

## ABSTRACT

*This research aims to explore the impact of retailer awareness, retailer association, retailer perceived quality, retailer loyalty towards purchase intention in Hypermart as the object of modern food retail brand.*

*This quantitative and causal type research uses questionnaires for on-site survey. Purposive sampling method was used. The sample consisted of 250 respondents whose age is 18 years or above, have visited and shopped at Hypermart in Surabaya at least twice in the last three months, and also have ever used the customer service and after-sales service in Hypermart. Data were analyzed through descriptive statistics using SPSS 18.0 and AMOS 18.0*

*The result of the found that there is a positive impact of retailer awareness towards purchase intention. There is a positive impact of retailer association towards retailer loyalty. Furthermore, positive impact of retailer association towards purchase intention is also indicated. Retailer perceived quality is shown to have positive impact towards retailer loyalty. The result also indicates that retailer loyalty has positive impact towards purchase intention. However, the result shows no significant impact of retailer awareness towards retailer loyalty. There is also a statistical type II error found resulting in perceived quality does not have positive impact towards purchase intention.*

**Keywords:** *Retailer Awareness, Retailer Association, Retailer Perceived Quality, Retailer Loyalty, Purchase Intention*