

**Paper 47 – Business and Governance**

**COMPARISON OF RETAIL COSTUMER'S SATISFACTION "A STUDY BETWEEN NATIONAL BRAND RETAILERS VERSUS A LOCAL BRAND RETAILER"**

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**ABSTRACT**

The purpose of the research is to compare the satisfaction that the customers receive from a national brand retailer versus local brand retailer based on the service quality given by these retailers in Airmadidi, Minahasa Utara. The result of the research indicates that local retailer has some problems with their commitment towards customers, relationship with customers, the strength of the brand, the product quality given, and products guarantee.

**Keywords:** customer, satisfaction, retail, loyalty and service quality

