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Customer Loyalty Analysis Affected by Location and Promotion through Purchase Decisions and Customer Satisfaction

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ABSTRACT: This study aims to analyze customer loyalty which is influenced by location and promotion through purchasing decisions and customer satisfaction made by visitors to Indomaret Cipinnag Indah. Data obtained in April 2022 as many as 130 respondents. Thirty respondents for validity and reliability testing and 100 respondents were used for path analysis testing to know the direct and indirect effects of the dependent variable on the independent variable. Sampling using the Roscoe technique, all of whom are visitors to Indomaret Cipinang Indah.
This study's results indicate that location significantly affects purchasing decisions, customer satisfaction, and customer loyalty. The promotion affects purchasing decisions but does not affect customer satisfaction and loyalty. Purchase decisions affect consumer loyalty. Consumer Satisfaction does not affect consumer loyalty. Indirectly location and promotion affect consumer loyalty through purchasing decisions and do not affect customer satisfaction.

Keywords: Customer Loyalty, Location, Promotion, Purchase Decision, Customer Satisfaction.

INTRODUCTION

In Indonesia, the franchise business continues to grow in line with the increasingly complex needs of society (Juwono, 2012; Nurhayati & Astriwati, 2021; Teguh et al., 2020). A franchise business is the right to use a franchise company's brand, format, and business system for semi-independent enterprises by paying dues and royalties to the targeted business company (Calderon-Monge et al., 2021; Emerson et al., 2016; Zimmerer et al., 2008). Franchise business is easy to run and much in demand by the public (Lestari et al., 2022; Sukma & Pranawukir, 2020). Now more and more franchise businesses have sprung up with various large and small outlets run by companies and individuals, such as Indomaret, which is located in Cipinang Indah, also a franchise business.

One of the sustainability of a business is having loyal customers because customer loyalty is proof that the company has made maximum efforts to realize consumer expectations (Moro et al., 2022). However, to make consumers feel satisfied with their products, companies must first ensure that the products they offer meet expectations in satisfying consumers (Niemeyer et al., 2022). Before that, the company must also provide the level of purchase to continue to attract

new customers, where the level of investment can be achieved through several factors that can attract new customers (Cavicchi et al., 2022). Consumers will always decide to buy an item or service through consideration of many things first, which will continue until the consumer gets the desired item (Ferrer et al., 2022). Of course, some consumers will decide on the spot with familiar items or items they have often purchased. If not, consumers usually consider several factors to determine a product, including location and promotion (Giovanelli et al., 2021; Hall et al., 2022; Moshood et al., 2022).

Location is sometimes the most frequently questioned consideration besides price because an unsupportive location makes it difficult for consumers to get products, thereby reducing buying interest (Rubalcaba et al., 2013). Therefore, the company must consider rejuvenation of the location as well as possible so that the chosen environment can support consumer convenience (Balbontin & Hensher, 2021; Zhang & Zhang, 2021). Promotion is an important element in a marketing strategy that must be implemented optimally to attract customers (Melović et al., 2020). Promotions that are carried out regularly can make potential consumers aware of the latest information about the desired goods so that they have material to be considered in making choices (Peñate-Valentín et al., 2021; Yang et al., 2020).

METHOD

1. Location

Location measures the extent to which a company can maintain its distribution and can affect the environment, economy, culture, competition, and regulatory changes in the future (Tjiptono, 2014). Location is a decision made by the company related to the place of operational activities and its human resources (Lupiyoadi & Ahmad, 2012). Several factors for choosing a place/location that need to be considered are Access, Visibility, Traffic, Exact parking area, Development, Environment, Competition, and Government regulations.

Therefore it is concluded that location is where a business is founded after careful consideration to facilitate the delivery of products to consumers. With the description above, it can be supposed that the hypothesis is:
H_1: The influence of location (X_1) on purchasing decisions (Y_1)
H_2: The influence of location (X_1) on customer satisfaction (Y_2)
H_3: The influence of location (X_1) on customer loyalty (Y_3)
H_4: There is an influence of location (X_1) on customer loyalty (Y_3) where the purchase decision (Y_1) is the intermediary.
H_5: There is an influence of location (X_1) on customer loyalty (Y_3) where customer satisfaction (Y_2) is the intermediary.

2. Promotion

Promotion is a kind of discourse carried out by sellers with the aim that prospective buyers who see and listen will be interested and buy the products offered by providing detailed explanations and relevant information on the goods and services available (Alma, 2014). Promotionis a form of marketing activity in the form of spreading news, reminding and influencing the target market for the products offered by the company, so that prospective buyers agree to buy and be consistent with the products offered by marketers (Hurriyati, 2015). There are four promotion objectives is: to inform, persuade, remind and influence.

With the description above, it can be concluded that the hypothesis is:
H_1: There is an effect of promotion (X_2) on purchasing decisions (Y_1)
H_2: There is an effect of promotion (X_2) on customer satisfaction (Y_2)
H_3: There is an effect of promotion (X_2) on customer loyalty (Y_3)
H_4: There is an effect of promotion (X_2) on customer loyalty (Y_3) where the purchase decision (Y_1) is the intermediary.
H_5: There is an effect of promotion (X_2) on customer loyalty (Y_3) where customer satisfaction (Y_2) is the intermediary.

3. Purchasing Decision

The purchase decision is a combined way that is used to consolidate knowledge to choose one of several alternative behaviors that have been evaluated (Peter & Olson, 2013). The purchase decision is the customer's choice of the goods or services he wants (Kotler & Armstrong, 2018). Then the purchase decision is concluded as one of the habits or behavior that is intentional or unintentional by customers that occurs pre-purchase. The purchasing decision process needs recognition, information search, alternative evaluation, purchasing decision, and postpurchase behavior (Kotler & Armstrong, 2018).

With the description above, it can be concluded that the hypothesis is:
H_1: There is an effect of purchasing decisions (Y_1) on customer loyalty (Y_3)

4. Customer Satisfaction

Customer satisfaction is in the form of victory in the competition if the company can realize and retain customers contained in the main components of modern marketing thinking and practices (Tjiptono, 2014). Customer satisfaction is a person's feelings towards the goods and services, whether happy or disappointed, based on the suitability between the reality obtained and the expectations they want (Priansa, 2021). Customer satisfaction indicators are the suitability of expectations, interest in revisiting, and willingness to recommend (Tjiptono, 2014).

With the description above, it can be concluded that the hypothesis is:
H_1: The influence of customer satisfaction (Y_2) on customer loyalty (Y_3)

5. Customer Loyalty

Customer loyalty, is a form of loyalty of a consumer in his behavior and attitude, which is shown through a long-term commitment to using the company's products and services on a regular and repeated basis to make the product an important part of his consumption agenda (Priansa, 2021). Loyalty refers to a form of behavior that occurs after repeatedly deciding to buy a product from a particular company (Griffin, 2016). Four characteristics describe loyal customers: making regular purchases, making purchases of all product or service lines, recommending products, and showing immunity from the attractiveness of products from competitors.

METHOD

This research is a quantitative descriptive study and uses the path analysis method (Sugiyono, 2019). Quantitative description results from research whose onclusions are drawn after being processed and analyzed (Creswell, 2017). At the same time, path analysis is an analysis used to test models that use causal variables because

there are variables that have a function as an intermediary path (Ghozali, 2016; Noels, 2018; Santoso, 2014).

The type of data used in this research is quantitative data. Quantitative data is data in a systematic form (Sugiyono, 2019). The data collection technique used is the Roscoe technique. The data used in this study is primary data collected using a questionnaire filled in according to the responses of the respondents themselves who have visited Indomaret Cipinang Indah.

RESULT AND DISCUSSION

Validity Test and Reliability Test

From the table shown, it can be seen that the results of the validity test were conducted on 30 respondents with five variables, namely Location (X1), Promotion (X2), Customer Loyalty (Y3), where Purchase Decision (Y1), and Customer Satisfaction (Y2) intermediaries. It is found that the r-count is greater than the r-table, where the significance level is = 0.05 or 5%.

Table 1. Validity Test

Variable	Invalid	Valid
Location	0	16
Promotion	0	8
Purchasing Decision	0	10
Customer Satisfaction	0	6
Customer Loyalty	0	8

Source: Validity Test Calculation Results Using SPSS 25

All reliability tests on 30 respondents show that all variables, namely location, promotion, purchasing decisions, customer satisfaction and customer loyalty. Have a high Alpha coefficient above 0.7, so it can be assumed that all variables measured have a high level of reliability.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Valid
Location	0,878	Reliabel
Promotion	0,894	Reliabel
Purchasing Decision	0,900	Reliabel
Customer Satisfaction	0,907	Reliabel
Customer Loyalty	0,934	Reliabel

Source: Reliability Test Calculation Results Using SPSS 25

Classic Assumption Test

1. Normality Test

This normality test is used to determine whether the independent variable and the dependent variable or both variables have a normal distribution or an abnormal distribution. The data used is the second data on the variable with a normal distribution or towards normal. The normality test using the One-Sample Kolmogorov Smirnov method using SPSS software is as follows:

Table. 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		SQRT
N		100
Normal Parameters[a,b]	Mean	13,7386
	Std. Deviation	0,81734
Most Extreme Differences	Absolute	0,088
	Positive	0,069
	Negative	-0,882
Kolmogorov-Smirnov Z		0,882
Asymp. Sig. (2-tailed)		0,418
a. Test distribution is Normal		
b. Calculated from data		

Source: Normality Test Calculation Results Using SPSS 25

By looking at the Kolmogorov Smirnov test, the test results were obtained with a significance level of = 5% (0.05) and a significance value of 0.418 > 0.050. This means that the data has a normal distribution. With the results obtained, it is concluded that the assumption of data normality has been fulfilled.

2. Heterokedesticity Test

A heteroscedasticity test was conducted to examine whether residuals were not the same from one analysis to another. A good data model looks at patterns at several points in the scatterplot. If the number of points does not have a certain design and spreads evenly on the 0 axes, there is no violation of the heteroscedasticity assumption.

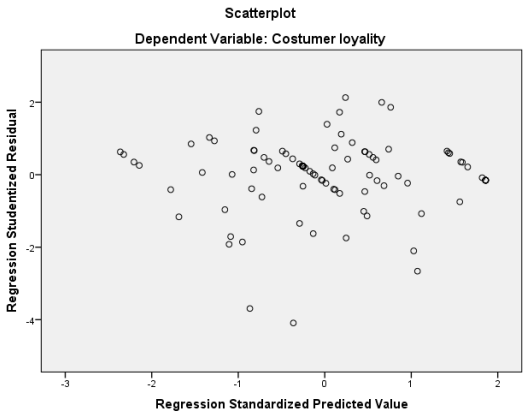

Figure 2. Heteroscedasticity Test
Source: Heteroscedasticity Test Calculation Results Using SPSS 25

Judging from the results of the scatterplot above, it shows the scatterplot between the predicted value and the residuals from observations does not have a certain pattern, or all of the points are evenly distributed between positive and negative values. So it can be concluded that the assumption of heteroscedasticity has been fulfilled.

3. Linearity Test

The results of the linearity test using SPSS version 25 software using the Test for Linearity with a significant level of 0.050:

Table 4. Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Costumer loyality * Costumer Satisfaction	Between Groups	(Combined)	871.031	12	72.586	14.206	.000
		Linearity	730.100	1	730.100	142.890	.000
		Deviation from Linearity	140.931	11	12.812	2.507	.009
	Within Groups		444.529	87	5.110		
	Total		1315.560	99			

Source: Linearity Test Calculation Results Using SPSS 25

Based on the results of the linearity test using SPSS version 25, it is known that linearity has a significance level of 0.000 (0.000 <0.05), which means that the assumption of linearity value is met.

4. Multicollinearity Test

This multicollinearity test was made to determine whether there is a relationship between the dependent variable and the independent variable having a linearity relationship. From the data that has been processed, the following results are obtained.

Table 5. Multicollinearity Test

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-3.201	1.638		-1.954	.054		
Location	.125	.049	.290	2.553	.012	.198	5.043
Promotion	.173	.091	.193	1.908	.059	.250	4.004
Purchasing decision	.329	.084	.443	3.921	.000	.201	4.970
Costumer Satisfaction	.004	.119	.003	.030	.976	.238	4.194

a. Dependent Variable: Costumer loyality

Source: Multicollinearity Test Calculation Results Using SPSS 25

The table above shows that all variables have a tolerance value greater than 0.10, which means that all independent variables are free from multicollinearity.

Hypothesis Testing

In this section, the researcher will discuss the research that has been analyzed using the IBM AMOS software version 24. This study will examine the location and promotions that affect customer loyalty through intermediary variables, namely purchasing decision variables and customer satisfaction. This path analysis aims to assess the relationship between location and promotion to customer loyalty through purchasing decisions and customer satisfaction, which are analyzed indirectly.

1. Direct Effect

Table 6. Regression Weights: (Group number 1- Default model)

			Estimate	S.E.	C.R.	P	Label
Y1	<---	X1	,322	,064	5,011	***	par_1
Y2	<---	X1	,256	,045	5,650	***	par_2
Y1	<---	X2	,356	,133	2,675	,007	par_4
Y2	<---	X2	,092	,094	,985	,325	par_5
Y3	<---	X1	,125	,052	2,421	,015	par_3
Y3	<---	X2	,173	,089	1,946	,052	par_6
Y3	<---	Y1	,329	,064	5,096	***	par_7
Y3	<---	Y2	,004	,091	,039	,969	par_8

Source: Results of data processing using IBM AMOS 24.

The table above shows the test results on whether there is an influence between variables. Based on the table above, it can be assumed that:

a. the location variable on purchasing decisions has a significant effect, because the value of C.R. > 1.96 (5.011 > 1.96) and P-Value < 0.000 (0.000 < 0.050), this is also expressed by (Arisuddin et al., 2020) and (Hulu et al., 2019). They stated that location affects customer decisions significantly.
b. The location variable on customer satisfaction has a significant effect, because the value of C.R. > 1.96 (5.650 > 1.96) and P-value < 0.000 (0.000 < 0.050), this is also expressed by (Budiono, 2021) which reveals that location affects customer satisfaction significantly.
c. The promotion variable on purchasing decisions has a significant effect because the value of C.R. > 1.96 (2.675 > 1.96) and P-value < 0.007 (0.007 < 0.050), this has also been revealed by (Limpo et al., 2018) which showed that promotions significantly influence purchasing decisions.
d. The promotion variable has no significant effect on customer satisfaction because the value of C.R. < 1.96 (0.985 < 1.96) and P-value > 0.325 (0.325 > 0.050), this is also expressed by (Asekome, 2020) and (Muhammad & Melinda, 2021) who say that promotion does not affect customer satisfaction significantly. significant.
e. The location variable has a significant effect on customer loyalty because the C.R. > 1.96 (2.421 > 1.96) and P-value < 0.015 (0.015 < 0.050), this is also expressed by (Alafeef, 2020), which reveals that location affects customer loyalty significantly.
f. The promotion variable on customer loyalty has no significant effect because the value of C.R. < 1.946 (1.946 < 1.96) and P-value > 0.052 (0.052 > 0.052). This has also been revealed by (Dhasan et al., 2021), which say that promotion does not significantly affect customer loyalty.
g. The purchasing decision variable on customer loyalty has a significant effect because the value of C.R. > 1.96 (5.096 > 1.96) and P-value < 0.000 (0.000 < 0.050), this has also been expressed by (Zaenuddin & Hadibrata, 2020) and (Purbasari, 2019) who said that purchasing decisions affect customer loyalty significantly.
h. The customer satisfaction variable has no significant effect on customer loyalty because the value of C.R. < 1.96 (0.039 < 1.96) and P-value > 0.969 (0.969 > 0.050). This is also expressed by (Fitri et al., 2019) and (Messie et al., 2020), who say that customer satisfaction has no significant effect on customer loyalty.

Table 7. Standardized Regression Weight: (Group number 1- Default model)

			Estimate
Y1	<---	X1	,554
Y2	<---	X1	,680
Y1	<---	X2	,296
Y2	<---	X2	,118
Y3	<---	X1	,290
Y3	<---	X2	,193
Y3	<---	Y1	,443
Y3	<---	Y2	,003

Source: Results of data processing using IBM AMOS 24

According to the table above, it is obtained from the Estimated Value (on the Standardized Regression Weights) that the independent variable's influence on the dependent variable has a positive value. If one variable that affects it increases, the affected variable will continue to grow according to the value listed.

2. Indirect Effect

Table 8. Standardized Indirect Effects (Group number 1 - Default model) Struktur 1

	X2	X1	Y1
Y1	,000	,000	,000
Y3	,131	,246	,000

Source: Results of data processing using IBM AMOS 24

Table 9. Standardized Indirect Effects (Group number 1 - Default model) Struktur 2

	X2	X1	Y2
Y2	,000	,000	,000
Y3	,030	,173	,000

Source: Results of data processing using IBM AMOS 24

According to the results obtained, using an indirect path from the two tables above through the two structures that have been made, it can be concluded:

1. The value of the location coefficient on customer loyalty with purchasing decisions as an intermediary has a positive value of 0.246 or 24.6%.
2. The value of the location coefficient on customer loyalty with customer satisfaction as an intermediary has a positive value of 0.173 or 17.3%.
3. The value of the promotion coefficient on customer loyalty with purchasing decisions as an intermediary is positive at 0.131 or 13.1%.
4. The value of the promotion coefficient on customer loyalty with customer satisfaction as an intermediary has a positive value of 0.030 or 3.0%.

Where if you look at the results, which are all positive, it means that if all the variables increase in one unit, the next variable will increase by the value described above.

Table 10. Sobel Test

	X1, Y1, Y3	X1, Y2, Y3	X2, Y1, Y3	X2, Y2, Y3
sobel tes statistic	5,40602818	0,03296695	2,11874016	0,03295567
one-tailed probability	0,00000003	0,48685047	0,01705622	0,48685497

two-tailed probability	0,00000006	0,97370094	0,03411243	0,97370994

Source: The results of data processing using an online calculator Sobel online

Based on the table above, which was obtained from the Sobel test with an online calculator, Sobel online stated that:

1. The effect of location on customer loyalty where purchasing decisions as intermediaries is significant, because the Sobel test statistic value is > 1.96 (5.406 > 1.96) and P-Value < 0.050 (0.000 < 0.050).
2. The influence of location on customer loyalty where customer satisfaction as an intermediary is not significant, because the Sobel test statistic value is < 1.96 (0.032 < 1.96) and P-Value > 0.050 (0.973 > 0.050).
3. The effect of promotion on customer loyalty with purchasing decisions as an intermediary is significant, because the Sobel test statistic value is > 1.96 (2.118 > 1.96) and P-Value < 0.050 (0.034 < 0.050).
4. The effect of promotion on customer loyalty with customer satisfaction as an intermediary is not significant, because the Sobel test statistic value is < 1.96 (0.032 < 1.96) and P-Value > 0.050 (0.973 > 0.050).

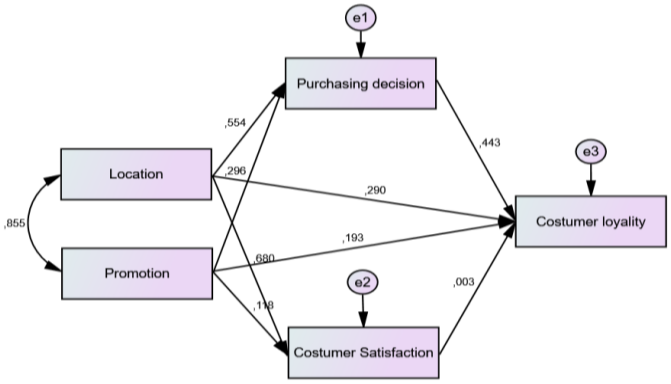

Figure 2. Calculation Results using AMOS.
Source: Results of data processing using IBM AMOS 24

CONCLUSION

From the research analysis and reviews that the researcher has described, it can be concluded:

1. The location significantly affects purchasing decisions, customer satisfaction, and customer loyalty. The location variable indirectly also greatly influences customer loyalty through purchasing decisions, but it is not significant when the location variable affects customer loyalty through customer satisfaction.
2. Promotion significantly influences purchasing decisions, but its effect on customer satisfaction and customer loyalty variables is not significant. Promotional variables indirectly affect customer loyalty with purchasing decisions to become intermediaries, which is substantial but not significant through customer satisfaction.
3. Purchase decisions affect customer loyalty significantly, but customer satisfaction does not considerably affect customer loyalty.

At this time, the franchise business has grown rapidly, so many people have set up this business individually and building collaborations with others. A more varied marketing strategy is needed to win the competition by increasing customer loyalty. The role of purchasing decisions is a benchmark for creating customer loyalty by innovating the environment around the business

location to support consumers more easily accessing products and carrying out marketing strategies. So that it can inform and persuade consumers to want to buy and be loyal to the products offered. Thus, companies must have more ideas for rejuvenating so that the environment around the business can support smooth access, such as placing notices or the like and accuracy in promotions that can improve purchasing decisions to make the chances of a consumer's loyalty even greater.

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