

The Influence of Promotion and Location on Customer Loyalty at FamilyMart Danau Agung Dua with Social Media as a Moderator

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ABSTRACT

This study aims to examine the influence of promotion and location on customer loyalty at FamilyMart Danau Agung Dua, with social media serving as a moderating variable. Using a quantitative approach, the research involved 140 respondents and applied *structural equation modelling* with SmartPLS to analyze both direct and moderating effects among variables. The findings reveal that promotion, location, and social media each have a significant effect on customer loyalty. Furthermore, social media moderation strengthens the relationship between promotion and customer loyalty, as well as between location and customer loyalty, leading to the acceptance of all hypotheses. These results provide a deeper understanding of the factors influencing customer loyalty and offer practical implications for academics, researchers, and business practitioners. For academics, the study serves as a useful reference in exploring consumer behavior within the retail sector. For researchers, expanding the sample size is recommended to ensure more accurate and sustainable findings. For businesses such as FamilyMart, it is essential to pay attention to customer needs, design customer-friendly strategies, and leverage social media effectively to attract, retain, and strengthen customer loyalty.

ABSTRACT

Penelitian ini bertujuan untuk menguji pengaruh promosi dan lokasi terhadap loyalitas pelanggan di FamilyMart Danau Agung Dua dengan media sosial sebagai variabel moderasi. Penelitian kuantitatif ini melibatkan 140 responden dan menggunakan metode *structural equation modelling* dengan perangkat lunak SmartPLS untuk menganalisis *direct effect* dan *moderating effect* antar variabel. Hasil penelitian menunjukkan bahwa promosi, lokasi, dan media sosial berpengaruh signifikan terhadap loyalitas pelanggan. Selain itu, moderasi media sosial memperkuat hubungan antara promosi maupun lokasi dengan loyalitas pelanggan, sehingga seluruh hipotesis penelitian diterima. Temuan ini memberikan pemahaman yang lebih baik mengenai faktor-faktor yang memengaruhi loyalitas pelanggan, serta implikasi praktis bagi akademisi, peneliti, dan pelaku usaha. Bagi akademisi, penelitian ini dapat menjadi referensi dalam memahami perilaku konsumen di sektor ritel. Bagi peneliti, disarankan untuk memperluas jumlah sampel agar hasil lebih akurat dan dapat memantau perilaku konsumen secara berkelanjutan. Bagi pelaku usaha seperti FamilyMart, penting untuk memperhatikan kebutuhan pelanggan, menyusun strategi bisnis yang ramah konsumen, dan memanfaatkan media sosial secara efektif untuk meningkatkan loyalitas pelanggan.

1. Introduction

Retail business occurs in the presence of businesses that compete to attract consumer interest and become market leaders with a strategic plan for competitive advantage in doing business [1]. The quality of service is also related to customer loyalty which is very closely related [2]. Customer loyalty is the main goal of a company or retail store for its business continuity, because customers who are very loyal to the company or retail store will be the top priority for shopping [3]. This retail business provides a variety of products needed, such as daily necessities for customers. Promotions affect customer loyalty because an attractive promotional

strategy can influence or remind the target market about the goods or services offered

Since 1978, a Japanese company has brought the idea convenience store. As of February 2024, it has grown to 24,078 stores worldwide, including in Indonesia, from the official FamilyMart website. The owner of FamilyMart in Indonesia is PT Fajar Mitra Indah as the sole licensee. The first FamilyMart outlet was established in Cibubur on October 16, 2012. The second outlet was in Bulungan, South Jakarta on November 17, 2012 and the third outlet was in Pejaten, South Jakarta. As of April 2023, FamilyMart has more than 250 outlets spread across a number of regions. Currently, FamilyMart outlets are available in Greater Jakarta,

Surabaya, and Malang and have more than 400 outlets by 2025 [4].

From the data loaded top brand award, the result of the composition fire retail categories subcategory The minimarket shows that FamilyMart ranks second after the first position by Alfamart and the last by Lawson. Top brand award subcategory minimarkets in 2025 will take 3 selected business retailers, namely Indomaret, FamilyMart, and Lawson from the consumer satisfaction assessment. FamilyMart occupies the second top position after Indomaret compared to Lawson. In 2025, the value of TBI Indomaret will be 43.40, FamilyMart gained 2.40, and Lawson 2.20. A strategy to attract customers' attention is needed because FamilyMart is quite far behind. companies must create services that elicit positive emotions in customers to get a good rating, so that customers will come back.

The results of previous research there is a relationship between variables that are used as a consideration to compare a variable in order to become more accurate research. The customer loyalty program implemented by Alfamart discount promos has a significant impact on customer satisfaction and has an impact on customer loyalty [5]. While the certain researcher states that Promotion and consumer trust have no effect on customer loyalty through customer satisfaction [6]. Other previous studies have proven location has a significant impact on customer loyalty [7]. While the certain researcher states that product quality, location, and service quality have no effect on consumer loyalty [8].

Previous researchers stated that using social media, especially Instagram, to interact with customers according to expectations, however, social media as a whole plays an important role in increasing customer loyalty [9]. While the certain researcher states that social media has no effect on consumer loyalty [10]. Previous researchers stated that social media has a positive and significant effect on consumer loyalty to woodcraft "third hand" [11]. Furthermore, promotion and social media affect burger king consumer loyalty in Manado City [12]. The findings stated that the quality of products, locations, and promotions have a positive and significant influence on customer loyalty in UD. Indokey Kediri [13].

Based on the results of the research gap above, there is a difference in the influence between the variables of promotion, location, and social media on customer loyalty. This provides the uniqueness of the research, because it examines the relationship between promotion, location in the context of customer loyalty, and social media as a moderation variable. In addition, by including the social media dimension, this study explores internal dynamics that can strengthen or reduce the effects of promotions and locations, thus offering deeper and applicable insights for retail businesses to increase promotion in social media and strategic

locations to attract customers through a more integrated approach.

Researchers will analyze the relationship between variables in one study on expected customer loyalty, resulting in more significant findings given the current stiff business competition. The researcher aims to provide an in-depth understanding to design and develop effective ideas to attract customers, so as to create loyal customers to make repeat purchases. Therefore, the researcher highlights the importance of the significant role of social media in the context of its current development to retain repeat customers.

This research aims to research or find the components of customer loyalty in social media to increase practical theoretical knowledge about social media customer loyalty. This research provides retail business strategies to attract buyer consumers to become loyal customers. It is a reference for retail businesses to help design promotions, choose business locations, especially how to optimize the use of social media as a marketing tool to increase customer loyalty in the face of fierce market competition. It is hoped that future researchers can find insignificant differences to develop.

2. Research Method

The research method used is a quantitative method with structural equation modelling (SEM). Models SEM is relevant because the variable being studied has variable measurement indicators and has moderating effect [14]. The research model consists of four variables. First, the promotion variable measured by four indicators, namely advertising in print and electronic media, signage, in-depth explanations, and direct rewards [15]. Second, the location variable measured by four indicators, namely access, visibility, available parking spaces, and the environment [16]. Third, the customer loyalty variable measured by three indicators, namely repeat purchase, retention, and referrals [17]. Fourth, the social media variable measured by three indicators of entertainment, interaction, customization [18].

The population in this study is all FamilyMart visitors with a sample formula, where research with a sample of 100 samples is good, more than 100 samples are very good and calculated with a minimum of 5-10 multiplied by the number of indicators [19]. Because the population is very large and the exact number is unknown, a random sampling technique is used. The sampling method from the population is used randomly without considering strata or levels of the population. This method is known as simple random sampling. In this study, the number of indicators used was 14 indicators. The minimum sample count can be calculated as follows [20]. Thus, the ideal sample number is between 70 to 140 respondents. However, the researcher estimated a target sample of 140 respondents to maintain the reliability of the analysis and the accuracy of the results.

The analysis carried out consists of several stages.

- a. First, the presentation of a description of the demographic data of the respondents, so that the description of the research respondents is known.
- b. Second, it provides an explanation of the descriptive statistics of respondents' answers to the research questionnaire. Descriptive statistics present research data that is derived from mean, minimum, maximum and standard deviation. Descriptive statistics are useful for describing the level of implications in the field of each variable studied [21].
- c. Third, the validity test to test whether the research questionnaire used, is valid or does not represent the variables being studied. Validity is measured by the score of the loading factor. If the score > 0.5, then the questionnaire is valid and if the score > 0.7, then the model is considered fit [22].
- d. Fourth, a reliability test to test the reliability of the research data, as well as test the consistency of respondents' answers. The data is said to be reliable and reliable if the scores from rho, Cronbach Alpha, and Composite Reliability are > 0.7 respectively [23].
- e. Fifth, test the hypothesis and provide a conclusion whether the hypothesis is accepted or the hypothesis is rejected. The hypothesis of this study uses one tailed, so the hypothesis will be accepted if the statistical t-value > 1.65 and the p-value < 0.05 [24].
- f. Sixth, presenting the resulting regression equations and their interpretation. Interpretation will be elaborated regarding the value of the influence coefficient and the implications of the strategy. Seventh, explain the value of the determination coefficient resulting from the research model.

3. Result and Discussion

This study used a sample of 140 respondents with female and male respondents. Female respondents were 84 people (60%) and male respondents were 56 people (40%). Then in this study, the sample was divided into 4 parts, namely 131 people (93.6%) aged 12-24 years, and 9 people (6.4%) aged 25-37 years. In the last education taken by the respondents, namely high school/vocational school equivalent 58 people (41.4%), D3 student education/D3 graduates 14 people (10%), S1

student education (47.9%). This study utilizes Partial Least Square (PLS) to test the quality of the data, PLS is an analysis method used to form a prediction model and understand and analyze the bonds of existing variables. The software used to assist in this research is SmartPLS.

3.1. Smart PLS Descriptive Statistical Test

Descriptive statistics is a popular type of statistical analysis for presenting data. It is usually used as a first step in tidying up the data before further processing, but descriptive statistics can also be used as self-analysis, which presents the data and provides information [25]. The methods used in this study are the minimum, maximum, mean, and standard deviation values of each variable consisting of promotion, location, customer loyalty, social media.

Table 1. Descriptive Statistical Test

| Variable | N | Min | Max | Red | Stdev | Percentage (%) |
|--------------------|-----|-----|-----|------|-------|----------------|
| Promotion | 140 | 1 | 5 | 3.85 | 0.813 | 81.3 |
| Location | 140 | 1 | 5 | 3.80 | 0.866 | 86.6 |
| Customer loyalty | 140 | 1 | 5 | 3.67 | 0.904 | 90.4 |
| Customer Retention | 140 | 1 | 5 | 3.73 | 0.826 | 82.6 |

Based on the results of the Descriptive Statistical Test on Table 1, it was found as follows:

- a. Referring to the results of descriptive statistical analysis obtained from the promotion variable (X1), namely the minimum value is stated as 1 and the maximum value is expressed as 5. It has an average or mean of 3.85 and a standard deviation is expressed as 0.813 or is proportional to 81.30%.
- b. Referring to the results of descriptive statistical analysis obtained from the variable (X2) Location, namely the minimum value is expressed as 1 and the maximum value is expressed as 5. It has an average or mean of 3.80 and a standard deviation of 0.866 or is equal to 86.60%.
- c. Referring to the results of descriptive statistical analysis obtained from the variable (Z) of customer loyalty, namely the minimum value is stated as 1 and the maximum value is expressed as 5. It has an average or mean of 3.68 and a standard deviation of 0.904 or is equal to 90.40%.
- d. Referring to the results of descriptive statistical analysis obtained from the social media variable (Y), namely the minimum value is 1 and the maximum value is stated as 5. It has an average or mean of 3.73 and a standard deviation of 0.826 or is equal to 82.60%.

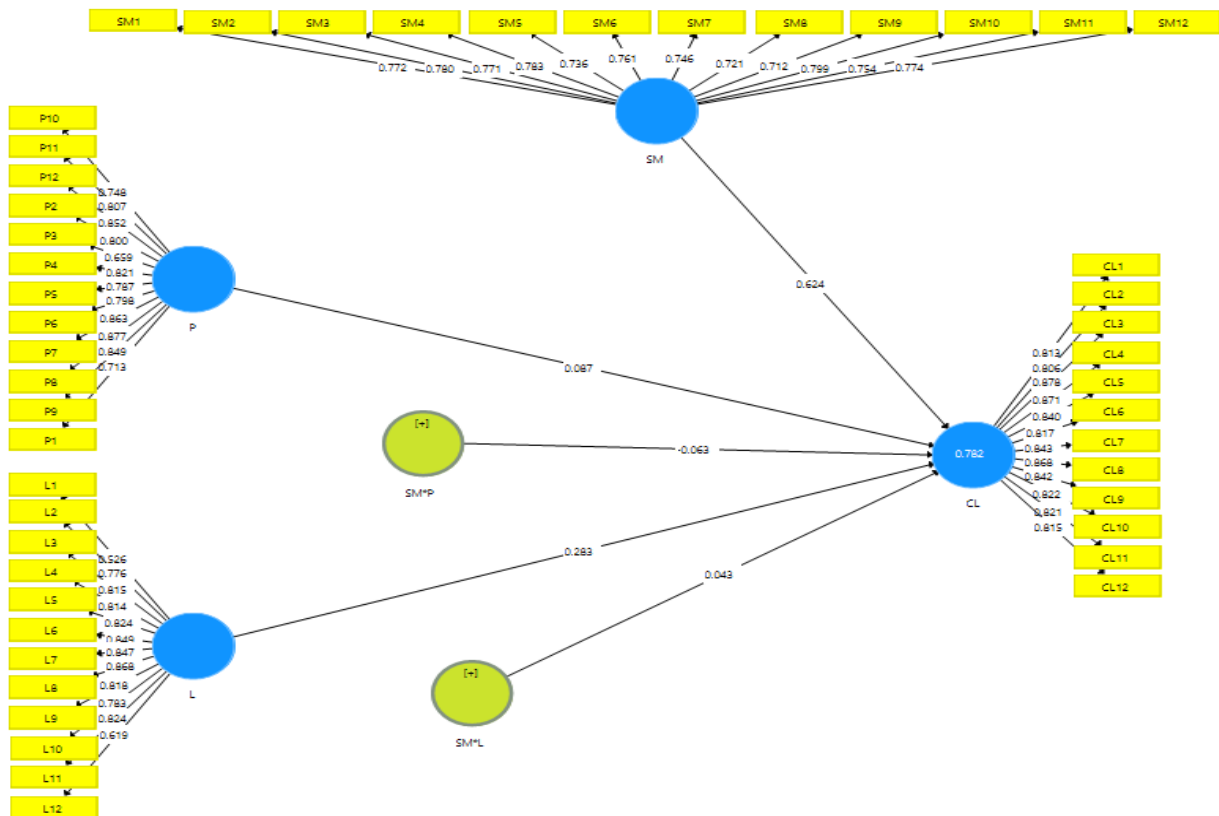


Figure 1. Loading Factor Results

Based on the image of the loading factor results on Figure 1, it shows that all of these numbers are above 0.5. Based on this, it can be said that all indicators are valid. Therefore, it is concluded that overall, the indicators in the variables in this study are declared valid.

3.2. Validity and Reliability Tests

Research validity or can be called a validity test is used to measure research variables whether an instrument is declared authentic or valid or vice versa [26]. While realism is a test that is known through degree stability, has fixed results when data is used repeatedly, the ability to estimate is organized, and precise. A measurement gets good reliability, then the result is that the measurement has reliable and reliable data [27]. Research is said to be reliable when there are answers from individuals to statements that are invariable and always fixed. Validity and Reliability tests are carried out using various techniques, namely:

- Cronbach's Alpha (CA): this method is useful in finding out the consistency of a questionnaire used in research. Values that get > 0.7 are successfully accepted.
- Composite Reality (CR): this method is useful in measuring consistency on a questionnaire used in research. Values that get > 0.7 are successfully accepted.

- Average variance extracted (AVE): This is useful in describing the reliability of research. Values that get > 0.5 are successfully accepted.

Table 2. Reliability and Validity Test

| Variable | CA | rho A | CR | AVE |
|----------|-------|-------|-------|-------|
| P | 0.948 | 0.958 | 0.955 | 0.640 |
| L | 0.942 | 0.952 | 0.950 | 0.619 |
| CL | 0.961 | 0.962 | 0.965 | 0.700 |
| S.S. | 0.936 | 0.949 | 0.942 | 0.577 |
| SM*P | 1.000 | 1.000 | 1.000 | 1.000 |
| SM*L | 1.000 | 1.000 | 1.000 | 1.000 |

The validity and reliability test gave results with average variance extracted (AVE), Composite Reliability, and Cronbach's Alpha in the Table 2, so the conclusion was stated, namely, the AVE value gave the result that the variables of promotion, location, customer loyalty, social media had reached a scale of > 0.5 . Based on this, it is explained that the variables have been declared valid and executable or all variables discriminant validity are good. The values of Composite Reliability and validity and Cronbach's Alpha reach a $>$ scale of 0.7. Based on this, this test is rightly said to be credible and guaranteed. In line with the research carried out, it has reached a $>$ scale of 0.7 on all available variables such as promotion, location, customer loyalty, social media. This is due to the fact that the variables that occupy the quality of effective reliability.

The linear regression method can map out how effective it is when describing diverse data using r-square. 0 and

1 are r-square values, in other words, the higher the r-square value, the better. Referring to existing data, the r-square value in the customer loyalty variable is 0.782. The results explain that the percentage of promotion, location, social media is 78.2% and the r-adjust value is 0.774 or 77.4%. So, in the data acquisition, it is said to be in the satisfactory category because the r-adjust value is above 50%.

The value contained in the F-Square has an influence between variables with effect size, the F-Square value is 0.01 (small), 0.08 (medium), 0.11 (large). Through the F-Square value statement, the variable that has a large

size effect with a benchmark of > 0.11 is in the Social Media variable in the position of $0.919 > 0.11$.

3.3. Hypothesis Test

Internal model analysis to provide estimates to test the causal relationship of research variables is better. The analysis of the inner model is proven to be significant when t – statistic has a value of more than 1.65. Then another way is by paying attention to the p – value which is less than 0.05. So below is a table of research results obtained after testing with PLS that helps in processing significant and insignificant data. The test result can be seen on Table 3.

Table 3. Hypothesis Test

| Hypothesis | Coefficient Value | T Statistic | P Values | Decision |
|--|-------------------|-------------|----------|----------|
| H1 Promotion → Customer loyalty | 0.087 | 1.812 | 0.035 | Accepted |
| H2 Location → Customer loyalty | 0.283 | 3.873 | 0.000 | Accepted |
| H3 Social Media → Customer loyalty | 0.624 | 11.437 | 0.000 | Accepted |
| H4 Media Social * Promotion → Customer Loyalty | -0.063 | 1.762 | 0.039 | Accepted |
| H5 Brand Trust * Electronic Word of Mouth → Customer Retention | 0.043 | 1.677 | 0.047 | Accepted |

3.4. Discussion

Referring to the Table 3, the conclusion of the hypothesis test is known to be a hypothesis test among the five hypotheses suggested in this study with the five hypotheses accepted.

3.4.1. Verification: First Hypothesis

The test on the first hypothesis refers to the Table 3 that the t-statistics value of the relationship between promotion and customer loyalty is $1.812 > 1.65$ and p value $0.035 < 0.05$. In conclusion, H1 is accepted. Promotion helps FamilyMart Danau Agung Dua build more personal relationships with customers by providing discounts and gift offers that attract customers because they like things related to discounts. So, it is explained that promotion has a strong relationship with customer loyalty.

Effective promotional strategies such as discounts and savings plans can attract new customers and encourage old ones to come back. This increases consumer confidence. Previous research has shown that promotions that are attractive and relevant to customer needs, such as special offers on certain menus or loyalty programs, can increase the frequency of purchasing visits [28]. Therefore, if the promotion is inconsistent, it will negatively impact the company's image and also customer loyalty. With promotions that are carried out frequently and not aggressively, it will make customers feel satisfied and get additional value for the brand.

3.4.2. Verification: Second Hypothesis

The test on the second hypothesis refers to the Table 3 that the t-statistics value of the relationship between location and customer loyalty is $3.873 > 1.65$ and p value $0.000 < 0.05$. In conclusion, H2 is accepted. The location helps FamilyMart Danau Agung Dua build comfort that makes customers return to visit, because a

comfortable, easy-to-find, and clean location will attract customers because customers will easily find a more affordable and easy-to-find location when they visit. So, it is explained that location has a strong relationship with customer loyalty.

The location increases, the customer loyalty will increase, and vice versa, if the location decreases, the customer loyalty will also decrease. Previous researchers stated that location is a variable that influences customer loyalty, this needs to be considered by every company in order to achieve customer loyalty with easy access and make customers feel comfortable visiting [29]. Therefore, location is very important for companies to pay attention to attract customer loyalty by making customers comfortable.

3.4.3. Verification: Third Hypothesis

The test on the third hypothesis refers to the Table 3 that the t-statistics value of the relationship between social media and customer loyalty is $11,437 > 1.65$ and p value $0.000 < 0.05$. In conclusion, H3 is accepted. Social media helps FamilyMart Danau Agung Dua build interactions that make customers interested in the FamilyMart company with interesting content, interesting products and advertisements for new products that have just been launched.

With the existence of social media, the company will have the opportunity to interact well between the company and customers. Social media has become the primary platform for companies to communicate with consumers and build a loyal community. The findings stated that social media is important as an online platform to make consumers able to create content and communicate with each other [30].

3.4.4. Verification: Fourth Hypothesis

The test on the fourth hypothesis refers to the Table 3 that the t-statistics value of the relationship between social media and customer loyalty is $1.762 > 1.65$ and the p value is $0.000 < 0.05$. In conclusion, H4 is accepted. Promotion helps FamilyMart Danau Agung Dua build interactions using social media that will make customers interested. If the company carries out promotions through social media it will give the company the opportunity to attract customers to become regular customers with several interesting ideas launched in promotional activities.

Social Media moderation of the influence of promotions has a strong relationship to customer loyalty. Because business companies can leverage social media platforms to promote products with engaging content. So, through effective promotion on social media and good interaction with customers, companies can provide a satisfying feeling for customers. Previous research findings support this by stating that effective promotions not only drive sales directly, but can also create a pleasant brand experience [31]. Therefore, promotion is an element of the marketing mix to persuade consumers to the products offered, usually in the form of discounts or digital promotions through social media.

3.4.5. Verification: Fifth Hypothesis

The test on the fifth hypothesis refers to the Table 3 that the t-statistics value of the relationship between social media and customer loyalty is $1.677 > 1.65$ and p value $0.047 < 0.05$. In conclusion, H4 is accepted. A convenient location will make customers feel comfortable and interested in returning. Companies can use social media to facilitate access to location information through engaging posts, reviews, and direct interactions, which enhances customer experience and loyalty. For FamilyMart, this integration is optimal for retaining customers in the area. It is explained that social media moderation over location influence has a strong relationship with customer loyalty. Because social media allows access to the location of the company and customers interact without limits. So, it has a good impact through interesting content on social media. This is also reinforced by previous researchers who stated that choosing the right location can increase the efficiency of company spending in attracting customers, so location is an important thing that companies need to pay attention to [32].

4. Conclusion

The conclusion of this study indicates that promotion, location, and social media have a significant influence on customer loyalty, while social media moderation further strengthens the relationship between promotion and location with customer loyalty. Therefore, all research hypotheses are accepted. Conducted at FamilyMart Danau Agung Dua, this study still has limitations and requires further development. For

academics, the findings can serve as a useful reference for students interested in the retail sector, offering insights into how promotions, social media, and store location shape consumer experiences and loyalty. For researchers, expanding the sample size is recommended to ensure more accurate data and enable continuous monitoring of consumer behavior over time. For businesses such as FamilyMart, it is essential to pay close attention to customer needs and design customer-friendly business strategies to attract, retain, and strengthen customer loyalty consistently.

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