CUSTOMER LOYALTY: THE INFLUENCE OF PRICES AND PROMOTIONS ON CUSTOMER LOYALTY (CASE STUDY AT MINIMARKET IN BANDUNG)

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Abstract
Indomaret customers in Bandung tend to compare prices at one minimarket with another, especially if the minimarkets are close. The price of goods in minimarkets is a fixed price that cannot be negotiated by customers. Customers tend to see product promotions in the form of discounts or price discounts as well as other promotions such as bundling packages when they want to make a purchase. This research was conducted to describe and analyze prices, promotions, and customer loyalty, as well as measuring the influence of prices and promotions on customer loyalty at Indomaret in Bandung. The method used in this research is descriptive and verification analysis method. The population in this research is Indomaret in Bandung customers. The analytical method used in this research is multiple linear analysis. Finding, based on partial research results, prices have a positive and significant effect on customer loyalty, and promotions have a positive and significant effect on customer loyalty. Simultaneously, price and promotion positively and significantly affect Indomaret customer loyalty in Bandung.
Keywords: Price, Promotion, Customer Loyalty

Abstrak
Pelanggan Indomaret di Bandung cenderung membandingkan harga di satu minimarket dengan minimarket lainnya, terutama jika minimarket tersebut berdekatan. Harga barang di minimarket merupakan harga mati yang tidak dapat ditawar oleh pelanggan. Pelanggan cenderung melihat promosi produk berupa diskon atau potongan harga serta promosi lainnya seperti paket bundling ketika ingin melakukan pembelian. Penelitian ini dilakukan untuk mendeskripsikan dan menganalisis harga, promosi, dan loyalitas pelanggan, serta mengukur pengaruh harga dan promosi terhadap loyalitas pelanggan pada Indomaret di Kota Bandung. Metode yang digunakan dalam penelitian ini adalah metode analisis deskriptif dan verifikatif. Populasi dalam penelitian ini adalah pelanggan Indomaret di Bandung. Metode analisis yang digunakan dalam penelitian ini adalah analisis linier berganda. Temuan, berdasarkan hasil penelitian secara parsial, harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dan promosi berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Secara simultan, harga dan promosi berpengaruh positif dan signifikan terhadap loyalitas pelanggan Indomaret di Bandung.
Kata Kunci*: Harga, Promosi, Loyalitas Pelanggan*

Introduction

In an era of increasingly fierce business competition, entrepreneurs are required to find new strategies in order to maintain their business continuity. One important aspect in maintaining business continuity is building good relationships with customers. Loyal customers do not come out of nowhere; companies need to design and strive for the formation of customer loyalty to the products or services offered. To build customer loyalty, companies must allocate sufficient costs, time and energy to create a strong relationship between the company and the customer (Singh et al., 2021). According Atulkar, (2020) The importance of customer loyalty is becoming increasingly significant because loyal customers have the potential to make repeat purchases and recommend the company's products to others. One of the tangible benefits that companies feel with customer loyalty is increased sales. When customers are satisfied and loyal, the company's profits will tend to stabilize because loyal customers will continue to buy the same products repeatedly (Salem & Salem, 2021). In addition, loyal customers tend to share positive stories about their experiences when buying and using the company's products. These word-of-mouth recommendations provided by loyal customers are an effective form of promotion and can help companies attract new customers at a relatively low cost. Conversely, if customers experience disappointment at the time of the first purchase, this will not build loyalty, but instead will create negative news that can spread widely and damage the company's reputation. Therefore, customer satisfaction needs to be managed properly to create sustainable loyalty (Gunawan, 2022; Othman et al., 2020; Sudirjo et al., 2023).

Tannady & Purnamaningsih, (2023) Explain customer loyalty does not only stop at the act of repurchasing but also includes active involvement in spreading positive information about the company. Customers with a high level of loyalty usually always follow the development of new products sold in minimarkets and are interested in trying these products. They also do not hesitate to provide information about the advantages of minimarkets to friends and relatives (Haudi et al., 2022; Joseph et al., 2020). Without realizing it, these loyal customers act as promotional agents for minimarkets. Thus, customers who have a high level of loyalty can be called the biggest asset that must be maintained and prioritized by companies, including minimarkets such as Indomaret. In Indonesia, the development of minimarkets is experiencing rapid growth (Al-Hawary & Obiadat, 2021; Nuseir & Elrefae, 2022). The presence of minimarkets in various regions causes competition between business people to get tighter. Minimarkets are the main choice of people in fulfilling their daily needs compared to traditional markets. Some of the factors that support this include strategic locations close to settlements, a cleaner and more comfortable atmosphere, and various promotions offered. These attractive promotions make product prices in minimarkets not much different from prices in traditional markets. This phenomenon shows that price and promotion strategies play an important role in building customer loyalty in minimarkets such as Indomaret.

Research on price, promotion, and customer loyalty at Indomaret is important because of the increasingly fierce competition between minimarkets. Indomaret, as one of the largest minimarket chains in Indonesia, needs to understand the extent to which the price and promotion strategies they implement can influence customer loyalty. With a deep understanding of the factors that influence customer loyalty, Indomaret can design more effective strategies to retain loyal customers and attract new customers. In addition, this research is also important to provide insight to other businesses regarding effective strategies in building customer loyalty during intense business competition. In the modern business world, companies cannot rely solely on quality products to attract customers. Competitive prices and attractive promotions are also determining factors for the success of a business.

Customers tend to choose products that offer more value in terms of price and quality, as well as ease of access and convenience in shopping (Khairawati, 2020). Therefore, this research focuses on how the prices and promotions applied by Indomaret can affect the level of customer loyalty. With the results of this study, it is expected that Indomaret can optimize their marketing strategies to maintain market share and increase profits.

In the context of this research, there are several problems that need to be analyzed to understand more about the factors that influence customer loyalty in the midst of increasingly fierce minimarket competition. The first problem is how price affects customer loyalty at Indomaret. Prices that are competitive and in line with customer purchasing power play an important role in building customer loyalty. The second problem is how promotion affects customer loyalty at Indomaret. Attractive promotional strategies, such as discounts and loyalty programs, can encourage customers to continue shopping at Indomaret. The third problem is the extent to which the combination of price and promotion can shape customer loyalty at Indomaret. By answering these questions, it is hoped that a clear picture can be obtained of what strategies Indomaret needs to improve to maintain and strengthen customer loyalty. Based on the formulation of the problem, the purpose of this study is to describe and analyze price, promotion, and customer loyalty at Indomaret. In addition, this study also aims to measure the effect of price and promotion on customer loyalty at Indomaret. By knowing the influence of these two factors, Indomaret can design more effective strategies to retain loyal customers and increase its competitiveness in the increasingly competitive minimarket market.

Indomaret as one of the largest minimarket chains in Indonesia has a competitive pricing policy. The prices offered at Indomaret tend to follow market prices, taking into account the purchasing power of the community and prices from competitors. This pricing policy is designed so that customers feel they are getting value for money. In addition, stable and transparent prices help build customer trust in Indomaret. This trust is an important basis in building customer loyalty. On the other hand, promotion is one of the main strategies used by Indomaret to attract customers. Various types of promotions such as discounts, saving package purchases, and loyalty programs are often offered to attract customers. Effective promotions are not only able to attract new customers, but also encourage existing customers to continue shopping at Indomaret. Loyalty programs such as member cards provide additional benefits for customers, such as points that can be exchanged for gifts or discounts. This promotional strategy is designed to provide a more pleasant and satisfying shopping experience for customers.

Customer loyalty at Indomaret is reflected in the habit of customers who regularly shop there, recommend Indomaret to friends or family, and continue to choose Indomaret even though there are other competitors around. This loyalty is not only formed from satisfaction with prices and promotions, but also from service quality, product availability, and the convenience of shopping at Indomaret. Customers who are satisfied with the service and product quality will tend to return to shop and recommend Indomaret to others. Therefore, maintaining customer loyalty requires a comprehensive and sustainable approach. This study aims to measure the extent to which price and promotion affect customer loyalty at Indomaret. Competitive prices are one of the main factors that influence customers' decisions to shop at Indomaret. Customers tend to choose minimarkets that offer affordable prices without reducing product quality. In addition, attractive promotions can also influence customer purchasing decisions. Effective promotions can give a positive impression and encourage customers to continue shopping at Indomaret.

The combination of competitive prices and attractive promotions can create a satisfying shopping experience for customers. This satisfaction is the basis for the formation of customer loyalty. Customers who feel they get more value from their purchases will tend to become loyal customers and recommend

Indomaret to others. Thus, effective pricing and promotion strategies are key in building and maintaining customer loyalty at Indomaret. In the increasingly fierce business competition, understanding the effect of price and promotion on customer loyalty is very important. The results of this study are expected to provide insight to Indomaret and other business actors regarding effective strategies to build customer loyalty. By implementing the right strategy, Indomaret can maintain market share, increase profits, and maintain good relationships with customers.

Research Methods

This research was carried out from the sampling stage, then collected field data through questionnaires, tabulated quantitatively using descriptive statistical methods, then tested for validity and reliability. After the data is valid and reliable, data analysis is carried out through the equation modeling stages using multiple regression analysis techniques. Then, to strengthen the results of the analysis, statistical hypothesis testing is used because the research uses sample data.

The research method used in this research uses quantitative research methods. The population analyzed in this research is Indomaret customers in Bandung (Djaali, 2021). The results of interviews conducted by researchers with the head of the Indomaret branch found that in the last month (July 2022) there were 15,000 shopping receipts. Therefore, the population in this study is 15,000 customers. Purposive sampling technique was used in this research. Purposive sampling is a sampling technique by determining certain criteria. The sample criteria in this research are Indomaret customers who have made purchases at least twice. The population size needs to be known to determine the sample size. The total population in this research is approximately 15,000 Indomaret customers in one month, namely July 2022, based on the results of interviews conducted previously. Based on the value of each component above, the minimum number of research samples is calculated as follows:

$$n=15,000/(1+(15,000 \times [\![(0.10)]\!]^2))=99,338 \approx 99$$

The minimum number of samples calculated is 99 samples. The results of these calculations are the minimum sample size in this study.

Results and Discussion

Numerical Results

The results of the descriptive analysis are based on responses from respondents regarding the variables Price (X1), Promotion (X2), and Customer Loyalty (Y) at Indomaret in Bandung, which can be described as follows:

Table. Recapitulation of Overall Respondent Responses on
Variables Price (X1), Promotion (X2), and Customer Loyalty (Y)

NO	VARIABLE	DIMENSIONS	AVERAGE	CATEGORY
1	Price (X1)	1. Price Affordability	2.41	Not good
		2. Price compliance with product quality	3.04	Pretty good
			3.44	Good
		3. Price Competitiveness	3.14	Pretty good
		4. Matching Price with Benefits		
	AVERAGE		3.00	Pretty good
2	Promotion (X2)	1. Advertising (Advertising)	2.71	Pretty good
		2. Sales Promotion (Sales Promotion)	2.70	Pretty good
		3. Public Relations (Public Relations)	2.60	Not good
		4. Direct Marketing (Direct Marketing)	2.38	Not good
	AVERAGE		2.59	No Good

Customer Loyalty (Y)	1. Loyalty to Product Purchases (Repeat Order)		2.27	Not good
	2. Resistance to Negative Influence (Retention)		2.56	Not good
	3. Total Referrals (Referrals)		2.75	Pretty good
AVERAGE			2.52	Not good
TOTAL AVERAGE - AVG			2.70	Pretty good

Source: Processed Questionnaire Data, 2022

Category Descriptive Statistics Assessment Variables Price (X1), Promotion (X2), and Customer Loyalty (Y)

Based on table 4.44 above, it can be seen that the average value of the respondents' responses based on the Price variable (X1) obtained a value of 3.00, which means that the Price variable (X1) at Indomaret is included in the "Good enough / Disagree" category, with the category being on an interval scale of 2.61 – 3.40, the average value of respondents' responses based on the Promotion variable (X2) was obtained as a value of 2.59, which means that the Promotion variable (X2) at Indomaret in Bandung is included in the "Not Good/Disagree" category. , with the category being on an interval scale of 1.81 – 2.60, and the average value of the respondents' responses based on the Customer Loyalty (Y) variable obtained a value of 2.52, which means that the Customer Loyalty (Y) variable at Indomaret is included in the category "Not Good/Disagree", with the category being on an interval scale of 1.81 – 2.60.

Average value (*mean*) obtained based on the results of the questionnaire shows a condition that is "Quite Good/Not Agree" but improvement is still needed regarding this aspect considering that there are still many negative responses that need to be corrected in the variables above, especially in the Promotion (X2) and Customer Loyalty variables (Y), because it is known to have obtained the lowest average value with values of 2.59 and 2.52, which indicates that some customers assess the Promotion conditions (X2) and Customer Loyalty (Y) as still in the "Not Good/Disagree" category, Due to these conditions, customers feel that it is not suitable because Promotions (X2) and Customer Loyalty (Y) are felt to have not met customer expectations.

Graphic Results
Normality Test Results

The following is a Normal PP Plot graph from the calculation results using SPSS:

**Figure. P-Plot Normality Test Results Graph**
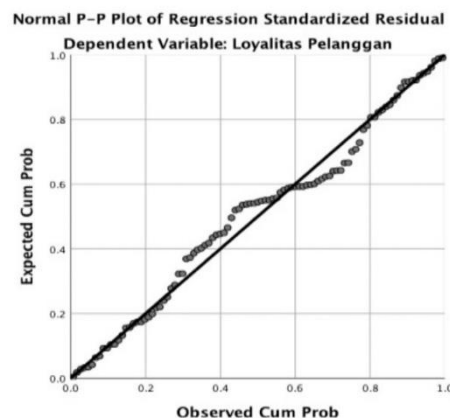
Based on the graph above, it can be seen that the data points follow the diagonal line, so it can be concluded that the data is normally distributed. Apart from using the Normal P-Plot graph, the

normality test in this study also used the Kolmogorov-Smirnov one sample test. Provided that the sig value is above 0.05. Based on the table below, it can be seen that the significance value obtained from the Kolmogorov-Smirnov test is 0.073 > 0.05 so it can be said that these variables are normally distributed.

Heteroscedasticity Test

Figure. Heteroscedasticity Test Results Using Scatterplot
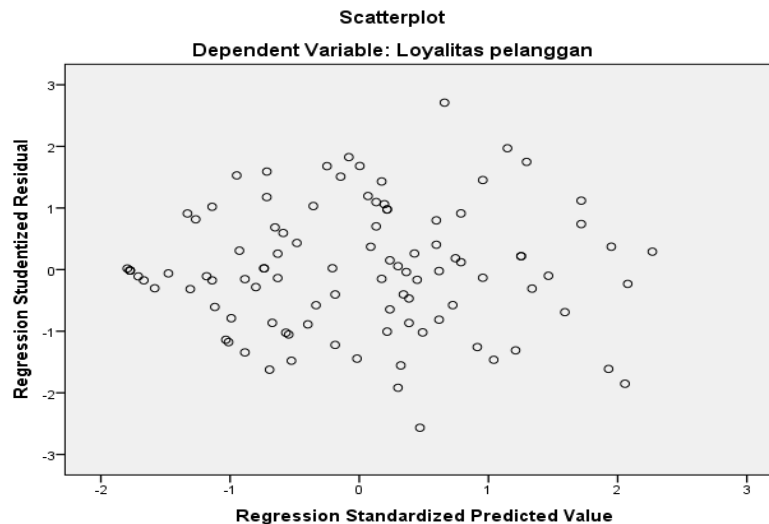
Source: Processed Primary Data, 2022

Based on the image above, it can be seen that the data points spread above and below or around 0, then the data points do not gather only below or above 0 and the data points do not form a pattern, either wavy, widening then narrowing and widening.113Again, based on the scatterplot image above, the data does not show symptoms of heteroscedasticity, in other words the regression model used is good.

Multicollinearity Test Results

Based on the table below, it can be seen that the VIF (Variance Inflation Factor) value of the price variable (X1) and promotion variable (X2) obtained from the multicollinearity test is 2.044 < 10 and the tolerance value is 0.489 > 0.1, so multicollinearity does not occur.

Table. Multicollinearity Test Results

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MODEL	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.679	1,055		-.643	,522		
Price	,148	,069	,156	2,132	,036	,489	2,044
Promotion	,603	,059	,746	10,161	,000	,489	2,044

Source: Processed Primary Data, 2022

Autocorrelation Test Results

The following are the results of the Durbin-Watson test:

Table. Autocorrelation Test Results

MODEL SUMMARY B

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.864a	,747	,742	2.303789	1,667
A. PREDICTORS: (CONSTANT), PRICE, PROMOTION					
B. DEPENDENT VARIABLE: CUSTOMER LOYALTY					

Based on the table above, data can be obtained:

n = 99

d = 1.667

dL = 1.6317

dU = 1.7140

then the results of the Durbin-Watson test are as follows:

4 - dL = 4 – 1.6317 = 2.3683

4 - dU = 4 – 1.7140 = 2.2860

It can be concluded that dU 1.6317 < d 1.667 < 4-dU 2.2860 so it can be proven that there is no autocorrelation.

Proposed Improvements

Based on the results of the research conclusions above, the suggestions that researchers can give regarding prices and promotions on Indomaret customer loyalty are as follows:

1. Other researchers should research factors that influence customer loyalty by changing or adding independent variables and dependent variables. So that the company knows other factors that can influence customer loyalty.

2. Improving promotions can be done by companies paying more attention, monitoring and providing more promotions that can create impulse buying (shopping without thinking) for consumers, because this can also increase Indomaret sales and customer loyalty.

Validation

Simultaneous Hypothesis Test Results (F Test)

Table. F Test Results (Simultaneous)

ANOVA

MODEL		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1505.337	2	752,668	141,814	,000b
	Residual	509,514	96	5,307		
	Total	2014,851	98			
A. DEPENDENT VARIABLE: CUSTOMER LOYALTY						
B. PREDICTORS: (CONSTANT), PRICE, PROMOTION						

Source: Processed Primary Data, 2022

Based on the results of hypothesis testing (F test) in table 4.20 above, you can see the comparison results between calculated F and F table which shows the calculated F value is 141.814 while the F table is 3.09. From these results it can be seen that F count > F table, namely 141.814 > 3.09, with a significance level value of 0.05 (5%), namely 0.000 < 0.005. So it can be concluded that

H0 is rejected and Ha is accepted, meaning that together or simultaneously the price (X1) and promotion (X2) variables have a positive and significant effect on the customer loyalty variable (Y).

Partial Hypothesis Test Results (t-Test)

Table. T Test Results (Partial)

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	MODEL	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	,679	1,055		-.643	,522
	Price	,148	,069	,156	2,132	,004
	Promotion	,603	,059	,746	10,161	,000

A. DEPENDENT VARIABLE: CUSTOMER LOYALTY

Source: Processed Primary Data, 2022

Based on the table above, the partial test results (t) are as follows:

a. The effect of price on customer loyalty is that partially the price variable (X1) has a positive and significant effect on customer loyalty (Y)

b. The Effect of Promotion on Loyalty partially, the promotion variable (X2) has a positive and significant effect on Customer Loyalty (Y).

Discussion

Based on the results of descriptive analysis conducted on the variables Price (X1), Promotion (X2), and Customer Loyalty (Y) at Indomaret Bandung, various important findings were found that describe the current conditions and provide an overview of the aspects that need to be improved to increase customer loyalty.

From the respondent recapitulation table, it can be seen that the Price variable (X1) has four dimensions, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with the benefits provided. The average score for each dimension is 2.41 (price affordability), 3.04 (price compatibility with product quality), 3.44 (price competitiveness), and 3.14 (price compatibility with benefits). If the overall average is calculated, the value for the Price variable (X1) is 3.00, which is in the "Good Enough" category (with an interval of 2.61-3.40). These results indicate that customers at Indomaret Bandung feel that product prices are quite competitive and in accordance with the quality offered, although there is still a dimension of price affordability that gets a "Less Good" rating. This means that some customers feel that prices at Indomaret are not fully affordable, especially for consumers from the middle to lower segments. Therefore, Indomaret needs to consider a more inclusive pricing strategy to reach various levels of society.

Furthermore, the Promotion variable (X2) has four dimensions, namely advertising, sales promotion, public relations, and direct marketing. The average score for each dimension is 2.71 (advertising), 2.70 (sales promotion), 2.60 (public relations), and 2.38 (direct marketing). The overall average for the Promotion variable (X2) is 2.59, which is in the "Not Good" category (with an interval of 1.81-2.60). These results indicate that the promotional efforts made by Indomaret still do not meet customer expectations. Advertising and sales promotion get a fairly good assessment, but public relations and direct marketing are considered less effective. This suggests that Indomaret needs to improve the quality of promotional campaigns, especially in the aspects of public relations and direct

marketing. By strengthening direct communication with customers and building closer relationships, Indomaret can increase the effectiveness of promotions and attract more loyal customers.

For the Customer Loyalty variable (Y), there are three dimensions measured, namely loyalty to product purchases (repeat orders), resistance to negative influences (retention), and the number of references or recommendations (referrals). The average score for each dimension is 2.27 (repeat orders), 2.56 (retention), and 2.75 (referrals). The overall average for this variable is 2.52, which falls into the "Not Good" category (with an interval of 1.81-2.60). This assessment shows that customer loyalty at Indomaret is still low. Many customers do not yet have the tendency to make repeat purchases consistently, are easily influenced by negative information, and rarely recommend Indomaret to others. This can be caused by various factors, including service quality, price, and the effectiveness of promotions that have not been optimized. Therefore, Indomaret needs to focus on improving service quality and customer retention strategies to increase their loyalty.

The normality test results using the Normal P-Plot graph show that the data follows the diagonal line, so it can be concluded that the data is normally distributed. This is reinforced by the Kolmogorov-Smirnov test results with a significance value of 0.073 which is greater than 0.05. Thus, the normality assumption is met. Furthermore, the results of the heteroscedasticity test using the scatterplot show that the data points are randomly scattered around the horizontal line 0, without forming a specific pattern. This means that there are no symptoms of heteroscedasticity, so the regression model used can be considered good. The multicollinearity test results show that the VIF value for the Price (X1) and Promotion (X2) variables is 2.044, which is still below 10, with a tolerance value of 0.489 which is greater than 0.1. Thus, there is no multicollinearity problem in this model. In addition, the results of the autocorrelation test using the Durbin-Watson test resulted in a d value of 1.667 which is between dU (1.6317) and 4-dU (2.2860), which means there is no autocorrelation.

The F test results show that the calculated F value is 141.814, while the F table value is 3.09. Because F count> F table (141.814> 3.09) with a significance value of 0.000 <0.05, it can be concluded that the Price (X1) and Promotion (X2) variables simultaneously have a positive and significant effect on Customer Loyalty (Y). This means that a combination of competitive prices and effective promotions can significantly increase customer loyalty at Indomaret. The t test results show that the Price variable (X1) has a positive and significant effect on Customer Loyalty (Y) with a t value of 2.132 and a significance value of 0.036 <0.05. This means that increasing prices in accordance with product quality can increase customer loyalty. In addition, the Promotion variable (X2) also has a positive and significant effect on Customer Loyalty (Y) with a t value of 10.161 and a significance value of 0.000 < 0.05. This shows that effective promotion can encourage customers to remain loyal to Indomaret.

Conclusion

Based on the results of this analysis, it can be concluded that price and promotion have a significant influence on customer loyalty at Indomaret Bandung. However, there are still several aspects that need to be improved, especially in terms of price affordability and promotional effectiveness. Indomaret is advised to review the pricing strategy to be more in line with the purchasing power of customers from various segments. In addition, promotional strategies need to be improved, particularly in terms of public relations and direct marketing, to create closer relationships with customers and increase their loyalty. In the long run, improving service quality and customer retention strategies are also important keys to maintaining customer loyalty. By paying attention to these factors, it is expected that Indomaret can maintain its market share and compete effectively in intense minimarket competition in Indonesia.

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