Analysis Factors of Customer Satisfaction on Creating Consumer Loyalty at Bu

Puji Sembako In Berbek Market, Berbek District, Nganjuk Regency

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Abstract

The development of the business world is currently growing rapidly from time to time. This can be seen from the emergence of various business sectors. Thus business actors who have long needed a special strategy to be able to maintain their business. One of the staple food stalls that has been around for 12 years is Kios owned by Mrs. Puji at Berbek Market, Berbek District, Nganjuk Regency. The kios requires a specific strategy in order to maintain customer satisfaction and create customer loyalty. This research tries to analyze customer satisfaction factors that can create customer loyalty at Bu Puji's basic food stall. The research method used is descriptive qualitative with data sources obtained from interviews, observation, and literature study. Based on the research that has been done, the results show that Bu Puji's basic food stalls have succeeded in providing customer satisfaction so as to create consumer loyalty. The factors that cause customer satisfaction are product quality, price, service quality, emotional factors, and convenience.

Keywords: Customer satisfaction, Customer satisfaction factors, Consumer loyalty



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 kios, 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 perceptions with the comparing 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



product which is followed by repeat (Sasongko, purchases 2021). So consumer loyalty is a person's loyalty to a particular product or service and consumers who are loyal to a product will provide multiple benefits to the company. The commitment that consumers give to these products makes the advantages provided by competitors not something that can change their about these opinion products. In addition, loyal consumers will become promotional ambassadors indirectly to other consumers. consumer loyalty can arise because of consumer satisfaction as a result of quality service in meeting consumer expectations so they do not switch to other products.

So the influence of consumer satisfaction will create customer loyalty and have a positive impact, then consumer satisfaction will increase customer loyalty. Build customer loyalty so that they remain loyal to the product/goods. Loyalty, which is often the prima donna of companies in maintaining a business, is supported by several factors, one of the main factors being customer satisfaction. To get customer satisfaction, it is necessary to have supporting factors, namely good service quality.

Bu Puji's basic food stall is a business that provides ingredients for making meatballs, groceries and other household needs. This business was founded by Mrs. Puji Riati and Mr. Drs. KH. Rubawi M.M in 2011 who lives in Mlilir Village, Berbek District, Nganjuk Regency. Bu Puji's basic food stall business is located in Berbek Market. Bu Puji's basic food stalls have succeeded in maintaining customer satisfaction so as to create consumer loyalty. The customer satisfaction factors include product quality, price, service quality, emotional factors, and ease. The strategy carried out by the Bu Puji food stall is to create loyalty.

This research is important to do to find out how the factors of customer satisfaction in creating customer loyalty by Bu Puji's basic food stalls so that they can compete among new businesses that have sprung up. It is hoped that the customer satisfaction factors in creating consumer loyalty carried out by Bu Puji's basic food stalls can become an example for other MSMEs in creating consumer loyalty and making them loyal customers. Based on the explanation above, researchers are interested in discussing how customer satisfaction factors to the creation of consumer



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 Kioss in Berbek Market, Berbek District, Berbek District, Nganjuk Regency.

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

Customer satisfaction is the result of product experience. This is а customer's feeling after comparing expectations with (prepurchasing 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



features that they are currently using to meet their needs where performance matches or even exceeds customer expectations. So, in this study will see how the application of customer satisfaction used by the Bu Puji basic food kios in creating consumer loyalty.

RESEARCH METHOD

This research uses qualitative method and descriptive approach. Qualitative research is a research method that produces some findings that cannot be achieved using statistical procedures other means of quantification or (measurement). Qualitative research is in the form of in-depth descriptions of speech, writing, and/or behavior that can be observed from a particular individual, group, community, and/or organization in a particular situation, context which is studied in a comprehensive perspective (Husaini, Fikri, & Syahputra, 2020). So that the data obtained is in the form of descriptive data in the form of spoken words, writing, or pictures. Primary data collection techniques using interview techniques and direct observation in the field. Interviews were conducted with several informants obtained through a purposive technique. According to Sugiyono, a purposive technique is a technique for taking samples of data

sources with certain considerations. This particular consideration is that the person who is considered to know best about what we expect, or maybe he is the ruler so that it makes it easier for researchers to explore the social object/situation being studied (Musyafak & Nisa, 2014). The purposive technique is a way of selecting accurate and efficient informants based on quality according to the focus of the research, including parties directly involved in implementing customer satisfaction factor analysis to create consumer lovalty at the Bu Puji Groceries Kios in the Berbek market, Berbek District, Nganjuk Regency. The informants in this study included 2 business owners, 3 employees, and 7 consumers to obtain the information needed in the research.

The observation activities carried out at Bu Puji's basic food kios while in the field were to see what products were being marketed, the form of service to consumers, the location or place of business, to observe and examine the activities that took place in the field. Observations were made in the hope that researchers would obtain additional data or information so that they could be used for research data. Meanwhile, secondary data was obtained from literature studies



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 research data the 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 triangulation. Technical source triangulation is done by collecting data several using methods, namely observation, interviews, and documentation. Meanwhile, source triangulation was carried out bv 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 amidst the compete 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 loval, 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

Tahun	Omset Penjualan Kios		
	Sembako Bu Puji		
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 consumer satisfaction applying 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.	Product	1. Check Expired		
	quality	date.		
		2. Checking the		
		physical		
		condition of the		
		goods.		
		3. Pick up a good		
		distributor.		
		4. Put the item in a		
		dry and clean		
		place at room		
		temperature.		
2.	Price	1. Offers lower		
		prices than other		
		shops around it.		
		2. Give discounts to		
		purchases in		
		large quantities.		
3.	Service	1. Provide friendly		
	quality	service.		
		2. Provide fast		
		service.		
		3. Respond to		
		consumer needs.		

MADAN

		4.	Provide
			guarantees to
			consumers.
4.	Emotional	1.	Provide a
	factor		pleasant
			shopping
			experience.
5.	Convenience	1.	The location is
			easy to reach
		2.	Provide easy
			access to
			parking.
		3.	Ease of ordering
			via online.

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 kios 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 kios 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 Kios 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 Kios 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 established. stalls were 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 Kios 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 sachat, 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 Puji's Bu food basic 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 kios 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 Kios provides fast, alert and friendly service to buyers to prevent long queues for purchases. To support fast service, Bu Puji's Groceries Kios organizes the products that are sold neatly. The combination of clean kioss 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 Kios 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 Kios. 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



Fifin Anggraini and Anindhyta Budiarti The Influence of Price, Promotion, and Service Quality on Customer Loyalty Mediated by Customer Satisfaction on Gojek Consumers" which found that service quality plays a very important role for business continuity, providing satisfaction to consumers, build customer loyalty, increase sales, build brand awareness (Anggraini & Budiarti, 2020).So the services provided to consumers aim to win the hearts of these consumers so that they are finally willing to buy the products offered.

Emotional Factors

Emotional is the characteristic feeling of heart and mind in a person's with various behavior kinds of circumstances, emotional factors that are owned by consumers also have important feelings in creating satisfaction. Therefore companies must pay close attention to paying attention to consumer emotions, and try to influence consumers so that they have positive emotions (Ranasih & Widhiastuti, 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 customer emotional factors. To keep the customer's emotions good when after shopping at Bu Puji's basic food stall by providing a pleasant experience. shopping To create а pleasant shopping experience Bu Puji Groceries Kios provides an experience of quality service that is friendly, polite and fast to customers, provides good quality products, a clean, tidy and comfortable place, affordable prices, and easy access to locations access and proximity to parking lots, then the ease of ordering can be through online from this pleasant shopping experience will create a positive response from the experience of this basic food kios. because when customers feel happy when shopping customers will come back to shop and will become loyal customers and promote this basic food stall indirectly.

In addition to creating a feeling of always being happy and shopping again at Bu Puji's basic food stall, the owner will give annual gifts to Bu Puji's basic food customers when approaching Eid. Prizes will be given according to the nominal amount of money spent for each purchase at Bu Puji's basic food stall, so each customer will get a different prize. One of these gifts aims to reward customers for their trust and loyalty to Bu Puji's basic food stalls.

The results of this study are in line with previous research conducted by Marida Yulia Ronasih and Hardani



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



grocery store becomes easier and smoother with the parking area.

In addition, the convenience that customers get is by usually ordering products or goods online via WhatsApp. Ordering through online is done to reduce long queues of customers and minimize unwanted things from happening. This online ordering aims to maintain consumer satisfaction in the convenience of purchases that are fast and friendly.

The results of this study are in line with previous research conducted by Nur Chotimah, Findi, and Nurdin H. Abd Rahman S with the title "The Effect of Sales Locations on Customer Loyalty at Rejeki Express Stores" which found that with efficiency or convenience, one of the conveniences consumers will feel convenient with accessible location and near parking lot (Chotimah, Findi, & S, 2022). In addition to an accessible location and ample parking, the convenience provided is the quality of products and brands when the situation is that they make transactions and orders provide convenience. Part of consumer loyalty such as purchasing products on a regular be based basis can on accumulated experience over time.

Based on the data findings above, Puji basic food kios the Bu has implemented customer satisfaction which will create consumer loyalty. The existence of consumer loyalty will make a business survive all conditions and competition today. Consumer satisfaction is very influential on the creation of consumer loyalty. When customers are loyal or loyal customers will stabilize the turnover of a business.

The customer satisfaction factor for creating consumer loyalty is implemented by the Bu Puji grocery kios by providing quality service that is friendly, polite, honest and fast. When the quality of service is good and in accordance with customer expectations, customers will feel satisfied with the service received and will create consumer loyalty. Bu Puji's basic food stall also provides competitive prices and in accordance with the quality that will be obtained. In addition, Bu Puji's basic food stall will provide discounts to customers who buy in large quantities. Bu Puji's basic food stall also provides friendly prices to fellow sellers or reseller customers. Bu Puji's basic food kios also guarantees that the quality of the products being sold are of good and good quality because before being marketed, the products to be sold have

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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