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Analysis Factors That Form Customer Loyalty at Retail Stores in Kutoarjo

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Abstract: This study aims to determine the factors that shape consumer loyalty at the RIA Kutoarjo Store. The variables assumed to form consumer loyalty are price, product, service, place, promotion, and presentation. The researcher uses quantitative descriptive research. The population in this study are consumers who shop at least three times at RIA Stores. The sample in this study were consumers who were included in the criteria set by the researchers with a total of 107 people. The analytical method used in this study is explanatory factor analysis (EFA) with the help of the SPSS application. The results of this study indicate that 6 factors are formed, namely Product Arrangement Factors in Stores (1), Product Availability Factors (2), Store Location Factors (3), Store Service Factors (4), Product Pricing Factors (5), Store Promotion Factors (6). The Product Arrangement Factor in the Store has the highest variance value, which is 32.872%. Steps that RIA stores can take are making a list of products and designing product arrangements according to type, adding product variants, creating parking lines, conducting regular employee training, surveying competitors' prices, and starting online promotions.

Keywords: *Consumer loyalty, Price, Product, Service, Place, Promotion and Presentation*

1. Introduction

Business competition in the field of trade in goods (retail) is currently getting tougher. This is because too many business actors run businesses in the same field. This condition is supported by the increasing market demand and promising business opportunities. The need for the availability of basic food items is increasing, followed by the number of basic food sales in the community which always increases every year.

Kutoarjo is a sub-district in the Purworejo district, Central Java province. Until now, no supermarkets have been established in the Purworejo district, so traditional markets, minimarkets and shops are still the only places where the buying and selling process of daily necessities takes place. The following is a table of minimarkets in the Kutoarjo area:

Table 1. List of Minimarkets

No	Name of Minimarket	Address
1	Indomaret Prismatama	Pangeran Diponegoro Street No 236, Katerban, Kutoarjo
2	Indomaret	Tentara Pelajar Street No. 15, West Giri Rejo, Kutoarjo
3	Indomaret Kutoarjo 1	Pangeran Diponegoro Street, Kembang Arum, Kutoarjo

4	Indomaret Kutoarjo 2	Pangeran Diponegoro Street No 77, East Serdo, Kutoarjo
5	Indomaret Kutoarjo 3	MT Haryono Street, No 48, West Serdo, Kutoarjo
6.	Indomaret Kutoarjo 4	Bandung, Kutoarjo, Kabupaten Purworejo
7	Alfamart Raya Katerban	Tentara pelajar Street No 10, kec Kutoarjo
8	Alfamart Diponegoro	Pangeran Diponegoro Street, Kembang Arum, Kutoarjo
9	Alfamart	Merpati Street, Railways Kutoarjo
10	Alfamart Kutoarjo 2	Pangeran Diponegoro Street, East Serdo, Kutoarjo
11	Alfamart	Pangeran Diponegoro Street No 43 A, Serdo Timur, Kutoarjo
12	Alfamart	Sawunggalih Street No 61, Kutoarjo

One of the grocery stores in Kutoarjo is RIA store. The RIA store is located at Jalan MT Haryono no 116. The location of the store is quite strategic because it is located south of the Kutoarjo market and is about 100 meters from the main inter-city road. This area is also known as a shopping center in Kutoarjo, this can be proven by the fact that along this road there are various kinds of shops such as the following table

Table 2. List of Grocery Stores

No	**Name of Grocery Stores**	**Address**
1	Hasil Mas Store	MT Hartono Street no 92, Kutoarjo
2	Siswa Store	MT Haryono Street no 109, Kutoarjo
3	Garam Store	MT Haryono Street no 112, Kutoarjo
4	Yanto Store	MT Haryono Street no 119, Kutoarjo
5	ABC Store	MT Haryono Street no 135, Kutoarjo

So far, RIA Stores have never analyzed why customers choose RIA Stores as an option for shopping, while near the store, there are lots of shops selling similar goods and near traditional markets which on average sell relatively the same goods. Researchers focus on the reasons people shop at RIA Stores by identifying what factors affect customer loyalty

2. Research Method

2.1 Previous research

Some of the previous studies that were used as the base of this study are as follows:

Tabel 3. Previous Research and its Result

Previous Reseach	**Research Result**
Factors Affecting Customer Loyalty In The Business Market – An Empirical Study In The Republic Of Serbia	Customer satisfaction increases loyalty, trust leads to increased customer loyalty in the business market, there is a strong relationship between customer commitment and loyalty, and quality increases customer loyalty.
Analysis of Factors Affecting Market Customer Loyalty with Loyalty as an Intervening Variable at Abang-Adik Stores	Product quality and brand image have a positive effect on customer loyalty, customer satisfaction has an effect on

	customer loyalty. customer satisfaction as an intervening variable on the relationship between product quality and brand image on customer loyalty.
Analysis of Factors Affecting Consumer Loyalty at Berkah Supermarkets in Basri Jepara	Price has a positive effect on consumer satisfaction. Products received by consumers have a positive effect on consumer satisfaction. The quality of service received by consumers on customer satisfaction is a positive impact. The influence of consumer satisfaction on consumer loyalty is a positive effect
Factors That Effect Customer Loyalty In Small Enterprises	Service quality, skills in marketing and selling prices affect customer loyalty.
Analysis of Factors That Shape Consumer Purchase Decisions at Neeyoo Store Surabaya	The factors that shape the decision to purchase fashion products at the Neeyoo store consist of service factors, place factors, presentation factors, and cultural factors. Of the four factors, the service factor got the highest variation value with a value of a 43.178%

2.2 Consumer Loyalty

Consumer loyalty is consumer fidelity that is shown in purchases that occur continuously for product or service over time and there is a good attitude to recommend others to shop for product. Indication of true loyalty requires a measurement of the attitude that is measured towards behavior. Ensuring a high level of customer loyalty is one of the most important tasks in management. The preference of retaining existing ones to get new customers needs to be conditioned mainly because of the intense pressure from competitors.

2.3 Price

Price is a sum of money that functions as an exchange rate that is used as a way to benefit from obtaining or using a product or service. indicators of pricing in general are to survive, maximize profits, enlarge market share, product quality, and because of competitors.

2.4 Product

A product is anything that can be offered to a market to satisfy a want or need including physical goods, services, experiences, events, people, places, properties, organizations, information and ideas. Factors that influence a product for services are value (price and quality), image of the company and brand, convenience and ease of obtaining products, customer satisfaction, service quality, guarantees and guarantees.

2.5 Service

What distinguishes retail from one another is service. The indicators used to describe the construct of service quality are have form, reliability, responsiveness, guarantee and empathy. One of the goals of a grocery store business is to create good relationships with customers and the service results will be enjoyed by customers.

2.6 Place

Location or place is also important as the environment in which and how services will be delivered, as part of the value and benefits. The choice of place or business location requires careful factors. The indicators needed in choosing a place and location are accessibility, visibility, parking space, expansion, environment, competition and government regulations.

2.7 Promotion

Marketing requires more than just product development, pricing and making the products or services offered easily accessible to consumers, but companies also need to communicate with consumers and provide information on the products or services they want to offer through promotional activities. Promotion includes sales promotion, advertising, sales power, public relations and face to face marketing.

2.8 Presentation

Product arrangement is known as display. Display is a method used to encourage consumer attention and interest in shops or goods and encourage purchase intention through direct visual appeal. Indicators that can affect store atmosphere include employee characteristics, types of merchandise, store equipment, sound, aroma and other visual factors.

Results and Discussion

1. Research Methods

The approach used in this research uses a quantitative approach. Quantitative research is a means to test objective theory by paying attention to the relationship between variables [12] This research uses the Explanatory Factor Analysis (EFA) method. Explanatory Factor Analysis is a method used to build a structural model consisting of a set or many variables. EFA is used in the condition that the researcher does not have initial information or the hypothesis must be grouped into whichever variable a set of indicators has been made [13]. The application used in this method is SPSS 22.

This research was conducted at RIA store. The study was conducted from April to Mei 2021. The population in this study are consumers who shop at RIA Stores with a minimum purchase of three times. According to information from interview with business owners, consumers who shopped at least three times at RIA Stores within 1 month amounted to 145 people. Calculation of the sample that will be used in this study will use the Slovin approach [13], namely:

$$n = \frac{N}{1 + Ne^2}$$

Where the sample member (n) is divided between the number of population members (N) added by "1" and squared off the population with an error rate (5%) so that the sample is obtained as much as:

$$n = \frac{145}{1 + 145.0{,}05^2}$$
$$n = 106{,}42$$

The samples obtained were 106,42 which equivalent to 107 people. The sampling technique used is a non-probability sampling technique with a purposive sampling approach, purposive sampling is done by using limiting criteria. The following are the sample criteria set in this study:

1. Consumers who have shopped at least three times at RIA stores
2. The local community of Purworejo district.
3. 15-70 years old

A sample of 40.2% male (43 people) and 59.8% female (64 people) with an age distribution of 13.1% aged 15-30 years (14 people), 59.8 % aged 31-50 (64 people), and 27.1% aged 51-70 (29 people)

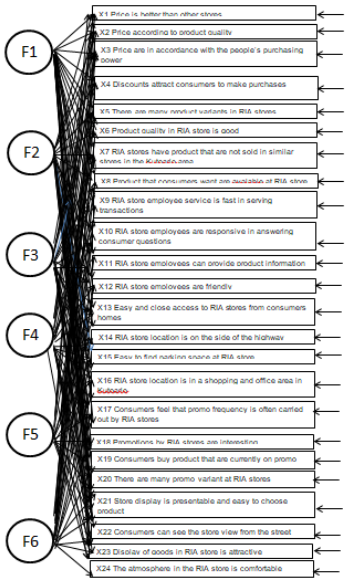
Data collection techniques depend on the strategy and data source used [15]. The data collection method used a questionnaire using a Likert scale, by using rating or ranking between 1-5 (from strongly disagree to strongly agree). Operational variables in the sturdy are as follows:

1. The price is better than other stores (X1), which shows a comparison of the price difference given by the RIA store with other stores or competitors for the same product.
2. The price is in accordance with the product quality (X2), which shows the suitability of the price given to a product with the quality of the product obtained.
3. The price is in accordance with the purchasing power of the community (X3), which shows whether the price of a product offered is acceptable or not by the people of an area with a certain income level.
4. Discounts attract consumers to make purchases (X4), which shows the difference in the level of consumer desire in making purchases with discounted prices.
5. Many product variants in RIA stores (X5) are a selection of products offered by RIA stores.
6. The quality of the products in the RIA store is good (X6), which shows the quality of the products sold by the RIA store.
7. RIA stores have products that are not sold in similar stores in the Kutoarjo area (X7), which illustrates that RIA stores have differentiating products that are not provided by competitors in the Kutoarjo area.
8. Products that consumers want are available at RIA stores (X8), which describes the products that consumers are looking for available at RIA stores.
9. RIA store employee service is fast in serving transactions (X9) which describes the speed of store employees in completing 1 consumer order.
10. RIA store employees are responsive in answering consumer questions (X10), which shows that employees are responsive in answering questions from consumers
11. RIA store employees can provide product information (X11), which shows that employees can answer consumer questions about products and are able to explain information, types, and advantages of products.

12. RIA store employees are friendly (X12) which describes the attitude of employees in serving consumers
13. Easy and close access to RIA stores from consumers' homes (X13) explains the ease of access in finding and reaching stores.
14. The location of the RIA store is on the edge of the highway (X14), which indicates the location of the store is on the main road.
15. It is easy to find a parking space at the TIA store (X15), which shows the availability of parking spaces for shop consumers.
16. The location of the RIA store is in the shopping and office area in Kutoarjo (X16), which explains the distance between the RIA store and other stores and offices in Kutoarjo
17. Consumers feel that the frequency of promos is often carried out at RIA stores (X17), which shows the number of promos given by RIA stores in 1 year.
18. Promotions carried out by RIA stores are interesting (X18), which describes the enthusiasm of consumers with promotions given by RIA stores.
19. Consumers make purchases of products that are currently having a promo (X19), which shows that products that are currently on promotion are more attractive to consumers.
20. There are many promo variants at the RIA store (X20), which describes the choice of promos at the RIA store.
21. Store displays are presentable and easy to choose products (X21), which describes displays that can help consumers in choosing products.
22. Consumers can see the store display from the street (X22), which describes the store display that can be seen from the street or outside the shop.
23. The display of goods in the RIA store is attractive (X23), which describes the display made by the RIA store that can attract the attention of consumers.
24. The atmosphere in the RIA store is comfortable (X24), which shows that consumers are comfortable in making transactions at the RIA store

3.1 Model Analysis

Figure 3. Model Analysis



4. Result and Discussion

4.1 Validity and realibility test

According to Ghozali [16], checking the validation of the questionnaire items was carried out using SPSS Statistic Version 21 software using the Item-Total Statistics table by looking at the Corrected Item-Total Correlation value matched with Pearson's R Table, where the R table in this study was known to be 0.1882 because it had 107 respondents with 5% significance level. The following are the results of the questionnaire validation test in this study.

Tabel 4. Validity test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	83.50	129.592	.454	.904
X2	83.18	129.053	.509	.903
X3	83.07	128.382	.562	.902
X4	83.64	130.347	.382	.906
X5	82.67	126.015	.569	.902
X6	82.68	125.464	.615	.900
X7	82.39	128.109	.541	.902
X8	82.67	129.939	.500	.903
X9	82.94	127.619	.483	.904
X10	83.28	132.807	.301	.907
X11	83.10	128.999	.457	.904
X12	83.36	131.552	.307	.907
X13	82.86	126.046	.635	.900
X14	83.31	129.064	.450	.904
X15	82.79	126.052	.624	.900
X16	82.70	124.702	.640	.900
X17	82.98	128.924	.471	.904
X18	82.97	130.990	.408	.905
X19	83.46	129.647	.444	.904
X20	83.50	128.705	.454	.904
X21	82.50	124.422	.678	.899
X22	82.57	125.549	.623	.900
X23	82.79	126.302	.566	.902
X24	82.63	126.689	.572	.901

Table 4 shows that of the 24 questionnaire items all are valid and can be tested further because they have a value of more than 0.1882

Table 5. Reliability test

Cronbach's Alpha	N of Items
.907	24

Table 5 shows that of the 24 valid items the value of Cronchbach's Alpha is 0.907, which means than 0.6 so that the questionnaire is reliable and can be continued in data processing

4.2 Variable Feasibility Test

The reliability test can be done using the Cronbach Alpha statistical test. The test criteria used to determine the reliability of the data, namely if the Cronbach Alpha value > 0.60 then a construct or variable is said to be reliable. According to Ghozali, the KMO number must be above 0.5. These provisions are based on the following criteria:

1. If the probability (sig) < 0.5, then the research variables can be analyzed further
2. If the probability (sig) > 0.5, then the research variable cannot be analyzed further

Tabel 6. *KMO-MSA* and *Bartlett Test Sphrecity*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	1501.857
	Df	276
	Sig.	.000

Tabel 7. Anti Image Matrix value

Indicator	Anti Image Matrix
X1	0.698
X2	0.653
X3	0.609
X4	0.647
X5	0.779
X6	0.745
X7	0.847
X8	0.837
X9	0.610
X10	0.654
X11	0.628
X12	0.663
X13	0.786
X14	0.838
X15	0.665
X16	0.729
X17	0.620
X18	0.649
X19	0.621
X20	0.603
X21	0.843
X22	0.792
X23	0.868
X24	0.894

Table 6 and **7** shows, that the KMO-MSA obtained by the model is 0.795 and is significant at an error level of 0.000 < 0.05. KMO-MSA value greater than 0.50 indicates that the number of samples is sufficient. The anti-image matric value of all variables more than 0.500 indicates that all of these factors deserve to be analyzed further without eliminating any factor.

4.3 Factor Extraction

According to Widardjono [18], factor extraction is a method used to reduce data from several indicators with the aim of producing fewer factors and being able to explain the correlation between the observed indicators. The factor extraction value > 0.50 compared to the initial factor value indicates that these factors can explain the variables studied and the eigenvalue can be used to determine the number of factors that can be formed from independent variables based on the explanatory factor variance and has value greater than 1

Tabel 8. Factor Extraction

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.889	32.872	32.872	7.889	32.872	32.872	3.622	15.091	15.091
2	2.827	11.778	44.649	2.827	11.778	44.649	3.027	12.613	27.703
3	1.874	7.808	52.458	1.874	7.808	52.458	2.747	11.444	39.147
4	1.584	6.600	59.057	1.584	6.600	59.057	2.564	10.683	49.830
5	1.431	5.963	65.020	1.431	5.963	65.020	2.532	10.551	60.382
6	1.202	5.009	70.029	1.202	5.009	70.029	2.315	9.647	70.029
7	.917	3.821	73.850						
8	.816	3.399	77.249						
9	.735	3.064	80.314						
10	.612	2.549	82.862						
11	.571	2.380	85.243						
12	.513	2.138	87.380						
13	.411	1.711	89.091						
14	.378	1.577	90.668						
15	.345	1.436	92.104						
16	.327	1.364	93.468						
17	.282	1.177	94.645						
18	.279	1.164	95.809						
19	.233	.969	96.778						
20	.226	.942	97.719						
21	.203	.847	98.566						
22	.183	.761	99.327						
23	.092	.383	99.710						
24	.070	.290	100.000						

Extraction Method: Principal Component Analysis.

Table 8 explains that there are 6 factors formed. The explanation in the Total Variance Explained table above is that a component can be used as a factor if the component has an Eigen Value value > 1

4.4 Factor Rotation

According to Rummel, rotation is carried out until a simpler structure is obtained. Factor rotation is carried out using two methods, namely Orthogonal and Oblique methods. This research uses Orthogonal factor rotation, namely varimax.

Tabel 9. Factor Rotation

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
X1	.212	-.014	.027	.105	.798	.174
X2	.088	.151	.098	.143	.768	.199
X3	.133	.378	.133	.240	.567	.085
X4	.017	.028	.204	.018	.786	.045
X5	.478	.637	.019	.126	-.001	.179
X6	.298	.690	.218	.207	.128	.013
X7	.213	.763	.180	.087	.173	-.069
X8	.182	.760	.052	.012	.050	.242
X9	.114	.243	.128	.748	.119	.039
X10	-.178	.037	.095	.783	.072	.200
X11	.191	.076	.146	.816	.103	-.017
X12	-.246	.011	.423	.555	.156	.063
X13	.137	.309	.731	.187	.166	.087
X14	.173	-.086	.558	.289	.143	.154
X15	.269	.131	.814	.138	.094	.126
X16	.297	.246	.765	.066	.106	.108
X17	.033	.439	.260	.063	-.023	.540
X18	-.006	.328	.167	-.117	.103	.731
X19	.170	.011	.014	.108	.281	.777
X20	.168	-.108	.125	.290	.160	.754
X21	.764	.352	.225	.063	.218	.017
X22	.851	.286	.174	-.005	.123	.093
X23	.878	.128	.157	.017	.100	.131
X24	.817	.196	.239	-.045	.084	.101

Rotation Method: Varimax with Kaiser Normalization.

In **table 9**, the red numbers indicate valid and usable variables. The results of the rotation of the variable factor components that can be included in the factor are variables that have a factor loading of more than 0.5.

4.5 Renaming New Factor

After factor reduction is done, it is better to give a new name or identity for each factor according to the characteristics of each factor forming indicator.

Tabel 10. Naming new Factor

No	Factor Name	Variable code	Variable name	*Factor Loading*	Variance %
1	Product Arrangement in Store Factor	X21	Store display is presentable and easy to find products	0,764	32.872
		X22	Consumers can see the store view from the street	0,851	
		X23	Display of goods in RIA stores is attractive	0,878	
		X24	The atmosphere in the RIA store is comfortable	0,817	
2	Product Availability Factor	X5	There are many product variants in RIA stores	0,637	11,778
		X6	Product quality in RIA store is good	0,690	
		X7	RIA stores have products that are not sold in similar stores in the Kutoarjo area	0,763	
		X8	Products that consumers want are available at RIA stores	0,760	
3	Store Location Factor	X13	Easy and close access to RIA stores from consumers' homes	0,731	7,808
		X14	RIA store location is on the side of the highway	0,558	
		X15	Easy to find parking space at TIA store	0,814	
		X16	RIA's store location is in a shopping and office area in Kutoarjo	0,765	
4	Store Servide Factor	X9	RIA store employee service is fast in serving transactions	0,748	6,600
		X10	RIA store employees are responsive in answering consumer questions	0,783	
		X11	RIA store employees can provide product information	0,816	
		X12	RIA store employees are friendly	0,555	
5	Product Pricing	X1	Price is better than other stores	0,798	5,963

	Factor	X2	Price according to product quality	0,768	
		X3	Prices are in accordance with the people's purchasing power	0,567	
		X4	Discounts attract consumers to make purchases	0,786	
6	Store Promotion Factor	X17	Consumers feel that promo frequency is often carried out at RIA stores	0,540	5,009
		X18	Promotions by RIA stores are interesting	0,731	
		X19	Consumers buy products that are currently on promo	0,777	
		X20	There are many promo variants at RIA stores	0,754	

2. Conclusions and Practical Implication

Based on the results of the study, it can be concluded The factors that influence consumer loyalty in RIA stores are 6 factors. The product arrangement factor in the store has the highest variance value, which is 32.872%, the product availability factor has a variance value of 11.778%, the store location factor has a variance value of 7.808, the store service factor has a variance value of 6,600, the product pricing factor has a variance value 5,963 and the Store Promotion factor has the lowest variance value, which is 5,009%.

Steps that RIA stores can take to increase consumer loyalty are to list products and design product arrangements according to type, add product variants, create parking lines, conduct regular employee training, survey competitor prices, and start online promotions.

Suggestions for further researchers are to add questions about the frequency of purchases and add new variables attached to the online shop. Suggestions for similar business actors are to start using technology in the 4.0 era and pay more attention to consumer desires in getting the product they are looking for.

The limitation of this research is that the primary data collection process in the form of a questionnaire is carried out when the New Normal is happening and there are restrictions on traveling between regions so that the number of consumers decreases. Researchers are worried that the data collected will be different if the research is carried out when conditions are normal.

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