



## **Introduction**

The development of the business world is currently growing rapidly from time to time. This can be seen from the emergence of new entrepreneurs or business people who open businesses in all fields, both traditional and modern. So that it can affect the sustainability of existing businesses. One of them is Mrs. Puji's basic food kiosk, whose business is still running traditionally, which has to compete fiercely with the proliferation of minimarkets and shopping centers, both local, national and international, with various scales and targeted segments. This competition spurred business people in the basic food business to become the customer's choice and to be able to maintain consumer loyalty.

In this case a business is required to continue to develop better in the future. To carry out the development of a business must pay attention to customer satisfaction factors such as what will create customer loyalty, one of which is service. Waiter is an activity aimed at providing satisfaction to customers. With the good service provided by a company, it will be increasingly in demand by customers. This is very important in a company

because with good service, customer satisfaction will be higher.

According to Philip Kotler, consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (outcome) of a product and his expectations (Maulana, 2016). According to Pandji Tjiptono, customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions with the performance (results) of a product and their expectations (Delima, 2020). When performance exceeds expectations, the customer is highly satisfied or delighted. Customer satisfaction has an impact on customer loyalty in a company, where the more loyal customers are, the more interested they are in using the services of that company.

Kotler and Keller stated that loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer effort to remain loyal with awareness, a strong impression of quality, satisfaction and pride for a



loyalty which is carried out to fulfill customer satisfaction and create loyal consumers to Bu Puji's basic food stalls with the title "Analysis of Customer Satisfaction Factors for Creating Consumer Loyalty at Bu Puji's Basic Food Kiosk in Berbek Market, Berbek District, Berbek District, Nganjuk Regency.

Philip Kotler in his book *Marketing Management*, provides a definition of customer satisfaction (customer satisfaction), satisfaction is the level of a person's perceived state which is the result of comparing the appearance or perceived product outcome in relation to one's expectations. Customer satisfaction is the result achieved when product features respond to customer needs.

Customer satisfaction is the result of product experience. This is a customer's feeling after comparing expectations with (pre-purchasing expectation) with actual performance (Yustini & Yuliza, 2021). So from here it can be concluded that a satisfaction is a function of an impression of performance and expectations. If a performance is below expectations, it will lead to dissatisfied customers. Conversely, if the performance is in line with expectations, the customer will be satisfied.

According to Darma, customer satisfaction is an indicator of the success of a business. This has become a common belief because by satisfying customers, an organization can increase its profits and gain a wider market share. According to Daryanto, Dewi and Darma, customer satisfaction is a condition that is achieved when the product meets the needs or expectations of consumers and is free from deficiencies. Customer satisfaction can also be defined as a situation where the needs, desires and expectations of customers can be fulfilled through the products consumed.

Satisfaction in Kotler and Keller states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises due to a comparison of product-oriented performance (or results) against their expectations (Kolo & Darma, 2020).

So in conclusion, satisfaction is the level at which the customer's feelings are obtained after the customer performs or enjoys a product or service in accordance with expectations or not. Customer satisfaction is where the customer feels happy because a need or desire can be fulfilled according to his wishes. This desire results from customer evaluations or research on product or service



in the form of articles from scientific journals, books, and previous research with topics appropriate to this research. In this study, researchers used descriptive methods in analyzing the data that had been obtained, then associated with theories that were in accordance with the data and then drew conclusions.

After the research data is collected, the researcher analyzes the data by reducing the data, presenting the data, and drawing conclusions. Data reduction is done by selecting important data and systematically arranged to facilitate drawing conclusions. In its application, the data obtained in the field is then classified based on indicators of customer satisfaction factors that create consumer loyalty. As for the presentation of the data, it is carried out after grouping the data where the data is presented in a narrative form based on the factors of customer satisfaction that create consumer loyalty. Next, the researcher draws conclusions and becomes the answer to the problem, namely the customer satisfaction factor that creates consumer loyalty at Bu Puji's basic food stalls.

To obtain valid data in this study using triangulation techniques. The

triangulation technique used is data collection technique triangulation and source triangulation. Technical triangulation is done by collecting data using several methods, namely observation, interviews, and documentation. Meanwhile, source triangulation was carried out by conducting interviews with three types of informants, namely, business owners, employees, and consumers.

This research is located at the Bu Puji Food Stall in Berbek Market, Berbek District, Nganjuk City. The reason for choosing this location is because the food stall business is trusted and has been around for 12 years, has many customers and has regular customers. In addition, this basic food business is the most complete in the Berbek market in terms of ingredients for meatballs, groceries and other household needs and is able to compete amidst the many new businesses that have sprung up. So this research is important to do to find out how the strategy carried out by the Bu Puji Grocery Kios is in maintaining customer satisfaction so as to create customer loyalty.

### **Analysis of Customer Satisfaction on Loyalty**

Customer satisfaction is when the customer feels happy or not with the product or service received will create satisfaction with what the customer expects or not. Loyalty is the result of customer satisfaction, so that when a customer is satisfied it will create a positive impact for the Bu Puji basic food kios business on consumer behavior with repeat purchases and will indirectly promote the Bu Puji basic food kios business for this customer satisfaction. When customers are satisfied, they will create loyal or loyal customers. When customers are loyal, customers will be loyal to the products being sold and will not turn to other places that sell the same product. We can see from the results of the interviews conducted, we obtained turnover data for the last 4 years from Bu Puji's basic food stall business which is presented in the table below.

**Table 1 Sales Turnover for the Last 4  
Years**

| <b>Tahun</b> | <b>Omsset Penjualan Kios Sembako Bu Puji</b> |
|--------------|--|
| 2019         | Rp. 150.000.000                              |
| 2020         | Rp. 150.000.000                              |
| 2021         | Rp. 150.000.000                              |
| 2022         | Rp. 150.000.000                              |

*Sumber : (Riati, 2022)*

From the data above it functions to find out how the condition of a business is in good condition or not, seen from the annual turnover from the impact of consumer loyalty there is Bu Puji's basic food stall business. From turnover data for the last 4 years, the turnover from Bu Puji's basic food stall business is stable. So the existence of customer satisfaction that creates consumer loyalty has a positive impact because loyal customers will defend a business from competitors, new businesses that have sprung up and other obstacles.

From the results of research conducted, it was found that Bu Puji's basic food kios business succeeded in applying consumer satisfaction to creating loyalty, while customer satisfaction factors were used to create consumer loyalty such as product quality (product quality), price (price), service quality (service quality), emotional factors (emotional factors), and ease (easiness). The following details the customer satisfaction factors for the creation of consumer loyalty carried out by Bu Puji's basic food kios business.

**Factors of Customer Satisfaction on the Creation of Consumer Loyalty**

Based on the research, it was found data on the factors that influence consumer loyalty at the Bu Puji Grocery

Kios, presented below is a table of research results on the factors of consumer satisfaction and loyalty as follows:

Table 2  
Factors of Consumer Satisfaction and Loyalty

| No | Aspect                 | Data Findings   |
|----|------------------------|---|
| 1. | <b>Product quality</b> | <ol style="list-style-type: none"> <li>1. Check Expired date.</li> <li>2. Checking the physical condition of the goods.</li> <li>3. Pick up a good distributor.</li> <li>4. Put the item in a dry and clean place at room temperature.</li> </ol> |
| 2. | <b>Price</b>           | <ol style="list-style-type: none"> <li>1. Offers lower prices than other shops around it.</li> <li>2. Give discounts to purchases in large quantities.</li> </ol>   |
| 3. | <b>Service quality</b> | <ol style="list-style-type: none"> <li>1. Provide friendly service.</li> <li>2. Provide fast service.</li> <li>3. Respond to consumer needs.</li> </ol>   |

|    |                         |   |
|----|-------------------------|---|
|    |                         | 4. Provide guarantees to consumers.   |
| 4. | <b>Emotional factor</b> | 1. Provide a pleasant shopping experience.  |
| 5. | <b>Convenience</b>      | <ol style="list-style-type: none"> <li>1. The location is easy to reach</li> <li>2. Provide easy access to parking.</li> <li>3. Ease of ordering via online.</li> </ol> |

*Sumber (Penulis, 2023)*

Based on the table above, it can be seen that to create consumer loyalty, the aspects of product quality, price, service quality, emotional factors, and convenience are used.

#### **a. Product quality**

One way to increase customer satisfaction is to improve and maintain product quality. Product quality is the goods that will be offered to meet the needs and desires of good quality customers. So that product quality in terms of form, expiration date, product quality must really be maintained and cared for by a company to create customer satisfaction when buying the products offered and attracting



consumer interest (Moko, Basuki, & Risarito, 2021).

The results of this study explain that Bu Puji's basic food kiosk has implemented how customer satisfaction will create consumer loyalty, namely by checking the expiration date will be checked first before being marketed in order to maintain customer satisfaction with the product or goods that will be offered to consumers. Check the expired date regularly every 3 months and record it in the book. The purpose of recording the expired date is to find out when a product's expiration date expires because when a grocery kiosk wants to place an order, it requires the last record of the expired date to be exchanged for a new item or to get a discount. So the goods or products sold by the Bu Puji Grocery Stalls Kiosk always sell new items and the expired date still has a long period of time. Before being sold, the expiration date will be checked before being marketed in order to maintain customer satisfaction with the products or goods that will be offered to consumers.

Checking the physical condition of the goods, Bu Puji Groceries Kiosk when buying a product that will be marketed, the product will be checked and tested or tried to see if the quality of the product is

good and suitable for consumption or use. As for what is done by seeing whether there are dents or not, if there is a dent, the goods will not be sold, the color of the packaging is faded or not. Furthermore, in terms of packaging, it is always ensured that it is in good condition and is not damaged, labels are ensured to be read carefully and thoroughly, product distribution permits have distribution permits that are officially registered according to government regulations, and expiration dates are ensured that products do not exceed their expiration date. To maintain product quality, the product will always be taken from a trusted salesperson.

Taking good distributors, to maintain good quality and quality products. Distributors are taken directly from the official production factory. The distributors taken were long-serving distributors from when the basic food stalls were established. In taking distributors, make sure to always take goods from good distributors, don't want to take from distributors who are less trusted and select the items that are taken. Mrs. Puji's Groceries Kiosk picks up from distributors directly sent from sales PT Unilever, PT Wing Surya, PT Karunia Alam Segar, PT Indomarco, PT Jempol Jaya, PT Shrimp Clams, PT Muarai, PT

Sour Wine, PT Sami Mulyo, PT Sinar Mas, PT Mujair, CV. Primarasa Food Industry, PT Ria Rasa and many more distributors from Bu Puji's basic food stalls which are trusted and of good quality.

To maintain good product quality, store the product in a dry and clean place, arrange the goods or products neatly, then place the product in the same type to maintain good product quality, then place it at room temperature. The arrangement of goods at the Bu Fuji Grocery Kios is organized by grouping each item according to category. For example, items related to self-cleaning, such as soap, toothpaste, shampoo, and so on. Then, items for cleaning floors, such as mops, floor deodorizers, buckets, and so on. In addition, grouping items according to category will make it easier for buyers to find the items they are looking for. Buyers who easily get the goods they are looking for will increase the customer's sense of comfort. This grouping of goods is carried out on existing shelves, each grouped item is given a partition or separator so that it does not become one with goods of a different category. Not only will it be easy for buyers to find goods, but business owners will also find it easy to find the items they are looking

for. This basic food stall sells really good quality products.

The results of this study are in line with previous research conducted by Daniel I Nyoman Renatha Cardia, I Wayan Santika, and Ni Nyoman Rsi Respati with the title "The Influence of Product Quality, Price, and Promotion on Customer Loyalty" which found that product quality has a significant effect on loyalty customer. This means that the higher the product quality, the more customer loyalty will increase for the product (Cardia, Santika, & Respati, 2019). So the ability of product quality to be able to carry out its functions includes durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. In addition to reducing product damage, the main goal of product quality is to increase consumer value.

### **Price**

Price is a quantity of value that will be issued by consumers to get the goods or needs they want. So that the price of a product must be in accordance with the quality that will be obtained so that consumers do not feel disappointed (Gofur, 2019).

The results of this study are, Bu Puji's basic food kios has implemented how customer satisfaction will create

consumer loyalty in price adjustments, namely by means of prices according to product quality. Mrs. Puji's basic food business provides prices that are affordable for all people and already has good quality products. Bu Puji's basic food stalls also provide different prices for reseller and retail buyers, because resellers aim to both provide benefits to fellow sellers. The price advantage provided by Bu Puji's basic food stall is in accordance with the price and quality of the product provided.

Give discounts for purchases in bulk. Apart from offering lower prices compared to other basic food stalls around it, this basic food stall also provides attractive discounts to each buyer if they make purchases in large quantities. One of the things that is done is to determine the selling price through bonuses, such as buying 5 sachet, getting 1 free, this way is to attract the attention of consumers to increase the level of customer satisfaction so that the business remains stable and precise. In addition, the Bu Puji Food Stall also provides discounted prices for purchases in large quantities. Discounts given will create trust from customers and positive ratings.

The results of this study are in line with previous research conducted by

Siti Maimunah with the title "The Influence of Service Quality, Perceived Price, Taste on Consumer Satisfaction and Consumer Loyalty" which found that prices must be able to offer prices that are more economical but still in accordance with quality (Maimunah , 2019). So the price is determined based on the strength of demand and supply on a voluntary basis. So that no one party is abused and wronged.

### **Service quality**

To increase customer satisfaction, one of the ways to do this is with service quality. Service quality is how far the difference between expectations and reality received by consumers with the service received. Service quality can be identified by comparing customer perceptions of the service they actually receive with the actual service they expect. The quality of this service is the main thing that must be considered by entrepreneurs, which will involve all the resources owned by entrepreneurs. If the customer's perception is in accordance with what is expected and desired, the service quality is considered good and vice versa, if the customer's quality is not as expected and desired, the service quality is considered bad. Whether the quality of service is good or bad depends on the entrepreneur providing quality

service in meeting customer expectations consistently (Zaid, 2021).

The results of this study are that Bu Puji's basic food stall has implemented how customer satisfaction will create consumer loyalty by paying attention to service quality. The application of the quality of service provided by the Bu Puji basic food kiosk by providing friendly, honest and fair service to customers. By giving a friendly greeting and providing excellent service in a transaction and when serving customers or by applying a friendly greeting to consumers who come and go, they will feel comfortable and calm. Perform honest service in all respects, be it honest in the form of financing transactions, if you are honest then consumers will feel happy with their trustworthy service, provide fair service to consumers for consumer order.

Provide fast service. Bu Puji Groceries Kiosk provides fast, alert and friendly service to buyers to prevent long queues for purchases. To support fast service, Bu Puji's Groceries Kiosk organizes the products that are sold neatly. The combination of clean kiosk and quality goods, promotions, and friendly service will make customers return to visiting the basic food stalls again and again.

The response to the needs of consumers that is provided by the Bu Puji Grocery Kiosk is the concern for the basic food stalls towards consumer needs. One of the customers of Bu Puji's basic food stall is a meatball seller here. What he does is provide the ingredients needed when making meatballs. Complete consumer needs are provided at the Bu Puji Grocery Kiosk. So the quality of service is very important to note by employers to meet consumer satisfaction and create loyal customers.

Providing guarantees to consumers by providing knowledge of the products being marketed and good product quality and courtesy in the services of employees and the ability to inspire the trust of others and oneself. The guarantee is also given when the product you get is not good, it can be exchanged and when there is an error when purchasing, there is a guarantee that it will be replaced. This guarantee is enforced from errors in the provision of goods or goods that are given less and less change can be exchanged back. This guarantee will always apply when the purchase record is still there and the wrong product is still there to be exchanged.

The results of this study are in line with previous research conducted by



Widhiastuti with the title "Quality of Service, Emotional Factors and Perceived Price on Consumer Loyalty Through Consumer Satisfaction" which found that emotional factors are part of one of the variables forming customer satisfaction. a brand can reflect the characteristics of these consumers (Ranasih & Widhiastuti, 2021). So the bond that is created from a brand is that consumers can feel a strong bond with other consumers who use the same product or service.

### **Convenience**

The convenience that consumers get is the ease of accessing Bu Puji's basic food stalls. Because the place is the location where a business markets or produces products and services that will later be marketed to consumers. Determining this location will also affect the smoothness of the marketing or production activities of a business (Syahidin & Adnan, 2022).

The results of this study are the ease of location. The location of Bu Puji's basic food stall is located in Berbek Market, Berbek District, Nganjuk City. Even though it is located in the market, the place or location of the Bu Puji Grocery Kios is close to the market entrance and there is no need to enter the market, the location is close to the parking lot and cars can enter so this

business location is easy for consumers to access. The convenience of an accessible and close location will make it easier for customers to shop without having to enter the market.

Provide easy accessible parking. Bu Puji's Groceries Kios, which is located in the Berbek Market, is close to the parking lot. A large parking lot and for car and motorbike parking, different places are provided with the aim of making it easier for consumers to park their vehicles. One of the factors that supports the running of the basic food business is the availability of adequate parking space at the place of business for consumers who come to shop for basic needs, so bring a vehicle to accommodate groceries. What's more, consumers prefer shopping places that provide parking lots, because they want their vehicles to be safe while shopping, so that consumers don't have to bother looking for another place to park, or even park their vehicles on the shoulder of the road and suppliers who later need to deliver stocks of ingredients. Staples to the Bu Puji Grocery Kios, definitely requires a large enough parking area. so as not to interfere with the activities of other motorists, the process of transferring stock from the vehicle to the



already gone through a checking process and the feasibility of these products is of good quality or not. Bu Puji's basic food stalls also provide access to places that are affordable and close to parking lots for customers and Bu Puji's basic food stalls also provide convenience for ordering products via WhatsApp. Bu Puji's basic food stalls also provide rewards or gifts to loyal customers of Bu Puji's basic food stalls. The prizes given aim to please customers who have shopped loyally at Bu Puji's basic food stalls and please customers.

#### **CONCLUSION**

Based on the results of this study, it can be concluded that the Bu Puji Grocery Kios, the factors that cause customer satisfaction to create customer loyalty are as follows, firstly maintaining and improving product quality by checking the expiry date regularly, checking the physical condition of the goods, taking good and trusted distributors, as well as placing goods in a dry and clean place at room temperature, and providing guarantees to consumers. The two prices provided by the Bu Puji Grocery Kios are offering lower prices compared to other basic food stalls around it, and giving discounts for purchases in large quantities. The third quality of service provided is to provide

friendly service, provide fast service, and be responsive to consumer needs. The four emotional factors provided by the Bu Puji Grocery Kios are providing a pleasant shopping experience, and the five conveniences provided by the Bu Puji Grocery Kios are an easy-to-reach location, providing easy-to-access parking lots, and convenience for ordering online. Because of these factors, customers who shop at Bu Puji's basic food stalls become loyal and become a distinct advantage for Bu Puji's basic food stalls, because they are able to retain customers and make their customers make repeat purchases and continue to increase and attract new customers.

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