pengaruhnya terhadap loyalitas pelanggan secara terurut adalah karyawan toko (x_6), metode promosi (x_7), asosiasi merek (x_{10}), dan loyalitas merek (x_{11}). Sedangkan variabel yang tidak signifikan terhadap model adalah lokasi, pelayanan, produk, harga, suasana toko, kesadaran nama, dan kesan kualitas.

Kata Kunci : Metode *Trimming*, Analisis Jalur, Variabel Eksogen, Model Kausal, Loyalitas Pelanggan.

ABSTRACT

Trimming method is a method used to improve a path structure analysis model with removing exogenous variables which the coefficients path are not significant. Through the analysis of the customer loyalty with customer of 'X' department store as an object of research and based on the results of trimming method application in the path analysis, the obtained result is the loyalty model of the customer 'X' department store like mention here:

$$Y = 0,286x_6 + 0,213x_7 + 0,260x_{10} + 0,252x_{11} + 0,6395\varepsilon$$

The result model is the model of simultaneous structural equation. From eleven variables which have been analyzed, such as location, service, product, price, store atmosphere, shop keepers, promotion method, brand familiarity, impression of quality, brand association, and brand loyalty. The most influential variabel for the customers loyalty arranged from the most to the least are shop keepers (x_6), promotion method (x_7), brand association (x_{10}), and brand loyalty (x_{11}). While the variable which are not significant are location, service, product, price, store atmosphere, brand familiarity, and the impression of quality.

Keywords: Trimming Method, Path Analysis, Exogenous Variables, Causal Model, Customer Loyalty.