

# The Influence of Economic Value on Customer Loyalty and Increasing Company Sales in Modern Urban Markets

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**Abstract.** The definition of consumer loyalty is as part of a comprehensive evaluation as a choice according to what consumers expect, while consumer dissatisfaction arises if the results do not meet what consumers want so that consumers who feel satisfied with the services provided will carry out repurchase activities to buy goods or order services again so that the existence of consumer loyalty will always be consistent. Consumer loyalty is part of consumers' deepest trust in subscribing and returning to buy products or services repeatedly in the future, even though the influence of globalization and technology and activities from marketing penetration have a tendency to change consumer behavior and loyalty. sensiri (Oliver, 2000 in Ratih Hurriyanti, 2005). This research aims to ensure that the role of increasing sales in business goes hand in hand with consumer loyalty. Apart from that, this research aims to determine where business development will lead and increase sales results in modern market businesses. The research method used in this research uses a qualitative narrative approach. In this research method the focus is on the experiences experienced by a person or certain part of society. So, the findings in this research obtained a model that consumer loyalty increases sales in modern market businesses.

**Keywords:** economic, consumer, market.

## 1 Introduction

Humans connect with one another through trade as one way of meeting their basic requirements. You cannot split transactions for purchasing and selling. living beings. Buying and selling transactions are growing more common as a result of modernity. likewise underwent development. The phrase "modern market" thus came into being.[1] Modern markets are those that are run with modern management, are typically found in urban areas, and serve consumers who are typically upper middle class as suppliers of goods and services with good quality and service. today's market as an illustration of how a modern market has evolved in society help satisfy the needs of the consumer. Marketing Mix variables are the drivers of the income stream. Kotler says that through 4Ps model we can even now get valuable framework for marketing plan.[2]

Excellent customer service is a top priority in today's modern market, which manifests itself in the comfort and completeness of the goods being purchased and sold. growth of the retail industry.[3] Today, there are a lot of contemporary retail markets all around the world. The nation's rural regions. Public interest in contemporary markets is very great, which results in has become as one of the most well-liked markets for fans. In order to build long-lasting connections with customers and acquire their trust, business owners must be more vigilant and diligent as the modern market continues to expand. in creating lasting connections with Increasing consumer satisfaction, in their perspective, is one way for consumers to achieve this.[4] Supranto (2000) lists six components for measuring consumer happiness,[5] including:

1. product, or how happy customers are with the actual thing;
2. sales, specifically, company-performed sales services;
3. After-sales service, or assistance given to customers following a transaction.
4. The distribution location for goods and services, which affects satisfaction consumer;
5. culture, namely consumer culture that can affect product consumer pleasure;
6. time, specifically the impact of time on the quality of goods and services

The modern market places a high value on improving service quality to attract customers. In order to win customer loyalty, businesses also take a variety of actions. Businesses must accomplish these steps in order to satisfy customers.[6] Items, layout of the display, comfort, and enhancing service to better serve customers When people visit, they are happy and return. The company's primary objective is to increase turnover through cultivating consumer loyalty. The organization doesn't end with sales; it also surveys customers to learn how satisfied they are with modern markets. One of Providing high-quality services is one way to build loyalty. By attending to its customers' demands, a business provides good service. Give When offering services, be friendly and provide quick, precise information. is the secret to keeping customers loyal. Because service quality is so important, the modern market is necessary to consistently improve the level of service provided to customers. In order to compete in today's market, customer service management must be optimized in the form of Providing information consistently and with friendliness the most recent, accurate information is essential for maintaining consumer satisfaction. loyal. The purpose of this study is to discuss consumer loyalty as well. Businesses in the contemporary market must develop as well as increase sales turnover.

## **2 Theoretical Foundation**

### **2.1 Customer Loyalty**

According to Amin Widjaja Tunggal (2008), customer loyalty or consumer loyalty customer loyalty to a company, retailer, manufacturer, service provider, or other entity centered on positive attitudes and outcomes, like repeat business.[7] This description leads one to the conclusion that there are components of conduct and attitudes in customer fidelity. Loyalty is a buying response that can be continually exhibited online by decision makers with attention to one or more brands instead of a number of similar companies, and it is a product of psychological processes. Need Emphasis is placed on how this differs from consumer loyalty and repeat purchasing. Although it incorporates the emotional component.[8] Gremler and Brown claim that customers who are loyal to service providers are those who, in addition to

making repeat purchases of goods and services, show dedication to them and have a favorable outlook on them. Urging others to purchase. [9]

Griffin asserts that a product or service's customers are incredibly satisfied in order should introduce it with passion to anyone you know. A Loyal customer have particular expectations about what to buy and where to get it. His acquisition wasn't a chance occurrence. Furthermore, loyalty manifests a requirement of the time period and that the activity be performed no more than twice.[10]

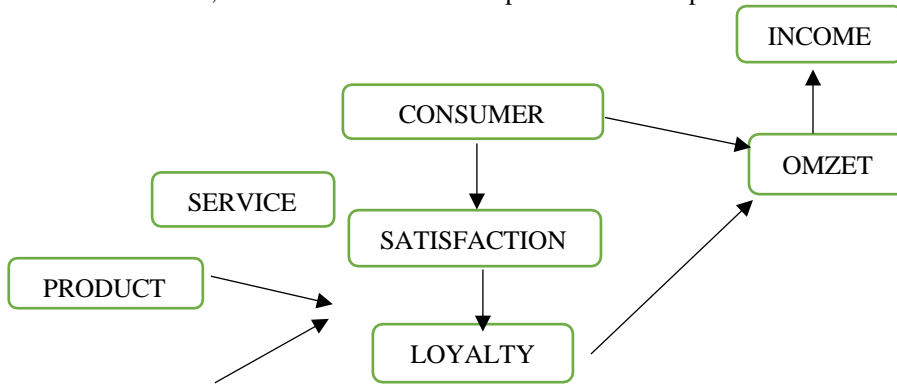
And finally, it demonstrates that multiple people can make the choice to purchase. In this situation, buying choices can reveal the concessions a person makes when choosing a product or service. And is able to justify why he occasionally betrays goods or services. which he enjoys most. And finally, it demonstrates that multiple people can make the choice to purchase. In this situation, buying choices can reveal the concessions a person makes when choosing a product or service. And is able to justify why he occasionally betrays goods or services. which he enjoys most.

### **Turnover**

The amount of money generated from the sale of specific commodities (merchandise) throughout the selling period is referred to as turnover in the Big Indonesian Dictionary. Smallbusiness.com medium comprehension. The worth of a number is referred to as turnover in English. revenue derived from the sale of goods or services provided by the company. Whereas Turnover, according to a remark from businessdictionary.com, is the net value of The Company derives 100% of its income from sales. This value is created by multiplying the price by the number of units sold. From Turnover is the worth of the money collected efforts from product sales actions, according to the numerous definitions given above. All incoming funds, or turnover as it is commonly referred to in layman's terms, as gross revenue. It is crucial for an entrepreneur to determine if whether or if the thing being marketed can be sold and is liked by people. several ways What businesses do to enhance sales turnover is:

1. seeking for new clients: There are several techniques to locate new clients, including advertising the products being offered through the addition of promotional media or participating in exhibitions. It does come at a high expense, but on the plus side, the public will learn about our products and understand that they are worthy of competing in the world of trade thanks to this.
2. Keep current clients: Keeping current clients is "expensive" compared to acquiring new ones. We will be able to keep current clients and turn them into devoted customers for the business by developing additional items from the primary products they already purchased. For instance, we complete a customer's computer, which is their primary purchase, with other equipment and computer accessories.
3. Increasing the benefits and utility of the products that consumers buy can help to increase sales volume per customer, which will help to raise the selling price as well. To ensure that the product purchased is more than just one item, we further offer other products or new products.
4. Increasing sales volume per customer can be achieved by improving the features and functions of the products consumers buy, which will raise the selling price as a result. In addition, we provide new or additional products so that the acquired item is not just one.

- Warm customer service: Customer service is critical to the success of any organization. Indirectly, clients will become free advertising because they will undoubtedly tell their friends or coworkers that if they purchase goods from our firm, the service is nice and the products are comprehensive.



**Figure 1.** Conceptual framework for research

## 2.2 Research Strategies

This research consists of quantitative descriptive research, which is restricted to efforts to show a problem and scenario for what they are, so that it is merely a disclosure of facts. The objectives of descriptive research are to:

- gather precise and in-depth data;
- identify issues;
- conduct comparisons or assessments;
- Find out how others handle the same issue and pick up some tips. planning and making decisions for the future based on their experience come.

Given that locals frequent modern markets due to their convenient position close to the main road, the population of this study consists of locals. The participants were individuals who were met throughout the sampling process, which was done using a non-probability sampling technique. A total of 30 study subjects, made up of 10 males and 20 women, were collected. The method for gathering data involves the use of a questionnaire or questionnaires by asking a list of questions to parties who are directly related to the issues to be researched and completed by the respondents themselves and seeks to obtain data in the form of answers from respondents; the questions given are related to the degree of customer satisfaction; questionnaires are then gathered, selected, processed, and analyzed discussion of the findings shopper activity intensity.

**Table 1.** Frequency and Percentage of Answers for No Category

1	never	0	0
2	1 - 3 times	15	50
3	3 - 5 times	8	27

4	>5 times	7	23
	total	30	100

Source: The author's 2022 processing of data

According to the information in the table above, consumers shop at contemporary marketplaces on average one to three times per month. This demonstrates that 50% of consumers in the current market shop 1–5 times each month, 27% shop 3–5, and 23% shop more than 5 times. This demonstrates that the majority of people purchase at contemporary markets.

### **Amount of shopping**

The findings of the surveys distributed to 30 respondents addressing the subject "how often do you shop at modern markets" produced the replies shown in the table above. Based on the aforementioned data, it can be observed that 40% of consumers are highly satisfied with their shopping experiences at modern markets, while 37% are still cautious owing to a number of reasons, such as the markets' remote locations, uncaring customer service, the lack of the necessary goods, and so on.

## **3 Discussion**

The data above demonstrates that practically everyone has shopped at contemporary markets, with the only variable being the quantity of their purchases. Modern markets are appealing due to their convenient location, extensive amenities, welcoming environment, orderly product arrangement, and security while shopping. The data above shows that people are extremely satisfied after shopping at modern markets, despite the fact that there are a number of factors that make people less likely to shop, such as the lack of comprehensive products offered, prices that are not friendly to people's pockets, and promotions that are too limited in scope compared to the number of products that are available.

The information above also reveals that a number of respondents were dissatisfied with their shopping experiences in contemporary markets. This was because their expectations and what they really received did not match. This is in line with (Palilati, 2007) who held the view that performance impressions and expectations are a function of pleasure. Customer dissatisfaction results from performance that falls short of expectations. The customer is extremely satisfied when performance meets or surpasses expectations. It is not just a rational preference but a truth that high pleasure will lead to emotional commitment to the brand. Customer loyalty is very high as a result. The growth and increase in sales from stores or mini-marts will be significantly impacted by customer loyalty. The three months that the research was done resulted in a significant rise in turnover. As a result of customer loyalty in the contemporary market, the researcher's analysis' findings indicate that turnover has increased by 20% to 35%.

## 4 Conclusion

According to observations and studies, the following elements have an impact on customer loyalty: welcoming service, a prime location, comprehensive amenities, a cozy ambiance, attentive staff, and shopping security. Due to comprehensive items that satisfy consumers' fundamental demands as well as helpful and attentive customer care, the development and increase in sales turnover has increased. Customers feel satisfied as a result and are drawn back to the contemporary market to get the goods they need. In addition, the contemporary market offers names that are renowned for their excellence, so customers don't have to worry about the goods they are purchasing. They remain devoted to the goods offered in the contemporary market because of the satisfaction they have when they purchase them. The rise in sales turnover in the contemporary market is caused by Indomaret customer loyalty. Sales revenue will rise in the contemporary market as a result of this increase in turnover. With its current revenue, Indomaret is able to expand its product offerings, add new ones, and enhance its staff services. In order to surpass the company's projections for revenue.

## 5 Suggestion

In the present market, it is envisaged that a number of recommendations will be helpful in enhancing service quality. To satisfy customers, the following factors must be taken into account: It is necessary to add the sort of goods being offered. Consumer interactions with employees are made simple to increase the number of customers, train both new and existing personnel service. Encourage customers to buy more by emphasizing promotional products more so that shoppers will know which products are exclusively on sale.

The availability of goods and services is a factor in boosting sales turnover. Encourage customers to buy more by emphasizing promotional products more so that shoppers will know which products are exclusively on sale. The availability of goods and services is a factor in boosting sales turnover. The sustainability of the business or store is the most important factor. One method for businesses/stores to attract clients is by picking a strategic location to exhibit their items. Customers are at ease shopping because to the convenience of the store and the aesthetically pleasing product arrangement.

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