

**THE EFFECTS OF MODERN CONVENIENCE STORE ATTRIBUTES  
TO BUY TOWARDS CUSTOMER'S LOYALTY  
(CASE OF INDOMARET)**

**THESIS**

**Presented as a Partial Fulfillment of the Requirements for the Degree of  
Sarjana Ekonomi (S1) in International Business and Management Program  
Faculty of Economics Universitas Atma Jaya Yogyakarta**



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## **STATEMENT OF THESIS AUTHENTICITY**

I am Endah hariyana sincerely noted that I written this thesis with following title:

### **THE EFFECTS OF MODERN CONVENIENCE STORE ATTRIBUTES TO BUY TOWARDS CUSTOMER'S LOYALTY (CASE OF INDOMARET)**

Is verily my own study and research. The statement, ideas, bibliographies and notes which are noted by others written stated in the form of notation and references. If in the future, I were proved that I had imitated some parts or the whole of this thesis, then I willing to remove the degree of Sarjana Ekonomi (S1) certificate of graduation from Universitas Atma Jaya Yogyakarta thus Sarjana Ekonomi (S1) and certificate of graduation that I obtained would be nullified and returned to Universitas Atma Jaya Yogyakarta.

Yogyakarta, August 10, 2015



Endah Hariyana

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## **DEDICATION**

**TO MY JESUS CHRIST**


**TO MY MOM AND DAD  
(RIYANTO AND NANA SUDJANA)**

**TO MY LITTLE BROTHER AND SISTER  
(DAVID SANTOSO AND MELLY ANGGREINI)**

**TO ALL OF MY FRIENDS WHO SUPPORT ME**

**I CAN NOT DO THIS WITHOUT YOU ALL ^^**





*My chances are  
just as good as yours!*

*-Mike Wazowski-*

*Monsters University(2013)*

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**ABSTRACT**

This research examines the difference when customer purchasing products or using services in modern convenience store based on gender (case of Indomaret). It also reveals the relation between the attributes of Indomaret itself with the customer's loyalty. Nowadays, modern convenience stores have become a part of the societies especially among adolescents when they need daily goods but then their time is limited. Then, a questionnaire was distributed to investigate modern convenience attributes towards customer's loyalty and the difference of customer perception about modern convenience store based on gender.

From this study, there are some conclusions after data analysis. First, there is a sub variable of attributes that positively affect the customer's loyalty. Second, the difference of gender will affect the customer perception about modern convenience stores.

**Keyword:** Modern Convenience Store, Customer's Loyalty, Gender Differences, Products and Services, Store Attributes, Adolescents Perception.