THE INFLUENCE OF PRICE, PRODUCT QUALITY AND PROMOTION ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A CONNECTION VARIABLE IN CUSTOMER HYPERMART CYBERPARK KARAWACI, TANGERANG, BANTEN

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ABSTRACT

The purpose of this study was to determine the effect of price, product quality, and promotion on customer loyalty mediated by customer satisfaction. The research population is Hypermart Cyberpark Karawaci customers with a sample of 100 respondents using an accidental sampling technique. The analysis technique uses Partial Least Square (PLS). The test instruments used are validity and reliability test, outer model construction test, R-Square Inner Model, Q-Square and GoF test, and bootstrapping hypothesis test, the results show that price has an effect on customer loyalty, product quality and promotions have no effect on customer loyalty, price and promotion have no effect on customer satisfaction, product quality has an effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, price, product quality, and promotion have no effect on customer loyalty through customer satisfaction.

Keywords: Price, Product Quality, Promotion, Customer Satisfaction, Customer Loyalty

PRELIMINARY

The development of Indonesian retail industry is currently experiencing very rapid development which initially only consisted of traditional and modern retail. With the development of the retail industry, many consumers are leaving traditional retail and businesses are growing rapidly with modern retail infrastructure. The difference between traditional retail business and modern retail is based on RI Presidential Regulation no. 112/Yr. 2007 concerning the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores, the traditional retail business is a business that is built and managed by the Government, local government, private sector, and regionally owned enterprises. Modern retail is a business with an independent service system, selling various types of goods in retail in the form of Minimarkets, Supermarkets, Department Stores, Hypermarkets, and wholesalers in the form of wholesalers.

The emergence of new retail concepts such as minimarkets, supermarkets, and hypermarkets is a new market opportunity that is considered potentially quite large by retail businesses as well as a threat to the existence of traditional markets which are still unable to compete with modern markets, especially those related to capital and business management. Modern retail has quite several positive things compared to traditional retail, causing modern retail to experience positive growth, while traditional retail experiences negative growth. This form of minimarket, supermarket, and hypermarket business is a form of modernization of traditional retail.

The difference in the meaning of consumers and customers according to KBBI is that consumers are users of production goods, while customers mean people who buy goods regularly. If it is related to the world of modern retail, a person can be said to be a customer if he has made a purchase more than once or in terms of a repeat order to a retailer. At Hypermart, a consumer can join a Hicard loyalty membership to get more benefits such as special promotions for certain products and various other benefits. This Hard loyalty member is in digital form which does not have a physical card like the loyalty members of similar competitors, does not make the wallet thick, and reduces the risk of losing the card. Customers or consumers who have joined Hicard loyalty members can also enjoy a variety of benefits, including that there are always discounted products all the time and other special discounts.

It is undeniable that price is one of the main factors to be considered when deciding to buy this product. According to Wibowo (2019), for consumers, price is an important factor in deciding whether to buy a product or not. Satisfaction and loyalty increase when prices are low or according

to the quality offered (Rosyihuddin, 2020). Prices presented by Hypermart are generally divided into two, regular prices and promotional prices. In terms of information, the shelf cards in Hypermart are more informative with regular prices and promo prices, regular prices are prices that are printed smaller and crossed out, while promo prices are printed larger, if there is no promo, then there is no price crossed out.

Product quality is also a determining factor for making purchasing decisions for a product. If the product quality, especially for fresh products such as fruits and vegetables in a retail store, is not fresh enough, then customers can switch to other retail stores that sell better fresh products. Product quality is one of the most important considerations for consumers when buying a product (Tyas et al., 2022). Product quality is an indicator that creates satisfaction and loyalty from consumers. When product quality comes first, satisfaction will build itself which will automatically foster consumer loyalty (Rosyihuddin, 2020). The quality of the fruit served at Hypermart and Foodhall consists of pre-packs and units, where customers can choose the fruit they want to buy themselves. This cannot be seen in Lawson, which only sells pre-packaged fruit products.

In addition to the two factors above, the promotion also plays an important role in growing customer loyalty. With attractive promotions, right on target, and sustainable, it can make our customers more loyal to us and their repeat shopping behavior is certain to be carried out by them. According to (Tamon et al., 2019: 702). The purpose of promotion is to inform consumers about a product, attract the attention of consumers, and to inform them about the product information they need and where companies sell it. According to (Brata et al., 2017: 435) Promotion is the act of presenting information, providing information, reminding consumers of the usefulness of a product, and attracting consumers to buy the product. Hypermart informs ongoing promotions through many media, including banners in stores, price tags attached near products, flyers at store entrances, billboards erected around stores, and also social media such as Instagram and online media. Like the official website of Hypermart. In contrast to Foodhall and Lawson, they use quite limited promotional media, such as Foodhall which only displays promos with electronic media and Lawson uses the same banners as Hypermart but with a smaller number. Foodhall and Lawson also use social media as their promotional media.

Satisfied customers tend to stick with the product being marketed and create customer loyalty. (Bali, 2022). Customer satisfaction comes from the feeling that what the customer wants is achieved and one of the driving factors is product quality and price. (Princess, 2020). Making consumers satisfied with the products and services we provide to them is the key so that our customers feeling that we can meet all their needs and foster a sense of loyalty to us.

Marketing is very important for companies where marketing is done. Marketing is an activity that can generate and maintain profits and the survival of the company. Marketing is also a company's business function for the purpose of identifying or analyzing consumer needs and wants. According to Stanton, J. (2012:25), marketing is all business activities related to planning, pricing, promotion, and distribution of goods and services that can meet consumer needs and satisfaction. According to Kotler & Armstrong (in Prensa, 2017: 3) explaining marketing is a social and managerial process by individuals and groups to fulfill needs and desires to create, provide and exchange valuable goods with others. Marketing Management is used as the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target markets to achieve organizational goals. It can also be said that marketing management is a planned and organized activity that includes the distribution of goods, pricing, and monitoring of policies that have been made whose aim is to gain a place in the market so that the main objectives of marketing can be achieved. Kotler & Armstrong (in Prensa, 2017: 4) explains that marketing management is a human endeavor to obtain profitable exchange results and build close relationships with consumers in ways that are beneficial to business. According to Sunyoto (2014: 221), marketing management means the analysis, planning, implementation, and management of programs to create, shape, and maintain profitable exchanges with customers in the organization. The same thing was also expressed by Wibowo and Priansa (2017: 13) in a book entitled Communication and Marketing Management saying that effective marketing management responds to consumer needs, wants, and expectations through the continuous supply of products and their value.

The marketing mix consists of four components, namely product, price, place, and promotion. The four strategies influence each other so that all of them form a unified strategy, namely the Reference Strategy/Mix. The marketing mix strategy can also be interpreted as part of the marketing strategy and serves as a guide in the use of marketing elements or variables that can be controlled by company managers, to achieve the

company's marketing objectives. The marketing mix is a combination of variables or core activities of the marketing system, namely variables that can be controlled by the company to influence the response of buyers or consumers (Sofjan Assauri, 2013: 12). According to Kotler & Armstrong (2012: 75) which says that the marketing mix is a set of tactical marketing tools that can control the product, price, place, and promotion combined by a company to get the desired response from the target market.

According to Kotler and Armstrong (2018: 51), consumer behavior is "consumer buyer behavior refers to the buying behavior of final consumer individuals and households that buy goods and services for personal consumption". This means that consumer behavior is translated into the buying behavior of each consumer for his consumption. The same thing was also stated by Hasan (2013: 161), consumer behavior is the study of the processes involved when individuals or groups select, buy, use, or customize products, services, ideas, or experiences to satisfy consumer needs and wants. Analyzing consumer behavior can help managers plan, implement and control strategies to achieve objectives such as profit, market share, and survival. In-depth analysis of consumer behavior to help management answer the questions of who, what, why, how, why, and where about a purchase made by a consumer. By understanding consumer needs, marketers can create products or services that meet consumer expectations. Analysis of consumer behavior can also be used as a basis for management in determining the right marketing strategy.

Price is the equivalent exchange rate for money or other goods for the benefits derived from goods or services for individuals or groups at a certain time and place. Low prices can usually guarantee consumer satisfaction. On the other hand, the price cannot always guarantee the good quality of a product. According to Kotler & Keller (2016: 39), price is one component of the marketing mix that generates income, while the other components generate costs. In competition to gain market share, companies must be able to know and understand the needs of their consumers better than competitors in the same business.

According to Fandy Tjiptono (2016: 220), there are 4 pricing methods, including demand-based pricing methods, cost-based pricing methods, profit-based pricing methods, and competition-based pricing methods. Suparyanto and Road (2015: 143) explain several objectives for setting the price of a product, including achieving profits, achieving sales levels, creating the market share, creating a good image, reducing

product inventory, and establishing competitive strategies.

Products are important for a company. A company cannot operate without a product. Of course, in choosing a product, consumers consider the benefits that can be obtained from the product, so in producing the product, it is necessary to adjust it to the wishes and needs of consumers, directed at market demand and consumer preferences. According to Kotler and Keller (2016: 156), product quality is the totality of product or service features and characteristics associated with it and the ability to meet explicit or implicit needs. From some of the explanations from the experts above, the authors conclude that consumers care about product quality and maintain good relations with product supply companies. The existence of a two-way relationship between business actors and consumers provides an opportunity to know and understand what needs and expectations exist in consumer perceptions. Thus, product supply companies can work well to achieve customer satisfaction by maximizing pleasant experiences and minimizing unfavorable experiences for consumers in using these products.

Promotion is the activity of disseminating product information that will be sold to potential customers and also communicating information about products marketed by marketers. Marketers can also try to create advertisements that are used as a means to persuade and influence consumers to buy and consume products. As part of the marketing mix, promotion must be integrated into the company's strategic plan along with advertising. Promotions can be designed to introduce new products, but also to build a brand by strengthening the advertising message and company image. According to Kotler and Keller (2016: 47), promotion is a method of communication from marketers to consumers, customers or target markets, which is intended to convey information about a product/company and persuade them to buy it. Lupiyoadi (2013: 178) defines the concept of promotion as an activity carried out by a company to convey the benefits of a product and is a tool to influence consumers and customers in buying or using services according to their needs. Based on the above understanding, promotion is an attempt to announce or intentionally offer a product or service by persuading potential customers to buy or consume the product or service. With encouragement from producers or distributors, it is hoped that sales will increase.

Literally loyal means loyal, and loyalty can be interpreted as faithfulness. This loyalty is formed without coercion, but comes from past self-

awareness. Efforts to increase customer satisfaction are more likely to influence consumer attitudes. The concept of consumer loyalty explains more about buyer behavior. According to Kotler and Keller (2012: 207), customer loyalty is the ability to repurchase or buy products or services. They like in the future, regardless of indirect influences and marketing efforts that may cause them to switch to other products. According to Oliver (2014: 432) customer loyalty is a commitment that is firmly held by a customer to consistently buy or choose products in the form of goods or services. Customer loyalty is a response or result of creating customer satisfaction as a successful implementation of service quality that meets customer expectations. Loyal customers are those who love the brands and products they use. A customer who is loyal to a purchase decision means that it is ingrained in him that the product or service purchased can meet his expectations and meet his needs, so he will not consider the factors that influence his choice, such as price level, distance, quality and other attributes.

Kotler & Keller (2016: 153) suggests that customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the expected performance or results. Conversely, according to Tjiptono (2015: 146), customer satisfaction is based on consumption or use of goods/services from other brands in the same product class with customers setting expectations regarding the expected performance of each brand. Customer satisfaction is measured by asking whether customers recommend the company's products or services to other people such as family, friends and others.

The effect of price on customer loyalty can be seen from the research of previous researchers, including Murti (2020), Kuswandi & Nuryanto Guyub (2021), Bali (2022), Oktaviani (2020) and Rosyihuddin (2020) which show that price affects customer loyalty in a significant way. Significant from research conducted by Wibowo (2019) the results are quite different, namely price has no effect on customer loyalty. The effect of product quality on customer loyalty according to the results of previous research conducted by Wibowo (2019), Murti (2020), Kuswandi & Nuryanto Guyub (2021), Olivia & Ngatno (2020), Tyas et al., (2020), Azazi et al ., (2019), Bali (2022), Oktaviani (2020) and Rosyihuddin (2020) state that product quality has a significant effect on customer loyalty. Product quality at Hypermart Cyberpark Karawaci, especially for fresh products, will greatly affect customer loyalty. Maintained product quality will certainly increase the possibility of customers buying these products in

the future. The effect of promotion on customer loyalty according to the results of previous research conducted by Kuswandi & Nuryanto Guyub (2021), Tyas et al., (2022) and Azazi et al., (2019) stated that promotion has a significant effect on customer loyalty. Presenting promotions for certain products will greatly increase customer interest in buying these products. Coupled with promotions, the price of these products becomes much more competitive, which will definitely increase customer loyalty. The effect of price on customer satisfaction according to previous research conducted by Wibowo (2019) and Rosyihuddin (2020) states that price has no insignificant effect on customer satisfaction. In contrast to the results of research conducted by Murti (2020), Kuswandi & Nuryanto Guyub (2021) and Bali (2022) which state that price has a significant effect on customer satisfaction. Like the relationship with loyalty, price can also affect customer satisfaction, the more competitive the price of a product, the more customer satisfaction will increase. In addition, the company must continue to monitor market prices set by competitors (if competitors offer lower prices) for products/services of the same quality, if this happens it can cause customers to switch hearts and decide to buy at a competitor's company. The effect of product quality on customer satisfaction according to previous research conducted by Wibowo (2019), Murti (2020), Olivia & Ngatno (2020), Tyas et al., (2020), Azazi et al., (2019), Bali (2022)), Rosyihuddin (2020) and Althazia & Aziz (2022) state that product quality has a significant effect on customer satisfaction. Product quality, especially fresh products, can be a special attraction for the retail business. If when a customer enters the store and sees a fresh product display whose quality is still fresh and good, of course it can increase feelings of pleasure and increase customer satisfaction. The effect of promotion on customer satisfaction according to previous research conducted by Kuswandi & Nuryanto Guyub (2021), Olivia & Ngatno (2020), Azazi et al., (2019) and Bali (2022) state that promotion has a significant effect on customer satisfaction. Promotion is generally defined as a unilateral flow of information or beliefs to guide a person or organization to an action that creates interaction in marketing. The effect of loyalty on customer satisfaction according to previous research conducted by Murti (2020), Azazi et al., (2019) states that literally loyal means loyal, and loyalty can be interpreted as loyalty. This loyalty is formed without coercion, but comes from past self-awareness. The effect of price on customer loyalty through customer satisfaction according to Murti

(2020), Oktaviani (2020) and Rosyihuddin (2020) in their research entitled the effect of price and product quality on customer loyalty through customer satisfaction as an intervening variable (studies on Wardah cosmetic consumers in the city of Semarang) states that price is able to influence customer loyalty through customer satisfaction. This means that customer satisfaction is able to mediate the relationship between price and consumer loyalty for Wardah cosmetics. The effect of product quality on customer loyalty through customer satisfaction according to previous research conducted by Wibowo (2019), Murti (2020), Oktaviani (2020), Rosyihuddin (2020) and Althazia & Aziz (2022) state that customer satisfaction can significantly become a mediator between product quality and customer loyalty. According to previous research conducted by Olivia & Ngatno (2020), the effect of promotion on customer loyalty through customer satisfaction states that customer satisfaction can significantly mediate between promotions and customer loyalty. The hypothesis is a temporary answer to the research problem formulation (Sugiyono, 2018, p. 63). The alternative hypothesis in this study is stated as follows:

H1: It is suspected that price has a significant effect on customer loyalty

H2: It is suspected that product quality has a significant effect on customer loyalty

H3: It is suspected that promotion has a significant effect on customer loyalty

H4: It is suspected that price has a significant positive effect on customer satisfaction

H5: It is suspected that product quality has a significant effect on customer satisfaction

H6: It is suspected that promotion has a significant effect on customer satisfaction

H7: It is suspected that loyalty has a significant effect on customer satisfaction

H8: It is suspected that customer satisfaction is able to mediate price on customer loyalty

H9: It is suspected that customer satisfaction is able to mediate product quality on customer loyalty

H10: It is suspected that customer satisfaction is able to mediate promotions on customer loyalty

RESEARCH METHODS

This type of research is a quantitative descriptive research. Sugiyono (2017: 14) explained that quantitative research is a method based on reality which is seen as things that are concrete and can be observed with the five senses and are also categorized according to type, form, behavior, unchanged, fixed and verifiable. The form of observation made for this study was in the form of a survey. The survey method is a method of collecting data by asking questions to each respondent. The research instrument was developed using a research construct consisting of the variables Price (X1), Product Quality (X2), and Promotion (X3) to see the effect on Customer Loyalty (Y) through Customer Satisfaction (Z) at Hypermart Cyberpark Karawaci. The population of this study is all Hypermart Cyberpark Karawaci customers who have joined the Hicard loyalty and have shopped more than once in September 2022. The minimum data collection method uses the slovin formula. According to Umar (2013: 78), the slovin formula is a formulation used to determine the minimum sample size if the behavior of a population cannot be known with certainty. Determining the number of samples in this study using the Slovin formula. With a population of 11,200 people and a sample calculated with a sample error of 10% (0.1), the minimum sample size is 100 respondents. The author decided to create and distribute questionnaires or questionnaires to obtain data that can support the problems in the research. The first step that can be prepared is to design and instrument a questionnaire as shown in table 4.5 in the previous explanation. Before the questions in the questionnaire are distributed to respondents for data collection, it is necessary to conduct trials to determine the validity and reliability of the questionnaire items. The testing method that the author uses is a tool in the form of SmartPLS software. According to Ghozali and Latan (2015: 7) the PLS measurement model consists of a measurement model (outer model), criteria of Goodness of fit (GoF) and a structural model (inner model). PLS aims to test predictive relationships between constructs by seeing whether there is influence or relationship between these constructs. The data analysis technique used in this study is descriptive statistical analysis. This stage begins with testing the research instrument to determine the validity of the statement items through the results validity test, then proceed with the instrument reliability test which requires a Cronbach's alpha value of at least 0.6 to produce a reliable instrument. Hypothesis testing is carried out through an analysis of the outer model test which includes convergent validity, t-statistics, average variance extracted, and also the inner model test which includes R-square, Q-square and t-statistics tests.

RESULTS AND DISCUSSION
Research result

Research data processing using SmartPLS

version 4 software. All questionnaires were filled in completely and returned for further processing, analysis and interpretation of research results. Based on the results of the validity test on the variables Price (X1), Product Quality (X2), and Promotion (X3) all items are correlated which have a correlation value greater than 0.050 in 22 (twenty two) statements, meaning that the items are declared valid in explaining the variables.

Table 1 Instrument Reliability Test Results

Research Variables	Cronbach's Alpha	Term Score	Conclusion Test Results
Price	0,809	>0,6	*Reliable*
Product Quality	0,898	>0,6	*Reliable*
Promotion	0,833	>0,6	*Reliable*
Customer's Loyalty	0,759	>0,6	*Reliable*
Customer's Satisfaction	0,816	>0,6	*Reliable*

Source: Author Processed Data

The results of the instrument reliability test resulted in all variables having a minimum Cronbach's Alpha value of 0.6, meaning that they were reliable in construction a research instrument consisting of 5 (five) variables studied. It can be concluded that all of the statement items that were responded to by the sample by testing the validity and reliability were valid and reliable and able to carry out further measurements for the correlation of these variables.

Table 2 Summary of Hypothesis Testing Results

Hypotheses	Path	Original sample	Sample mean	Standard deviation	T statistics	P value
H1	Price → customer's loyalty	0,269	0,291	0,105	2,555	0,011
H2	Product quality → customer's loyalty	0,123	0,111	0,134	0,918	0,359
H3	Promotion → customer's loyalty	0,011	0,017	0,101	0,106	0,916
H4	Price → customer's satisfaction	0,086	0,082	0,109	0,789	0,430
H5	Product quality → customer's satisfaction	0,607	0,599	0,090	6,714	0,000
H6	Promotion → customer's satisfaction	0,150	0,173	0,095	1,681	0,093
H7	Customer's loyalty → customer's satisfaction	0,396	0,395	0,136	2,910	0,004
H8	Customer's satisfaction x price → customer's loyalty	-0,059	- 0,037	0,088	0,676	0,499
H9	Customer's satisfaction x product quality → customer's loyalty	0,062	0,050	0,063	0,985	0,324
H10	Customer's satisfaction x promotion → customer's loyalty	0,008	-0,003	0,064	0,119	0,905

Source: Author Processed Data

The bootstrapping test results show that the direct effect of testing the H1 hypothesis shows the t-statistic value for price on customer loyalty, the original sample value is 0.269, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 2.555 > t-table (1.960) and p-value 0.011 <0.05 which means price has a significant effect on customer loyalty. Testing the H2 hypothesis shows the t-statistic value for product quality on customer loyalty, the original sample value is 0.123 is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 0.918 < t-table (1.960) and p-value 0.359 > 0.05 which means product quality has no significant effect on customer loyalty. Testing the H3 hypothesis shows that the t-statistic value for promotion of customer loyalty is the original sample value of 0.011 which is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 0.106 < t-table (1.960) and p-value 0.916 > 0 .05 which means that promotion has no significant effect on customer loyalty. Testing the H4 hypothesis shows that the t-statistic value for price on customer satisfaction is the original sample value of 0.086 is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 0.789 <t-table (1.960) and p-value 0.430 > 0 .05 which

means the price has no significant effect on customer satisfaction. Testing the H5 hypothesis shows the t-statistic value for product quality on customer satisfaction, the original sample value is 0.607 is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 6.714 > t-table (1.960) and p-value 0.000 < 0.05 which means product quality has a significant effect on customer satisfaction. Testing the H6 hypothesis shows the t-statistic value for the promotion of customer satisfaction, the original sample value is 0.159 which is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 1.681 < t-table (1.960) and p-value 0.093 > 0 .05 which means that promotion has no significant effect on customer satisfaction. Testing the H7 hypothesis shows that the t-statistic value for customer loyalty to customer satisfaction is that the original sample value is 0.396 which is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 2.910 <t-table (1.960) and p-value is 0.004 < 0.05 which means that customer loyalty has a significant effect on customer satisfaction. Testing the H8 hypothesis shows that the t-statistic value for price on customer loyalty through customer satisfaction is that the original sample value is -0.059 is negative, which means that the direction of this test is not in accordance with the proposed hypothesis and t count is 0.676 <t-table (1.960) and p -value 0.499 > 0.05 which means that customer satisfaction is not able to significantly mediate the effect of price on customer loyalty. Testing the H9 hypothesis shows the t-statistic value for product quality on customer loyalty through customer satisfaction. The original sample value of 0.062 is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 0.985 <t-table (1.960) and p- value 0.324 > 0.05 which means that customer satisfaction is not able to significantly mediate the effect of product quality on customer loyalty. Testing the H10 hypothesis shows that the t-statistic value for promotion of customer loyalty through customer satisfaction is that the original sample value is 0.008 which is positive, which means that the direction of this test is in accordance with the proposed hypothesis and t count is 0.119 < t-table (1.960 and p-value 0.905 > 0 .05) which means that customer satisfaction is not able to significantly mediate the effect of promotion on customer loyalty.

The test results of respondents' perceptions of the research variables show the first result, the estimated results of the factor loading of the price

variable (X1) are the largest in the price competitiveness indicator (1.3) of the outer loading value of 0.825 and the average estimated price variable (X1) is in the price competitiveness indicator (1.3) is a mean of 3.62. This means that price competitiveness has a dominant contribution as a measure of price variables. Respondents' perceptions of the price research variable on the price competitiveness indicator were not optimized so that the average reliability indicator result was 3.62. The description of respondents' perceptions of price competitiveness that is less optimized than other indicators is a sub-section of the price variable. According to respondents, the most important price variable in table 5.16 is price compatibility with goods/services (1.2) with an average mean of 3.81 is the optimization of the prices on these indicators so that the conclusion that can be drawn is the price compatibility indicator with goods/services represents the optimization of the average of the other indicators on the price.

The test results of respondents' perceptions of the research variables show the second result, the estimated results of factor loading of the product quality variable (X2), which is the largest in the feature indicator (2.3) of the outer loading value of 0.813 and the average estimated product quality variable (X2) is in feature indicator (2.3) of a mean of 3.37. This means that features have a dominant contribution as a measure of product quality variables. Respondents' perceptions of product quality research variables on feature indicators are not optimized so that the average reliability indicator results are a mean of 3.37. The description of respondents' perceptions of features that are less optimized than other indicators is a sub-section of those in the product quality variable. According to the respondents, the most important variable in product quality in table 5.16 is adjustment (2.4) with an average mean of 4.06 is the optimization of the product quality in that indicator so that the conclusion that can be drawn is that the adjustment indicator represents the optimization of the average of other indicators on quality product.

The test results of respondents' perceptions of the research variables show the third result, the estimation results of the factor loading of the promotion variable (X3) are the largest in the media promotion indicator (3.3) of the outer loading value of 0.802 and the average estimate of the promotion variable (X3) is in the indicator promotional media (3.3) of a mean of 3.76. This means that promotional media has a dominant

contribution as a measure of promotion variables. Respondents' perceptions of promotion research variables on promotional media indicators were not optimized so that the average reliability indicator result was a mean of 3.76. The description of respondents' perceptions of promotional media that is less optimized than other indicators is a sub-section of the promotion variable. According to the respondents, the most important price variable in table 5.16 is promotional messages (3.2) with an average mean of 3.93, which is the optimization of the existing promotions on the indicator so that the conclusion that can be drawn is that the promotional message indicator represents the optimization of the average of other indicators. on promotion.

The test results of respondents' perceptions of the research variables show the fourth result, the estimated results of factor loading of the customer satisfaction variable (Z) are the largest in the indicator of intention to return (4.2) with an outer loading value of 0.910 and an average estimation of customer satisfaction variables (Z) found in the indicator of intention to return to the mean 4.12. This means that intention to return has a dominant contribution as a measure of customer satisfaction. Respondents' perceptions of the price research variable on the intention to return indicator have been optimized so that the average result of the intention to return indicator is a mean of 4.12. The description of the respondent's perception of intention to return which has been optimized from other indicators in the customer satisfaction variable. According to the most important respondent in the customer satisfaction variable in table 5.16 the intention to return (4.2) is optimal and it is important for the customer satisfaction variable to represent indicators in that variable.

The test results of respondents' perceptions of the research variables show the fifth result, the results of the estimated factor loading of the customer loyalty variable (Y) are the largest in the indicator referring Hypermart to relatives (5.3) of the outer loading value of 0.881 and the average estimation of the customer loyalty variable (Y) is found in the indicator referring Hypermart to relatives (5.3) with a mean of 3.54. This means that referring Hypermart to relatives has a dominant contribution as a measure of customer loyalty variables. Respondents' perceptions of the customer loyalty research variable towards indicators referring Hypermart to relatives are not optimized so that they only get a mean of 3.62. The description of respondents' perceptions about referring Hypermart to relatives that is less optimized than other indicators is a sub-section of that in the customer loyalty variable. According to the respondents, the most important variable in customer loyalty in table 5.16 is resistance to news and the negative influence on Hypermart (5.2) with an average mean of 4.20 is the optimization of existing customer loyalty on that indicator so that the conclusion that can be drawn is an indicator of resistance to news and negative influence on Hypermart represents the optimization of the average of other indicators on customer loyalty.

Discussion

The results of the bootstrapping hypothesis test for the price variable have a significant effect on customer loyalty, the picture received from the results of respondents' perceptions for the price variable, the indicator that gets the highest loading factor is the price competitiveness indicator, while for the customer loyalty variable, the indicator that gets the highest factor loading is on indicators refer hypermart to relatives. This indicates that Hypermart Cyberpark Karawaci customers tend to refer their relatives that the prices at Hypermart Cyberpark Karawaci have superior competitiveness than similar competitors.

The results of the bootstrapping hypothesis test for the product quality variable have no significant effect on customer loyalty, the picture received from the results of respondents' perceptions for the product quality variable, the indicator that has the highest loading factor is the feature indicator, while for the customer loyalty variable, the indicator that has the highest loading factor is on the indicator referring Hypermart to relatives. This can be interpreted that even though there is a change in the value of the product quality features, in this case the taste

of fruits and vegetables, it does not affect them to continue to refer Hypermart to their relatives. Changes in the value of this product quality variable will not affect customer loyalty to Hypermart Cyberpark Karawaci because Hypermart Cyberpark Karawaci acts as a multi-brand seller, while changes in product quality values are generally tied to the quality of the brand's products.

The results of the bootstrapping hypothesis test for the promotion variable have no significant effect on customer loyalty, the picture received from the results of respondents' perceptions for the promotion variable, the indicator that has the highest loading factor is on promotional media, while on the customer loyalty variable, the indicator that has the highest loading factor is referencing Hypermart to relatives. This can mean that even though there is a change in the value of the promotional media used by Hypermart, it does not affect Hypermart customers, they still refer Hypermart to their relatives. Changes in the value of promotions carried out by Hypermart Cyberpark Karawaci do not affect customer loyalty. the brand, not to Hypermart Cyberpark Karawaci.

The results of the bootstrapping hypothesis test for the price variable have no significant effect on customer satisfaction, the picture received from the results of respondents' perceptions for the price variable, the indicator that has the highest loading factor is the price competitiveness indicator, while the customer satisfaction variable is the intention to return. This illustrates that the change in the value of the price competitiveness indicator in the price variable does not affect the intention to return indicator in the customer satisfaction variable. Price competitiveness is binding on the brand and if there is a change in price competitiveness, it can be easily replaced by other similar brands which are also sold at Hypermart Cyberpart Karawaci.

The results of the bootstrapping hypothesis test for the product quality variable have a significant effect on customer satisfaction, the picture received from the results of respondents' perceptions for the product quality variable, the indicator that has the highest loading factor is the feature indicator, while the customer satisfaction variable is the intention to return. This illustrates that when there is a change in the value of the product quality variable, especially in the feature indicators, in this case in this case the taste of fruits and vegetables, it can affect customer satisfaction in Hypermart Cyberpark Karawaci. Hypermart Cyberpark Karawaci customer satisfaction is influenced by product quality, especially fruit and vegetables because Hypermart customers generally make purchases at least twice a month, which means they make purchases to meet their daily needs in the next two weeks. If they find that the fruit and vegetables purchased from Hypermart Cyberpark Karawaci do not meet their expectations, then their satisfaction will decrease, but their satisfaction may also increase when they find the quality of the fruit and vegetables they purchased at Hypermart Cyberpark Karawaci exceed their expectations.

The results of the bootstrapping hypothesis test for the promotion variable have no significant effect on customer satisfaction, the picture received from the results of respondents' perceptions for the promotion variable, the indicator that has the highest loading factor is the media promotion indicator, while the customer satisfaction variable is the intention to return. This illustrates that when there is a change in the value of the promotion variable, especially in the media promotion indicator, it cannot affect the customer satisfaction of Hypermart Cyberpark Karawaci.

The results of the bootstrapping hypothesis test of the customer loyalty variable have a significant effect on customer satisfaction, the picture received from the results of respondents' perceptions for the customer loyalty variable, the indicator that has the highest loading factor is the indicator referring Hypermart to relatives, while the customer satisfaction variable is the intention to visit again. . This illustrates that when there is a change in the value of the loyalty variable, especially in the indicator of referring Hypermart to relatives, it can affect the intention to revisit Hypermart Cyberpark Karawaci customers.

The results of the bootstrapping

hypothesis test for the price variable do not have a significant effect on customer loyalty through the mediation of customer satisfaction. The picture received from the results of respondents' perceptions for the price variable, the indicator that has the highest loading factor is the price competitiveness indicator, for the customer loyalty variable, the indicator that has the loading the highest factor is in the indicator referring Hypermart to relatives, while in the customer satisfaction variable, the indicator that has the highest loading factor is the intention to return. With this, it can be concluded that if there is a change in the value of the price variable, especially price competitiveness, it will not affect the intention to revisit and continue to refer Hypermart to their relatives. This result was obtained because in the area around Cyberpark Karawaci there are no other hypermarkets, there are only a few supermarkets where the majority of product prices at Hypermart Cyberpark Karawaci are cheaper than these supermarkets. If Hypermart customers find that some Hypermart Cyberpark Karawaci products are more expensive than the supermarket, it will not affect their satisfaction and loyalty because other products are still cheaper than the supermarket.

The results of the bootstrapping hypothesis test for the product quality variable do not have a significant effect on customer loyalty through the mediation of customer satisfaction. The picture received from the results of respondents' perceptions for the product quality variable, the indicator that has the highest loading factor is the feature indicator, in this case the taste of fruits and vegetables, for In the customer loyalty variable, the indicator that has the highest loading factor is the indicator referring Hypermart to relatives, while in the customer satisfaction variable, the indicator that has the highest loading factor is the intention to return. With this, it can be concluded that if there is a change in the value of the product quality variable, especially in fruit and vegetable flavors, it will not affect the intention to return and continue to refer Hypermart to their relatives. This happens because around the Cyberpark Karawaci area there are no other

hypermarkets, there are several supermarkets, but the products they sell are not as complete as the Hypermart Cyberpark Karawaci. Even though sometimes the quality of some of Hypermart Cyberpark Karawaci's products loses to the supermarket, Hypermart customers still shop monthly at Hypermart, because they also buy other products they need that are not available in the supermarket.

The results of the bootstrapping hypothesis test for the promotion variable have no significant effect on customer loyalty through the mediation of customer satisfaction, the picture received from the results of respondents' perceptions for the promotion variable, the indicator that has the highest loading factor is the media promotion indicator, in this case the taste of fruits and vegetables, for the variable customer loyalty, the indicator that has the highest loading factor is the indicator referring Hypermart to relatives, while for the customer satisfaction variable, the indicator that has the highest loading factor is the intention to return. It was concluded that if there is a change in the value of the promotion variable, especially in promotional media, it will not affect the intention to return and will still refer Hypermart to their relatives. If examined further, this research obtains these results because in the Cyberpark Karawaci area, there are no other hypermarkets. There are several supermarkets but those supermarkets label themselves as premium supermarkets. Where promotions at these supermarkets are not cheaper than the prices and promotions carried out by Hypermart Cyberpark Karawaci.

CONCLUSION

This research is aimed at studying and knowing the significance of the influence of the marketing mix which consists of price, product quality, and promotion on 100 respondents to customer loyalty with customer satisfaction as mediation at Hypermart Cyberpark Karawaci. The results of the study prove that price has a significant effect on customer loyalty for Hypermart Cyberpark Karawaci. The indicators that are the focus of respondents on the price variable are price competitiveness and referring Hypermart to relatives on the customer loyalty variable. Product quality has no significant effect on customer loyalty in Hypermart Cyberpark Karawaci. The indicators that are the focus of the respondents on

the product quality variable are features and referring Hypermart to relatives on the customer loyalty variable. Promotion has no significant effect on customer loyalty of Hypermart Cyberpark Karawaci. The indicators that are the focus of respondents on the promotion variable are promotional media and referring Hypermart to relatives on the customer loyalty variable. Price has no significant effect on customer satisfaction of Hypermart Cyberpark Karawaci. The indicators that are the focus of the respondents on the price variable are price competitiveness and the intention to revisit the customer satisfaction variable. Product quality has a significant effect on customer satisfaction in Hypermart Cyberpark Karawaci. The indicators that were the focus of the respondents on the product quality variable were features and interest in revisiting the customer satisfaction variable. Promotion has no significant effect on customer satisfaction of Hypermart Cyberpark Karawaci. The indicators that were the focus of the respondents on the promotion variable were promotional media and the intention to revisit the customer satisfaction variable at Hypermart Cyberpark Karawaci. Customer loyalty has a significant effect on customer satisfaction. Price has no indirect effect on customer loyalty through customer satisfaction at Hypermart Cyberpark Karawaci. Product quality has no indirect effect on customer loyalty through customer satisfaction at Hypermart Cyberpark Karawaci. Promotions do not have an indirect effect on customer loyalty through customer satisfaction at Hypermart Cyberpark Karawaci.

Suggestion
Based on the results of the respondent's test regarding the price variable, the price affordability indicator still has a value below the other indicators on the price variable. The researcher suggests that Hypermart Cyberpark Karawaci be able to review this price affordability so that they can understand what customers really feel about the prices at Hypermart Cyberpark Karawaci. Based on the results of the respondent's test regarding the product quality variable, the shape indicator, in this case the shape, in this case the maturity level of fruits and vegetables at Hypermart Cyberpark Karawaci still has a value below other indicators on the product quality variable. The researcher suggested to Hypermart Cyberpark Karawaci to be able to review the ripeness quality of fruits and vegetables sold at Hypermart Cyberpark Karawaci. Based on the results of the respondent's test regarding the product quality variable, the promotional message indicators, especially in statements regarding the

accuracy of targets and the suitability of promotions with customer needs at Hypermart Cyberpark Karawaci still have a value below other indicators on promotion variables. The researcher suggests that Hypermart Cyberpark Karawaci be able to review segmentation or personalize promotions so that they can be more targeted. Based on the results of the respondent's test regarding the customer loyalty variable, the indicators of news resistance and negative influence on Hypermart still have a value below the other indicators on the customer loyalty variable. The researcher suggests that Hypermart Cyberpark Karawaci be able to increase customer loyalty again so that they can be more resistant and not easily affected by news and negative influences about Hypermart Cyberpark Karawaci. Based on the results of the respondent's test regarding the customer satisfaction variable, the expectations conformity indicator, especially in statements regarding satisfaction with products purchased from Hypermart Cyberpark, still has a value below other indicators on the customer satisfaction variable. The researcher suggests that Hypermart Cyberpark Karawaci be able to find out what causes dissatisfaction with products purchased. Suggestions for future researchers, it is hoped that they can examine other variables outside the variables that have been studied in this study and are expected to be able to expand the reach of the respondents' domiciles in order to obtain different results from this study.

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