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**The Influence of Service Quality on Customer's Satisfaction and Loyalty:
Empirical Study on Customers of Purnomo Store****Rizqullah Purnomo Sidi^{1*}, Anton Agus Setyawan¹**¹Universitas Muhammadiyah Surakarta

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***Email :** b100180072@student.ums.ac.id**ABSTRACT**

Some sellers compare consumer loyalty to the heart of economic turnover. Quality and service are always being enhanced to grow sales and satisfy customers. Consumer patterns that are always read in every transaction can determine whether or not what is sold by the product provider fulfills the buyer's standard needs. This study focuses on quantifying consumer loyalty to merchants using a quantitative descriptive method, using daily sales data and the average number of sales as references. The interval employed in this study relates to the number of repeat consumers, a consistent number of requests, and vendor innovation in preserving the quality of goods and customers. As a result of the data used and processed, it can be defined as factors of consumer loyalty at the Purnomo store.

Keywords : Customer's Satisfaction, Loyalty, Service Quality

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INTRODUCTION

Buyers are the primary determinant of a company's success or failure, regardless of market strategy or product quality. Demand stability and satisfaction are key to a circular economy. Stability will not be achieved if this formula fails. For some pioneering sellers, the emergence of buyer loyalty to an item or provider of products generally referred to as a seller, is considered the next stage. Customers are the most important source of support for the stability of selling and the circulation of goods sold. Maintaining consumers' standards to keep them on the seller's side demands a lot of mature planning and analysis so that buyers or customers are satisfied with the service and quality that the seller gives. As a result of this research, the author wishes to describe how consumer loyalty is formed and sustained.

Buyers who obtain professional service from their sellers are more likely to be loyal if the standard service they receive compensates (Crosby et al, 1990). Buyers come not just for the quality and quantity of the goods or services acquired, but they also emphasize service when doing business. Price is no longer an issue for them when they feel comfortable and fit because emotional fulfillment is also a material consideration for becoming a customer. Customers will be the center of attention when discussing an innovation or something new to maintain the seller's credibility, where the major focus of procurement requests prioritizes customer satisfaction.

The importance of preserving quality and the quality of a business must be balanced with a mature sales plan for a business. Aside from battling with competitors, the existence of technology and the internet has progressed the time. The utilization of these two things can boost corporate value by harnessing traffic and can be used as a barometer for a company's success. Expansion of business both offline and online can be an effective strategy for providing more efficient and innovative services. When it comes to establishing themselves as a customer, consumers are always seeking something unique. Consumers examine a variety of factors while selecting one of the various options available, including product quality, seller honesty, sales variances, market conformity, and affordable prices. This can be used as a guide for sellers looking to increase the quality of their business through better quality and service.

The second issue that must be thoroughly considered and examined is market competitiveness with competitors. The basic purpose of business strategy is to create a business that is unique, inventive, creative, and acceptable to all groups. A company is deemed successful if it is stable and the market is consistent.

THE CONCEPT OF CUSTOMER LOYALTY

Loyalty is a long-term response to supporting a brand or product, and it is characterized by consistent purchase patterns that occur as individuals, households, or firms. (Mellens, Dekimpeand Steenkamp, 1996).

Loyalty refers to repeat purchases from a business that elicits a response from purchasers or consumers for the goods offered or the business. Commitment is a critical component of loyalty that distinguishes between loyal and necessity-driven recurring purchases (Jacoby and Chestnut, 1978). According to Ford Vice President Basil Coughlan, each loyalty point is worth \$100 million in earnings to his company. Del Monte, Harley-Davidson, and General Motors all invest a lot of money to boost brand loyalty. Loyal customers are willing to pay high amounts for things they want. In addition to apparel products like the Zara brand, an

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increase in brand image, which is impacted by good product quality, enhances Zara consumer loyalty and trust (Astanty, 2020)

Loyalty is at the heart of a company's success. Researchers and entrepreneurs concentrate on understanding the variables involved, where they explain loyalty to a firm or brand and distinguish between brand and consumer loyalty, even though the distinction is subtle. The capacity to keep a premium price, negotiation leverage with equal connections, less expenditure, and strong constraints on new ideas with great potential for new items in the same category are all advantages of having a strong brand and persistent consumer loyalty (Reichfield, 1996).

CONCEPTUAL FRAMEWORK

The conceptual basis for this research is the customer loyalty framework put forward by Dick and Basu which explains that brand loyalty has an important role in consumer buying patterns. The conceptual framework of loyalty is a relationship between the ethical measures of a brand and customer behavior.

The Dick and Basu model identifies 3 (three) consequences of customer loyalty, namely:

1. How much the customer is looking for alternative sales stores (search motivation).
2. How receptive are customers to solicitations from other stores (e.g. seeing sales advertised by rival stores).
3. How likely is the buyer to promote the things he purchased to his friends and family.

These three factors are inextricably linked to consumer loyalty or relative sentiments, as well as recurrent purchases. As a result, the more committed a customer is to one store, the less likely he is to shop elsewhere. The more loyal consumers you have, the more consistent your behavior will be and the more likely they will be to suggest your store to others. As a result, loyalty is vital to a company's success. Brand loyal consumers can be identified by their purchasing habits, such as purchasing the same brand again, or by the proportion of their purchases.

Literature Review

Customer loyalty is defined more clearly by Food Business News as "building the strongest possible bond between the seller and the customer" such that they believe they have nothing to gain or something to lose if they go to another store. The necessity to develop good relationships that leave an impression when clients visit for the first time encourages them to return later.

Customers utilize brands as loyal objects, according to previous research (Dharmmesta, 1999), which indicates that if someone trusts and subscribes to a brand, he will purchase goods from that brand. Regardless of the colors and goods available. He is also less likely to see other brands with similar products. A brand is thought of as a product's identity, allowing it to become more of a local thing. If a customer wants to buy a set of women's apparel and already likes a brand, he will shop there. Even though many other manufacturers sell the same collection of women's apparel.

According to Aaker (Ishak, 2013), loyalty is influenced by other major brand factors such as awareness, unity, and perceived quality. In many ways, this loyalty can be influenced by other factors, such as the perceived quality of customers or the set of characteristics that allow them to survive. With the caveat that this loyalty cannot be generalized everywhere because it is dependent on a single component since every customer's opinions or thoughts

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about a store or brand are unique. As the example is a study (Prawiradimulia, 2014) on loyal ZARA brand consumers in the Pondok Indah area. These loyal customers are consumers who value the aspects of items supplied, institutions, promotions, and services over the ambiance, facilities, comfort, and sales force. As can be observed, each consumer of a store or product has their own set of criteria before becoming a devoted customer of that store.

Store Loyalty: Attitude Antecedents

More and more empirical research has linked customer qualities and emotions toward the shopping experience with store loyalty. A positive perception of service quality, pricing of goods, quality of goods, and value leads to increased intention loyalty. There is a link between emotional factors and loyalty behavior. Customer satisfaction with a store fosters loyalty and elicits pleasant emotions in customers. For example, the eye-catching layout design of shop knick-knacks, strategic store placements, neatly arranged merchandise, and so on. These factors influence consumer views about stores, and store attitudes drive loyalty. Positive emotions predict loyalty more accurately than cognitive processes. It will develop feelings from that shopping experience that consumers can associate with the experience of shopping at that store. Positive thoughts about the store are generated through emotional loyalty.

Developing a trusted relationship is also a critical link in the development of attitudes and loyalty toward a store. Good customer-employee relationships promote store loyalty, and service quality, of course, influences consumer pleasure. Bloomer and de Ruyter distinguish retail commitment from store loyalty as something that requires attention. Employee dedication is similarly related to customer trust. The customer's feeling that committed employees will meet buyers' needs, results in more positive attitudes and increased purchases. It can also reduce the problem of employee turnover which is usually associated with the ability of employees to maintain orientation and how they serve customers (Huddleston, et al 2003).

Customer Loyalty: The Stages of Loyalty**Cognitive Loyalty**

Consumers who are loyal at this stage shop based on fundamental information. At this level, people shop based on information that leads them to a specific store or brand. For example, as a result of reading news or information shared by friends. Customers might also compare the store to others because they do not have a tight relationship. As a result, retailers must provide even more compelling reasons for customers to remain loyal (Dharmmesta, 1999).

Affective Loyalty

This devotion has progressed to a deeper level since it has penetrated the thoughts of consumers, where the creation of affective loyalty is typically driven by satisfaction factors. When customers are satisfied while shopping at a store or with a specific brand, they experience pleasure and are more likely to return to that store. This, however, does not ensure consumer loyalty, however, it might be interpreted as an early sign of loyalty because it activates customer intent to return.

Conative Loyalty

Affect or changes in feelings influence this loyalty. This conation expresses a desire or intention to do something with a specific goal. This conative loyalty is an advanced stage of

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affective loyalty and is a loyal condition that comprises a profound commitment to making purchases. Affect demonstrates a motivating inclination based on feelings, whereas commitment demonstrates a desire or encouragement to carry out the behavior. As a result, we require a supplement to this series of loyalties, called action loyalty.

Action Loyalty

This loyalty is the result of the activity of the matured intention. It is well understood that if no action is made, the purpose becomes futile. Bagozzi & Yi (Dharmmesta, 1999) Although this stage is still in its early stages, it can be utilized to perfect the loyalty sequence. This action-based loyalty is loyalty that is supported by intention, commitment, and action.

According to this quick assessment of the literature, numerous factors can influence loyalty. Clothing, food, musical instruments, technology, and other items are all eligible. Store loyalty can be described in a variety of ways, but it is a complicated result of the customer's contact with store-related items. Both comforts, eye beauty, layout, store service, quality of items, buyer pleasure, and employee engagement with buyers are important. As a result, it affects emotions and has an impact on strengthening consumer loyalty to the company, and customers might be delighted to promote and the store becomes a word-of-mouth recommendation among customers.

METHOD

To understand consumer loyalty to enterprises more extensively and precisely, the authors employ a qualitative descriptive method of data processing and analysis. Data analysis in qualitative research must be done carefully so that the data acquired may be told appropriately and produce a proper study result (Yulianty & Jufri, 2020).

Data Collection Procedures

Researchers gathered qualitative data from ten customers about Purnomo Clothing Stores in Klewer Market, Surakarta, such as service reviews and quality. The data comes in the form of a Google form that consumers and customers filled out, providing replies to each question with review intervals from each customer. The questions in the google form are as follows: How do they learn about the Purnomo clothing store, Assessment of the store, Advantages of being a consumer at the Purnomo store, Disadvantages of being a consumer at the Purnomo store, and feedback they give after becoming a consumer or customer at the Purnomo store. The writers will categorize the outcomes based on this data into Customer Data and Loyalty Data. Researchers then used a descriptive qualitative approach to quantify the level of consumer loyalty to the Purnomo store based on the data that has been categorized.

DATA ANALYSIS

The data obtained from the results of the questionnaire will be presented in tabular form. The data shows that customers have a high intensity of visits, good store ratings, shop weaknesses that are not too prominent, and good feedback given by customers.

A. Marketing Mix Data and Consumer Purchase Rate

No	Information Source About Purnomo Store	Number of stops at the store and buy the product
1.	13 people answered “social media (Instagram, Facebook, Twitter)”	15 people answerd “1 until 5 times in certain period of time”

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2.	10 people answered “recommendation from acquaintance/brother/friend”	9 people answered “6 until 10 times in certain period of time”
3.	1 person answered “Purnomo Store”	

B. Consumer Assessment Data on Purnomo store Services

No	The most liked service	The Service which needs to be improved
1.	19 people answered “the servant is friendly, polite, initiative, fast response, and trusted”	17 people answered “goods completeness”
2.	5 people answered “product section is arranged tidily, until it is easy to find the wanted goods”	1 person answered “variation of clothes color”
3.		2 people answered “get more clothes variation”
4.		3 people answered “trust”
5.		1 person answered “there is not any yet”

C. Assessment of Services, Satisfaction, and Availability of Recommendations

No	Service Score	Satisfaction Score	Recommendation Availability
1.	11 people answered “4 of 5”	24 people answered “I will come back to visit Purnomo Store again for shopping”	24 people answered “yes”
2.	12 people answered “5 of 5”		
3.	1 person answered “3 of 5”		

D. Consumer Suggestions

No	Suggestion
1.	9 people answered “good already, keep it up”
2.	7 people answered “one new branch and open business opportunity in each region”
3.	1 person answered “open online shop”
4.	7 people answered “get more supplies”

RESULT AND DISCUSSION

The results of the calculation of a total of 24 respondents who were netted in the customer satisfaction survey produced an **IKM** score of **87.5** as presented in the following table:

	IKM ELEMENT	SCORE
U1	Store introduction level?	3,5
U2	How many times stop by?	3,5
U3	Liked service?	3,5
U4	Service needs to be increased?	3,0
U5	Is the service maximal already?	3,0
U6	Willingness to go back to the store?	3,5
U7	Do you recommend the store?	3,5
U8	Suggestion to the store?	3,5

From the table above it is informed that the results of the IKM assessment per element of the 8 elements of the community satisfaction assessment all elements fall into category A.

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Therefore all elements can be concluded to be of very good value. Furthermore, every element of the service continues to be considered and the quality is improved so that the service becomes even better.

a) Pattern of buyers

The whys and hows of consumer purchasing decisions are referred to as purchasing patterns. Buyer patterns are the habits and routines that consumers develop as a result of the products and services they purchase.

These types of purchases fall into four consumer behavior categories:

1. Routine purchases (e.g. weekly grocery shopping)
2. Purchases for limited decision-making (eg new salons recommended by friends)
3. Purchases for extensive decision-making (e.g. new car)
4. Impulse purchases (eg a pack of gum at the checkout)

Based on the explanation and results of the customer's response to the store, it can be determined that the buyer pattern is a regular buyer because some buyers always stop by the store 10 times as much. However, it appears that the business still needs to improve, specifically the colors supplied, which should be more innovative or add colors so that buyers or consumers will return to the store to purchase the goods they desire.

b) Buyer loyalty

Griffin (2002:4) notes that "loyalty is defined as non-random purchasing reflected over time by some decision-making unit" (Hurriyati, 2010, p. 128). Based on this description, it is clear that loyalty is more akin to behavior, as seen by routine purchases made by decision-making units.

Customers, in common words, are those who buy and utilize a product, both goods, and services, regularly. Customers or users of a product are people who have a direct or indirect relationship with a business.

It can be argued that client loyalty is crucial in a company; keeping them implies boosting financial performance and ensuring the company's survival; this is the primary motivation for a company to attract and keep them.

According to Timm (2001, pp. 6-7), (in Vanessa Gaffar, 2007, p.74), customer loyalty is composed of five (five) elements, namely:

1. Overall customer satisfaction, low or irregularity of customer satisfaction levels cancels out for companies to gain customer loyalty.
2. Customer commitment to creating repeat purchases in a relationship with the company.
3. Desire to be a repeat buyer.
4. The desire of customers to recommend the company to others.
5. Customer resistance to switching to competitors.

Based on the response and explanation provided, it can be said that customer loyalty to the store is excellent. Customers return to the store frequently to purchase their preferred things since they are so happy with the services and products that the store offers. The increasing volume of purchases is what the business must pay attention to, therefore it must be able to manage the completeness of the item's solution so that the customer won't be dissatisfied if the preferred item has sold out.

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c) Buyer behavior

Consumer buying behavior describes the actions people take before purchasing a good or service, both online and offline.

The possibility that someone will connect with a brand and make a purchase rises when many factors are combined. The following four factors have an impact on it:

1. Cultural Factors – Culture is not always determined by one's nationality. It can also be determined by their associations, their religious beliefs, or even their location.
2. Social Factors – Elements in a person's environment that influence the way they see a product.
3. Personal Factors – These may include a person's age, marital status, budget, personal beliefs, values, and morals.
4. Psychological Factors – A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

The highest degree of customer care provided by the business, the excellent product quality offered, and the store's level of initiative and reliability can all be used to conclude that customers' behavior toward the store thus far has not been damaging. Of course, this is advantageous for both the store and the consumer; the latter is pleased with the quality of the service and the goods, while the former gains repeat business.

DISCUSSION

A representative sample of 24 (twenty-four) persons shared their thoughts on how satisfying it is to shop at the Purnomo store. The information is widely disseminated to consumers and potential customers as clothing retailers in the market. Purnomo store owners use technology to incorporate information about their businesses on Google Reviews as well as to give customers a place to rate and evaluate the goods and services they have purchased. Regarding information dissemination, 13 (thirteen) respondents interviewed by the author claimed that they first learned about the Purnomo store from posts on social media, such as Facebook, Instagram, or Twitter, before deciding to buy clothes there. It should be emphasized that information about the Purnomo store on social media is shared not only by the owner or employees but also by devoted customers who already know the store's quality and frequently make purchases. This includes sophisticated advertising strategies, which undoubtedly impact potential customers' decisions to visit stores and purchase things (Richadinata & Astitiani, 2021).

Furthermore, ten (10) respondents stated that they made purchases at the Purnomo store because of referrals from friends or relatives. This is part of conventional marketing, which is done through word of mouth. Even though the scope is narrower than that of social media marketing, potential buyers tend to accept recommendations from individuals closest to them because they are thought to deliver honest and unbiased product reviews (Hasan, 2009). This is demonstrated by the presence of 5 (five) consumers who were recommended by friends or family and are now committed Purnomo store customers because they frequently stop by and buy clothes there at least 6-10 times. Meanwhile, as a result of social media advertisements, only 3 (three) customers stopped by and purchased 6 to 10 times in a certain period.

Then, 19 (nineteen) out of 24 (twenty-four) consumers highlighted features of nice and polite waiters as their preferred kind of service and factor in deciding to place allegiance

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to Purnomo establishments. According to Susanto and Damayanti (2008), good service quality will improve consumer loyalty. In addition to the full choice of products, the attitude of store staff when serving customers is the first thing that customers evaluate. There are instances when customers are unsure about which product to choose or where to store the thing they are looking for. It is in these conditions that Purnomo store staff are deemed capable of providing the best possible service by politely asking customers about their difficulties and directing them to the location of the goods.

However, Purnomo store owners and managers are not to become complacent because there are still services that need to be enhanced to achieve a level of client happiness and loyalty. According to the data gathered, there are 12 (twelve) customers who have complained about the lack of availability of many products at the Purnomo store. Even if store service is excellent in terms of personnel attitude, insufficient product availability can affect consumer purchasing intentions because many customers refuse to acquire things other than what they require. This remark is consistent with the findings of Rosita (2016), who discovered that product completeness influences consumer repurchase interest at a store. As a result, the more complete the product, the more loyal the customer is.

The amount of consumer loyalty at the Purnomo store can thus be represented by data obtained from 24 (twenty-four) samples of consumers evaluating good store service at levels 3 (moderate) to 5 (very good). Thus, all participants stated a willingness to return to the Purnomo store and buy products on other occasions, along with potential customers who might go shopping after the 24 sample consumers suggested the Purnomo store to relatives, friends, and individuals in their immediate surroundings.

In the end, retailers must always listen to customer feedback for the business to continue to run smoothly and with improved service. Purnomo store received two dominant suggestions when referring to research data on 24 consumer samples, namely "it's good, improve again, continue to be successful" and "open business opportunities or open branches in each region," indicating that the majority of the sample is satisfied with the service and products provided by the Purnomo store. This satisfaction certainly leads to one aspect that causes loyal consumers to buy or wait for product availability in a store.

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