

The Effect of Customer Satisfaction on Customers Loyalty at the Green Mart Supermarket in Namrole City

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Abstract

This study aims to determine the effect of customer satisfaction on buyer loyalty at Green Mart in Namrole supermarkets. This research is quantitative. This research took place in the city of Namrole with the object of research at the Green Mart Supermarket. Sources of data in this study are primary data and secondary data. The data collection techniques in this research were survey and literature study. Sampling was done by non-probability sampling with a purposive sampling technique. The data analysis in this study used regression analysis. This analysis is used to examine the effect of customer satisfaction on loyalty. The results showed that customer satisfaction has a positive effect on loyalty. This implies that, if customer satisfaction increases, loyalty also tends to increase, if a customer is satisfied with the value provided by the products sold and the services received from Supermarkets, Green Mart is very likely to become loyal customers to Supermarkets. Green Mart for a long time. However, if customer satisfaction decreases, loyalty tends to decrease. Increased customer satisfaction is influenced by several factors, including the product and quality of products sold by various stores and according to the market tastes of shop consumers, friendliness, speed of service, and ease of transactions.

Keywords: Customer Satisfaction, Loyalty, Supermarkets

1. Introduction

The development of the increasingly complex business world requires various changes to the business practices that have been carried out. This change was made with the aim that business organizations continue to exist and can even improve their business performance. There is a change in the old paradigm in everything, one of which is in the field of marketing. The increasing level of competition in local and global businesses and uncertain conditions force companies to achieve a competitive advantage to be able to win the competition in global business (Gilbert; Mu'adi et al.). To achieve this, marketers must apply modern marketing concepts that are market or customer-oriented, because they are the spearhead of marketing success (Rismiati). Marketers, especially service marketers, must be able to develop appropriate marketing strategies to increase customer satisfaction.

Companies generally have the main goal, namely to get the maximum possible profit. With the increasingly fierce competition in the business world, in addition to changes in economic conditions such as changes in income, purchasing power, tastes, needs, and desires of the community which later affect one's behavior as a consumer of goods and services, companies are required to always anticipate changes that occur, both in the internal and in the environment. external, so that the company can survive and be able to compete with other similar companies.

To be able to win the competition, companies should place consumers as a central point that must be considered consumer tastes and satisfaction. Customer satisfaction is a major factor in achieving company goals and also the fulfillment response of consumers. Besides, satisfaction is the result of an assessment from consumers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less (Simamora). Customer satisfaction can be determined by customer perceptions of product or service performance in meeting customer expectations. Customers feel satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded and this will have implications for repurchasing intentions in the future.

Namrole Green Mart supermarket which is engaged in the retail business must also prioritize satisfaction for all customers. With the development of the retail business, it has implications for fierce competition, so to survive Namrole Green Mart Supermarkets must provide better overall satisfaction than other competitors. By providing more satisfaction, customers will become loyal and purchase or re-patronization in the future will continue and of course, will have an impact on the profitability of Namrole Green Mart Supermarket. Therefore, this study analyzes the satisfaction provided by Namrole Green Mart Supermarkets to customers which have implications for loyalty.

2. Literature Review

According to Kotler and Keller (Schiffman), marketing is a social and managerial process and the implementation, thinking, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals. Marketing is a total system of business activities designed to plan, set prices, promote and distribute products, services, and ideas that can satisfy the desires of target markets to achieve organizational goals (Oliver). The definition of marketing according to Koesworo (1995) is a human activity aimed at satisfying human wants and needs through an exchange process. According to Indriyo Gitosudarmo (1999), the marketing process is a process of how entrepreneurs can influence consumers so that consumers can become interested (know), happy, then buy, and finally be satisfied with the products they market (Ndubisi; Kanto et al.).

Furthermore, the notion of marketing according to Payne (Parasuraman, A., Valerie A, Z., & Leonard), marketing is a process of perceiving, understanding, stimulating, and fulfilling the needs of a specially selected target market by channeling the resources of an organization towards these needs. Thus marketing is a process of aligning an organization's resources to market needs. Marketing pays attention to the dynamic interrelationships between the company's products and services, the wants and needs of consumers, and the activities of competitors.

There are four characteristics of services that distinguish them from goods. The four characteristics include;

- a. The intangibility of services is different from goods. If goods are an object, tool or thing, service is an act, performance, or effort. If the goods are owned, the service can only be consumed but cannot be owned. Although most services can be related to and supported by physical products, for example, cars in transportation services, the essence of what customer's buy is the performance provided by one party to another.
- b. The inseparability of goods is usually produced, then sold, then consumed. Meanwhile, services are usually sold first, then produced and consumed simultaneously. the interaction between service providers and customers is a special feature of service marketing. Both affect the results (outcomes) of these services.
- c. Service variability is highly variable because it is a non-standardized output, meaning that there are many variations in shape, quality, and type, depending on who, when, and where the service is produced. Three factors cause variability in service quality (Bovee et al in Tjiptono and Chandra, 2005), namely cooperation or customer participation during service delivery, employee motivation to serve customers, and company workload.
- d. Perishability of services is a commodity that is not durable and cannot be stored for future reuse, resale, or return (Edgett and Parkinson, Zeithaml and Bitner, in Tjiptono and Chandra, 2005). Empty airplane seats, unoccupied hotel rooms, or certain hours without a patient at a general practitioner's office will pass or just disappear because they cannot be stored.

There are several definitions or definitions of consumer behavior according to experts in their respective books. Louden and Bitta in Umar (2003) define consumer behavior as a decision-making process and individual activities physically involved in evaluating, obtaining, using, or being able to use goods and services. Meanwhile, the opinion of Mowen and Minor in Umar (Dimitriadis) defines consumer behavior as a study of the purchasing unit and exchange process that involves the acquisition, consumption, and disposal of goods, services, experiences, and ideas. According to Kotler and Keller (2006) services can be defined as any action or action that can be offered to other parties, which are intangible (intangible) and do not result in ownership of something.

Satisfaction is a customer evaluation of a product in meeting customer needs and expectations or more concretely, customer satisfaction is the result of customer perceptions of the value received in a transaction or relationship where the value is balanced with the perceived service quality connected to the price and costs incurred by the customer. The literature review conducted by Giese and Cote in Tjiptono and Chandra (Yang; M. C. B. Umanailo et al.; Sumitro et al.; Umanailo) identified 20 definitions referred to in customer satisfaction reset. From the definitions it is then concluded and found three main components, namely: (1) customer satisfaction is a response (emotional or cognitive); (2) the response involves a specific focus (product expectations, consumer experiences, and so on); (3) the response occurs at a certain time (after consumption, after the selection of service products, based on accumulative experience, etc.). In short, customer satisfaction consists of three response components regarding a particular focus that is determined at a certain time.

According to Kotler and Keller (2006) satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions/impressions of the performance (or results) of a product/service and their expectations. Meanwhile, customer satisfaction or not customer satisfaction is the customer's response to the evaluation of conformity and the perceived discrepancy/confirmation between previous expectations and the actual performance of the product or service felt after its use. From the definition of customer satisfaction above, two similarities can be drawn that customer satisfaction is a feeling of pleasure or disappointment after they evaluate the actual performance of the product or service they feel after use, whether the product or service has met their expected needs. Therefore, customer satisfaction will have implications for customer loyalty.

The intention is the tendency to take action on objects. The intention is related to attitudes and behavior. The intention is seen as a "catch" or intermediary between the motivational factors that influence behavior. Intention also indicates how hard a person has the will to try. Intention shows how much effort a person plans to do something and intention is related to subsequent behavior. Assael (Payne), describes the purchase intention process as an evaluation process for brands. Figure 2.2. shows that the intention to buy behavior is the result of the brand evaluation process. The final stage of the process is a complex decision to purchase the desired brand, evaluate the brand as it is consumed, and store this information for future use. Attitude towards brands is the tendency of consumers obtained through the learning process to consistently evaluate profitable and unprofitable brands (Payne). This means that consumers evaluate a particular brand on all attributes ranging from bad to good. The buying behavior of a consumer occurs for a certain reason, especially for consumers who are in the following conditions: (1) have the freedom to choose in their purchases, and (2) are not dominated by their emotional aspects when making a buying decision-making process. Furthermore, the intention is seen as a determining variable, for actual behavior. The stronger the consumer's intention to make a purchase, the greater the success of predicting the behavior or purpose of the behavior. Although the intention variable determines purchasing behavior, the presence of other factors such as opportunities and resources, such as money and time, will also influence consumer decisions to make purchases.

According to Rangkuti, Freddy (Ndubisi), "Consumer loyalty is consumer loyalty to the company, brand or product. Loyalty is a liking attitude towards a brand that is presented in a consistent purchase of that brand over time. Consumer loyalty is a customer commitment to a brand, store or supplier based on very positive traits in long-term purchases. From this understanding, it can be interpreted that brand loyalty is obtained because of a combination of satisfaction and complaints. Meanwhile, customer satisfaction comes from how much the company's performance is to cause this satisfaction by minimizing complaints so that long-term purchases made by consumers are obtained. According to Durianto (Oliver), "loyal consumers will generally buy the brand even though they are faced with many alternatives to competing product brands that offer superior product characteristics from various angles. Viewed from various angles of attributes. If many consumers of a brand fall into this category, it means they have strong brand equity. Brand equity is a set of assets and brand debt associated with a brand, name, symbol, which can increase or decrease the value provided by a product or service both to the company and to customers.

According to Jill Griffin (Lassar, W. M., Manolis, & Winsor) four types of loyalty arise when low and high attachments are cross-classified with a repurchase pattern, low and high. As for the types of consumer loyalty, namely:

1) No Loyalty

For various reasons, some consumers do not develop loyalty or loyalty to a particular product or service. A low level of engagement with a low rate of repurchase indicates the absence of loyalty. A business must avoid this no-loyalty group as a target market because they will not become loyal consumers.

2) Weak loyalty (Inertia Loyalty)

Inertia loyalty is a type of consumer loyalty in which there is low attachment to high repurchases. Consumers who have this attitude usually buy based on habit. The basis used for the purchase of products or services is caused by the factor of website convenience. This kind of loyalty usually occurs in a lot of products or services that are often used. An example of this loyalty can be seen from the activities of buying gasoline by consumers near their home areas and so on. Buyers with weak loyalty are prone to turning to competitive products that can show clear benefits. However, the company still can change this type of loyalty into a higher form of loyalty through an active approach to customers and an increase in the value of positive differences that consumers receive for the products or services offered to them compared to those offered by other competitors. This can be done through increasing friendliness in services and facilities provided to consumers.

3) Hidden Loyalty (Latent Loyalty)

This type of hidden loyalty is loyalty or relatively high attachment accompanied by a low repurchase rate. Consumers who have a latent attitude of re-purchase loyalty are also based on the influence of situational factors rather than their attitudes. For example, a husband likes European cuisine but has a wife who does not like European cuisine. So the husband only occasionally visits European restaurants and often goes to restaurants where the dishes offered can be enjoyed together.

4) Premium Loyalty

This loyalty is what occurs when there is a high level of engagement that goes hand in hand with the buying back activity. Every company certainly really expects this type of loyalty from any high preference business. An example of this type of premium loyalty is the sense of pride that arises when consumers find and use these products or services and are happy to share knowledge and recommend it to friends, family, and other people.

Customer loyalty is a reliable measure to predict sales growth and customer loyalty can also be defined based on consistent purchasing behavior. Here are five characteristics of consumer loyalty that need attention, namely:

1) Make repeat purchases regularly

Consumers make continuous purchases on a particular product. For example, the creators of Harley Davidson motorbikes will buy a new Harley motorbike if there is a new Harley Davidson model, they not only buy it but also spend extra money to change it to their liking.

2) Buying interline products and services

Consumers not only buy main services and products but consumers also buy product lines and services from the same company. Example: consumers do not only buy Harley Davidson motorbikes, but they also buy accessories from Harley Davidson to beautify themselves.

3) Referring to others.

Where consumers communicate by word of mouth (word of mouth) to these products. Example: a Harley Davidson consumer who has been using the motorbike for a long time, tells about the greatness and advantages of the motorbike, then after that, his friend was interested in buying a Harley Davidson motorbike because he heard the story.

4) Shows immunity to pull from competitors.

Consumers refuse to use alternative products or services offered by competitors. Example: Harley Davidson motorbike lovers refuse to use other motorbikes; they even tend to refuse to know about other types of motorbikes.

Loyal customers are an asset to the company, this can be seen based on its characteristics. Therefore, consumer loyalty is something that can be relied on to predict future growth for a company.

According to Hidayat (Ditchin, J. A., & Oakland), consumer loyalty is the commitment of a consumer to a market based on a positive attitude and is reflected in consistent repurchases. Indicators of consumer loyalty are:

1) Trust is a consumer trust response to the market.

2) Emotion commitment is consumer psychology commitment to the market.

3) Switching cost is the consumer's response to the load received when a change occurs.

- 4) Word of mouth is publicity behavior by consumers towards the market.
- 5) Cooperation is a consumer behavior that shows an attitude of cooperating with the market.

Customer satisfaction is the focus of attention by almost all retailers in Indonesia, this is due to the better understanding of customers on the concept of customer satisfaction as a strategy to win the competition in the business world. Customer satisfaction is important for service providers because customers will disseminate their satisfaction to other prospective customers, besides that, customer satisfaction can increase customer loyalty to a company. Customer satisfaction and loyalty to the company is very important to increase profits so that the company always maintains good relationships with customers.

According to Oliver (Bowen, J. & Chen; Romlah et al.; R. Umanailo et al.) in the long run, satisfaction will have an impact on the formation of customer loyalty. When a customer is satisfied with a product or service provided by a company, the customer will tend to re-purchase the product or visit the service where is an indicator of customer loyalty. Companies must be able to increase customer satisfaction and maintain customer satisfaction to create consumer loyalty to a product.

Satisfaction is the result of the evaluation by consumers by providing an assessment of the performance of a particular product or brand with the expectations they want. If the service is following consumer expectations, the consumer will be satisfied. With this satisfaction, consumers will repurchase the product consistently all the time, to create consumer loyalty to the product or brand. Based on the explanation above, the hypotheses that can be adopted in this study are:

Hypothesis 1: Customer satisfaction has a positive effect on the loyalty

3. Method

This research took place in the city of Namrole with the object of research is the Green Mart Supermarket. This research is quantitative descriptive. The data used in this paper are:

- 1) Primary data, namely data obtained directly from respondents obtained directly from the first source in the field through questionnaires. The questions asked are closed, so that the respondents are limited to the alternative answers that have been provided.
- 2) Secondary data, namely data obtained in the form of reports or company information in the form of the company's history and other supporting information related to the issues discussed.

The types of data in this study are:

- 1) Qualitative data, namely data that is not in the form of numbers and figures such as a general description of the company.
- 2) Quantitative data, namely data in the form of numbers needed to solve problems.

The data collection techniques used in this paper are:

- 1) The survey, in which the authors distribute questionnaires to respondents, in this case, consumers who have shopped at Namrole Green Mart Supermarkets.
- 2) Literature study, where the author studies the literature related to this writing.

The population that becomes the object of this research is consumers who have shopped at Namrole Green Mart (Tjiptono). The number of respondents used is 100 people. The sample size is at least 50 respondents or the best is more than 100 respondents. Sampling was done by non-probability sampling with a purposive sampling technique (Rismiati). Purposive sampling is intended because the sample used in the study was chosen deliberately based on the criteria set by the researcher. The criteria for respondents that were determined were those who had shopped at the Namrole Green Mart.

The validity of a measuring instrument is whether a measuring instrument can measure what it wants to measure. The validity test was conducted by analyzing the validity of the sub-variables used as measurement and then from the valid sub-variables, item analysis was carried out to see the valid items through the use of SPSS version 11.5. Furthermore, to test the validity of each construct, in this case, the convergent validity used confirmatory factor analysis (CFA). Measuring the convergent validity of a research instrument is said to meet convergent validity if the

loading value of each item or indicator against the construct it measures is ≥ 0.4 . Rule of thumb states that the acceptance of the factor loading score is ≥ 0.4 and explicitly measures the construct (Gatson).

The reliability of measurement reflects whether a measurement is free from errors so that it will provide consistent measurement results under different conditions and on each item in the instrument. In this case, construct reliability is measured using the item to total correlation and Cronbach's Alpha, which reflects the internal consistency of a measuring instrument. The rules of thumb used are items to total correlation, each item must be greater than 0.5. Meanwhile, Cronbach's alpha must be greater than 0.7, although a value of 0.6 is still acceptable. Reliability measurement was carried out for each construct separately.

Hypothesis testing with regression analysis where this analysis measures the influence between variables in the study. Testing is done using regression analysis. In general, regression analysis is a study of the dependence of the dependent variable (dependent) with one or more independent variables (explanatory/independent variables), intending to estimate and or predict the population average or the average value of the dependent variable based on the variable value. independent known (Tjiptono; Ervina et al.; Nawawi et al.; Lionardo et al.). This analysis is used to examine the effect of customer satisfaction on loyalty. Tests were carried out using SPSS version 21 software. The mathematical equations to test the effect of customer satisfaction on loyalty are as follows:

$$Y = a + bx + e$$

Where:

Y = Loyalty (Dependent Variable)

a = constant

b = Customer Satisfaction (Independent Variable)

4. Results and Discussion

The analysis was carried out through a series of processes, consisting of three stages. First, testing the construct validity by using confirmatory factor analysis. Second, testing the reliability of measurements using Cronbach's alpha criteria and item-to-total correlation. Third, hypothesis testing using simple regression analysis. Furthermore, analysis and discussion of the test results are carried out.

The research data collection was carried out by giving questionnaires to individuals who were customers or consumers of the Green Mart supermarket in Namrole City. The questionnaires distributed for this study were 115 questionnaires. Of the 115 questionnaires that were distributed, as many as 110 questionnaires were returned. 10 questionnaires cannot be used. The results of complete data collection are presented in table 1 below.

Table 1. Results of Data Collection Number of Questionnaires

Information	Total	Percentage (%)
Distributed questionnaire	115	100
Questionnaires returned	110	95,65
An unusable questionnaire	10	8,70

Source: Primary Data (processed)

Table 1 shows that the 100 questionnaires that were collected and can be further analyzed, in terms of gender, as many as 36 people (36%) consisted of men and 64 people (64%) were women. A comparison of the number of respondents based on gender can be seen in table 2.

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Men	36	36
Women	64	64
Total	100	100

Source: Primary Data (processed)

Table 2 shows that in terms of age, from 100 data collected, 19 people aged 25-30 years (19%), 24 people between 30-40 years old (24%), ages 41-50 years as many as 35 people (35 %), aged > 51 years as many as 22 people (22%). A comparison of respondents by age can be seen in table 3.

Table 3. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
18 -30 year	19	19
31-40 year	24	24
41-50 year	35	35
>51 year	22	22
Total	100	100

Source: Primary Data (processed)

Table 3 shows that the latest education level, the respondents consisted of high school / equivalent 55 people (55%), D3 as many as 25 people (25%), S1 as many as 17 people (17%), and S2 as many as 3 people (3%). The comparison of the respondents' last education level can be seen in table 4.

Table 4. Characteristics of Respondents Based on Education Level

Education	Frequency	Percentage (%)
High school	55	55
D3	25	25
S1	17	17
S2	3	3
Total	100	100

Source: Primary Data (processed)

Table 4 shows that measuring the convergent validity of a research instrument is said to meet convergent validity if the loading value of each item or indicator against the construct it measures is ≥ 0.4 . Hair et al. (1998) rule of thumb states that the acceptance of the factor loading score is ≥ 0.4 and explicitly measures the construct.

Based on the results of the calculation of confirmatory factor analysis presented based on the 150 samples used, it shows that the convergent validity is acceptable because it has a factor loading greater than 0.40 and is significant at the 95% confidence level. The results of factor analysis can be seen in Table 5.

Table 5. Validity Test Results

Rotated Component Matrix ^a		
Item	Component	
	1	2
kep1	,729	
kep2	,704	
kep3	,813	
kep4	,812	
kep5	,807	
loy1		,751
loy2		,848
loy3		,822

Source: Primary Data (processed)

Based on the results of factor analysis as a whole in table 5, all items showed validity above 0.40. This indicates that the instruments used in this study measure the real thing (Sekaran, 2003).

Construction reliability is measured using Cronbach's Alpha, which reflects the internal consistency of a measuring instrument. The rule of thumb is that Cronbach's alpha must be greater than 0.7, although a value of 0.6 is still acceptable (Hair et al. 1998).

The results of reliability testing by including all question items show that all variables have a Cronbach's Alpha value above 0.7. Because it has a Cronbach Alpha value greater than 0.7, it means that it has met the reliability test. The results of reliability testing can be seen in table 6.

Table 6. Reliability Test Results

NO	Variable	Cronbach Alpha	Information
1	Customer Satisfaction	<u>0,855</u>	Reliabel
2	Customer loyalty	<u>0,778</u>	Reliabel

Source: Primary Data (processed)

Before hypothesis testing is carried out, descriptive statistics of variables are displayed, including the mean and standard deviation. The test results show that the mean value of the Customer Satisfaction variable is 4.2020 and the mean on the loyalty variable is 4.0767. The standard deviation of the customer satisfaction variable is 0.46144 and the standard deviation of the loyalty variable is 0.42925 as can be seen in table 7.

Table 7. Descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
satisfaction	100	3,00	5,00	4,2020	,46144
loyalty	100	3,00	5,00	4,0767	,42925
Valid N (listwise)	100				

Source: Primary Data (processed)

Hypothesis testing is carried out on one hypothesis proposed in this study using simple linear regression analysis. The hypothesis proposed in this study is (H1) Consumer satisfaction has a positive effect on loyalty. The test results show that customer satisfaction has a positive effect on loyalty. This is indicated by a significance value of 0.000 (probability <0.05) with an at-count value of 4.977 and a regression coefficient value of 0.418. The results of this test indicate that Hypothesis 1 is accepted. In full, the results of the first test can be seen in table 8.

Table 8. The influence of customer satisfaction on loyalty

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,321	,355		6,540	,000
	kepuasan	,418	,084	,449	4,977	,000

a. Dependent Variable: loyalty

Source: Primary Data (processed)

The test results in table 8 show that customer satisfaction has a positive effect on loyalty. This implies that, if customer satisfaction increases, loyalty also tends to increase, if a customer is satisfied with the value provided by the products sold and the services received from Supermarkets, Green Mart is very likely to become loyal customers to Supermarkets. Green Mart for a long time. However, if customer satisfaction decreases, loyalty also tends to decline. Increased customer satisfaction is influenced by several factors, including the product and quality of products sold by various stores and according to the market tastes of shop consumers, friendliness, speed of service, and ease of transactions are guaranteed customer satisfaction will increase. Testing customer satisfaction and loyalty show the influence of customer satisfaction and loyalty shown in variable X (customer satisfaction) obtained a regression coefficient of 0.418, this means that Green Mart supermarket customer loyalty is largely influenced by satisfaction. Now that consumers have paid attention to the suitability of their expectations, to get if, the Green Mart Supermarkets are following consumer expectations and can continue to be fulfilled by producers, the level of customer loyalty to these products will also be higher so that the level of migration to other supermarkets will also be lower or reduced. But it can also be the other way around. If it turns out that the customer feels they can't get what he wants or what he wants, then the customer will lose his loyalty because of disappointment or because of the many alternatives or other supermarkets available.

Conclusion

Based on the discussion of the research results in the previous section, the conclusions that can be conveyed are; The test results show that customer satisfaction who shopped at Green Mart has a positive effect on loyalty. This is indicated by a significance value of 0.000 (probability <0.05) with an at-count value of 4.977 and a regression coefficient value of 0.418. Based on the discussion of the research results in the previous section, the suggestions that can be submitted are; The Swalayan Green Mart must strive to achieve customer loyalty, this can be done by promoting service quality improvement, with service that is fast, responsive, reliable, guaranteed, empathetic and following customer expectations.

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Biography

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Zainur Wula, Associate Professor in Sociology Studies Program, Faculty of Social and Political Sciences, Muhammadiyah Kupang University. Born on April 20, 1964 in Ende, East Nusa Tenggara. He attended elementary school at Aewora Elementary School in 1979, Maurole Junior High School in 1982 and graduated from Maumere Public High School in 1986. In 1986 he continued his undergraduate education at the Pancasila Moral Education and National Citizenship Study Program. He then continued his education in 1997 to the master's level in the study program of sociology, the postgraduate program at the University of Muhammadiyah Malang and graduated in 1999. In 2008, he continued his education at the doctoral level in the study program of social and political sciences, the postgraduate program at Muhammadiyah University of Malang and graduated in 2012. Currently working as a lecturer in Sociology study program. Besides teaching staff, he is also the head of Muhammadiyah University in Kupang. He also teaches in the doctoral program at Negeri Christian Religious Institute in Kupang and Masters in Christian Religious Education in Kupang in the fields of social theories and qualitative research methods. In addition, he is also active in various civil society and professional organizations, most notably as a member of the Sociology Education Profession Association, deputy to the advisory council for the purification of the ideology of Pancasila in East Nusa Tenggara province and is active in national and local forums as an aid to various other scientific activities.

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