



Factors Affecting Consumer Loyalty Shopping at Alfamart Soreang Parepare

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ABSTRACT

Minimarkets are shopping places that sell daily necessities and offer convenience, including easy accessibility due to their proximity to residential areas. This research aims to determine: (1) the influence of attitude on consumer loyalty in shopping at Alfamart, (2) the influence of subjective norms on consumer loyalty in shopping at Alfamart, (3) the influence of perceived behavioral control on consumer loyalty in shopping at Alfamart, (4) the most dominant variable influencing consumer loyalty in shopping at Alfamart.

This research is a survey with a quantitative approach. The population in this study is the residents of Soreang, Parepare. The sampling technique is purposive sampling, with a sample size of 100 people. Data collection is done using a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple linear regression.

The research results indicate that: (1) attitude has a positive and significant influence on consumer loyalty in shopping at Alfamart, as evidenced by a significance value of $0.011 < 0.05$ and a regression coefficient of 0.242. (2) Subjective norms do not have a significant influence on consumer loyalty in shopping at Alfamart, as evidenced by a significance value of $0.065 > 0.05$ and a regression coefficient of 0.136. (3) Perceived behavioral control does not have a significant influence on consumer loyalty in shopping at Alfamart, as evidenced by a significance value of $0.325 > 0.05$ and a regression coefficient of 0.099. (4) The most dominant variable influencing consumer loyalty in shopping at Alfamart, as determined by the joint test, is attitude with a regression coefficient of 0.242 or 24.2%.

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INTRODUCTION

Human life cannot be separated from economic activities. No day goes by without dealing with economic questions. Where the final goal achieved is the fulfillment of life needs. Then in meeting the needs of life, humans will not be separated from exchange or buying and selling transactions in this Islamic economy called muamalah.

Becoming more complex and diverse in an effort to meet the needs of life, for some people, shopping has become a routine activity that they will always do to meet their daily needs. Shopping for necessities can be done in various ways, in the past people often did this in traditional markets or in retail stores with makeshift facilities, but at this time people have other alternatives by shopping at minimarkets.

Minimarket is a shopping place that sells daily necessities and offers convenience, including its location or location that is easy for people to reach because it is close to the residential environment. Other advantages offered by minimarkets are convenience when shopping such as a clean and air-conditioned place, neatly arranged goods so that there is no difficulty in choosing the necessary items, the quality of goods is more guaranteed, the price of goods is certain so that there is no need to bargain, and many discounts or discounts. The buying and selling process at the Alfamart minimarket is by the way the buyer chooses the item needed where each item has a price listed, after the buyer chooses then they take it to the cashier to be added up and pay according to the total price that appears on the computer screen.

Consumer loyalty is the main goal of marketing, so consumer loyalty needs to be maintained and improved because retaining existing customers is easier and more cost-effective compared to finding new customers. Loyalty will give many benefits to the company, so it will encourage someone to make repeat purchases (purchase intention) and recommend the brand to friends and colleagues. Customer loyalty is a measure of consumer loyalty to the use of a brand. Loyalty is recognized as an important factor and is a prerequisite for the survival of a company.

Alfamart is a business that is engaged in selling products for the needs of the community widely, Alfamart is currently developing in Parepare City so that it causes competition in the modern minimarket business. The researcher's initial observation to the alfamart manager said that alfamart sells the same products and uses the same technology as the use of scanners in purchasing cashier services and uses a computerized system in serving consumers and the average consumer shops at alfamart.

Table 1. Average consumers who shop in a day at alfamart Soreang Parepare

It	Alfamart	Average Consumer who shops
1	Alfamart 1	105
2	Alfamart 2	85
3	Alfamart 3	70

Based on the table above, it can be seen that the interest of the people of Soreang Parepare in shopping at Alfamart is indeed quite large, so the researcher is interested in raising a research topic entitled Factors Affecting Consumer Loyalty Shopping at Alfamart Soreang Parepare.

METHODOLOGY

The type of research that will be carried out in this study uses the survey method, namely by collecting data and information to obtain facts and information from certain places that are natural regarding consumer loyalty from respondents filling out questionnaires.

The research approach used is a quantitative approach which emphasizes the existence of variables as objects. Where the ultimate goal of research using quantitative methods is to test theories, build facts, show relationships and influences between variables, provide statistical descriptions, estimate and forecast the results.

This study is associative which seeks the influence of independent (free) variables, namely Attitude (X1), Subjective Norm (X2) and Perceived Behavioral Control (X3) on the dependent variable (bound) Consumer Loyalty shopping at Alfamart (Y).

RESULTS

Table.1

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.189	2.248		4.087	.000
	Attitude	.242	.094	.281	2.583	.011
	Subjective Norms	.136	.073	.192	1.864	.065

Perceptual Behavior Control	.099	.100	.111	.990	.325
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a. Dependent Variable: Consumer Loyalty

Attitude towards consumer loyalty shopping at alfamart

The results of the data using spss 25 are as follows: the results of the t-test on the Attitude variable (X1) obtained a probability of Sig of 0.011 in table 1 and $0.011 < 0.05$. The t table can be obtained from the t table where:

$$T \text{ table} = t(x/2 ; n)$$

$$T \text{ table} = t(0.025; 100)$$

$$T \text{ table} = 1.983$$

The t table can be obtained from the t table at a significance of 5%. So it is obtained that t table = 1.983 and is smaller than t count $2.583 > 1.983$. Thus, this shows that there is a significant influence between attitudes towards consumer loyalty shopping at alfamart. And the hypothesis determined by the researcher is proven.

Subjective Norms on consumer loyalty shopping at alfamart

The results of data processing using spss 25 are as follows: the results of the t-test on the variable subjective norm (X2) obtained a probability of Sig of 0.065 in table 1 and $0.065 > 0.05$. The t table can be obtained from the t table where:

$$T \text{ table} = t(x/2 ; n)$$

$$T \text{ table} = t(0.025; 100)$$

$$T \text{ table} = 1.983$$

The t table can be obtained from the t table at a significance of 5%. Then it is obtained that t table = 1.983 and is greater than t calculated $1.864 < 1.983$. Thus, this shows that there can be no significant influence between the discriminatory norm on consumer loyalty shopping at Alfamart.

Perceptual behavior control (*Perceived Behavioral Control*) to the loyalty of consumers shopping at Alfamart

The results of data processing using spss 25 are as follows: the results of the t-test on the perceptual control variable (X3) obtained a probability of Sig of 0.325 in table 4.27 and $0.325 > 0.05$. The t table can be obtained from the t table where:

$$T \text{ table} = t(x/2 ; n)$$

$$T \text{ table} = t(0.025; 100)$$

$$T \text{ table} = 1.983$$

The t table can be obtained from the t table at a significance of 5%. Then it is obtained that t table = 1.983 and is greater than t calculate $0.990 < 1.983$. Thus, this shows that there is no significant influence between the control of perception behavior on consumer loyalty shopping at Alfamart.

The most dominant variable affects consumer loyalty shopping at Alfamart

The results obtained based on the results of the standardized coefficients beta test show that the most dominant variable affecting consumer loyalty shopping at alfamart (bound variable) is the attitude-free variable (X1). As follows:

Table.2

Type	Unstandardized Coefficients B	T count
Attitude	.242	2.583
Subjective Norms	.136	1.864
Perceptual Behavior Control	.099	.990

From the table above, it can be seen that the most dominant independent variable in influencing the bound variable is the attitude variable. The results of the most dominant influence were obtained from the results of the partial test (t count).

DISCUSSION

The influence of attitude on consumer loyalty shopping at alfamart

The attitude of a positive and significant influence on consumer loyalty shopping at alfamart is evidenced by the t-count value of $2.583 > t\text{-table } 1.983$ while the sig value = 0.011 is smaller than the probability of 0.05 or $0.011 < 0.05$ and the contribution value of β_1 of 0.242 or 24.2%. This means that there is a unidirectional influence between attitude variables on consumer loyalty.

The explanation of the theory related to attitude is the individual's feelings towards an action, whether they like it or dislike it which will later become a consideration in carrying out an action. Attitude towards consumer loyalty is his feelings about objects, activities, events and other people, this feeling is a concept that represents his likes or dislikes of consumer loyalty behavior shopping at alfamart.

The attitude obtained in this study is that the public believes that the products at alfamart, the price is determined, the quality of the product and cheaper than other minimarkets. So that people are loyal to shop or often shop at alfamart.

Regarding the influence of attitudes on consumer loyalty in the sharia economy, it is considered a form of justice in the principles of sharia economics. Where fairness in the economy can be applied in determining prices, product quality, treatment of workers and the impact arising from various economic policies issued. Which is one of the things that affects consumer loyalty because of the uncertain price and product quality. Now as recommended in the Qur'an Q.S Annisa: 29.

اَيُّهَا الَّذِيْنَ اٰمَنُوْا لَا تَاْكُلُوْا اَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ اِلَّا اَنْ تَكُوْنَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوْا اَنْفُسَكُمْ ۗ اِنَّ اللّٰهَ كَانَ بِكُمْ رَحِيْمًا

Translation:

O you who believe, do not eat one another's wealth in a false way, except by a consensual way of business between you and do not kill yourselves. Indeed, Allah is the Most Merciful to You (Q.S Nisaa:29).

The explanation above is that in Islam the principle of justice, in this case buying and selling in which there is an element of price. When the price offered is reasonable and in accordance with the strategy in pricing and applicable rules, justice will occur. Price is a measure when it is difficult to assess the quality of the products offered to meet needs and desires.

The effect of subjective norms on consumer loyalty shopping at alfamart

Based on the results of the partial test which shows that the subjective norm does not have a significant effect on consumer loyalty to alfamart, it is evidenced by the t-count value of $1.864 < t\text{-table } 1.983$ while the value of sig = 0.065 is greater than the probability of 0.05 or $0.065 > 0.05$ and the contribution value of β_2 of 0.136 or 13.6%. This means that subjective norms such as the views of family, friends, friends and the surrounding environment do not have much impact on their decision to take an action.

The explanation in this chapter is the theory of subjective norms which is considered as an individual's view of the social influence obtained from his environment about whether or not to do an action. In the norm of specifics, there are two indicators, namely belief in normative expectations refers to how much expectations are perceived by individuals related to their behavior towards consumer loyalty shopping at alfamart, which comes from people who are considered influential and influence individuals (family, friends or friends) to carry out consumer loyalty behavior shopping at alfamart.

Related to the insignificance of subjective norms or social influence on consumer loyalty, shopping at alfamart proves that the individual has freedom for himself in thinking, acting and expressing opinions. In the sharia economy, it is considered the freedom of individuals where they have the right to speak and act without the influence of others, this is included in the Qur'an Surah Fushshilat verse 40:

اِنَّ الَّذِيْنَ يُلْحِدُوْنَ فِيْ اٰيٰتِنَا لَا يَخْفُوْنَ عَلَيْنَاۗ اَفَمَنْ يُّلْقٰى فِي النَّارِ خَيْرًاۗ اَمَنْ يَّاۤتِيْ اَمْنَا يَوْمَ الْقِيٰمَةِۗ اَعْمَلُوْا مَا شِئْتُمْ اِنَّهٗ بِمَا تَعْمَلُوْنَ بَصِيْرٌ

Translation:

Indeed, those who deny Our signs are not hidden from Us. Are those who are thrown into hell better or those who come safely sentosa on the Day of Resurrection? Do what you want! Truly, He is All-Seeing of what you are doing.

Based on the hasl related to the issue of consumer loyalty, where subjective norms do not have a significant effect, it means that they have their own choice, whether they want to follow or not, the advice is not completely under the pressure of social influences or those around them, and remains based on Islamic principles. Namely Amanah (responsibility, trustworthy) when occupying the mandate that has been given to him regarding individual freedom where they have the right to opinion and act without the influence of others.

The effect of perceived behavioural control on consumer loyalty shopping at alfamart

Based on the partial test, it was shown that the control of perception behavior had no positive and significant effect on consumer loyalty shopping at Alfamart with a t-count value of $0.990 < t\text{-table } 1.983$ while the sig value = 0.325 was greater than the probability of 0.05 or $0.325 > 0.05$ and the contribution value of β_3 of 0.099 or 0.99%.

The explanation of the theory related to perceptual behavior control is that the individual perceives an action with the ease or difficulty that he will face. A person who gets ease will easily do the action and vice versa. The control of people's behavior in this study can be said to be the perceptions of the public about the ability to display their behavior towards the loyalty of consumers shopping at Alfamart which is characterized by the existence of factors that can make it easier or more difficult to make decisions about consumer loyalty shopping at Alfamart.

Related to the insignificance of the influence of cognitive behavior control on people's shopping decisions. Where they have information about discounts on alfamart, it explains that the community pays attention to important factors in acting, meaning that people apply the nature of fathonah, namely ingenuity and wisdom in carrying out an action that must optimize all the potential that has been given by them (intellectuals), not simply doing anything without prior consideration. In accordance with the Qur'an surah Al-Hujarat verse 6:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ لَتُدْمِينَ

Translation:

O you who believe, if an wicked person comes to you with important news, then study the truth so that you do not harm a people because of your ignorance which results in you regretting your deeds.

Related to this, the control of perceptual behavior has no significant effect, meaning that in making a decision or action, people do not have full control over themselves with the information they get, whether it is easy or difficult that they get.

The most dominant influence on consumer loyalty shopping at alfamart

In this study, the most dominant variable affecting consumer loyalty shopping at alfamart is the attitude variable (X_1), with a multiple regression model showing together with the F test explaining that the attitude variable (X_1), subjective norm (X_2), and perceptual behavior control (X_3) simultaneously have a positive and significant effect on consumer loyalty (Y). Where $F\text{-count} = 9.214 > F\text{-table} = 3.091$ and the sig value = $0.000 < 0.05$ which shows that attitude variables, subjective norms and perceptual behavior control together significantly affect consumer loyalty shopping at Alfamart.

Based on this, the contribution value of the Attitude β is the most dominant value of 0.242 or 24.2%. It is interpreted that 3 independent variables, namely attitude (X_1), subjective norms (X_2), and perceptual behavior control (X_3) which are the most dominant influence on consumer loyalty shopping at alfamart, namely attitude (X_1).

CONCLUSION

Attitude has a positive and significant influence on consumer loyalty shopping at alfamart based on partial test or t-test shows that the t-count value of 2.583 > t-table is 1.983 while the sig value = 0.011 is smaller than the probability of 0.05 or $0.011 < 0.05$ and the contribution value of β_1 is 0.242 or 24.2%.

The subjective norm has an insignificant influence on consumer loyalty to alfamart based on a partial test or t-test showing that the t-count value of 1.864 < t-table is 1.983 while the sig value = 0.065 is greater than the probability of 0.05 or $0.065 > 0.05$ and the contribution value of β_2 is 0.136 or 13.6%.

Perception behavior control has a negligible influence on consumer loyalty to alfamart based on a partial test or t-test showing that the t-calculated value 0.990 < t-table 1.983 while the sig value = 0.325 greater than the probability of 0.05 or $0.325 > 0.05$ and the contribution value of β_2 of 0.099 or 9.9%.

Together using the results of the F test, it is explained that attitude variables (X_1), subjective norms (X_2), and perceptual behavior control (x_3) simultaneously have a positive and significant effect on consumer loyalty shopping at alfamart (Y). Where $F\text{-count} = 9.214 > F\text{-table} = 3.091$ and the sig value = $0.000 < 0.05$. Based on that, it was also found that the contribution value of β Attitude was the most dominant value of 0.242 or 24.2%.

RECOMMENDATION

The next study is also expected to use different measurements from this study, due to the many factors that can affect consumer loyalty apart from the variables used in this study.

To Alfamart to be more transparent in providing information, the public also becomes more fully trusted.

To the government to continue to monitor the economy so that the community is really able to contribute to the economy of the Indonesian people, especially the people of Parepare City

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