The Influence of Price Perceptions, Service Quality and Store Image on Customer Loyalty through Customer Satisfaction Mutiara Cahaya Swalayan Slawi

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Abstract. Customer satisfaction related to customer loyalty will increase when customer satisfaction increases. Loyal customers will not switch to a competitor's product or service even if the price increases. Customer satisfaction includes recommending the company to others, changing products from the same company, purchasing additional products or services, and occasional use of the product. There are two main aspects of a customer loyalty system that are related to behavior and attitudes. Customer loyalty plays many important roles, such as increased purchases, positive word of mouth, and less pressure for price increases. Loyalty leads to increased purchases. Reduce business and operational costs, increase market share and maximize customer value. Business goals must be competitive to win the hearts of customers, create and build loyalty, achievement process. The displayed price for a product or service can influence customer perception, and a customer's perception of price can influence the decision or use of the product in such a way as to force the business department to create happiness in the product it sells.

Keywords: price perception, service quality, store image, customer satisfaction, customer loyalty

1. Introduction

Customer loyalty is very important for business success. Incentives for repeated purchases and other behaviors aimed at building customer loyalty to products or services produced by the company are called customer retention. The actual repeat purchase of a product or service is consumer behavior [1]. This includes recommending the company to others, changing products from the same company, purchasing additional products or services, and occasional use of the product. Good quality is maintained. Customer loyalty can also be referred to as a preference for a particular brand shows that this results in a constant purchase intention over time [2]. There are two main aspects of a customer loyalty system that are related to behavior and attitudes. Customer loyalty plays many important roles, such as increased purchases, positive word of mouth, and less pressure for price increases [3]. This led to an increase in purchases. Reduce business and operational costs, increase market share and maximize customer value [4]. Loyal customers can publish company products. Customers are loyal to a product or service when they are highly satisfied [5]. To win the hearts of customers and create and retain customers, the process of achieving business goals must be competitive. Sales practices, repeat purchases, referrals, and customer involvement are all measures of how loyal a company's customers are to a product or service.

As explained above, for example and several other studies show that perceived value has a positive and positive effect on customer loyalty. They found that customer loyalty was not influenced by perceived value [6]. According to that good service is beneficial and has a positive effect on customer loyalty. Customer loyalty is influenced by service quality [7], [8]. In contrast to he found that customer loyalty is negatively affected by service quality. This study found that store image has a positive and positive effect on customer loyalty [9]. According to, customer satisfaction acts as an intermediary between increasing the value of convenience and service quality and increasing customer satisfaction [10]. Therefore, customer loyalty increases when perceived value and service quality increase. and in many other studies, customer satisfaction can positively and negatively influence the relationship between service quality and customer loyalty. The relationship between store image and customer loyalty can be positive and mediated by customer satisfaction [11]. Customer satisfaction is not only related to reconciliation, but is also positive and beneficial for customer loyalty.

2 Methods

This research is a quantitative research. Data collection uses research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses. The design in this study includes population, research samples, sampling techniques, data collection methods, research variables, data analysis methods and hypothesis testing.

The population is all the elements whose characteristics will be estimated. The population in this study were Mutiara Cahaya Supermarket customers, considering that there were 107 people in the population, the researchers did not take samples. in his book states that research that uses the entire population as a sample is census research.

Sample is the number of elements that will be included in the sample if the research is descriptive in nature, so generally a large sample is needed, but if the research is only to test hypotheses, a smaller number of samples is needed. Study this, amount sample determined with use method formula iteration because amount population in study this no is known in a manner sure. Research using all members of the existing population is called population or census research. So that the sample used by taking the entire population of Mutiara Cahaya Self -Service was 107 people.

3 Results & Discussion

This chapter presents an overview of research data obtained from respondents' responses, data processing, and data analysis. The results of data processing will become the basis for analysis and answer research questions. Descriptive analysis of data is used to explain respondents' responses to each variable. The questionnaire given to the respondents consisted of 107 questions. These response points are used to determine respondents' preferences for the different conditions of each study. Because the scoring system used in this study has a minimum of 1 point and a maximum of 5 points, the respondent's response scale is calculated using the following formula.

Index value $= \frac{((\%F1x1)+ (\%F2x2)+ (\%F3x3)+ (\%F4x4)+ (\%F5x5))}{5}$

Information:

F1 : Frequency of respondents answering 1 (STS)
F2   : Frequency of respondents answering 2 (TS)
F3   : Frequency of respondents answering 3 (N)
F4   : Frequency of respondents answering 4 (S)
F5 : Frequency of respondents answering 5 (SS)
N   : Ideal score

In setting the criteria for each rating, a three-criteria box is used which is the standard for assigning rating values by dividing the rating scores into three levels. Respondents' answer values do not start from 0, but from 1 to 5, and have values from 20 to 100, with a range of 80, divided into three different boxes to produce a range of 26.67. The definition of the index is presented in Table 1.

Table 1. Category Interval Class

No.	Interval Value	Criteria
1	20.00 – 46.67	Low
2	46.68 - 73.34	Currently
3	73.35 - 100	Tall

Direct relationship occurs when one variable influences another variable without a third variable (mediator) from the relationship between the two variables. An indirect relationship is when there is a third variable that moderates one of the three variables. In this study, there are different interventions that reconcile our personal changes with others. Based on the results of factor analysis (CFA) on endogenous variables, it was found that the results of the Chi-Square, RMSEA, GFI, CMIN/DF, TLI and CFI indices met the criteria for the need for a standard quality fit index. On the other hand, yields and AGFI can only meet the requirements. Overall, this endogenous design meets the requirements and can be called acceptable. Therefore, all questions introduced with exogenous variables can be declared valid.

Test Construct Reliability. Confirmatory factor analysis (CFA) in the constructivist belief test is used to show how well a measuring instrument can provide relatively similar results when two or more measurements are made on the same object. In addition, for the results of the build reliability test, the build reliability formula is used as follows:

Information: *Standard loading* is obtained from the results of estimated *standardized loading* for each indicator obtained through the Amos output. $\Sigma \varepsilon j$ is the *measurement error* of each indicator, *measurement error* can be obtained by 1-indicator reliability.

Reliability is a measure of the questionnaire's ability to measure variables. Such a measuring instrument can be called a reliability measuring instrument. There are many ways to assess study reliability, including repeated testing, sample replacement, and internal consistency. One of the most commonly used reliability tests is reliability in terms of Cronbach's alpha. The value of 0.50 indicates the reliability of the questionnaire. (a) Price perception has a positive and significant effect on customer loyalty. (b) Quality of service has a positive and significant effect on customer loyalty. (c) Store image has a positive and significant effect on customer loyalty . (d) Price perceptions affect customer satisfaction. (e) Quality of service affects customer satisfaction. (f) Store image influences customer satisfaction. (g) Customer satisfaction has an influence on customer loyalty. (h) Perceptions of price have an influence on customer loyalty through customer satisfaction. (i) Service quality has an influence on customer loyalty through customer satisfaction. (j) Store image has an influence on customer loyalty through customer satisfaction .

4. Conclusion

Price is the amount offered by the customer in return for the value of the goods or services or the benefits that can be obtained by owning or using the goods or services. Good service and customer satisfaction are the most important factors in customer retention. Good service is most important for the service industry because it leads to many desired behaviors including, good word of mouth, reduction of customer complaints, and customer satisfaction and loyalty. Therefore, image has a great impact on customer purchases and creates a positive impression on customers. Prices that customers find affordable make customers more valuable. Customer satisfaction can decrease if the price set by the company is not in accordance with the profits obtained, and conversely customer satisfaction can increase if the price set by the company is in accordance with the results obtained. One of the factors that influence customer satisfaction is good service. Service quality is said to be satisfied when the perceived service is equal to or greater than service quality. Performance is said to be good if the service provider provides services that exceed customer expectations.

Excellent service is the single most important factor in the service industry because it leads to many desired behaviors such as positive word of mouth, reduced customer dissatisfaction, and customer satisfaction and loyalty. Branding is important for business because it can influence what customers think of your products and services. When a customer decides to buy a company's product, he ignores the competition and works with the company to help maintain long-term profits. Customer value is important to customers when purchasing company products. One of the metrics that measure customer satisfaction is price. Customer satisfaction can decrease if the price set by the company does not match the benefits received, and conversely customer satisfaction can increase if the price set by the company is in accordance with the results obtained.

Customer satisfaction is a post-consumer evaluation of a product or service based on a positive, neutral or negative attitude towards the product or service through interactions that compare the customer's expectations and experience with the product or service. Loyalty is the relationship between relative behavior and repeated patronage. Because customer retention is linked to long-term profitability, acquisition and retention are important to many business strategies because the cost of acquiring new customers is high. Customer satisfaction is very important for the existence, sustainability and development of the company. Many businesses today understand the importance of customer satisfaction and use strategies to ensure customer satisfaction. Retaining and satisfying existing customers is much easier than attracting or finding new ones, but it costs less to retain them than it does to find new ones. Therefore, based on the analysis and research it can be concluded that recognition of appreciation, good service and image of customer satisfaction have a direct and positive effect on customer loyalty.

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