# Determinants Customer Loyalty   Price Perception Promotion and Service Quality

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### ABSTRACT

The purpose of this study is to ascertain the impact of price perception, promotion, and service quality on customer loyalty at Sanrio Mojokerto supermarkets. This study is an example of a survey study. The people who shop at Sanrio Mojokerto supermarkets make up the study's demographic. A sample of 100 participants was acquired using the incidental sampling technique in this investigation. The questionnaire used for data collection has undergone validity and reliability testing. Multiple linear regression analysis is the data analysis method used to determine whether the research hypothesis is true. The findings demonstrated that consumer loyalty at Supermarkets Sanrio Mojokerto was positively and significantly impacted by price perceptions, promotion, and service quality.

**Keywords:** Price Perception, Promotion, Service Quality and Customer Loyalty

## INTRODUCTION

The progression of events in this current period of modernization. During this time period, a great number of contemporary retail enterprises have emerged. In any firm, there is often the desire to achieve success in the operation of its business. The complexity of human desires and needs is expanding as a direct result of significant advances in both technology and industry, both of which are advancing at an ever-faster rate. Companies are forced to compete more intensely than ever before as a result of recent breakthroughs in technology in order to capture possibilities that exist in satisfying the desires and needs of customers. As a result of people's ever-increasing requirements, the retail industry has been able to see explosive growth in recent years. Consumers will exercise greater discretion when deciding where to purchase to satisfy their day-to-day requirements. According to Kotler (2003) and Yanti and Fitriani (2017), retail is a method of product marketing that encompasses all activities that include selling items directly to end customers for personal and non-business use. Retail is also known as retail. Consumers are gravitating toward supermarkets as their preferred format for shopping at retail establishments. A supermarket is a type of retail store that sells a wide variety of goods, including those that are required on a daily basis such as beverages and fresh food ingredients, as well as a number of different types of equipment for the home and other things. It should come as no surprise that the majority of people do their grocery shopping at supermarkets like the Sanrio Supermarket. Sanrio Supermarket is located in Jl. Brawijaya, Kota Mojokerto. Supermarket Sanrio not only draws in consumers by providing low

and inexpensive pricing, but also by delivering the finest service possible and offering a wide variety of specials and discounts for their shopping needs.

According to Husein (2002: 35), as cited in Marendra (2018), promotion is defined as the transfer of information between sellers and customers or other parties in order to bring awareness to the product and eventually encourage its purchase. While a competitive advantage and a big market share can be achieved by improving the quality of the service provided, these goals cannot be accomplished alone. Husein (2002: 35), as referenced in Marendra (2018), defines promotion as the exchange of information between sellers and consumers or other parties to increase product awareness and sales. In Nurhayati (2017), Simamora (2000) defined promotion as any communication that informs, persuades, or reminds consumers about products made by firms, individuals, or families. Marketers run promotions to provide information, stimulate demand, differentiate products, remind current customers, remind customers of the benefits of the company's products, and prevent customers from switching to competitors. When the competition is not delivering similar products and other companies, promotional competitors might counter their marketing and advertising activities and respond to negative news. Publicity and hoaxes often target companies. Marendra (2018) cites Husein (2002: 35) on promotion factors: (1) Advertising via the internet, applications and the web, (2) Publicity (distribution of promotions that are not paid for example distribution via sms), (3) Promotion from employees to customers, (4) Promotions with different payment methods. According to (Tjiptono, 2014: 268) in Surachman, Azis (2017), the definition of service and service quality centers on the efforts made to meet the wants and wishes of customers as well as the accuracy of delivery in order to strike a balance between customer expectations. The service quality and overall features of products or services that may be delivered to consumers in the expectation of satisfying the desired and expected demands are the company's primary focus (Sarjita, 2018; Bimantoro and Lestari, 2016). Because a service is accompanied by a quality of service that can be said to be in accordance with what the customer wants, imagines, and expects, the company will be able to feel a positive impact both in the benefits it gets and also the good value the customer has for the company, and this is the result of the process of providing a service quality that has been provided. customers and patrons. The act of looking for information and analyzing the qualities of a good or service can play a significant role in the construction of one's expectations, which can occur concurrently with the decision-making phase of the search process.

According to Kotler and Keller (2018: 53), the following are some of the elements that have an impact on the idea of service: Tangible (also known as physical or tangible proof) refers to a company's capacity to demonstrate to other parties that it actually exists. Examples of tangible

evidence include the presence of physical equipment, staff services, and media or communication tools. The capacity of a corporation to offer services in line with what has been promised in a manner that is accurate and reliable is what is meant by the term "reliability." Some examples of reliability include being on time, having the ability to be consistent, and acting quickly in regard to the services that have been provided. Responsiveness, also known as the capability of being able to deliver suitable and prompt service to each individual consumer by supplying information that is unambiguous or uncomplicated. Assurance (guarantee and certainty), which is the capacity for knowledge and courtesy and the ability of employees in the company to be able to foster a sense of trust from customers to the company, and Assurance consists of several components including communication, security, competence (competence), as well as manners. Assurance is the ability for employees in the company to be able to foster a sense of trust from customers to the company. (courtesy). Empathy is the capacity to offer real and particular or personal attention given to consumers who have attempted to comprehend consumer demands, and a corporation is required to have understanding, vast information about customers, and the ability to grasp the needs of customers very specifically. According to Rust, et al (Tjiptono, 2014: 268) in Surachman and Aziz (2017), indicators of service quality are: 1. Neatness and cleanliness of employee appearance. 2. Attention, friendliness or empathy towards consumers. 3. Good service, fast and reliable. 4. Respond to customer complaints and ease of ordering. Customers will return to the store more frequently and shop there more frequently if the quality of the service is improved. It will lead to a rise in client loyalty if the service quality is good.

In general, According to Buchari (2018: 171), "Value" refers to the worth of a thing in terms of the other items that it might be swapped for. Therefore, the price is the worth of an object stated in terms of monetary value. A price is an exchange rate that can be equated with money or other products for the advantages acquired from an item or service for a person or group at a specific time and a certain place. Price may be equated with money or other things (Deliyanti Oentoro, 2012) in (Sudaryono, 2016: 216). According to Sanjaya and Prasatyo (2016) as cited in Nalendra (2018), the price of a product or service is the amount of money that is charged for it. It is also the amount of value that customers trade for the benefits of having or utilizing the product or service. The manner in which the price is seen to be is a very significant issue that might impact the choice made by the purchaser. According to Ferdinand (2002) and the research presented in Yanti and Fitriani, low pricing or reasonable prices are a trigger that improves marketing success. According to Priyanto (2013) and the research done by Moniharapon et al., (2019) perceived price is the relative cost that customers must pay in order to receive the product or service that they want. Perceived pricing is something that may be established with the goal of deterring rivals from

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entering and retaining consumer loyalty, as stated by (Ghanimata and Kamal, 2012: 4). In Yanti and Fitriani's (2017) study on price perception, it is said that indices of price perception include (Ghanimata and Kamal, 2012: 4): 1.) Reasonably priced, 2.) Price according to quality, 3.) Competitive price. one's impression of the price of an item or service is a significant factor to take into account when making a purchase choice, and the vast majority of customers weigh price in comparison to quality when making a purchase decision. When vendors establish pricing, this will have an effect on the purchasing patterns of customers. This is because consumers are more likely to make purchases of items if those prices are within their price range. Perceived pricing is something that may be established with the goal of deterring rivals from entering and retaining consumer loyalty, as stated by (Ghanimata and Kamal, 2012: 4) in Yanti and Fitriani (2017). Tjiptono (2012) and Sarjita (2018) define customer loyalty as a consumer's devotion to a brand based on a positive attitude and shown by recurrent purchases. Hasan (2013: 121), loyal consumers are happy and want to continue buying, customer loyalty is a measure of a customer's connection to a brand, customers enjoy brands, and brands become front of mind. (the first brand that comes to mind). Griffin in Hurriyati (2005:129) defines loyalty as decision-making units' recurring purchases of a company's goods or services. According to Oliver (Hurriyati, 2005: 129), customer loyalty is a customer's long-term commitment to re-subscribe or re-purchase selected products or services despite situational and marketing influences. Oliver describes loyalty as "a customer commitment for many years in depth to re-subscribe or re-purchase selected products or services consistently in the future." As referenced in Yanti and Fitriani (2017), Kotler and Keller (2005:18) describe customer loyalty as a consumer's recurring purchases of a brand or firm out of loyalty. According to Kotler and Keller (2005:18), in Yanti and Fitriani (2017), client loyalty may be assessed by many characteristics: 1. Transaction habits 2. Repurchases 3. Recommendations 4. Commitment. Customer loyalty is behavior related to the brand of a product, including the possibility of renewing brand contracts in the future, how likely customers are to change their support for the brand, and how likely is the customer's desire to increase positive image of a product, according to Hasan (2013: 121) in Marendra (2018).

**Conceptual Framework**

The research framework that will be used in this study can be seen in the figure below.
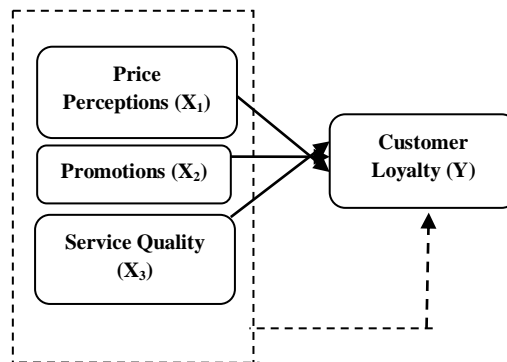
**Figure 1.** frame of mind
Source: author, 2022

**Hypothesis**

The hypothesis is a temporary conclusion that still has to be tested for truth. The research hypothesis is as follows:

H1: there is a suspicion that price perceptions have an effect on customer loyalty.

H2: there is a suspicion that promotions have an effect on customer loyalty.

H3: there is a suspicion that service quality has an effect on customer loyalty.

H4: there is a suspicion that the perception of price, promotion, and service quality influences customer loyalty simultaneously

**RESEARCH METHODS**

**Population and Sample**

Yanti and Fitriani (2017) quote Sugiyono (2010) when they say that a population is "a geographically definable group of things or people with a shared set of characteristics from which generalizations can be drawn about those things or people." This inquiry is focusing on the patrons of the Sanrio Mojokerto Supermarket as its subjects.

Yanti and Fitriani (2017) use the argument made by Sugiyono (2010) that the sample is typical of the population in terms of size and composition. The technique that was used is known as "Accidental Sampling," and it is predicated on the concept that the researcher may include in the sample anyone who occurs to cross paths with them during the course of their work. The range of thirty to five hundred is recommended for a sample size. The number of people to be included in the research was determined by applying the Sugiyono formula, which was described in Adiputra and Khasanah (2016):

$$n = \frac{za/2^2}{E}$$

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Information :
n = Number of samples
za/ 2 $^2$ = standard size list standard normal area how confidence level (a) 95%
e = The multiple rate used suggests a maximum error of 20%
Based on the formula above, the number of samples is obtained as follows:

$$n = \frac{1{,}96^2}{0{,}20^2} = 96$$

96 people are rounded up to 100 people. So the sample in this study was taken as many as 100 respondents.

**Types and Sources of Data**

This research includes primary data from surveys. Source-derived data. This research uses Sanrio Mojokerto Supermarket customer responses.

**RESULTS AND DISCUSSION**

According to the findings of a research sample consisting of 100 respondents, it was discovered that the majority of the respondents who had become customers at the Sanrio Mojokerto Supermarket were of the female type as many as 73 respondents (73%) and the remainder were male as many as 27 respondents (27%). This information was gleaned from the results of data collecting on a research sample. 79% (79 individuals) were between the ages of 17 and 25, 13% (13 people) were between the ages of 25 and 30, and 8% (8 people) were beyond the age of 30. As well as respondents who have work as TNI/POLRI as many as 4% (4 people), the two respondents who have jobs as civil servants are as many as 4% (4 people), the three respondents who have jobs as private employees are as many as 14% (14 people), the four respondents who have employment as Entrepreneurs, namely as much as 6% (6 people), the five respondents who have jobs as Students, namely as many as 60% (60 people), and the six respondents who have jobs as Others, namel as many (12 people).

**Validity test**

Ghozali (2016: 52) states that the validity of a questionnaire may be evaluated with a validity test. If the significant value of a questionnaire is more than 0.05 and the questions on the questionnaire may reveal the variable of interest, the questionnaire can be considered valid. Determining whether each value from perceived price, promotion, and service quality on customer loyalty is estimated to be valid (valid) to measure the dimensions or variables to be tested and provide appropriate measurement results in a study is how we know the ability of variables to measure a concept developed in research.

**Table 1.** Validity Test Results

| Question | Mark r count | Mark r table | Results |
|---|---|---|---|
| Price Perception | | | |
| Indicator 1 | 0.811 | > 0.166 | Valid |
| Indicator 2 | 0.735 | > 0.166 | Valid |
| Indicator 3 | 0.744 | > 0.166 | Valid |
| Promotion | | | |
| Indicator 1 | 0.686 | > 0.166 | Valid |
| Indicator 2 | 0.644 | > 0.166 | Valid |
| Indicator 3 | 0.678 | > 0.166 | Valid |
| Indicator 4 | 0.713 | > 0.166 | Valid |
| Service quality | | | |
| Indicator 1 | 0.788 | > 0.166 | Valid |
| Indicator 2 | 0.833 | > 0.166 | Valid |
| Indicator 3 | 0.798 | > 0.166 | Valid |
| Indicator 4 | 0.787 | > 0.166 | Valid |
| Customer loyalty | | | |
| Indicator 1 | 0.741 | > 0.166 | Valid |
| Indicator 2 | 0.769 | > 0.166 | Valid |
| Indicator 3 | 0.725 | > 0.166 | Valid |
| Indicator 4 | 0.733 | > 0.166 | Valid |

Source: SPPS output processed by researchers, 2022

From the table above it can be seen that all indicators have a value of $r_{count}$ that is greater than $r_{table}$ so that all data is said to be valid.

**Reliability Test**

Reliability measures questionnaires that indicate variables or constructs. If replies are consistent, a questionnaire is credible. V. Wiratna Sujarweni (2014: 193) states that the reliability test is based on Cronbach's Alpha > 0.06.

**Table 2.** Reliability Test Results

| Variable | Alpha Cronsbach | Result |
|---|---|---|
| Price Perception | 0.632 | Reliable |
| Promotion | 0.619 | Reliable |
| Service quality | 0.811 | Reliable |
| Customer loyalty | 0.726 | Reliable |

Source: SPPS output processed by researchers, 2022

*Cronbach's Alpha* coefficient value for each research variable is greater than 0.06, it can be concluded that the research variables, namely price perception, promotion, service quality and customer loyalty variables at the Sanrio Mojokerto Supermarket are reliable for analysis Furthermore.

**Classical Assumption Test Results**

Path analysis, a development of multiple linear regression analysis, requires certain classical assumptions to provide a reliable estimate. Classical assumptions include multicollinearity, autocorrelation, heteroscedasticity, and normality.

**1. Multicollinearity Test**

The multicollinearity test looks at how well the regression model correlates with other variables that are not included in the model. To determine whether or not there is multicollinearity by investigating each independent variable's VIF (Variance Inflation Factor) and tolerance. Use the following criteria to establish whether or not there is multicollinearity (Ghozali, 2016: 103), The regression model has multicollinearity if the VIF value is less than 10 or the tolerance value is less than 0.1. If the VIF value is less than 10 or the tolerance value is less than 0.1, the regression model has no multicollinearity.

**Table 3.** Multicollinearity Test Results

| Variable | tolerance | VIF |
|---|---|---|
| Price Perception | 0.974 | 1.026 |
| Promotion | 0.907 | 1.103 |
| Service Quality | 0.929 | 1.076 |

Source: SPPS output processed by researchers, 2022

There are no independent variables with a Tolerance value of less than 10, which suggests that there is no connection between the independent variables. The outcomes of this computation are displayed in the table immediately above this one. Although the result of calculating the Frequency Inflation Variance (VIF) value reveals the same problem, there are no independent variables with a VIF value less than 0.1. Therefore, it is feasible to conclude that there is no multicollinearity between the independent variables in the regression model.

**2. Autocorrelation Test**

The autocorrelation test uses multiple linear regression to assess if the confounding errors in period t are related to those in period t-1. (previous period). Correlations are autocorrelation issues. Durbin-Watson tests autocorrelation. (Ghozali, 2016):

1) If the DW value is between 2 and 4-d, then the autocorrelation coefficient is zero, meaning that there is no autocorrelation.

2) If the DW value is less than du, the correlation coefficient is greater than zero, meaning there is a positive autocorrelation.

3) If the DW value lies between du and du, it cannot be concluded.

4) If the DW value is greater than 4-du, the correlation coefficient is greater than zero, meaning that the autocorrelation is negative.

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5) If the DW value lies between 4-du and 4-dw, it cannot be concluded.

**Table 4.** Autocorrelation Test Results

**Summary Model** [b]

| Model | R | R Square | Adjusted R Square | std. Error of the Estimate | Durbin-Watson |
|-------|-----|----------|-------------------|----------------------------|---------------|
| 1 | 0.649 [a] | 0.421 | 0.403 | 0.44753 | 2018 |

Source: primary data processed with SPSS 2022

DW = 2.018
DU<DW>4-du
Du = in table dw based on the number of independent variables equated with the number of samples
4-du= 4- du = 4-1.7364= 2.264.

*Durbin Watson* value is 2.018 while from the *Durbin Watson table* with a significance of 0.05 and the amount of data (n) = 100, and k = 3 (k is the number of independent variables) the dL value is 1.6131 and the dU is 1.7364. The DW value of 2.018 is between $d_u$ to 4-$d_u$ so it can be concluded that in this regression model there is no autocorrelation.

## 3. Heteroscedasticity Test

Seeks to assess if the variance between residuals for each observation is equitable. When the difference between the residuals of one observation and another does not vary, this is known as homoscedasticity; when it does change, this is known as heteroscedasticity. Examining the plots between the predicted value of the independent variable (ZPRED) and the residual can identify heteroscedasticity in a study (SRESID). If the data are spread arbitrarily above and below the Y axis value 0 (zero), with no visible pattern in the graph, heteroscedasticity is not present.
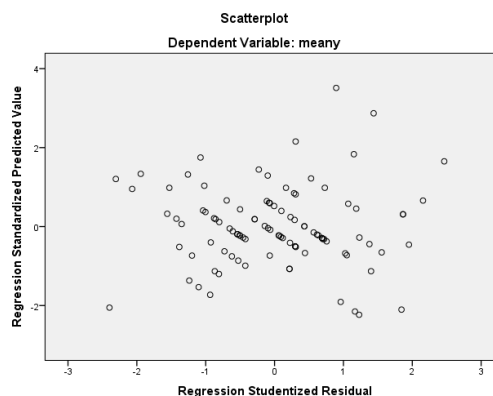


**Figure 2.** Heteroscedasticity Test Results
Source: SPSS output, 2022

From the picture above it can be seen that the data are spread randomly above and below the number 0 (zero) on the Y axis, so it can be concluded that the research data does not have heteroscedasticity.

## 4. Normality test

Ghozali (2016: 158) suggests a normality test to examine the regression model, confounding factors, and residuals. Visual analysis is used to verify whether data is normal. If the data spreads around the diagonal line and follows its direction or the histogram graph exhibits a normal distribution pattern, the regression model fits the assumption of normality. The regression model rejects normality if the data deviates from the diagonal.

The following is a graph of the results of normality analysis using SPSS:
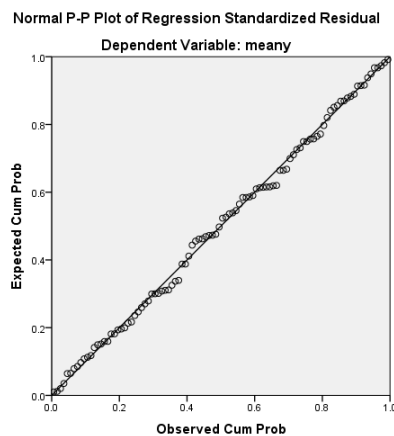


**Figure 3.** Normality Test Results
Source: SPSS output, 2022

Figure 3's normality test graph indicates that the data is normally distributed if the data spreads out around the diagonal line and moves in the same direction as the diagonal line, or if the histogram graph displays a normal distribution pattern.

### Regression Analysis Results

Multiple linear regression analysis was done to assess how pricing, promotion, and service quality affect customer loyalty at Sanrio Mojokerto Supermarket. The SPSS statistical computer tool yielded the following findings:

**Table 5.** Regression Analysis Results

|  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
|  | B | std. Error | Betas |  |  |
| (Constant) | 0.319 | 0.375 |  | 0.849 | 0.398 |
| Price Perception | 0.189 | 0.065 | 0.229 | 2,914 | 0.004 |
| Promotion | 0.358 | 0.077 | 0.381 | 4,668 | 0.000 |
| Service quality | 0.315 | 0.071 | 0.355 | 4,408 | 0.000 |

Source: SPSS output, 2022

Based on the table above the results of multiple linear regression calculations, the multiple linear regression equation can be compiled as follows:

$$Y = 0.319 + 0.189X1 + 0.358X2 + 0.315X3 + e$$

The purpose of the regression coefficient in the table can be explained as follows:

1. If the pricing perception variable (X1), the promotion variable (X2), and the service quality variable (X3) are all constant, the constant yields a value of 0.319. Customer loyalty (Y) is thus valued at 0.319.

2. If all other variables remain constant, the size of the price perception variable coefficient (X1) is 0.189, which means that for every rise in price perception of 1 (unit), customer loyalty will increase by 0.189.

3. If all other variables remain constant, the promotion variable coefficient (X2) has a magnitude of 0.358, which means that any rise in a positive promotion of 1 (unit) will result in an increase in customer loyalty of 0.358.

4. In other words, assuming all other variables remain constant, any positive improvement in service quality by 1 (unit) would boost customer loyalty by 0.315. The magnitude of the coefficient of the service quality variable (X3) is 0.315.

**Hypothesis test**

Hypothesis testing compares each variable's significance value to a significant (Sig. <0.05), which is significant if the research variable's significance is less than 0.05.

**1. First Hypothesis: Partial Testing**

The t test determines if pricing, promotion, and service quality affect consumer loyalty. SPSS computations yielded the following findings:

**Table 6.** Test Results t

| Variable | Coefficient Regression | Q count | Sig. | Result |
|---|---|---|---|---|
| Price Perception | 0.189 | 2,914 | 0.004 | Significant |
| Promotion | 0.358 | 4,668 | 0.000 | Significant |
| Service quality | 0.315 | 4,408 | 0.000 | Significant |
| Constant : 0.319 R : 0.649 R square : 0.421 | | F count: 23.309 0.000 | | |

Source: SPSS output, 2022

In the distribution percentage point table it shows that the t $_{table}$ in this study is 1.661.

1. The test results of the price perception variable (X$_1$), obtained that t $_{count}$ > t $_{table}$ or ( 2,914 ) > (1.661) with a significance value (0.004) <0.05. Then Ho is rejected and Ha is accepted. This shows that price perception has a positive and significant effect partially on customer loyalty.

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2. The test results of the promotion variable ($X_2$), obtained that $t_{count} > t_{table}$ or ( 4,668 ) > (1.661) with a significance value (0.000) < 0.05. Then Ho is rejected and Ha is accepted. This shows that promotion has a positive and significant effect partially on customer loyalty.

3. The test results of the service quality variable ($X_3$), obtained that $t_{count} > t_{table}$ or ( 4,408 ) > (1.661) with a significance value (0.000) < 0.05. Then Ho is rejected and Ha is accepted. This shows that service quality has a positive and partially significant effect on customer loyalty.

**2. Second Hypothesis: Simultaneous Testing**

The F test tests the second premise that pricing, promotion, and service quality jointly affect consumer loyalty. The table below shows the regression output F test results:

**Table 7.** F Test Results

**ANOVA** [a]

| Model | | Sum of Squares | Df | MeanSquare | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 14.005 | 3 | 4.668 | 23.309 | 0.000 [b] |
| | Residual | 19.227 | 96 | 0.200 | | |
| | Total | 33.232 | 99 | | | |

Source: SPSS output, 2022

In the distribution percentage point table it shows that the $f_{table}$ in this study is 3.09.

The calculation results showed that f count > f table or equivalent to 23.309 > 3.09 with a significance of 0.000 (P <0.005), rejecting Ho and accepting Ha. Thus, the second hypothesis is supported: perceived pricing, promotion, and service quality factors jointly affect consumer loyalty at the Sanrio Mojokerto Supermarket.

**Coefficient of Determination (R2)**

The results of the determination coefficient test for the regression model can be seen in the table below:

**Table 8.** Test Results for the Coefficient of Determination

**Summary Model** [b]

| Model | R | R Square | Adjusted R Square | std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | 0.649 [a] | 0.421 | 0.403 | 0.44753 | 2.018 |

Source: primary data processed by SPSS, 2022

The table shows that the R square (R2) is 0.421 or 42.1%, indicating that changes in price perception are explained by advertising and service quality factors and 57.9% by other variables outside the model. 0.421 indicates a substantial link between the independent factors and consumer loyalty.

## DISCUSSION

### The Effect of Price Perceptions on Customer Loyalty

This research shows that the price perception variable influences customer loyalty at the Sanrio Mojokerto Supermarket in a favorable and statistically significant way. This is evident from the fact that the t count value is statistically bigger than the t table value (1.661) and (0.004<0.05). The choice between accepting Ha and rejecting Ho becomes clear at that point. The first hypothesis (H1), proposing that customers' perceptions of prices affect their loyalty, was confirmed by the data. The typical customer's opinion on prices at the Sanrio Mojokerto Supermarket is a positive one, according to data from the variable's description. As measured by a mean value of 3.77 on a scale from 0 to 5. Customers have a favorable impression on the pricing at Sanrio Mojokerto Supermarket.Consumers' propensity to include cost into evaluations of a product's value is known as "perceived price." According to studies, Sanrio Mojokerto Supermarket has a devoted client base because its costs are reasonable in relation to the services it provides. This study agrees with a 2017 study by Novi Yanti and Yati Fitriani titled "The Influence of Location, Perceived Price and Product Completeness on Customer Loyalty at CS Minimarket Pauh Kambar Nan Sabaris."

### The Effect of Promotion on Customer Loyalty

This research shows that the promotion variable has a statistically significant and positively impact on customer loyalty at the Sanrio Mojokerto Supermarket. This is evident from the fact that the t count value is statistically bigger than the t table value (1.661) (0,000< 0.05). The choice between accepting Ha and rejecting Ho becomes clear at that point. The results of this experiment supported the second hypothesis (H 2), which hypothesized that promotions would have an influence on consumer loyalty. The promos at the Sanrio Mojokerto Supermarket are generally satisfactory, as seen by the findings of the promotion variable's description. Having a mean value of 3.17 on the promoting variable. This indicates that shoppers at the Sanrio Mojokerto Supermarket like special offers. Advertising is the process of getting the word out about a product or service in the hopes that more people would purchase or use it. Customers stay devoted to Sanrio Mojokerto Supermarket due to the store's appealing social media marketing, according to a study. This study agrees with a 2018 study conducted by Sarjita titled "The Effect of Service, Price, and Promotion on Customer Loyalty for GO-JEK Users in the Special Region of Yogyakarta.".

### The Effect of Service Quality on Customer Loyalty

This research shows that consumer loyalty at the Sanrio Mojokerto Supermarket increases when service quality increases. This is evident from the fact that the t count value is statistically bigger than the t table value (1.661) (0,000<0.05). The choice between accepting Ha and rejecting

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Ho becomes clear at that point. This analysis supports the third hypothesis (H 3), which links service quality to customer retention. The findings of the variable's description indicate that customer service is generally high at the Sanrio Mojokerto Supermarket. With a mean (average) value of 3.63% on a scale from 0 to 5. This demonstrates that shoppers place a high value on the helpful staff at Sanrio Mojokerto Supermarket. The term "quality of service" refers to the extent to which the firm goes above and beyond to satisfy its clientele. Customers are devoted to the Sanrio Mojokerto Supermarket because of the consistent service they get there, the helpfulness of the staff, and the tidiness and cleanliness of the store. This study agrees with a 2018 study by Aloysius Rangga Aditya Nalendra titled "The Influence of Service Quality, Price, Customer Satisfaction on Customer Loyalty (Case Study of IM3 Madiun Customers)".

**The Effect Simultaneously Of Price, Promotion, And Service Quality Influences Customer Loyalty**

The computation indicated that f count > f table, or 23.309 > 3.09, rejecting Ho and approving Ha. Thus, the second hypothesis is supported: Sanrio Mojokerto Supermarket customer loyalty is affected by perceived price, promotion, and service quality. According to the table, advertising and service quality explain 42.1% of price perception changes, whereas other variables explain 57.9%. 0.421 suggests a strong relationship between independent variables and customer loyalty. According to the data, perceived price is customers' inclination to use price to evaluate product advantages. The Sanrio Mojokerto Supermarket's pricing match its amenities, according to study, thus people return. This research supports Novi Yanti and Yati Fitriani's 2017 study, "The Influence of Location, Perceived Price and Product Completeness on Customer Loyalty at CS Minimarket Pauh Kambar Nan Sabaris." Promotion is an effort to inform or sell items or services to prospective buyers. Research shows that Sanrio Mojokerto Supermarket's social media promos keep consumers coming back. This research is consistent with Sarjita's 2018 study, "The Effect of Service, Price, and Promotion on Customer Loyalty for GO-JEK Users in the Special Region of Yogyakarta." The company's efforts to satisfy customers are called quality of service. Research shows that Sanrio Mojokerto Supermarket's trustworthy service, nice staff, and cleanliness keep consumers coming back. Aloysius Rangga Aditya Nalendra's 2018 study "The Influence of Service Quality, Price, Customer Satisfaction on Customer Loyalty (Case Study of IM3 Madiun Customers)" is similar.

**CONCLUSIONS**

According to the study "Effect Perception Price, Promotion And Quality Service To Loyalty Customers at the Sanrio Mojokerto Supermarket." SPSS 2.1-processed data. Outcomes

study In conclusion, The t test reveals that variable perception pricing (X 1) yielded 0.189 with mark significant 0.004 <0.005. Ha is chosen over Ho. This shows that pricing perception is good and important to consumer loyalty at Supermarket Sanrio Mojokerto. The t test reveals that variable promotion (X 2) yielded 0.358 with mark significant 0.000 <0.005. Ha is chosen over Ho. The variable quality service (X 3) t test yielded 0.315 with a significant 0.000 <0.005. Ha is chosen over Ho. This shows that pricing perception is good and important to consumer loyalty at Supermarket Sanrio Mojokerto.Ho is rejected and Ha accepted because F count was 23,309 with significant 0.000 (P <0.005). The second hypothesis proved that changeable perception promotion pricing and quality service simultaneously influence customer loyalty at Supermarket Sanrio Mojokerto.

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