

The Influence of Store Atmosphere, Customer Delight and Product Completeness on Consumer Loyalty in Groceries Retail MSMEs Suko Asri Market Kab. Sidoarjo

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ABSTRACT

This study aims to determine the effect of Store Atmosphere, Customer Delight and Product Completeness on Consumer Loyalty in MSME Retail Groceries Suko Asri Market, Sidoarjo. This type of research is quantitative research. The population is all MSME Retail Groceries customers at Suko Asri Market, Sidoarjo. The number of samples is 75 people with purposive sampling process. Target customers who have shopped more than 1 time at MSME Retail Groceries Pasar Suko Asri Sidoarjo. The data collection method uses a survey method with a questionnaire as an instrument. Test the instrument using the Validity and Reliability Test, Multiple linear regression, Classical Assumption Test, t test and R^2 test. From the results of the F test value, it shows that Store Atmosphere, Customer Delight and Product Completeness both have a significant effect on consumer loyalty, MSME Retail Grocery Market, Suko Asri Sidoarjo Market. Meanwhile, the results of the t test show that (1) Store atmosphere has an effect on consumer loyalty, (2) Customer delight has an effect on consumer loyalty, (3) Product completeness has an effect on consumer loyalty in MSMEs Retail Groceries Suko Asri Market, Sidoarjo.

Introduction

The Covid -19 pandemic that has occurred since the beginning of 2020 has had a significant impact on social life as well as declining economic performance in most countries in the world, including Indonesia. The existence of the lockdown (lockdown) has stopped economic activity suddenly and resulted in a decrease in supply chains all over the arena have been requested and disrupted. In a survey conducted by Thaha in 2020, more than 50% of MSMEs stated that they would go out of business within a few months. The impact of the Covid-19 pandemic on the MSME sector is undoubtedly significant for Indonesia's financial situation, as the contribution of MSMEs to the Indonesian economic system may be substantial in a variety of fields [1].

Entrepreneurship has a positive effect on the Indonesian economy, especially in overcoming unemployment and promoting sustainable businesses [2]. MSMEs are a type of business that has an important role in increasing the GDP (Gross Domestic Income) of a country, especially in Indonesia. Efforts to increase MSME sales [3]. The trade sector is one of the biggest contributors to the Sidoarjo district's GRDP (Gross

Regional Domestic Income), which is equal to 9.58% [4]. As people's mobility returns to normal, the retail business is starting to show some recovery. This can be proven by an increase in data from the Sidoarjo Regency statistical center that the trade sector's contribution to GRDP increased by 18.35% (better than 2020). Chairman of the Association of Indonesian Retailers (Aprindo) Roy Nicolas Mandey stated that the retail business in Indonesia is expected to grow up to 3% in 2022 and will be better than in 2021 [5]. In order to achieve this goal, the retail business should be restored, because its contribution is quite large to the national economy through household consumption. The contribution of household consumption to economic growth has reached more than 56% [4].

The marketing strategy turns out to be important for MSMEs to increase sales [6]. Whenever a company achieves its quality and quantity objectives within a certain time period, it is considered to be doing well [7]. Store atmosphere can also be used as a marketing tool to attract consumers to come. [8] explained The store atmosphere is the atmosphere created by the store to make customers feel at ease and at ease when selecting the products they want to buy. Maintaining consumer loyalty is a challenge for companies that must be pursued for the survival of the company store atmosphere arrangement which can give a very interesting impression and provide convenience to consumers in visiting [9], because happy consumers are expected to make repeated purchases.

The strategy for a trader that can be done to increase customer loyalty is to make customers happy, this term is called customer delight. Customer Delight has an important influence on purchase intention consumer [10]. Justice is one of the factors that has great potential to generate customer delight and is very influential in increasing customer purchase intentions. In this case, trust is recognized as an important indicator in developing loyalty [11]. Esteem is a condition where consumers feel they are getting excellent service from the company, giving rise to a feeling of "privileged". Finishing touch is a condition in which consumers feel that they have received facilities. Building long-term customer relationships is difficult when: Expectations and needs are not fully understood. next customer Management, the company must understand the wants and needs of its customers and can use existing resources to satisfy and retain customers [12].

Completeness of product types is one of the factors that influence customer loyalty as well as ways to attract customers. [13] stated that the product completeness variable includes the variety of goods sold in supermarkets and the availability of these goods sold in supermarkets. For a supermarket, completeness of merchandise is an important factor to attract consumers. Even though the selling price is higher than other supermarkets, because of the complete range of goods sold, this supermarket attracts many visitors.

Visitor loyalty is a behavior that arises as an area of action to things that result in the visitor's desire to be able to visit again [7]. Suko Asri Market is a traditional trading place that has 120 outlets consisting of more than 20 Groceries Retail MSMEs. This is in line with the results of an interview with UPT Pasar Suko Asri which stated that dealing with existing competitors is a challenge for a trader, therefore traders need

to develop a strategy to create customer loyalty that aims to capture existing market share and ultimately can increase the profitability of their business.

Research Methods

In this study, a quantitative design will be used to collect data from respondents via a survey in the form of a questionnaire. This research was conducted at the Taman Suko Asri Traditional Market, Suko Legok Village, Kec. Sukodono, Kab. Sidoarjo 61258, the source of the data used in this study is primary data with a population of consumers at the Taman Suko Asri Traditional Market who have shopped more than 1 time at MSME Retail Groceries Pasar Suko Asri Sidoarjo. The number of population in this study is unknown, so The sample count must be at least five times the number of indicator variables [14]. The indicators in this study were 15 indicators so that a minimum of 75 samples were needed, so the total sample was 75 respondents who had shopped more than once at MSMEs Retail Groceries Pasar Suko Asri Sidoarjo.

Result and Discussion

Results

Before analyzing the data, validity and reliability tests were first carried out. The validity test is intended to find out whether the questions posed are valid or not, while the A reliability test determines how well a measurement can produce results that are nearly identical when repeated measurements are taken on the same subject. In the validity test, a statement is said to be valid if r_{hitung} is greater than r_{tabel} . The validity test in this study shows that the r table in this study when $df = (n-2) = 73$ (75) with a significance of 0.05 is 0.227 So declared valid. The statement items are declared reliable in the reliability test using the test criteria with a Cronbach's Alpha value greater than 0.60. This study also examines the traditional assumption test used to determine whether the data analysis can be continued with statistical parameters, namely the Multiple Regression Analysis Test, which includes the Normality, Multicollinearity, and Heteroscedasticity tests.

The normality test is carried out to find out whether the residual values are normally distributed or not, on the Kolmogorov - Smirnov test, the data is said to be normal if the Sign value is > 0.05 . In this study, the significant value for the Kolmogorov - Smirnov section was $0.200 > 0.05$, which means that all the variables in this study were normally distributed. Multicollinearity test aims to determine whether the relationship between independent variables has a multicorrelation problem or not. In this study it can be seen that the values of Tolerance and VIF for the Store atmosphere variables are 0.223 and 4.482, the customer delight variables are 0.320 and 3.130, and the Product Completeness variables are 0.121 and 8.265. These results indicate that the tolerance value is > 0.10 and the VIF value is < 10 , so the heteroscedasticity test aims to show that the variables are not the same for all observations or observations.

Multiple Regression Analysis

Regression analysis is an appropriate method of analysis used when one dependent variable is thought to be related to one or more independent variables in a

study, in line with the findings of [15] states that the objectives and hypotheses expressed in this study, the data analysis method that can be applied is multiple regression analysis.

Table 1. Multiple Linear Regression Test Results

Model	Coefficients ^a		Standardized Coefficients	T	Sig
	Unstandardized Coefficients				
	B	Std Error	Beta		
(Constant)	6,121	2,527			
Store Atmosphere	0,379	0,061	0,877	2,422	0,018
Customer Delight	0,743	0,120	0,735	6,182	0,000
Kelengkapan Produk	0,183	0,059	0,593	6,198	0,000

Source: Output SPSS Version 26.0

In the multiple linear regression test which shows the value of the store atmosphere variable has a value of 0.379, the customer delight variable has a value of 0.743, the product completeness variable has a value of 0.183 So based on the basic reference for decision making for the multiple linear regression test, namely all hypotheses are accepted, which means that all Store Atmosphere variables, Customer Delight, and Product Completeness have an influence on consumer loyalty.

F test

The F statistical test determines whether all of the independent variables have a joint effect on the dependent variable (dependent variable). Based on table 2 the ANOVA test above is obtained *Fitung* namely $50.524 > 2.73$, and based on table F with a sig. namely $0.000 < 0.05$. Judging from the basic reference for decision making for the F test, it can be concluded that Store Atmosphere, Customer Delight, and Product Completeness together influence Purchase Decisions.

T test

Table 2. T test (Partial)

Model	Coefficients ^a		Standardized Coefficients	t	Sig
	Unstandardized Coefficients				
	B	Std Error	Beta		
(Constant)	6,121	2,527			
Store Atmosphere	0,379	0,061	0,877	2,422	0,018
Customer Delight	0,743	0,120	0,735	6,182	0,000
Kelengkapan Produk	0,183	0,059	0,593	6,198	0,000

Source: Output SPSS Version 26.0

Based on the table 2 above, it can be concluded that each independent variable has its own effect on the dependent variable. The test was carried out using a

significance level of 0.05 ($\alpha = 5\%$). So that the hypothesis is accepted, which means that store atmosphere, customer delight and product completeness partially have an influence on consumer loyalty.

Correlation Coefficient Analysis

Correlation coefficient analysis is used to determine the direction and strength of a relationship between two or more variables. Direction is expressed in the form of positive and negative relationships, while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient. Based on the results of the analysis, the information obtained is that Column R shows a correlation or relationship between variable X and variable Y of 0.825 or 82.5%, meaning that the correlation or relationship between variable X and variable Y has a strong relationship.

Discussion

The Effect of Store Atmosphere on Consumer Loyalty

The results showed that the Store atmosphere variable has a t-count value of 2.422 with a significance value of 0.018 less than 0.05 ($0.018 < 0.05$), so this study shows that the Store atmosphere has a partial effect on consumer loyalty at MSMEs Basic Food Suko Traditional Markets Asri Sidoarjo. This positive direction shows that Store atmosphere influence the buyer's emotional state that causes or influences the purchase. Emotional state will create Store appearance guaranteed by the store increases consumer loyalty to decide to make a purchase of the product. The same thing was also researched by [16] at Café Black Cup Coffee & Roastery, the results of his research showed that based on the results of hypothesis testing it was found that store atmosphere had a positive and significant influence on consumer loyalty at Café Black Cup Coffee & Roastery. Hypothesis which states that there is an influence of Store atmosphere on consumer loyalty is proven and the truth is accepted.

The Effect of Customer Delight on Consumer Loyalty

The results showed that the customer delight variable has a t-count value of 6,182 with a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), so this study shows that customer delight has a partial effect on consumer loyalty in UMKM Sembako Traditional Market Suko Asri Sidoarjo. This positive direction shows that Customer delight affects customer reactions when they receive a service or product that exceeds their expectations [17]. The concept of customer delight is very useful in customers happy. The concept of delighting customers is expected to increase customer loyalty.

Effect of Product Completeness on Consumer Loyalty

The results showed that the product completeness variable had a t-count value of 6,198 with a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), so this study showed that product completeness had a partial effect on consumer loyalty at MSME Basic Foods in the Suko Traditional Market Asri Sidoarjo. This positive direction shows that The complete range of products available at the store will attract the attention of consumers to make purchases and retain consumers to make repeat purchases after purchasing from the company. [18] research entitled "The Influence of Product Completeness Factors, Product Quality and Product Image on Consumer Loyalty at Basmalah Market Karanggeneng" results show that the product completeness variable

has a significant influence on the dependent variable consumer loyalty at Basmalah Market Karanggeneng.

The Influence of Store Atmosphere, Customer Delight, and Completeness of Products on Consumer Loyalty

The results showed that the store atmosphere, customer delight and consumer loyalty variables calculated the F value of $50,524 > 2.73$, and based on table F with a sig. ie $0.000 < 0.05$, this study shows that store atmosphere, customer delight and customer loyalty have a simultaneous effect on customer loyalty. This positive direction indicates that all the variables in this study are like the store atmosphere variablenamely the atmosphere of the store which is neatly arranged and also has a wide allocation of space will make customers remain loyal to MSMEs Retail Groceries Pasar Suko Asri Kab. Sidoarjo. And also customer delight, namely good and impressive service provided to consumers will make consumers not switch to shopping at MSMEs Retail Groceries Pasar Suko Asri Kab. Sidoarjo. As well as the completeness of products where MSMEs Retail Groceries Pasar Suko Asri Kab. Sidoarjo has a complete range of products that will keep consumers loyal to the store because consumers will find it more practical to shop to meet their needs. Thus the three variables stated that there is an influence of store atmosphere, customer delight, and product completeness on consumer loyalty. simultaneously or jointly declared proven and accepted the truth. This research is in line with research conducted by [19] with the title "The Influence of Store Atmosphere, Product Quality, Service Quality, and Customer Satisfaction on Customer Loyalty" The results show that the store atmosphere has a positive and significant effect on consumer loyalty at Matahari Department Store in Yogyakarta. And also research conducted [20] with the title "The Effect of Customer Delight on Customer Loyalty in Livingstone Café & Bakery Seminyak Bali" the results of the analysis found that customer delight has a positive and significant influence on customer loyalty at Livingstone Café & Bakery Seminyak Bali. As well as research conducted by [21] with the title "The Influence of Product Completeness, Price,

Conclusion

Store Atmosphere, Customer Delight, Product Completeness have a significant effect simultaneously on consumer loyalty, this is evidenced by the F test which shows a sig. $0.000 < 0.050$ so that the proposed hypothesis is accepted. This research shows that the better the Store Atmosphere, Customer Delight, and Product Completeness, the higher the consumer loyalty. The variable that has the most dominant influence on consumer loyalty to MSME products, Staple Food Market, Suko Asri district. Sidoarjo is the variable Customer delight, after that the variable store atmosphere and while the one with the least influence is the product completeness variable. this is evidenced by the multiple linear regression test which shows the value of the store atmosphere variable has a value of 0.379, the customer delight variable has a value of 0.743, the product completeness variable has a value of 0.183 So based on the basic reference for decision making for the multiple linear regression test, that is, all hypotheses are

accepted, which means that all Store Atmosphere, Customer Delight, and Product Completeness variables have an influence on consumer loyalty.

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