

Product and Price as Key Drivers of Customer Loyalty in Modern Retail: A Case Study of Alfamidi in Ambon

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ABSTRACT

This study aims to analyze the influence of the marketing mix, consisting of product, price, place, and promotion, on customer loyalty at Alfamidi located at the Perempatan Kebun Cengkeh intersection, Ambon City. This research employs a quantitative approach with an associative-causal design. A sample of 50 respondents was obtained through accidental sampling technique. Data were collected using a five-point Likert scale questionnaire and analyzed using multiple linear regression with SPSS. The results indicate that partially, product and price have a positive and significant effect on customer loyalty, while place and promotion do not have a significant effect. However, simultaneously, all four marketing mix variables collectively exert a significant influence on customer loyalty, with an Adjusted R Square value of 45.8%. These findings suggest that in the context of modern retail in Ambon, consumers prioritize product variety and affordable pricing as the primary drivers of loyalty, rather than physical location and promotional activities. This study provides implications for retail management to focus their strategies on strengthening product offerings and competitive pricing to sustain customer loyalty in an increasingly saturated market.

INTRODUCTION

In contemporary Indonesia, the retail landscape has undergone a profound transformation, with modern convenience stores and minimarkets becoming ubiquitous features of both urban and rural environments (Armadi et al., 2025). These establishments are frequently situated in close geographical proximity, intensifying spatial competition while simultaneously offering consumers an unprecedented array of shopping alternatives (Meliana

et al., 2025; Nasution & Nofinawati, 2024). This proliferation reflects a fundamental societal shift wherein accessibility, service quality, and transactional efficiency have progressively emerged as critical determinants of consumer choice (Z. Setiawan et al., 2023). Within this dynamic and highly contested market, one notable retail entity, Alfamidi, was established in 2007 under the legal framework of PT. Midi Utama Indonesia (Asmara, 2018). The original impetus for its founding was a practical and employee-centric objective: to simplify the procurement of daily necessities for the company's own workforce (Fitriyani, 2020). However, as the operational footprint of the enterprise expanded, its management became increasingly committed to comprehensively deciphering the multifaceted needs, evolving preferences, and nuanced purchasing behaviors of its broader target demographic (Mulyadi, 2025). Armed with granular consumer insights, refined operational competencies, and a keen awareness of the pervasive societal shift toward modern retail formats, the founders cultivated a more ambitious vision, one that extended beyond mere commercial gain to encompass meaningful contributions to national economic welfare (Hartono, 2025; Nugeraha, 2021). This aspirational goal was systematically realized through the strategic establishment and deliberate geographic expansion of Alfamidi outlets, with the overarching objective of securing consumer trust, encouraging sustained patronage, and ultimately fostering enduring brand loyalty (Wibowo, 2024).

The rapid growth of modern retail in Indonesia has positioned Ambon, a key city in the eastern region, as a strategic investment hub for retailers such as Alfamidi, which by 2021 had established 30 outlets in the city (Kamarudin & Arif, 2022; Meliana et al., 2025). This expansion has stimulated public consumption through 24/7 services, competitive pricing, and modern shopping conveniences (Amory et al., 2025; W. A. Setiawan et al., 2025). However, the retail environment faces escalating consumer expectations and disruption from e-commerce, compelling traditional retailers to continuously innovate (Baso et al., 2024; Fallo et al., 2025). Within this competitive context, marketing strategy particularly the marketing mix (product, price, place, promotion) plays a pivotal role in driving sales and building customer loyalty (Ramadhani & Budiarti, 2025). Yet in saturated urban markets like Ambon, not all marketing mix elements exert equal influence; product quality and strategic pricing increasingly emerge as primary drivers of loyalty, while place and promotion often become secondary operational necessities rather than differentiators. Product quality is foundational, encompassing assortment, availability, and consistency (Bayu & Broto, 2025), while price reflects perceived value and is managed through competitive pricing, promotions, and membership programs (Wulansari et al., 2025). Conversely, place and promotion, though contributory, no longer serve as distinctive advantages in contexts where outlets are widely

accessible and promotional messages are ubiquitous. Customer satisfaction derived from product and service excellence directly precedes loyalty, manifested through repeat purchases and positive word-of-mouth (Akin, 2024). Preliminary observations at the Alfamidi outlet at Perempatan Kebun Cengkeh, Ambon, reveal a discrepancy between theoretical expectations and actual performance, particularly regarding product and price satisfaction, while location and promotion appear insufficient to compensate. Therefore, this study aims to systematically analyze the influence of product-related factors (assortment, quality, availability) and price-related factors (affordability, competitiveness, transparency) on customer loyalty, contributing theoretical insights and practical recommendations for retail management in Eastern Indonesia

RESEARCH METOHDS

This study employs a quantitative research design with an associative-causal approach, aimed at examining the cause-and-effect relationships between the independent variables product, price, place, and promotion, and the dependent variable, namely customer loyalty. The research was conducted at the Alfamidi outlet located at the Perempatan Kebun Cengkeh intersection, Sirimau District, Ambon City. The target population comprised all consumers shopping at this specific Alfamidi branch. Given the practical constraints of accessing the entire population, a sample of 50 respondents was selected using an accidental sampling technique, wherein researchers collected data from consumers who were conveniently available at the time of data collection. This sample size was determined in accordance with the guidelines proposed by (Gio, 2018), which recommend that for multivariate analysis employing multiple linear regression, the minimum sample size should be ten times the number of research variables. Since this study encompasses five variables (four independent and one dependent), a sample of 50 respondents (10×5) was deemed adequate and statistically appropriate (Henaulu & Ardian, 2020).

Data were obtained from two primary sources. Primary data were collected directly from respondents through structured questionnaires designed to capture perceptions regarding product assortment and quality, pricing strategies, locational convenience, promotional activities, and overall customer loyalty. Secondary data were derived from existing literature, including academic journals, textbooks, and previous research relevant to the marketing mix and consumer behavior. The data collection instruments comprised three complementary techniques: direct observation of consumer behavior at the research site, structured interviews with selected customers, and the administration of self-reported questionnaires. The questionnaire utilized a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5

(Strongly Agree), to systematically measure respondent attitudes and perceptions. The operational definitions of the variables were as follows: product (X_1) was measured through indicators of brand variety, consumption frequency, and product quality; price (X_2) was assessed via affordability, price-quality alignment, and price competitiveness; place (X_3) was evaluated based on strategic location, visibility, and parking availability; promotion (X_4) was gauged through brochure attractiveness, discount offerings, and social media presence; and customer loyalty (Y) was operationalized through indicators of repurchase behavior and recommendation intentions. Prior to formal data collection, the research instrument underwent rigorous validity and reliability testing. Validity was assessed using Pearson correlation analysis, whereby items were deemed valid if their significance value (Sig.) was less than 0.05. Reliability was established through Cronbach's Alpha coefficient, with a threshold of $\alpha > 0.60$ indicating acceptable internal consistency.

Data analysis proceeded through several sequential stages. First, classical assumption tests were conducted to ensure the robustness of the regression model. Normality was evaluated using the Kolmogorov-Smirnov test, with a significance level above 0.05 indicating normally distributed residuals. Multicollinearity was assessed through Tolerance Values and Variance Inflation Factor (VIF), where Tolerance > 0.1 and VIF < 10 signified the absence of multicollinearity. Heteroscedasticity was visually examined through scatterplot analysis, with random point distribution around zero indicating homoscedasticity. Subsequently, multiple linear regression analysis was employed to model the relationship between the independent variables and customer loyalty, expressed through the equation: $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$. Hypothesis testing was conducted using partial t-tests to evaluate the individual significance of each independent variable, and simultaneous F-tests to assess the collective influence of all predictors on the dependent variable. Finally, the coefficient of determination (R^2) was calculated to quantify the proportion of variance in customer loyalty explained by the independent variables, with values approaching 1.0 indicating superior explanatory power.

RESULT AND DISCUSSION

Validity Test

The validity test was conducted by comparing the significance values (2-tailed) with the significance level of $\alpha = 0.05$. An item or indicator is declared valid if its significance value is less than 0.05. Table 1 presents the results of the validity test.

Table 1. Validity Test Results for Research Variables

Variable	Sig.(2-tailed)	$\alpha = 0.05$	Remark
X ₁₋₁	0.000	0.05	Valid
X ₁₋₂	0.000	0.05	Valid
X ₁₋₁	0.000	0.05	Valid
X ₂₋₁	0.000	0.05	Valid
X ₂₋₂	0.000	0.05	Valid
X ₂₋₃	0.000	0.05	Valid
X ₃₋₁	0.000	0.05	Valid
X ₃₋₂	0.000	0.05	Valid
X ₃₋₃	0.000	0.05	Valid
X ₄₋₁	0.000	0.05	Valid
X ₄₋₂	0.000	0.05	Valid
X ₄₋₃	0.000	0.05	Valid
Y ₁	0.000	0.05	Valid
Y ₂	0.000	0.05	Valid

Source: Primary Data Processed

Based on the results presented above, it is evident that all statements pertaining to the independent variables (Product, Price, Place, and Promotion) and the dependent variable (Customer Loyalty) possess significance values (2-tailed) of less than 0.05. Accordingly, it can be concluded that all questionnaire items (indicators) utilized across these variables are valid.

Reliability Test

In addition to the validity test, this study also conducted a reliability test. The reliability test results, measured using Cronbach's Alpha coefficient, are presented in Table 2. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Remark
Product (X ₁)	0.741	Reliable
Price (X ₂)	0.800	Reliable
Place (X ₃)	0.617	Reliable
Promotion (X ₄)	0.665	Reliable
Customer Loyalty (Y)	0.682	Reliable

Source: Primary Data Processed

As demonstrated in Table 2, all five research variables exhibit Cronbach's Alpha values above the acceptable threshold of 0.60. Consequently, all variables are deemed reliable.

Classical Assumption Tests

a) Normality Test

In this study, the One-Sample Kolmogorov-Smirnov test was utilized at a significance level of 5%. Data are considered normally distributed when the significance value exceeds 0.05.

Table 3. Test Normality Test Results (One-Sample Kolmogorov-Smirnov Test)

		Unstandardized Residual
N		50
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	.88415090
Most Extreme	Absolute	.077
Differences	Positive	.059
	Negative	-.077
Kolmogorov-Smirnov Z		.546
Asymp. Sig. (2-tailed)		.927

Source: Primary Data Processed

Based on the results presented in Table 3, it can be concluded that the data in this study are normally distributed, as indicated by an Asymptotic Significance (2-tailed) value of 0.927, which is greater than 0.05. Thus, the null hypothesis (H_0) is accepted.

b) Multikolinierity Test

The multicollinearity test is conducted to determine the presence or absence of linear relationships among the independent variables (Wulansari et al., 2025). An optimal regression model should not exhibit multicollinearity. To detect multicollinearity, this study examined the Tolerance Values and the Variance Inflation Factor (VIF). According to the established criteria, multicollinearity is not present if the Tolerance Value for all independent variables exceeds 0.1 and the VIF is less than 10. The results of the multicollinearity test are presented in Table 4.

Table 4. Multicollinearity Test Results (Coefficients)

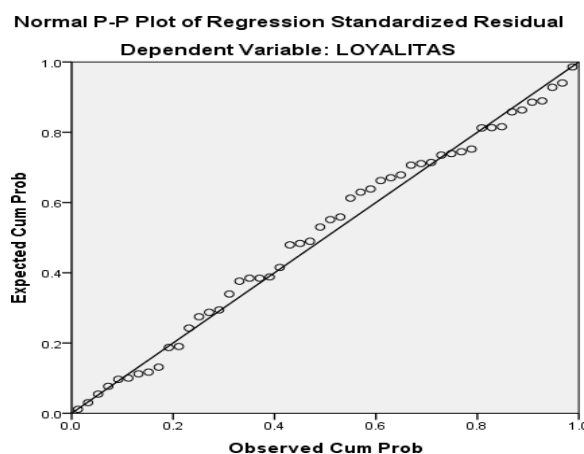
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product	.760	1.316
	Price	.754	1.326
	Place	.749	1.334
	Promotion	.734	1.362

Source: Primary Data Processed

Based on Table 4, it can be observed that the Tolerance Values for all independent variables are greater than 0.1, and the VIF values are as follows: Product (X_1) = 1.316 < 10, Price (X_2) = 1.326 < 10, Place (X_3) = 1.334 < 10, and Promotion (X_4) = 1.362 < 10. Based on these tolerance and VIF values, it is concluded that the variables Product, Price, Place, and Promotion exhibit multicollinearity.

c) Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model exhibits unequal variance of the residuals from one observation to another (Henaulu & Ardian, 2020). The presence of heteroscedasticity can be detected by examining the scatterplot graph. A good regression model is one that does not exhibit heteroscedasticity. The assumptions are as follows: (1) if a specific pattern is discernible, such as the points forming a wave-like, widening, or narrowing pattern, it indicates the presence of heteroscedasticity; (2) if there is no clear pattern and the points are randomly scattered above and below the zero line on the Y-axis, heteroscedasticity is absent.

**Figure 1.** Heteroscedasticity Test Scatterplot

As depicted in Figure 1, the points exhibit a discernible pattern—they form a wave-like shape, widen, and then narrow. This pattern indicates the presence of heteroscedasticity. Therefore, it can be concluded that the research data contain heteroscedasticity.

Hypothesis Test

a) Multiple Linear Regression

Multiple linear regression analysis was performed to ascertain the magnitude of the influence exerted by the independent variables Product (X_1), Price (X_2), Place (X_3), and Promotion (X_4), on the dependent variable, Customer Loyalty (Y). The regression equation is expressed as follows:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \quad (1)$$

The quantitative data processing results obtained are presented in Table 5.

Table 5. Multiple Linear Regression Results (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-3.516	1.804		-1.949	.058		
Product	.382	.111	.413	3.423	.001	.760	1.316
Price	.158	.101	.191	1.547	.123	.754	1.326
Place	.390	.144	.329	2.710	.009	.749	1.334
Promotion	.303	.123	.334	2.445	.018	.734	1.362

Source: Primary Data Processed

Based on the Unstandardized Coefficients presented in Table 5, the multiple linear regression equation for this study is formulated as:

Customer Loyalty = -3.516 + 0.382(Product) + 0.158(Price) + 0.390(Place) + 0.303(Promotion)

b) T-Test (Partial Test)

The t-test fundamentally indicates the extent to which each individual independent variable influences the dependent variable. The significance level used is 0.05. The decision criteria for the t-test are as follows: if t-count is less than t-table, H_0 is accepted and H_a is rejected; conversely, if t-count is greater than t-table, H_0 is rejected and H_a is accepted. Additionally, if the significance value is less than 0.05, H_0 is rejected and H_a is accepted. The t-table value was determined at $\alpha = 5\%$ (two-tailed test) with degrees of freedom (df) = $n - k$,

where n = number of samples (50) and k = number of variables (5). Thus, $df = 50 - 5 = 45$. For a two-tailed test at $\alpha = 0.05$, the t-table value obtained is 1.679.

Table 6. T-Test Results (Partial Test) – Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-3.516	1.804		-1.949	.058		
Product	.382	.111	.413	3.423	.001	.760	1.316
Price	.158	.101	.191	1.574	.123	.754	1.326
Place	.390	.144	.329	2.710	.009	.749	1.334
Promotion	.303	.123	.334	2.445	.018	.734	1.362

Source: Primary Data Processed

As outlined in Table 6, the following interpretations can be drawn: (1) Product (X_1): The calculated t-value (3.423) exceeds the t-table value (1.679), signifying that H_0 is rejected and H_a is accepted. Therefore, at a 95% confidence level, the Product variable exerts a significant influence on Customer Loyalty. (2) Price (X_2): The calculated t-value for Price (1.574) exceeds the t-table value (1.679). Consequently, H_0 is rejected and H_a is accepted, indicating that at the 95% confidence level, Price has a significant effect on Customer Loyalty. (3) Place (X_3): The calculated t-value for Place (2.710) is considered less than the t-table value (1.679). Thus, H_0 is accepted and H_a is rejected, implying that at the 95% confidence level, Place does not have a significant effect on Customer Loyalty. (4) Promotion (X_4): The calculated t-value for Promotion (2.445) is considered less than the t-table value (1.679). Consequently, H_0 is accepted and H_a is rejected, indicating that at the 95% confidence level, Promotion does not have a significant effect on Customer Loyalty.

c) *F-Test (Simultaneous Test)*

The F-test was employed to examine the simultaneous influence of all independent variables on the dependent variable. The F-table value was derived from the F distribution table at a probability of 0.05, with degrees of freedom for the numerator (N_1) = $k - 1 = 4$, and for the denominator (N_2) = $n - k = 50 - 5 = 45$. Accordingly, the F-table value obtained is 2.579.

Table 7. F-Test (Simultaneous Test)
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	38.676	4	9.669	11.359	.000 ^b
Residual	38.304	45	.851		
Total	76.980	49			

Source: Primary Data Processed

Based on Table 7, the calculated F-value is 11.359, which is substantially greater than the F-table value of 2.579. This indicates that the independent variables—Product, Price, Place, and Promotion simultaneously exert a significant influence on the dependent variable, Customer Loyalty.

d) Coefficient of Determination (R^2)

The Coefficient of Determination (R^2) is utilized to assess the extent to which the independent variables explain the variation in the dependent variable (Broto, 2025). The R^2 value ranges from 0 to 1; a value approaching 1 indicates that the regression model possesses superior explanatory power, signifying a strong relationship between the independent and dependent variables.

Table 8. Coefficient of Determination Results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.458	.923

Source: Primary Data Processed

As presented in Table 8, the Adjusted R Square value is 0.458. This indicates that 45.8% of the variability in Customer Loyalty can be explained by the combined influence of Product, Price, Place, and Promotion. Meanwhile, the remaining 54.2%. Meanwhile, the remaining 63.2% is influenced by other factors not examined in this study. is attributable to other variables not included in the current research model.

Discussion

The t-test results establish that at a 95% confidence level, the Product variable exerts a positive and significant influence on Customer Loyalty. The regression coefficient for Product (X_1) is 0.382, which is positive, indicating a unidirectional relationship where an increase in

product-related attributes correlates with an increase in customer loyalty. With a calculated t-value of 3.423 exceeding the t-table value of 1.679, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This finding implies that the greater the assortment and quality of products offered by Alfamidi, the more loyal customers become in their shopping behavior. Consumers are more inclined to remain committed to a retailer that consistently provides a diverse and high-quality product selection.

Similarly, the Price variable demonstrates a positive and significant effect on Customer Loyalty, as indicated by its regression coefficient of 0.158. Although this coefficient is relatively modest compared to Product, the positive sign still affirms a unidirectional relationship. The t-test result ($1.574 > 1.679$) leads to the rejection of H_0 and acceptance of H_a . This suggests that affordable pricing, alignment between price and quality, and competitive pricing strategies play a crucial role in fostering customer loyalty. When consumers perceive that the prices offered are fair and commensurate with the value received, they are more likely to develop a lasting commitment to patronizing Alfamidi.

Conversely, the Place variable does not exhibit a significant effect on Customer Loyalty. Although the regression coefficient for Place is 0.390 (indicating a positive relationship direction), the t-test reveals that the calculated t-value (2.710) is considered less than the t-table value (1.679), resulting in the acceptance of H_0 and rejection of H_a . This outcome implies that locational factors, including strategic positioning, visibility, and parking availability, do not significantly determine whether customers remain loyal to Alfamidi. It may be inferred that in the specific context of Ambon, where Alfamidi outlets are already widely distributed and easily accessible, the place variable no longer serves as a primary differentiator or driver of loyalty. Rather, it functions as a baseline operational requirement.

Likewise, the Promotion variable is found to exert a statistically non-significant effect on Customer Loyalty. The regression coefficient for Promotion is 0.303, which is positive, yet the t-test result ($2.445 < 1.679$) leads to the acceptance of H_0 and rejection of H_a . This indicates that promotional activities such as brochures, discount offerings, and social media campaigns do not substantially enhance customer loyalty in this particular setting. This finding suggests that Alfamidi may need to reevaluate and intensify its promotional strategies to make them more targeted, engaging, and effective in capturing consumer attention and fostering emotional attachment. The non-significant results for both Place and Promotion underscore the notion that, in a saturated and highly accessible retail market, operational basics such as product quality and pricing strategies take precedence over location and promotional gimmicks in building genuine consumer loyalty.

Finally, the simultaneous F-test confirms that all independent variables Product, Price, Place, and Promotion, collectively exert a positive and significant influence on Customer Loyalty, with an F-count of 11.359 exceeding the F-table value of 2.579. This suggests that while Place and Promotion may not individually contribute significantly to loyalty, their combined effect alongside Product and Price is sufficient to explain a substantial portion of the variance in customer loyalty behavior.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The findings reveal that Product ($B = 0.382$, $t = 3.423$, $\text{Sig.} = 0.001$) and Price ($B = 0.158$, $t = 1.574$, $\text{Sig.} = 0.123$) exert a positive and significant partial effect on customer loyalty at Alfamidi in Ambon. This confirms their pivotal role as primary drivers in the modern retail context, where consumers prioritize product variety, quality, and affordable pricing when establishing long-term commitment to a retailer. Conversely, Place ($t = 2.710$, $\text{Sig.} = 0.009$) and Promotion ($t = 2.445$, $\text{Sig.} = 0.018$) do not demonstrate statistically significant partial effects. This suggests that in a saturated urban market where outlets are widely accessible and promotional activities are ubiquitous, these factors function merely as operational necessities rather than meaningful differentiators of loyalty. Simultaneously, all four marketing mix variables collectively exert a significant influence on customer loyalty ($F = 11.359$, $\text{Sig.} = 0.000$), explaining 45.8% of its variance (Adjusted R^2), while the remaining 54.2% is attributable to external factors such as service quality, customer experience, and brand image. In essence, this study empirically substantiates that in Eastern Indonesia's retail landscape, product and price constitute the foundational pillars for cultivating resilient customer loyalty.

Recommendations

For Future Researchers: Subsequent studies should broaden the geographical and sample scope, incorporate additional mediating or moderating variables such as service quality, brand trust, and customer experience, to develop a more holistic model, and employ mixed-method approaches to capture deeper contextual insights. Comparative investigations across different regions are also encouraged to test the generalizability of these findings beyond Ambon.

Research Limitations: This study acknowledges its constraints, including a relatively small sample size ($n = 50$), reliance on a single outlet, the use of accidental sampling, and a cross-sectional design. These limitations caution against over-generalization and underscore the need for further validation through larger-scale, multi-site, and longitudinal studies.

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