

Influence of Products, Price on Purchase Decision and Impact on Customer Loyalty in Rinjaya Shops Sidoarjo Indonesia

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Abstract

The purpose of the study is to determine the effect of product quality, price, and purchasing decisions on loyalty at the Rinjaya Shop, Sidoarjo. Using the quantitative method, which is research that focuses on testing hypotheses with statistical analytic techniques and producing generalizable results. With a computed t-test of $1.993 > 1.987$ and a significant value of > 0.05 , the price variable affects purchasing decisions, indicating that there is an influence between price and purchasing decisions. It affects purchase decisions with a computed t-test of $4,774 > 1,987$ and a significant value > 0.05 for product quality factors, indicating that there is an influence between product quality and purchasing decisions. With a t-test of $2.882 > 1.987$ and a significant value of, the purchase choice variable influences consumer loyalty.

Keywords; Product, Price, Purchase decision, and Consumer loyalty.

Introduction

In the midst of such severe rivalry, Business success is essentially determined by the firmness with which individual assets are identified within his attempts to purchase and use products or services, including purchasing possibilities and decision-making (Kotler, 2017). Several companies are attempting to beat the competition by capitalizing on current business possibilities and executing effective marketing techniques to dominate the industry. One of the company's aims is to retain its existence in order to achieve consistent growth. The company's mission is to gain market share by utilizing various marketing methods and services, with the ultimate goal of obtaining maximum profit while maintaining maximum operational efficiency. In other words, marketing is one of the actions carried out by a firm in order to survive and grow in a more competitive period. The difference in this shop is not significant. And the most fundamental consumer concerns while purchasing are pricing level. Because pricing is the most volatile of all the other variables (Giurma Mahfud & Soltes, 2016).

Furthermore, the items sold in these three outlets are of the same quality and variety, so buyers will continue to compare prices, and pricing will be extremely important. In this manner, if every store offers a discount, customers will be more inclined to shop at the store offering the discount. Every Friday, Saturday, and Sunday, Indomaret or Alfa Midi prices are reduced, resulting in an increase in the number of Indomaret or Alfa Midi eaten to meet bodily needs and desires, for service, in person, place, or circumstance organization, function, concept, and so forth. That is what it implies. Product integrity entails purchasing the product in accordance with the operation controlled store and delivering it to the store in the amount, timing, and price necessary to achieve the store's objectives (Denning, 2017).

Rinjaya shop is one of the complete shops since it offers groceries, meals and soft drinks, as well as consumer items on a regular basis. Toko Rinjaya has an advantage over other stores of a similar type in terms of product fullness. Yet, there is still a scarcity of aspects that promote product integrity (Klímová & Marešová, 2018). That indicates that if there is a scarcity, it will not be instantly replaced or supplied. Inventory control at Rinjaya Shop customers on the weekends. The Rinjay shop provides daily discounts, but because the product is unique, purchasing customers are also highly appealing. Apart than the price, It's still not good. That causes some customers to be dissatisfied with the functioning of the Rinjaya Shop. Pulungan village is made up of individuals from diverse social classes, religions, backgrounds, employment, and economic levels. As a result, there are several reactions to the current scenario, but they clearly differ due on the demand element. Even when purchasing power is declining, individuals are still attempting to purchase needs (Chandon et al., 2000).

Consumers cannot be isolated from the market atmosphere since the market is a location where basic items and other extra necessities are bought and sold (Mahmud et al., 2020). Consumers can purchase or buy according to their demands in the market. Pulungan is also a community with several mini-stores, models, and wholesalers (Sun & Anderson, 2012). At Pulungan Village, you'll discover a data shop, a wholesaler, and a small grocery. Factors based on numerous observations continually improve customer satisfaction from With time, they will be

able to assist their business through tactics. In the midst of increasingly strong competition among these sorts of companies, many efforts retail in Indonesia in general and in Pulungan Village in particular must battle to maintain their existence (Ding et al., 2014).

So the notion occurs to how all of these aspects, which are mutually exclusive and continuous, influence purchasing decisions, which in turn influence repeat purchase interest. Based on the given description, researchers are interested in doing research using the following title: "Impact Goods and Prices Against Decisions." Purchase and its Influence on Customer Loyalty at Toko Rinjaya".

formulation of the issue:

1. Does product quality influence consumer purchase decisions at Toko Rinjaya?
2. Does the pricing influence consumer purchasing selections at the Rinjaya shop?
3. How do buying decisions affect loyalty customers at Toko Rinjaya?
4. Does product quality influence consumer loyalty in Rinjaya retail buying decisions?
5. Can pricing influence customer purchasing decisions in Rinjaya store through consumer loyalty?

Literature Review

The product is at the heart of marketing since it may deliver business outcomes to the market for consumption and serves as a tool for firms to achieve their objectives (VASILEVA, 2020). The product must outperform other items in terms of service, guarantee, and flavor, enticing customers to buy the item. "The product may be viewed as a result output that spans the whole document," writes (Hamilton & Davison, 2018). The notion, when articulated holistically, comprises items merchandise, packaging, trademarks, labels, services, and associated guarantees. (Kotler, 2017).

Product, according to Kotler and Keller (2016:47), is anything that can be delivered to the market to fulfill demand. According to Saladin (2016:71), a product is anything that may be offered to the market in order to entice others to buy, use, or consume it. (Sun & Anderson, 2012) The product is a key component of the marketing mix. There is no product, yet there is an element. corporate business, since the company is unable to execute actions in order to get the desired objectives. A firm's competitors sue it for having a product or advantage that is superior to other items produced by another company. Products that customers dislike have a resale value. Products are items that may be sold on the market to be noticed, acquired, utilized, or eaten, and which can satisfy a need or want.

A price is an amount used as a tool to measure the cost of purchasing a product or service. Price policy refers to how management makes pricing choices. According to Kotler and Armstrong (2015:312), pricing is "the total of the values that buyers trade for a product or service." When it comes to buying, the first element is other people's attitudes (Denning, 2017). Someone is limiting favorite selections. The second component is factor repetition, which may both surprise and influence purchasing intent (Giama Mahfud & Soltes, 2016). Consumers will have a level of post-purchase happiness after acquiring the product. If the product performance

falls short of expectations, consumers will be dissatisfied; if adequate expectations are discovered, customers will be satisfied; and if expectations are exceeded, purchasers will be extremely delighted.

Griffin mentioned in Fian and Yuniati (2016) that customer loyalty is consumer devotion to a shop brand. Supplier has a highly optimistic attitude, which is demonstrated in constant recurrence of purchases. According to Priansa (2017), customer loyalty is a term that is implemented in the form of behavior and attitude loyal to the company and its products, by the way consume regularly and repeatedly, so the company and the product is an important part of the consumption process carried out by customers where it will affect the company's existence . Additionally, Tjiptono and Candra (in Priansa, 2017) noted that customer loyalty is the consumer's devotion to a specific product or service from a highly favorable attitude and type of buying behavior repeated by the customer regularly over time. Based on the aforementioned expert opinions, it is possible to infer that (Sugiyono, 2014) is a theoretical connection that will connect . Research variables, that is, the relationship between independent factors and dependent variables to be observed or measured via the study to be carried out .

Based on the background and review literature, the results of this research analysis show that price has a significant effect on purchase decision, product quality has a significant effect on purchase decision, purchase decision has a significant effect on consumer loyalty, price has a significant effect on consumer loyalty, and quality product has a significant effect on consumer loyalty.

The conceptual framework according to is a relationship that will link theoretically between research variables namely, between independent variables with variables dependent to be observed or in measure through the research to be carried out do it (Doubeni et al., 2020). Based on background and review literature, then the results of this research analysis shows that price has an effect significant to the decision purchase, product quality has an effect significant to the decision purchase, purchase decision significant effect on loyalty consumers, price has a significant effect on consumer loyalty and quality product has a significant effect on consumer loyalty.

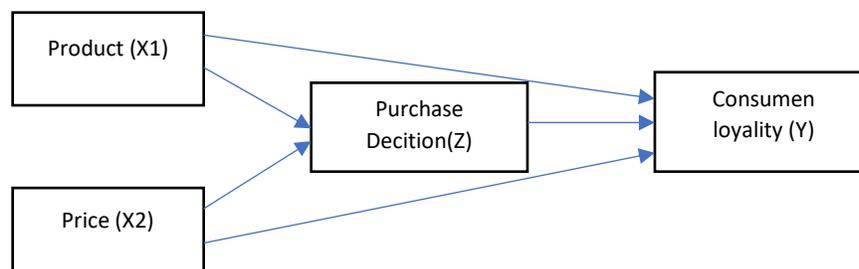


Figure 1. Framework Model

Source; researcher 2021

Hypothesis

According to Sugiyono (2017), hypothesis is a transient reaction to issue formulation. Because it is still transient in nature, it must be proven true by actual data collection.

H1: This population owns the land. Method according to the approach of purposive sampling

Purposive sampling, according to Sugiyono (2016:258), is a sample approach with specific concerns. Thus, the Slovin formula is employed to determine the amount of sample. Sample from the population at random without regard for stratification in the term 7 days in the population. In this study, 90 people participated as samples. Identification of Variables. Variables, according to Hatch and Farhady (Sugiyono, 2015, p. 38), are properties or objects that differ from one another, In this study, variable identification was utilized to aid in the selection of instruments for data collecting and technical analysis data. These factors were investigated:

Variable Unknown (X)

Variables free are used in this investigation.

1. Product prices that are reasonably priced. Consumers' capacity to acquire bought goods.
2. Costs are in line with the product's quality. Price is one of the factors used to assess the quality of a product. High prices may not always imply high quality.
3. Product Cost Competitiveness.

The capacity of a product to compete with similar items in the market at a certain price set by the firm, even if the price provided is greater.

Purchasing Choice (Z)

According to Kotler and Armstrong (2016: 261), a product New is a product, service, or concept that many candidates' customers deem new. The recruitment process is described as a mental process that someone must go through from the first time they learn innovation until the final recruit. Hiring is a personal choice. to become a frequent user of the product.

Buying decision indicators include, but are not limited to:

1. Product selection. Customers might choose to purchase a product or spend their money on other necessities.
2. Brand preference (brand choice). The consumer must choose which brand to purchase. Every brand has its own distinct personality.
3. Dealer preference (distribution location preference). Customers must choose which dealer to target. Probably such characteristics as proximity, cheap price, well-stocked, convenience purchasing, and location size will influence retailer decisions for each consumer.
4. Purchase total (quantity or total purchase). Customers may choose how much they want to buy at one time. Whatever purchase is made, it may involve a variety of product types.

5. The timing of the acquisition (time of purchase). Purchase decisions made by consumers
The gauges we employ can measure anything we want them to measure.

Nothing else should be measured. A validity test is used to determine if a questionnaire is lawful or legitimate. A questionnaire is deemed to be legitimate if the questions on it can communicate anything that will be measured by the questionnaire (Imam Ghozali, 2018).

Test for Reliability

Imam Ghozali (2018) defines reliability as a technique for measuring questionnaires that are indicators of variables or constructs. A questionnaire is said to be trustworthy if someone's response to a statement is constant or stable over time. In this study, measurement reliability was determined using alpha cronbach's alpha, which was generated via data management using SPSS. This instrument was tested using the approach of calculating the amount score for each subject (X) and also the even score for each subject (Y), and it has a Cronbach's Alpha value greater than 0.60.

Normalcy Check

Defines normalcy checking as determining if the interior of the glass decadence, entitled reasons, and dependent distribution are formal or not. A true decadence model has a formal fact section or leads formal, which means the portion does not alter direction left or right (curve formal) (Hai & Van, 2021). In the list of SPSS practices, the fact normality test concentrate verifying KolmogorovSmirnov part (sig) 0.05. Criteria for checking generally assesses how far an example's abilities on display variables that are dependant (Ghozali:2016:95). Indicate if the coefficient of determination is 0 or one. A low R2 value indicates that the capacity of independent variables to express the variance of the dependent variable is severely constrained. A value close to one indicates that the independent variables include almost all of the information required to predict the dependent variables (Ghozali: 2016: 95).

Path Analysis

Ghozali (2018) defines analysis path (path analysis) as the application of regression analysis to estimate causality relationships between variables (casual mode) that have been previously specified based on theory. Anaisis path (path analysis) is employed in What is the style link democratic leadership of employee performance through work motivation as an intervening variable?

8. Partial Examination (t test). The t test is used to test the second hypothesis. This entails evaluating each variable to see which one has the most effect on the dependent variable.
 1. Determine each group's hypothesis. H_0 = The individual independent variable or partial independent variable has no dominant influence on the variable dependent.
 2. Check the computed t values with the t table using the following criteria:
 - a. If the t-table is t-count, then individually independent variables have no influence on the dependent variable (H_0 accepted)

- b. If $t\text{-count} > t\text{-table}$, then individually independent influence on dependent variables (H_0 rejected)

The Sobel test

Baron and others claim variable association (predictors) dani variable criteria (dependent). Assessing the mediation hypothesis was done using the Sobel test, which was devised by Sobel (1982). The sobel test was performed by indirectly measuring the potency of effect from X to Y through M, where M is a variable factor. Indirectly effect X to Y beyond M is determined by multiplying path X by M (indicated by a) by path M to Y (denoted by b), and I is denoted by (ab). The coefficient ab is (c-c') based on the results multiplication, where c is the influence of X on Y without control M and c' is the influence of X on Y after control M.

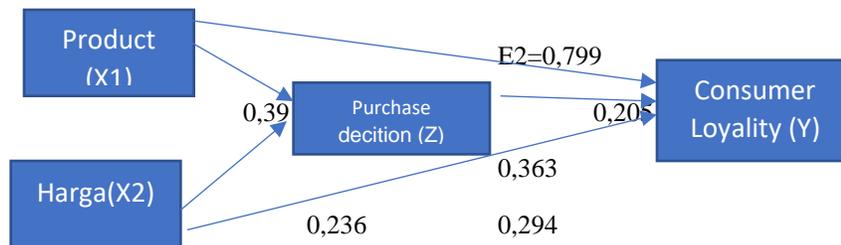


Figure 2. Path Analysis between Research Variables

Source: Data processed by researchers, 2021

Research Results and Discussion

Validity test

Table 1. Product Validity Test (X1)
Item R count R table Results

Item	R count	R table	Results
X1.1	0,452	0,207	Valid
X1.2	0,596	0,207	Valid
X1.3	0,724	0,207	Valid
X1.4	0,406	0,207	Valid
X1.5	0,420	0,207	Valid
X1.6	0,610	0,207	Valid
X1.7	0,655	0,207	Valid

Source: SPSS data processing results, 2021

Table 1. Product Validity Test. It turns out that the value of r is calculated for all survey items on the product variable greater than in table r, so it can be concluded that all items survey for the stated product variable correctly.

Table 2. Price Validity Test (X2)

Item	R count	R table	Results
X2.1	0,331	0,207	Valid
X2.2	0,687	0,207	Valid
X2.3	0,525	0,207	Valid
X2.4	0,534	0,207	Valid
X2.5	0,365	0,207	Valid

Source: Results of SPSS data processing, 2021

Table 2. shows that all questionnaire items on the price variable has a calculated r value greater than r table, so it can be concluded that all questionnaire items on variables the stated price is valid.

Table 3. shows that all questionnaire items

Z1	0,460	0,207	Valid
Z2	0,691	0,207	Valid
Z3	0,582	0,207	Valid
Z4	0,349	0,207	Valid
Z5	0,699	0,207	Valid

Source: Results of SPSS data processing, 2021

Table 3. shows that all questionnaire items on decision variables purchase has a value of r count more larger than r table, so it can be concluded that all items questionnaire on decision variables the purchase is declared valid.

Table 4. shows that all questionnaire items

Y1	0,439	0,207	Valid
Y2	0,573	0,207	Valid
Y3	0,438	0,207	Valid
Y4	0,666	0,207	Valid
Y5	0,681	0,207	Valid
Y6	0,648	0,207	Valid
Y7	0,419	0,207	Valid

Source: SPSS data processing results, 2021

Table 4. shows that all questionnaire items on loyalty variables the consumer has a calculated r value more larger than r table, so it can be concluded that all items questionnaire on loyalty variables consumer declared valid. Table 5.

Reliability Test

Variable Cronbach’s Alpha Results

Table 5. above alludes to the ethos asymp

Product (X1)	0.722	Reliable
Price (X2_)	0.637	Reliable
Purchase diction (Z)	0.712	Reliable
Consumer Loyalty (Y)	0.726	Reliable

Source: Results of SPSS data processing, 2021

Table 4.5 above alludes to the ethos asymp. Sig (2-tailed) is more sketchy has 0.05, namely $0.037 > 0.05$. So you can concluded that the instructions tested part of this determination is distributed normal.

Table 6. Classic assumption n test

		Unstandardized Residual
N		90
Normal Parameters a,b	Mean	0.0000000
	Std. Deviation	1.72018562
Most Extreme Differences	Absolute	0.097
	Positive	0.097
	Negative	-0.088
Test Statistic		0.097
Asymp. Sig. (2-tailed)		.037 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Results of SPSS data processing, 2021

Multicollinearity Test

Table 7. above alludes to the ethos asymp. Sig (2-tailed) is more sketchy has 0.05, namely $0.037 > 0.05$. So you can concluded that the instructions tested part of this determination is distributed normal.

Classic assumption test

1. Multicollinearity Test

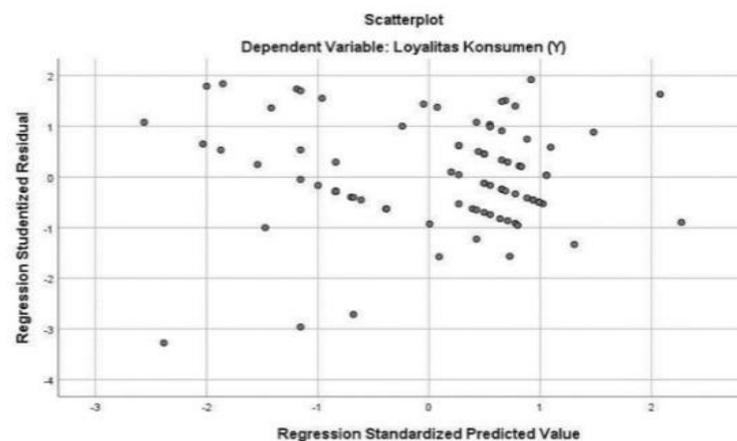
Table 7. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.202	2.843		3.589	0.001		
	Produk (X1)	0.206	0.108	0.216	1.902	0.062	0.578	1.730
	Harga (X2)	0.294	0.150	0.202	1.988	0.053	0.701	1.427
	Kepuasan Pembelian (Z)	0.383	0.128	0.311	2.982	0.005	0.640	1.563

Source: Results of SPSS data processing, 2021

Based on Table 7. above, indicates that the tolerance value product, price, and purchase decision is greater than 0.10, namely the product of 0.578, the price of 0.701 and purchase decision of 0.640. VIF value of product variables, prices and purchase decision smaller than 10.0. So it can be concluded multicollinearity does not occur.

Heteroscedasticity Test



Source: SPSS data processing results, 2021

Figure 3. Heteroscedasticity Test

Heteroscedasticity Test From the scatterplot chart, we can see the dirt spread loyal above or below point 0 gloomy presence Y. Thus it is not the birth of matter heteroscedasticity

Path Analysis

Tabel 8. Path Analysis stage 1

Coefficient^a

Model	Unstandardized Coefficients B	Std Error	Standardized Coefficients Beta	t	Sig
Constant	5.387	2.347		2.295	0.024
Product (X1)	0.391	0.082	0.479	4.774	0.000
Price (X2)	0.236	0.125	0.190	1.993	0.062

a. Dependent Variable purchase decision (Z)

Table 9. Path Analysis stage 2

Coefficient^a

Model	Unstandardized Coefficients B	Std Error	Standardized Coefficients Beta	t	Sig
Constant	10.202	2.843		3.589	0.001
Product (X1)	0.205	0.108	0.215	1.992	0.002
Price (X2)	0.294	0.150	0.202	1.988	0.003
Purchase decision	0.363	0.126	0.311	2.882	0.006

a. Dependent Variable konsumen loyalty

Source: SPSS data processing results, 2021

The table above shows the results the regression coefficient to be used for path analysis

Where: a. X1 against Z = 0.391. b. X2 against Z = 0.236, c. X1 against Y = 0.205. d. X2 against Y = 0.294, e. Z against Y = 0.363

Partial Test (t test)

Table 10. t test

Coefficient^a

Model	Unstandardized Coefficients B	Std Error	Standardized Coefficients Beta	t	Sig
Constant	5.387	2.347		2.295	0.024

Product (X1)	0.391	0.082	0.479	4.774	0.000
Price (X2)	0.236	0.125	0.190	1.993	0.062

a. Dependent Variable purchase decision (Z)

Table 11. t test

Model	Unstandardized Coefficients B	Std Error	Standardized Coefficients Beta	t	Sig
Constant	10.202	2.843		3.589	0.001
Product (X1)	0.205	0.108	0.215	1.992	0.002
Price (X2)	0.294	0.150	0.202	1.988	0.003
purchase decision	0.363	0.126	0.311	2.882	0.006

a. Dependent Variable consumer loyalty (Y)

Finding the t table value of 0.05/2 is obtained the t table value is 1.987, the output results above explained as follows:

- a. Value t arithmetic product variable is more the size of the t table is equal to 4.774 > 1.987 it can be concluded that product affects purchase decision, so results this study stated H1 accepted.
- b. The value of t calculates the price variable more the size of the t table is equal to 1.993 > 1.987 it can be concluded that price effect purchase decision, resulting in results this study stated H2 accepted.
- c. The t value of the decision variable purchase is greater than t table that is equal to 2.882 > 1.987 can concluded that the decision purchase effect on consumer loyalty, resulting in results this study stated H3 accepted.

Sobel test

a. Effect of product (X1) on consumer loyalty (Y) through purchase decision (Z) The mediating effect shown by coefficient multiplication (P2x P3) for X1 of 0.142. Significance or not, will be tested using the sobel test as follows:

$$SP2P3 = \sqrt{P3SP22 + P22SP32 + SP22}$$

SP32

$$SP2P3 = \sqrt{(0.363)^2(0.108)^2 +$$

$$(0.205)^2(0.126)^2 + (0.108)^2$$

$$(0.126)^2$$

$$SP2P3 = \sqrt{0.001536953616 +}$$

$$0.00064177218 + 0.000185177664$$

$$SP2P3 = \sqrt{0.00236390346}$$

$$SP2P3 = 0.0486$$

Based on SP2P3 can calculate

statistic t value as follows:

$$t = \frac{P2P3}{SP2SP3} = \frac{0.142}{0.0524} = 2.922$$

$$SP2SP3 = 0.0524$$

The t table value is obtained from the t table with an error rate of 5%, is obtained of 1.987 and t count $2.922 > 1.987$ then it can be concluded that there is mediating influence. So this result indicates that the product has significant influence on loyalty consumers through purchasing decisions (Wang et al., 2022).

b. Effect of price (X2) on consumer loyalty (Y) through purchase decision (Z)

The mediating effect shown by coefficient multiplication (P2x P3) for X2 of 0.08668. Significance or not, will be tested using the sobel test as follows:

$$SP2P3 = \sqrt{P3SP22 + P22SP32 + SP22}$$

$$SP32$$

$$SP2P3 = \sqrt{(0.363)^2(0.150)^2 +$$

$$(0.294)^2(0.126)^2 + (0.150)^2$$

$$(0.126)^2$$

$$SP2P3 = \sqrt{0.0029403 +$$

$$0.001372257936 + 0.00035721$$

$$SP2P3 = \sqrt{0.004669767936}$$

$$SP2P3 = 0.0683$$

Based on SP2P3 can

calculate the value of the t statistic as

following:

$$t = \frac{P2P3}{SP2SP3} = \frac{0.086}{0.00683} = 1.260$$

$$SP2SP3 = 0.00683$$

Table t value obtained from t table with error rate 5%, obtained by 1.987 and t calculate $1.260 < 1.987$ then you get it is concluded that there is none mediating effect between prices on consumer loyalty through buying decision.

Discussion

Based on balance previously performed experiments experimental balance was found hypothesis. As for the balance of assessment opposite reason is like following:

1. Product Influence Against Buying decision

Based on data analysis, products have an influence on buying decision. It can seen from the magnitude of the variable t count value product is greater than t table ie in the amount of $4.774 > 1.987$ can concluded that the product has an effect on purchasing decisions. Isnaiani Harahap (2015:107) equipment to destroy wickedness one important party inside marketing mix. Products too find wickedness one reason that define sections in the program a business, because without equipment a company cannot do the program for achieve the expected rewards. These results support the research Santri Zulaicha (2020) stated product has a positive and significant effect on purchasing decisions. In line also with Mujiroh's research (2015) stating that the product effect on decisions purchase.

2. Effect of Price on Buying decision

Based on data analysis, price have an influence on decisions purchase. This can be seen from the value of t count the price variable bigger than t table that is equal to of $1.993 > 1.987$ it can be concluded that price has an effect on buying decision. The definition of price is amount of money as a measuring tool for obtain a product or service. While the price policy is price decisions set by management. These results support Santri's research Zulaicha (2020) which states the price positive and significant effect on purchasing decisions.

3. Influence of Purchasing Decisions Against Consumer Loyalty

Based on analysis data, purchasing decisions have influence on consumer loyalty. This can be seen from the size t value arithmetic purchase decision variable greater than t table t table ie of $2.882 > 1.987$ it can be concluded that purchase decision significant effect on loyalty consumer. Purchase Decision is part of consumer behavior namely study about how individuals, groups, and the organization chooses to use goods, services, ideas or experiences for satisfy a need or want them (Kotler and Armstrong, 2016). These results support the research Anugrah Dachi (2020) which states influential purchase decision positive effect on customer loyalty.

4. Product Influence Against Consumer Loyalty Through

Buying decision Based on the results of the path test alaysis with the sobel test obtained values t table with error rate 5%, obtained by 1.987 and t count $2.922 > 1.987$ it can be

concluded that there is a mediating effect. So that these results indicate that the product have a significant influence on consumer loyalty through buying decision. And influence indirectly product against consumer loyalty of 0.142 so that the total effect of the product on consumer loyalty through decisions purchases of 0.347.

5. Effect of Price on Loyalty

Consumers Through Decisions Purchase Based on the results of the path test analysis with the Sobel test obtained the value of t table with error rate 5%, obtained by 1.987 and t count $1.260 < 1.987$ it can be concluded that there is no mediating effect between price and loyalty consumers through purchasing decisions. And indirect influence price on consumer loyalty of 0.086 so that the total effect price on consumer loyalty through a purchase decision of 0.380.

Conclusion

1. Product quality matters significant to the decision consumer purchases. In this case means that the better the quality products from Toko Rinjaya Sidoarjo given to consumers so the purchase decision consumers are increasing.
2. Price has a significant effect on purchasing decisions consumer. This is because of the price offered by Toko Rinjaya Sidoarjo is affordable, according to level of ability or purchasing power consumer. If Toko Rinjaya Sidoarjo put a higher price more interesting then it will be more increase consumer satisfaction.
3. Consumer purchasing decisions significant effect on consumer loyalty. This matter caused by satisfaction someone against that product given by Toko Rinjaya Sidoarjo that makes someone want to visit again and have an interest in coming back repeatedly exceeds twice visit too recommend Toko Rinjaya Sidoarjo as a food stall its good to visit.
4. Price has a significant effect on consumer loyalty. This matter due to the price of all products Toko Rinjaya Sidoarjo affordable, this what consumers want visit again and again to visit.
5. Product quality matters significant to loyalty consumer. This is caused by affordable prices for all products but Toko Rinjaya Sidoarjo remains complement product quality Good. And this is what makes consumers feel happy and intend to recommend to colleagues or someone else.

Suggestion

1) For Toko Rinjaya Sidoarjo

- a. With regards to quality product, product quality owned by Toko Rinjaya Sidoarjo as expected level consumers expiry date and completeness, so much liked consumers, product

quality must be maintained. And preferably in terms of arrangement things made even more interesting, so that consumers are more satisfied with product quality given.

- b. With regards to price, because shop price Rinjaya Sidoarjo is affordable which means it can compete shop product prices others of a similar kind. Then Shop Rinjaya Sidoarjo should maintain standards price to match purchasing power consumer and install more attractive prices like give a discount to consumers or with give that offer innovative.
- c. Regarding decisions consumer purchases, with given price and the quality of the product provided .The Rinjaya Sidoarjo shop in accordance with the wishes consumers, make consumers already satisfied and stuff that is preferable maintained for consumers still feel satisfied moment visit.
- d. With regards to loyalty consumers, with consumers who are already satisfied prices and product quality Shop Rinjaya Sidoarjo, will make consumers often visit Rinjaya shop, Sidoarjo. With keep prices down and good product quality then this is a opportunity to find loyal consumers.

2) For Further Researchers For further researchers should add another variable outside the variables used by researchers before, of course in terms of which related to purchasing decisions and consumer loyalty in order get more research results wider and more maximal.

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