

Modern Retail Marketing Mix Analysis of Customer Loyalty With Buying Decisions as an Intervening Variable

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ABSTRAK

Ritel modern semakin banyak dijumpai dalam kegiatan sehari-hari masyarakat seiring dengan perkembangan zaman dan globalisasi. Hal ini disebabkan oleh perubahan kebiasaan pembelian masyarakat, dimana konsumen lebih memilih berbelanja di pasar ritel modern yang menawarkan one-stop shopping dan harga yang kompetitif dibandingkan pasar tradisional dimana transaksi biasanya dilakukan melalui barter. Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran ritel modern terhadap loyalitas yang dimediasi oleh keputusan pembelian. Populasi penelitian ini adalah seluruh pelanggan Supermarket Metro, dengan jumlah sampel sebanyak 224 responden. Teknik pengambilan sampel adalah nonprobability sampling dengan purposive sampling. Hasil penelitian menunjukkan bahwa produk, harga, promosi dan pelayanan retail berpengaruh terhadap keputusan pembelian pelanggan Metro Pasar Swalayan. Desain toko dan lokasi berpengaruh terhadap keputusan pembelian pelanggan Metro Pasar Swalayan. Produk, promosi, pelayanan retail, desain toko dan lokasi berpengaruh terhadap loyalitas pelanggan Metro Pasar Swalayan. Sedangkan harga tidak berpengaruh terhadap loyalitas pelanggan Metro Pasar Swalayan. Keputusan pembelian secara parsial memediasi pengaruh produk, harga, promosi, dan pelayanan retail terhadap loyalitas pelanggan Metro Supermarket. Namun keputusan pembelian tidak memediasi pengaruh antara desain toko dan lokasi terhadap loyalitas pelanggan Metro Supermarket.

ABSTRACT

Modern retail has become increasingly ubiquitous in people's daily activities as the times have progressed and globalization has occurred. This is due to changes in people's purchasing habits, with consumers preferring to shop at modern retail markets that offer one-stop shopping and competitive prices over traditional markets where transactions are typically conducted through bartering. This study is to analyze the effect of modern retail marketing mixes on loyalty mediated by buying decisions. The population of this study is all customers of Metro Supermarket, with a total sample 224 respondents. The sampling technique is nonprobability sampling with purposive sampling. The results of the study indicate that product, price, promotion and retail service effect on the buying decision of Metro Pasar Swalayan customers. Shop design and location effect on the buying decisions of Metro Pasar Swalayan customers. Product, promotion, retail service, Shop design and location effect on the loyalty of Metro Pasar Swalayan customers. Meanwhile, the price had no effect on the loyalty of Metro Pasar Swalayan customers. Buying decision partially mediates the effect of product, price, promotion, and retail service on customer loyalty of Metro Supermarkets. But buying decision does not mediate the influence between shop design and location on customer loyalty of Metro Supermarkets.

1. INTRODUCTION

Modern retail has become increasingly ubiquitous in people's daily activities as times have progressed and globalization has occurred. This is due to changes in people's purchasing habits (Dwirachmawati & Saino, 2014; Yousaf et al., 2020). Consumers prefer to shop at modern retail markets that offer one-stop shopping and competitive prices over traditional markets, where transactions are typically conducted through bartering. Government regulation in the retail business is stated in the

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Presidential Regulation of the Republic of Indonesia Number 112 of 2017 concerning the arrangement and development of traditional markets, shopping centers and modern retail (Prathap & C.C., 2020; Suharyati & Isnainiyah, 2019). Modern retail is a type of retail that sells various types of goods at retail in the form of hypermarkets, supermarkets, minimarkets, department stores, or wholesalers in the form of cults using a self-service system (consumers take and choose products to be purchased by themselves from the display shelf) (Cahyani et al., 2021; Dwirachmawati & Saino, 2014). The change in people's lifestyles from traditional lifestyles to more modern lifestyles, including in the craze of people who previously shopped at traditional markets, changed to increasingly like shopping in modern markets, causing the growth of supermarkets and mini markets in major cities in Indonesia, including Medan City to become increasingly uncontrollable (Kütük-Kuriş, 2020; Prabowo et al., 2021).

One of the factors that influence this is that today humans who act as consumers want the process of purchasing daily necessities to be easier and more comfortable, both in terms of infrastructure, easy and fast shopping processes, to good service (Cahyani et al., 2021; Guo et al., 2018; Tlapana, 2021). PT Metro Makmur Jaya Medan (Metro Pasar Swalayan) is a shop in the form of a shop that sells a variety of food, fresh drinks, and processed products, as well as various household appliances. The existence of various alternative choices that pamper consumers will result in a change in consumer choices in using a type of product. When consumers make the decision to choose or buy a product with a certain brand, it is inevitably affected by various considerations. Many factors can influence consumers' purchasing decisions. A retail marketing mix is a set of retailers' decisions to meet customer needs and influence purchasing decisions. The retail mix is a marketing strategy that refers to several variables, where retailers can combine these variables into alternative avenues in an effort to attract consumers (Rosenbloom, 1976; Tlapana, 2021). These variables generally include factors such as variations in merchandise and services offered, prices, advertising, promotion and layout, store design, store design, store design, and merchandise management. Furthermore, it is also said that purchasing decisions are a factor that forms customer loyalty. Of course, the loyal attitude of customers will appear when they have purchased and used products of a certain brand (Sallam, 2014; Tjahjaningsih & Yuliani, 2009).

There is a relationship between purchasing decisions and customer loyalty. One of the important points in developing a marketing strategy is customer loyalty to a brand (brand loyalty). Loyalty is an embedded consumer commitment to consistently and repeatedly buy products or services from a brand (Sallam, 2014; Tjahjaningsih & Yuliani, 2009). Customer loyalty is influenced by purchasing decisions. A buying decision is a choice between two or more alternative purchase decision possibilities, implying that numerous alternatives must be available before one can make a decision. Buying decision-making in the retail business has basic principles that are relatively different from the consumer decision-making process in general because it goes through two stages: the decision-making process related to the choice of retail and merchandise decisions. Retail tries to influence customers when they go through the process of buying merchandise in retail. If effectively executed the retail mix, which consists of various aspects (product, pricing, promotion, customer service, store design, store environment, and location), would affect the turnover of goods, resulting in a considerable rise in earnings. Previous study state a product can be supplied to the market to attract attention, acquisition, use, or consumption to satisfy a demand or need (Ahmad Ma'aruf & Latri Wihastuti, 2008). Then, the price is the amount paid and the methods or conditions by which it is sold. The next component of the retail mix is promotion, which is a part of the marketing mix that focuses on informing, convincing, and reminding customers about the company's brand and products (Payne & Adrian, 2007; Tjiptono & Fandy, 2013). Retail service aims to facilitate buyers when they shop at outlets. Furthermore, the store design is divided into two parts, namely exterior design, which is the external appearance of a store that must be able to attract consumers to make purchases (Dwirachmawati & Saino, 2014; Haris et al., 2021). Exterior design factors include the placement of the entrance, lighting on the outside of the store, the placement of billboards, and the arrangement of windows or walls. The second is the interior design, which is the appearance of store parts that are no less important to attract consumers (Fure et al., 2013; Vionita & Ari, 2017). These interior design factors include ceiling height, in-store lighting, color, and indoor temperature. The last retail mix is location, which is an essential aspect of the retail mix; choosing the proper and strategic location in an outlet or store will be more successful than choosing a less strategic site in an outlet or store. This study is to analyze the effect of modern retail marketing mixes on loyalty mediated by buying decisions.

2. METHODS

This study takes a quantitative approach and employs path analysis tools. The number of people in the population, namely Metro Pasar Swalayan consumers, is used to determine the number of samples based on the number of current research indicators. When the number of samples is between 5 and 10,

the number of indicators is multiplied by the number of samples. With a sampling technique called nonprobability sampling with purposive sampling, a total of 32 indicators from all variables in this study were acquired, resulting in a total of $32 \times 7 = 224$ people. Questionnaires using a 5-1 Likert scale were used to collect data. The significance level of inter-variable correlations was determined using the C. R (critical Ratio) value, which is equal to the t-test in regression, and the probability (P) value. A. C. R. values greater than 2 and a P value less than 0.05 indicate significant associations (Augusty Tae, 2006). Following that, we will look at the influence of modern variables using (Baron & Kenny, 1986).

3. RESULTS AND DISCUSSIONS

Results

Confirmatory Factor Analysis (CFA)

The CFA test results are said to be valid if each indicator is greater than 0.50 (Ghozali, 2013), the following are presented in Table 1.

Table 1. CFA Variable Test Results

		Estimate	Cut of Value	Conclusion
X1.1	Product	0.736	0.50	Valid
X1.2	Product	0.693	0.50	Valid
X1.3	Product	0.722	0.50	Valid
X1.4	Product	0.768	0.50	Valid
X2.1	Price	0.842	0.50	Valid
X2.2	Price	0.835	0.50	Valid
X2.3	Price	0.805	0.50	Valid
X2.4	Price	0.556	0.50	Valid
X3.1	Promotion	0.663	0.50	Valid
X3.2	Promotion	0.801	0.50	Valid
X3.3	Promotion	0.896	0.50	Valid
X3.4	Promotion	0.843	0.50	Valid
X3.5	Promotion	0.597	0.50	Valid
X4.1	Retail Service	0.667	0.50	Valid
X4.2	Retail Service	0.639	0.50	Valid
X4.3	Retail Service	0.788	0.50	Valid
X4.4	Retail Service	0.830	0.50	Valid
X4.5	Retail Service	0.824	0.50	Valid
X5.1	Shop Design	0.673	0.50	Valid
X5.2	Shop Design	0.772	0.50	Valid
X5.3	Shop Design	0.538	0.50	Valid
X6.1	Location	0.784	0.50	Valid
X6.2	Location	0.914	0.50	Valid
X6.3	Location	0.865	0.50	Valid
Z1	Buying Decision	0.701	0.50	Valid
Z2	Buying Decision	0.746	0.50	Valid
Z3	Buying Decision	0.762	0.50	Valid
Z4	Buying Decision	0.809	0.50	Valid
Y1	Loyalty	0.647	0.50	Valid
Y2	Loyalty	0.793	0.50	Valid
Y3	Loyalty	0.751	0.50	Valid
Y4	Loyalty	0.738	0.50	Valid

Based on Table 1, it is possible to explain that all data variable indicators are valid. Because all indicators' loading factor values are greater than 0.50, all indicators can be used to represent data analysis.

Normality Test

If the critical ratio skewness or critical ratio kurtosis has an absolute value between -2.58 and $+2.58$, the data is said to have a normal distribution. The normality test result is show in Table 2.

Table 2. Normality Test Results

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y4	2.000	5.000	0.095	0.459	-0.478	-1.155
Y3	2.000	5.000	0.230	1.111	-0.537	-1.298
Y2	2.000	5.000	0.085	0.409	-0.297	-0.717
Y1	2.000	5.000	0.176	0.850	-0.505	-1.219
Z4	2.000	5.000	-0.035	-0.170	-0.298	-0.720
Z3	2.000	5.000	0.150	0.724	-0.325	-0.785
Z2	2.000	5.000	-0.082	-0.394	-0.376	-0.908
Z1	2.000	5.000	-0.034	-0.164	-0.481	-1.162
X6.3	2.000	5.000	0.223	1.076	-0.442	-1.068
X6.2	2.000	5.000	-0.068	-0.327	-0.262	-0.633
X6.1	2.000	5.000	0.303	1.465	-0.336	-0.812
X5.3	2.000	5.000	0.328	1.584	-0.408	-0.986
X5.2	2.000	5.000	-0.149	-0.719	-0.352	-0.851
X5.1	2.000	5.000	0.245	1.183	-0.338	-0.937
X4.5	2.000	5.000	0.506	2.445	-0.148	-0.359
X4.4	2.000	5.000	-0.016	-0.079	-0.604	-1.460
X4.3	2.000	5.000	0.091	0.441	-0.526	-1.270
X4.2	2.000	5.000	0.128	0.618	-0.475	-1.147
X4.1	2.000	5.000	-0.008	-0.039	-0.563	-1.360
X3.5	2.000	5.000	0.269	1.297	-0.476	-1.149
X3.4	2.000	5.000	0.037	0.179	-0.564	-1.361
X3.3	2.000	5.000	0.132	0.637	-0.429	-1.036
X3.2	2.000	5.000	0.025	0.119	-0.360	-0.870
X3.1	2.000	5.000	-0.177	-1.106	0.241	0.755
X2.4	2.000	5.000	-0.264	-1.652	0.953	2.283
X2.3	2.000	5.000	-0.344	-2.152	0.856	2.079
X2.2	2.000	5.000	-0.023	-0.143	-0.559	-1.749
X2.1	2.000	5.000	-0.127	-0.793	-0.839	-2.125
X1.4	2.000	5.000	-0.231	-1.444	0.014	0.043
X1.3	2.000	5.000	-0.336	-2.101	0.569	1.779
X1.2	2.000	5.000	-0.044	-0.274	-0.110	-0.345
X1.1	2.000	5.000	-0.208	-1.305	-0.548	-1.715
Multivariate					4.999	0.812

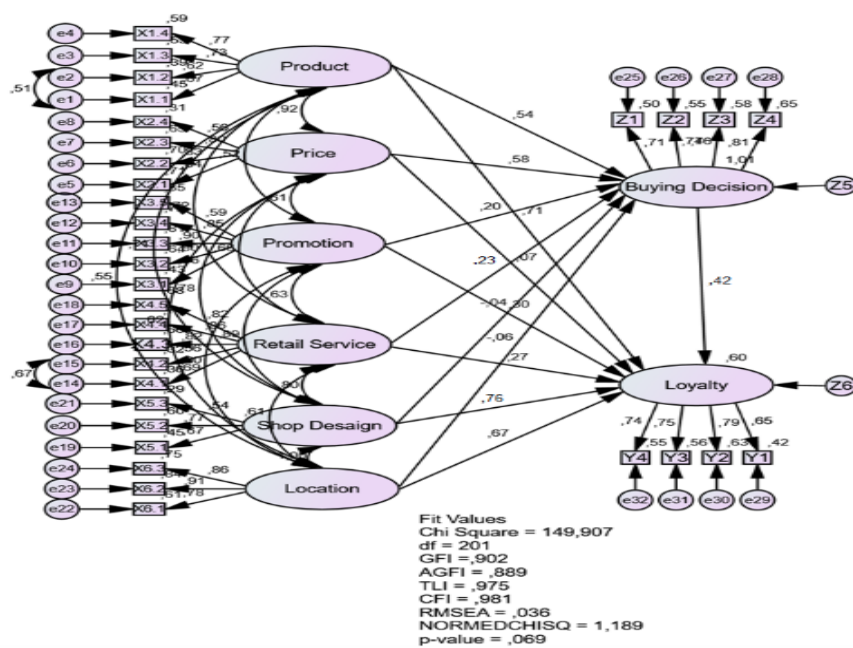


Figure 2. Full Model Research.

The c.r skewness value does not have a single univariate value outside the value range of 2.58, as shown in [Table 2](#). Similarly, the c.r value of kurtosis in multivariate analysis is in the range of 2.58, or 0.812, indicating that both univariate and multivariate data in this study are normally distributed. Model conformity test, is shown in [Figure 2](#).

Table 3. Criteria for Goodness of Fit Full Model

Goodness of Fit Index	Expected value	Result value	Conclusion
χ^2 C-square Statistics	Expected small	149.907	Good
GFI	≥ 0.90	0.902	Good
AGFI	≥ 0.90	0.889	Marginal
TLI	≥ 0.95	0.975	Good
CFI	≥ 0.95	0.981	Good
RMSEA	≤ 0.08	0.036	Good
CMIN/DF	≤ 2.00	1.189	Good
P-Value	≥ 0.05	0.069	Good

[Table 3](#) shows that, with the exception of the AGFI score, which is marginal but close to good, the construct used to create this research model meets the GOF criteria. The model's significance is demonstrated by the already significant p-value of $0.069 > 0.05$. [Table 4](#), shows how much of an influence a free variable has on a bound variable.

Table 4. Effect of Defendant Variables on Independent Variables

Variable Laten		Standardized Estimate	Standard Error	Critical Ratio	Probability
Buying Decision	Product	0.540	0.093	5.748	-
Buying Decision	Price	0.584	0.107	5.438	-
Buying Decision	Promotion	0.202	0.081	2.485	0.046
Buying Decision	Shop Design	-0.038	0.145	-0.259	0.796
Buying Decision	Location	-0.064	0.133	-0.480	0.632
Buying Decision	Retail Service	0.229	0.081	2.806	0.025
Loyalty	Shop Design	0.759	0.104	7.248	-
Loyalty	Location	0.673	0.103	6.590	-
Loyalty	Buying Decision	0.421	0.075	5.685	-
Loyalty	Retail Service	0.270	0.086	3.145	0.034
Loyalty	Product	0.714	0.104	6.818	-
Loyalty	Price	0.067	2.370	0.023	0.982
Loyalty	Promotion	0.298	0.890	3.325	0.019

Based on [Table 4](#), it can describe that effect of the product on buying decisions with a Coefficient Estimate Standardized Regression Weight (CESRW) value of 0.540 (54%), a probability value of 0.0001 and a Critical Ratio (CR) value of 5.748 (receive H1). The product affects the buying decision of Metro Pasar Swalayan customers. The Effect of Price on Buying Decisions with a CESRW value of 0.584 (58.4%), a probability value of 0.0001, and a C.R value of 5.438 (receive H2). In conclusion, the price impacts Metro Pasar Swalayan customers' buying decisions. The Effect of Promotion on Buying Decisions was calculated using a CESRW value of 0.202 (20.2%), a probability value of 0.046, and a C.R value of 2.485. (receive H3). In other words, promotion impacts Metro Pasar Swalayan customers' buying decisions. The Effect of Retail Service on Buying Decisions was calculated using a CESRW value of 0.229 (22.9%), a probability value of 0.025, and a C.R value of 2.806. (receive H4). In conclusion, retail service impacts Metro Pasar Swalayan customers' buying decisions.

Moreover base on Table 4, The Effect of Shop Design on Buying Decisions was estimated to be -0.038, with a probability value of 0.796 and a C.R value of -.259 (reject H5). Concluded that the shop design had no effect on Metro Pasar Swalayan customers' buying decisions. The Effect of Location on Buying Decisions The effect of location on buying decisions was calculated using a CESRW value of -0.064 (-6.4%), a probability value of 0.632, and a C.R value of -.480. (reject H 6). In other words, the location did not impact Metro Pasar Swalayan customers' buying decisions. The Effect of Product on Loyalty was calculated using a CESRW value of 0.714, a probability value of 0.0001, and a C.R value of 6.818. (receive H7). The product has a positive and significant impact on Metro Pasar Swalayan customer loyalty. The Effect of Price on Loyalty has a CESRW of 0.067, a probability value of 0.982, and a C.R value of 0.023. That is the price had no effect on Metro Pasar Swalayan customer loyalty. The Effect of Promotion on Loyalty was estimated to have a CESRW of 0.298, a probability value of 0.019, and a C.R value of 3.325. (accept H9). Concluded the promotion impact on Metro Supermarkets' customer loyalty. Then, the Effect of Retail Service on Loyalty was estimated with a CESRW of 0.270, a probability value of 0.034, and a C.R value of 3.145. (accept H10). In conclusion, retail service impact on Metro Pasar Swalayan customer loyalty. The Effect of Shop Design on Loyalty was estimated to be 0.759, with a probability value of 0.0001, and a C.R value of 7.248. (accept H11). In conclusion, shop design impacts customer loyalty at Metro Pasar Swalayan. The effect of location on loyalty with an esti CESRW of 0.673 (67.3%), a probability value of 0.0001, and a C.R value of 6.590 (accept H12). In conclusion, location impact on Metro Pasar Swalayan customer loyalty. The Effect of Buying Decision on Loyalty was estimated to be 0.421 (42.1%), with a probability value of 0.0001, and a C.R value of 5.685. (accept H13). In conclusion, buying decisions impact on Metro Pasar Swalayan customer loyalty.

Mediation Effect Analysis

This study used mediation effect analysis to answer hypotheses 14, 15, 16, 17, 18 and 19. The results of the Sobel Test for Hypothesis 14 can be seen in Figure 3.

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the *a*, *b*, *s_a*, and *s_b* into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
<i>a</i>	0.540	Sobel test: 4.03577203	0.05633123	0.00005442
<i>b</i>	0.421	Aroian test: 4.00518569	0.05676141	0.00006197
<i>s_a</i>	0.093	Goodman test: 4.06706998	0.05589774	0.00004761
<i>s_b</i>	0.075	Reset all	Calculate	

Figure 3. Sobel Test Results 1

Base on Figure 3, the probability of path-a (0.0001), path-b (0.0001), path-c (0.0001), and path-c' (0.00005) was significant. It is possible to conclude that the purchase decision at Metro Pasar Swalayan partially mediates the effect of product on customer loyalty (accept H14). Sobel Test for Hypothesis 15 can be seen in Figure 4.

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the *a*, *b*, *s_a*, and *s_b* into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
<i>a</i>	0.584	Sobel test: 3.91313112	0.0628305	0.00009111
<i>b</i>	0.421	Aroian test: 3.88159785	0.06334093	0.00010377
<i>s_a</i>	0.107	Goodman test: 3.94544561	0.0623159	0.00007965
<i>s_b</i>	0.075	Reset all	Calculate	

Figure 4. Sobel Test Results 2

Base on [Figure 4](#), The probability of path-a (0.0001), path-b (0.0001), path-c (0.0982), and path-c' (0.00009) was significant. The purchasing decision at Metro Pasar Swalayan partially mediates the effect of price on customer loyalty (accept H15). Sobel Test for Hypothesis 16 can be seen in [Figure 5](#).

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the a , b , s_a , and s_b into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
a	0.202	Sobel test: 2.27903686	0.03731489	0.02266487
b	0.421	Aroian test: 2.24942132	0.03780617	0.0244857
s_a	0.081	Goodman test: 2.3098538	0.03681705	0.02089625
s_b	0.075	Reset all	Calculate	

Figure 5. Sobel Test Results 3

Base on [Figure 5](#), the probability of path-a (0.046), path-b (0.0001), path-c (0.019), and path-c' (0.0227) was found to be significant. It can be concluded that the buying decision partially mediates the effect of promotion on Metro Pasar Swalayan customer loyalty (accept H16). Sobel Test for Hypothesis 17 can be seen in [Figure 6](#).

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the a , b , s_a , and s_b into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
a	0.229	Sobel test: 2.52499105	0.03818192	0.01157012
b	0.421	Aroian test: 2.49362531	0.03866218	0.01264459
s_a	0.081	Goodman test: 2.55757095	0.03769553	0.01054061
s_b	0.075	Reset all	Calculate	

Figure 6. Sobel Test Results 4

Base on [Figure 6](#), the probability of path-a (0.025), path-b (0.0001), path-c (0.034), and path-c' (0.0116) was found to be significant. It can be concluded that the buying decision at Metro Pasar Swalayan partially mediates the effect of retail service on customer loyalty (accept H17). Sobel Test for Hypothesis 18 can be seen in [Figure 7](#).

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the a , b , s_a , and s_b into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
a	-0.038	Sobel test: -0.26178382	0.06111149	0.79348811
b	0.421	Aroian test: -0.25773473	0.06207157	0.79661164
s_a	0.145	Goodman test: -0.26602995	0.06013609	0.79021614
s_b	0.075	Reset all	Calculate	

Figure 7. Sobel Test Results 5

Base on [Figure 7](#), the probability of path-a (0.796), path-b (0.0001), path c (0.0001), and path-c' (0.0793) was found to be significant. It can be concluded that buying decisions at Metro Pasar Swalayan do not mediate the effect of shop design on customer loyalty (accept H18). Sobel Test for Hypothesis 19 can be seen in [Figure 8](#).

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the a , b , s_a , and s_b into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
a	-0.064	Sobel test: -0.47944457	0.05619836	0.63162239
b	0.421	Aroian test: -0.47206603	0.05707676	0.63687966
s_a	0.133	Goodman test: -0.48718027	0.05530602	0.62613059
s_b	0.075	Reset all	Calculate	

Figure 8. Sobel Test Results 6

Base on Figure 8, the probability of path -a (0.632), path -b (0.0001), path c (0.036), and path -c' (0.6316) was found to be significant. It can be concluded that buying decisions do not mediate the effect of location on Metro Pasar Swalayan customer loyalty (accept H19).

Discussion

The product impact on Metro Pasar Swalayan customers' buying decisions and Product effect on Metro Pasar Swalayan customer loyalty. This is in line with the previous study to determine the effect of product quality on consumer loyalty, to determine the quality of service to consumer loyalty. To know the effect of product quality and service quality on customer satisfaction (Tirtayasa, 2022). From this study it was found that the influence of product quality on customer satisfaction is a positive effect and not significant. Product quality has a significant effect on customer satisfaction; promotion has a significant positive effect on customer satisfaction; product quality has no significant effect on customer loyalty (Binangkitsari, 2019; Jannah et al., 2019). Brand loyalty has a positive and significant influence to purchase decision, and purchase decision has a positive and significant impact on customer loyalty.

Retail service effect on Metro Pasar Swalayan customers' buying decisions and Retail service effect on Metro Pasar Swalayan customer loyalty. This is in line with the previous study, which is a descriptive research type, trying to explain and describe each variable's conditions in detail and see the relationship between these variables (Haris et al., 2021). The result of the study found that in the sense that the quality of service provided by modern store management in Makassar City can contribute positively to customer satisfaction with the five dimensions of Tangible, Reliability, Empathy, Assurance, and Responsiveness. Direct service quality significantly influences customer loyalty, and indirect service quality has a significant effect on customer loyalty (LP) through customer satisfaction at modern stores in Makassar City. The other study which aims to determine the effect of service quality and brand image on purchasing decisions and customer satisfaction in Shopee (Vierdwiyani & Afriapollo Syafarudin, 2020). The results of this study show that service quality has a significant positive effect on purchasing decisions, brand image has a significant positive effect on purchasing decisions, service quality has a significant positive effect on customer satisfaction, brand image significant positive effect on customer satisfaction, purchasing decisions significantly positive effect on customer satisfaction, and purchasing decisions mediate the effect of service quality and brand image on customer satisfaction.

Related to promotion impact on Metro Pasar Swalayan customer loyalty is similar with previous study that found promotion has a positive and significant effect on shopping emotion. Shopping emotion has a positive and significant effect on impulsive buying behavior (Prabowo et al., 2021). Product quality has a significant positive effect on customer loyalty through customer satisfaction; and promotion has a positive and significant effect on impulsive buying behavior through shopping emotion. Promotion has a significant positive effect on customer loyalty through customer satisfaction (Jannah et al., 2019; Suryana & Haryadi, 2019). Promotion become variable which have dominant influence to consumer loyalty.

Price effect on Metro Pasar Swalayan customers' buying decisions. Consumers consider various factors when making purchasing decisions (Albari & Safitri, 2018). The previous study which aims to determine how much influence there is in terms of price, promotion, and customer loyalty through the strategy of consumer purchasing decisions as moderation, this research is very important in finding a marketing strategy solution for modern retail shopping centers in PANDEMIC COVID-19 conditions (Cahyani et al., 2021). It discuss the implications of these findings to be able to save modern retailers, which are currently not operating, the advice is given as soon as possible by modern retailers to improve their marketing methods by increasing competitive prices, proper promotion by giving attractive discounts to keep consumers loyalty.

Shop design had no effect on Metro Pasar Swalayan customers' buying decisions and shop design effect on Metro Pasar Swalayan customer loyalty. Retailers are now changing their retail shops into self-selection stores which are similar to supermarket so called retail supermarket stores. The main objective of the study was to examine the factors such as store image, store environment, store convenience, service quality on the creation of store loyalty of retail supermarket stores in the East Coast of Sri Lanka (Hilal, 2020). The research found that Service quality, service environment, and store image attributes also need more focus by the retailers to improve the loyalty and customer stores' satisfaction. Consumers of newer store designs are found to possess a heightened sensitivity to price perceptions. Managerial implications of the effects of store novelty and complexity on retail brand loyalty are also presented (Hosseini et al., 2014; Murray et al., 2017). Perceptions of customers integrate all of the cues and messages they have received and experienced in the store, in addition to their own perceptions of the importance of store image dimensions. Location effect on Metro Pasar Swalayan customer loyalty and Location had no effect on Metro Pasar Swalayan customers' buying decisions. This is in line with the previous study, which aims to examine how experiential marketing and location influence customer loyalty mediated by customer satisfaction (Soliha et al., 2021). The research found that customer satisfaction perfectly mediated the influence of experiential marketing on customer loyalty, and customer satisfaction mediated the effect of location on customer loyalty. Other study provide managerial implications for freight forwarders that to increase customer loyalty reflected in the dimensions of showing immunity to competitors is to increase customer satisfaction which is reflected by an increase in the dimension of price perception, where customer satisfaction will increase if freight forwarders are able to improve service quality (Risnawati et al., 2019). Moreover buying decision effect on Metro Pasar Swalayan customer loyalty. Buying decision partially mediates the effect of product, price, promotion, and retail service on Metro Pasar Swalayan customer loyalty and Buying decision does not mediate the influence of shop design and location on Metro Pasar Swalayan customer loyalty. Previous study found customer purchase decision has significant influence to customer satisfaction, customer satisfaction has significant influence to customer loyalty, and also customer purchase decision has significant influence to customer loyalty (Susanto, 2013).

4. CONCLUSION

The product, price, promotion, retail service impact on Metro Pasar Swalayan customers' buying decisions. Then shop design, location had no effect on Metro Pasar Swalayan customers' buying decisions. Base on the result also found that product, price, promotion, retail service effect on Metro Pasar Swalayan customer loyalty. Shop design and location effect on Metro Pasar Swalayan customer loyalty. Buying decision partially mediates the effect of product, price, promotion, and retail service on Metro Pasar Swalayan customer loyalty. And buying decision does not mediate the influence of shop design and location on Metro Pasar Swalayan customer loyalty.

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