

Investing the Impact of Consumer's Loyalty in Selected Convenience Stores

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Abstract: *The study employs a quantitative approach, utilizing a descriptive research design through surveys to gather data. The researcher seeks to answer specific questions regarding the profile of respondents (age, sex, civil status, and frequency of store visits), the importance of customer loyalty in terms of promotion, place, price, and product, and whether a significant relationship exists between customer loyalty and respondent profiles. Data analysis indicates that most respondents are female, married, visit the same convenience store 1-3 times a week, with an average age of 40.68. The respondents generally view selected convenience stores positively, appreciating their spacious area, competitive pricing, and quality products, but show a neutral perception towards promotions. While most aspects of customer loyalty do not show significant relationships with respondent profiles, there is a notable correlation between civil status and the perception of pricing. Female customers, particularly those who are married, tend to rate the pricing of convenience stores more favorably. The study's findings suggest that convenience stores cater to the needs of married females, who find them helpful for home-related purchases and time-saving. The stores are well-structured, offering a wide range of products at competitive prices, resembling regular supermarkets in many aspects. Overall, this research sheds light on the importance of customer loyalty for the success of convenience stores and highlights the need for tailored strategies to retain and attract specific customer segments. By understanding customer preferences and aligning services accordingly, convenience stores can strengthen their position in the competitive market and foster sustainable growth.*

Keywords: Investing, Impact, Consumer's Loyalty, Convenience Stores

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