



## Covid 19 Pandemic: Enhancing Customer Loyalty To Traditional Market Existence

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### ABSTRACT

Observations conducted to clarify the alleged problem, in which identified problems such as seller friendliness in transactions, personal service, and price fluctuations still unsportsmanlike, and it was become triggers for customers to switch and following modern markets offered. This paper aims to examine the effect of service quality and price to enhancing customer loyalty in traditional market, through customer satisfaction. By using purposive as sampling technique and screening method to ensure our target. Our questionnaires in online form, and 82 feedbacks received. The data was analyzed by assisting PLS Software Vs 3.3. We found customer satisfaction significantly contributes to the relationship between service quality and price on customer loyalty partially mediated. This contribution strongly supports the previously insignificant effect of price on loyalty of traditional market customers.

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## 1. Introduction

The progress of investment has made traditional markets increasingly pressed by emergence of modern markets that offer more commodity advantages, prices and service conveniences (Arianty, 2013). Most of people think traditional markets indicates shabby, messy, and smelly conditions (Matsui et al., 2015), and service quality which is often manipulative to the quality and quantity of goods (Najib & Sosianika, 2018), resulting in reduced customer trust and interesting when they prefer traditional markets as the main choice (Pramudyo, 2014), because unsuitable words and actions from sellers will have an impact on distrust for others (Hidayat et al., 2021). This fact has created a negative effect on people's judgments who ignores the cultural aspects, and prefer modernization in shopping (Witell et al., 2011), it's for safety and practical reasons of less interaction policy (Lee, 2017). Since appearance of COVID 19 (OECD, 2020), the number of businesses closed due to social restrictions which hampered sales volume of traditional market that demand a high intensity of interaction (Usman et al., 2019). Life situation made people more active at home than outside to avoid COVID 19 infection (OECD, 2020). It was made trades activity force to maximized technology implementations that support modern market (French et al., 2020). Traditional market clearly threatening on sustainability and existence (Najib & Sosianika, 2018).

There are several factors found to encouraging customers to represent their loyalty, such as high quality of services (Sari et al., 2019), price establishment (Kemala, 2015), cleanliness location (Marsono, 2016), and satisfaction post-purchase (Price et al., 2015). Customer loyalty stated as long-term investment which indicates clear relationship management between service provider and customer for overall (Reza et al., 2020). Businesses doesn't collecting customer information will never know if they're on the right track, or when the right time to adapt their offerings and services to satisfy customer needs (Najja et al., 2014). For the sellers in traditional markets, it is important because difficult to ensure customer loyalty (Arianty, 2013). Traditional market need to do their best to retain their customers (Fourie, 2015), through satisfaction with service and price settlement (El-Adly, 2019; Feranita et al., 2019; Khamis & Rashid, 2018; Mustapa et al., 2018; Rohaeni & Marwa, 2018; Srivastav & Mittal, 2016).

Research on traditional markets still lacking in scientific studies, many research focuses onto modern markets even companies (Bentley et al., 2017). It was making traditional market players lack of knowledge about customer service and pricing strategies to attract and increase customer buying intensity (Fure, 2013). Games et al. (2020) stated in general, micro small and medium enterprises located in Minangkabau need reflection and awareness of their values to strengthen their business identity, because necessary to boast local products than foreign products (Sari et al., 2017). In West Sumatra Province, traditional markets are still the *primadona*, especially in the City of Pariaman. The author's vision is a reflection of behavior and habits of the surrounding community which often changes. In an effort to straightening behaviors and habits, necessary to do research about traditional markets to create sustainable of loyalty. In addition, rarely studies on traditional markets will providing repertoire to readers and traditional market researchers.

## 2. Procedures

We set the targets on traditional market in the City of Pariaman. Primary and secondary is the two types of data used (Gupta et al., 2018). Primary data through questionnaires, by sampling of purposive techniques, and *likert* scale (1-5) to ease participants giving their responses (Sekaran & Bougie, 2016). The sample size was calculated through formula of Hair et al. (2010) for unknown population criteria, and secondary data referring to national and international journals, books and online newspapers (Gupta et al., 2018). With regard to questionnaires feedback, we received 82 complete data, then analyzed by assisting Smart PLS 3.3 Software for path coefficient, validity, reliability, r-square, and hypothesis outcome (Hair et al., 2014). Previously, SPSS Version 26 and Microsoft Excel was assisting us to find outcome of frequency distribution through formula of Sugiyono (2010).



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### 3. Results and Discussion

#### 3.1 Identity of Participant

Our participant is traditional market customers in the City Pariaman who had made purchases more than one times when the research conducted, in which our participants were grouped by gender, age, occupation, monthly income, marital status and educational background. As follow:

**Tabel 1.**

Identity of Participant

Gender	Quantity	%	Occupation	Quantity	%
Man	27	32,93	Doctor	1	1,22
Woman	55	67,07	Housewife	36	43,9
Ages	≤20	3	Private Sector Employee	14	17,07
	21-30	6	Entrepreneur	13	15,85
	31-40	20	Gov-Contract	3	3,66
	>40	53	Bureaucracy	5	6,1
Monthly Income	< Rp 3.000.000	45	University Student	7	8,54
	Rp 3.000.000-5.000.000	22	Student	3	3,66
	Rp 5.000.001-8.000.000	12	Elementary-JHS	14	17,07
	> Rp 8.000.000	3	SHS/VHS	47	57,32
Marital Status	Married	66	Diploma (D3)	8	9,76
	Single	3	Bachelor (S1)	9	10,98
	Widow	8	Master (S2)	3	3,66
	Widower	5	Medical Profession	1	1,22

\*Note: n = 82 Loyal Customer

Table 1 above shows the majority of participants dominated by woman with a percentage of 67.07%, while man 32.93%, with married status 80.49%, 3.65% single, 9.75% widow, and 6.1% widowers. Most of them aged up to 40 years, namely 64.63%, ranging 31-40 years as many as 24.39%, while 7.32% ranging 21-30, and 3.65% <20 years. The occupation dominated by housewives as many as 43.90%, private sector employees 17.07%, and entrepreneurs 15.85%. With income <IDR 3 million as many as 54.88%, 26.83% ranging IDR3 to 5 million, 14.63% ranging IDR 5 to 8 million, and 3.66% received >IDR 8 million monthly. Their educational background majority is SHS/VHS as many as 57.32%, 17.07% are elementary-junior high school, Bachelors (S1) are 10.98%, Master title are 3.66%, and 1.22% was graduated from Medical Profession.

#### 3.2 Descriptive

The questionnaire data were tested descriptively and presented in order to measure responses of traditional market customers, and it will describing real situation, feeling, and condition of research participants who have to be considered in addition to support and justifying the overall results (Sugiyono, 2010). The test results through SPSS Vs 26, and continued with Microsoft Excel to find the score of total participant responses. We found that the responses of the research participants categorized high, it was evidenced by an average variable has TPR scores up to 76% and the overall mean ranging 3.83 to 3.91.

**Tabel 2.**

Descriptive

	Mean	TPR (%)	Category
Customer Loyalty	3,89	77,86	High
Service Quality	3,83	76,68	High
Price	3,91	78,24	High
Customer Satisfaction	3,84	76,92	High

\*Note: Formula TPR =  $As/n$  (Sugiyono, 2010). n = total sample As = Total sample x 5 (Likert)

Variables TPR =  $TPRs / \text{total indicators}$  TPRs = Total Participant Achievement on single

These results indicate the majority our participants think that variables and indicators proposed are suitable to representing what are they feel and look about service quality, price, satisfaction and loyalty at Traditional market in the City of Pariaman.

#### 3.3 PLS Algorithm

The instrument is said to be valid and reliable when the Average Variance Extracted (AVE) score  $\geq 0.5$ , Composite Reliability and Cronbach Alpha scores  $\geq 0.7$  (Hair et al., 2010). In the structural model, there are several categories to represent the model used. Hair et al. (2010) stated that if dependent latent variable has R-square over than 0,67 it indicates a very good model, the scores ranging 0,33 to 0,67 indicates a moderate model, and less than 0,33 indicates a weak model.

**Tabel 3.**

Validity and Reliability

	Average Variance Extracted (AVE)	Cronbach's Alpha (CA)	Composite Reliability (CR)	R-Squares
Customer Loyalty	0,684	0,846	0,896	0,725
Customer Satisfaction	0,642	0,860	0,900	0,646
Price	0,545	0,791	0,857	
Service Quality	0,517	0,896	0,914	

Table 3 shows an outcome of validity, reliability, and R-squares. According to requirement scores by Hair et al. (2010), each variable has good reliability and valid, it evidenced by AVE scores had greater than 0,5, Cronbach Alpha and Composite



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Reliability greater than 0,7. We state that our indicators on each variable has passed for validity and reliability test. In regard to scores of R-squares, we found customer loyalty influenced by our predictors as many as 72,5%, and customer satisfaction as many as 64,6%. We conclude that the model we used was good. The analysis of the R-squares scores above, we give a command to practitioners, if there any problems related to loyalty and satisfaction of the traditional market customers, or to enhancing both. The first thing that must be evaluating is service quality and price settlement, because another variable outside doesn't really give big impact on it. In the other hand, we also suggest to practitioners to think about innovation strategies that met customer growth expectations in the current situations such cleanliness, healthiness, price discount, and better serving.

### 3.4 Hypothesis Outcome

The results of hypothesis can be seen in (Tabel 5). We found customer loyalty affected by services quality direct positive and significant, with t-value  $3,107 > 1,64$  and p-value  $0,001 \leq 0,05$ , But not significantly affected by price with t-value  $1,580 < 1,64$ , dan p-value  $0,057 \geq 0,05$ . For direct relationship outcome between two predictors on dependent later, stated H1 supported and H2 not supported. Next, the effect service quality and price on customer satisfaction found significant and positive, with t-value for service quality is  $3,609$  and price  $4,899 > 1,64$ , and p-values service quality is  $0,000$  and price  $0,000 \leq 0,05$ . Meaning that H3 and H4 supported. The effect of customer satisfaction on customer loyalty is also positive and significant, with t-value  $3,317 > 1,64$  and p-value of  $0,000 < 0,05$ , we stated H5 supported. Furthermore, the results of indirect effect of service quality on customer loyalty when mediated by customer satisfaction, found significant and positive with t-value  $2,171 > 1,64$ , and p-value of  $0,015 < 0,05$ .

**Tabel 4.**  
Hypothesis Outcome

	Original Sample (O)	Sample Mean (M)	SD	T value	P value
Services Quality ->Customer Loyalty(H1)	0,349	0,360	0,112	3,107	0,001
Price ->Customer Loyalty(H2)	0,199	0,195	0,126	1,580	0,057
Service Quality ->Customer Satisfaction (H3)	0,409	0,406	0,113	3,609	0,000
Price ->Customer Satisfaction(H4)	0,448	0,453	0,091	4,899	0,000
Customer Satisfaction -> Customer Loyalty(H5)	0,381	0,375	0,115	3,317	0,000
Service Quality ->Customer Satisfaction -> Customer Loyalty(H6)	0,156	0,155	0,072	2,171	0,015
Price ->Customer Satisfaction ->Customer Loyalty(H7)	0,171	0,168	0,056	3,022	0,001

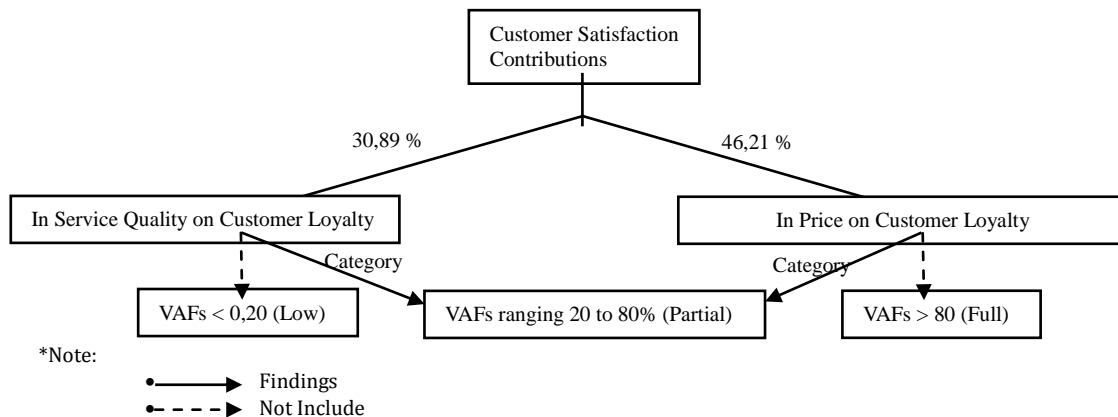
\*One tail test = T-value > 1,64 stated significant, vice versa (Hair et al., 2014)

Customer satisfaction is also successful mediator in the relationship between price and customer loyalty, with t-value  $3,022 > 1,64$ , and p-value  $0,001 < 0,05$ . The results of indirect effect indicate H6 and H7 were supported. The conclusion of our research hypothesis, as many as sixth were supported and one hypothesis is rejected.

### 3.5 Mediator Contributions

We calculates the contribution of mediator by Variance Accounted For (VAF) referring to formula of Dunn et al. (2003) which stated in Hair et al. (2010). In regard with criteria mentions, stated Full contribution if VAF score >80%, ranging 20 - 80% is partial contribution, and <20% stated low contributions (Hair et al., 2010). The result of VAF scores, as follow:

$$VAF = \text{Total Indirect Effect} / \text{Total Effect} (\times 100)$$



**Fig 1.** Mediating Diagram

\*In relationship between service quality and customer loyalty:

$$VAF = 0,156 / (0,349 + 0,156) \times 100, \text{ The result is } 30,89\% \text{ and decide as Partial Contribution.}$$

\*In relationship between price and customer loyalty:

$$VAF = 0,171 / (0,199 + 0,171) \times 100, \text{ The result is } 46,21\% \text{ and decide as Partial Contribution.}$$

In regard to mediator contributions, we explaining in justifications section, by combining with analysis on each variable relationship and descriptive analysis outcome.



### 3.6 Discussion

Service quality play an important role to maintaining loyalty of traditional markets customer in the City of Pariaman. The security assurance that customers feel when they were interacts with the sellers have become main reason to continue their long-term relationships. It's proven by our descriptive outcome, in which an assurance is strongest dimension affect loyalty of traditional market customers. Besides that, trustworthiness of customers to the sellers also has increase positive image to traditional market generally (*Appendix A*). Tabrani et al. (2018) stated that customer trust is an important thing that proves service quality provided has met customer expectations, then it will impact on the difficulties for customer to switch. We also found significant effect from service quality in traditional market affect customer satisfaction. Our result support previous study of Sari et al. (2019); Famiyeh et al. (2018); and Shen and Yahya (2021) that found significant effect of services quality especially for dimension of assurance on customer loyalty and satisfaction in the traditional market. On the other side, their loyalty and satisfaction as well as affected by price strategy and settlement, it has been found in several studies (Marsono, 2016; Yuniarti, 2018).

However, our results found that price is not one of the main factors in retaining and increasing customer loyalty, we argue that it based on the identity of participants that housewives with a majority income below IDR 3 million are very sensitive to the benefits they expect when have to pay a certain price. We also say that low prices won't increase loyalty of traditional markets customers directly. Kemala (2015) said that most of very low prices in traditional markets reflect poor quality of products, who made customers feeling regret when they force themselves to buy. We also support her outcome, by found price has insignificant effect on customer loyalty in traditional market. COVID 19 has given tremendous attack to the economics society (OECD, 2020), it was impact on increasing customers sensitivity with price paid for the expected benefits (Islam et al., 2021). Yun and Hanson (2020) argue that price sensitivity will make customer loyalty slowly decrease. For that reason, price competition between traders does not necessarily, because it doesn't have a significant effect in retaining effort (Kemala, 2015). It's more likely triggered by suitable price and services quality desired. In regard to the level of customers satisfaction, we found significant positive effect of price in traditional market. Our finding support previous studies conducted by Fure (2013) then Tumbel and Rate (2015).

Customer satisfaction is something that often changes along with the growth of customer expectations cause of economic circumstances (Ji & Prentice, 2021). Several studies examine the impact of customer satisfaction on their loyalty have found significant and positive results (Dash et al., 2021; Othman & Harun, 2020). During COVID-19 pandemic, we found that customer satisfaction is the strongest predictor in efforts to increase customer loyalty. We argue that the deteriorating economic situation in almost every sector has made customers incomes lower than usual, so they have become more sensitive to an incurred cost for an expected benefit. Meanwhile, the majority of customers are aged > 40 years and dominantly women who understand very well about the basic needs which sold at traditional markets (*Table 1*). Customer satisfaction is closely related to service quality and prices, most of studies in traditional market tested both impacts. We found partial contributions as many as 30,89 % of customers satisfaction to enhance the relationship between service quality and customer loyalty at the Pariaman traditional market. Customers who are satisfied with the safety and cleanliness of the market will remain committed to shopping (*Appendix A*). Our result indicates the dimensions of assurances is the key for satisfaction during COVID 19 pandemic into long-term relationship. We support several previous studies such as Wulandari and Triastity (2016) was conducted research at the traditional market GEDE, found that customer's papacy has become the right intermediary for customer loyalty. A positive image based on the friendliness of the seller (Li et al., 2021), clean markets (Suryanto et al., 2019), safety shopping activities (Aliyah et al., 2017), and affordable prices from traditional markets has provided satisfaction and pleasure (Septiari & Kusuma, 2016), then its will impact on long-term relationships that symbolize loyalty of customers to the market (Wulandari & Triastity, 2016). The effect of price, which initially had no significant effect on customer loyalty, became significant when mediated by customer satisfaction, and it was contribute as many as 46,21%. Meaning that prices in accordance with customer expectations, appropriate, and affordable have made traditional market customer satisfaction increase, we believe that housewives who have an average income below 3 million rupiah are more likely to expect discounts and bonuses (*Tabel 1*). Yun dan Hanson (2020) argue discounts offered by business actors will attract more customers with low incomes. In the author's opinion, high price sensitivity will continuously become a constant behavior, those who are female with an age > 40 and relatively low incomes will be more sensitive to the balance between price incurred and the benefits expected, and it will be absolute source of their loyalty. Our results support previous studies (Dash et al., 2021; Ginting & Saputra, 2015; Kemala, 2015; Rina Wulandari, Rahayu Triastity, 2016; Tumbel & Rate, 2015).

### 4. Conclusion

The rise of modern market development has threatened the existence of traditional markets (Sari et al., 2019). There are several reasons why customers become loyal in the past have to switched for reasons of cleanliness, fixed prices, and quality of service (Suryanto et al., 2019). The traditional market culture that sets unclear prices and rude services needs to be evaluated for the existence of the market (Haratikka & Sari, 2020). Our results indicate high or low prices in the traditional markets of Pariaman cannot immediately make customers loyal, because prices and service quality that are in line with expectations have proven to be requirements for their satisfaction, which has provided strong impact to their loyalty. Meanwhile, the quality of service in traditional markets is highly considered by customers, COVID 19 has increased customer sensitivity and changing their behavior toward self-interest. In service quality, assurance dimension is the main factor that considered by customer to stay loyal cause the reasons for safety and healthiness in purchasing. Based on conclusions of our study, traditional market sellers in the City of Pariaman are advised to offers affordable price, increasing fairness and transparency in pricing settlement pattern, gives discount, and some bonus to engage customers. Then, we suggest when all customers know that the price of goods has fallen, it is highly recommended to adjust quickly, because the findings of this study found prices that match with the quality of product has satisfy customers in traditional market, and lead them onto strong loyalty. Then, market sellers are also advised to provide discounts, or bonuses when consumers make purchases at a certain level. In the services quality, traditional market are advices to shows and increasing their empathy, seriousness, and availability to provide more information for answering customer questions without pressing them to buy.



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