Analysis of Factors that Influence Consumer Loyalty in Purchasing Vegetables at the Panorama Spill Market in Bengkulu City

Analisis Faktor-faktor yang Mempngaruhi Loyalitas Konsumen dalam Pembelian Sayur pada Pasar Tumpah Panorama Kota Bengkulu

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ABSTRACT

This study aims to analyze the level of loyalty and what factors influence the loyalty of vegetable consumers at The Panorama Spill Market, Bengkulu City. This research was conducted during June-July 2024. The data collection methods used are secondary data and primary data. Where primary data is obtained from direct interviews with 100 traders (virtucio formula). The data analysis method used is structural equation modeling (SEM) analysis to answer the problem formulation. The results showed that the level of consumer satisfaction in purchasing vegetables in the panorama spill market of Bengkulu City had a satisfied category. The level of consumer loyalty in purchasing vegetables in the panorama spill market of Bengkulu City has a loyal category. The results of the direct analysis show that price and product quality affect customer satisfaction and customer satisfaction and service quality affect product loyalty. In addition, the indirect effect states that price and product quality affect consumer loyalty through customer satisfaction.

Keywords: Satisfaction, Loyalty, Traditional Market

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tingkat loyalitas dan faktor apa saja yang mempengaruhi loyalitas konsumen sayur mayur di Pasar Tumpah Panorama Kota Bengkulu. Penelitian ini dilaksanakan selama bulan Juni-Juli 2024. Metode pengumpulan data yang digunakan adalah data sekunder dan data primer. Dimana data primer diperoleh dari wawancara langsung kepada 100 pedagang (rumus virtucio). Metode analisis data yang digunakan adalah analisis structural equality modeling (SEM) untuk menjawab rumusan masalah. Hasil penelitian menunjukkan bahwa tingkat kepuasan konsumen dalam pembelian sayur mayur di Pasar Tumpah Panorama Kota Bengkulu memiliki kategori puas. Tingkat loyalitas konsumen dalam pembelian sayur mayur di Pasar Tumpah Panorama Kota Bengkulu memiliki kategori loyal. Hasil analisis secara langsung menunjukkan bahwa harga dan kualitas produk berpengaruh terhadap kepuasan pelanggan dan kepuasan pelanggan serta kualitas pelayanan berpengaruh terhadap loyalitas produk. Selain itu pengaruh tidak langsung menyatakan bahwa harga dan kualitas produk berpengaruh terhadap loyalitas konsumen melalui kepuasan pelanggan.

Kata kunci: Kepuasan, Loyalitas, Pasar Tradisional

INTRODUCTION

Panorama Market is an official Traditional Market located in the City Center which is easily accessible by the people in Bengkulu City. Panorama Market has been transformed into a modern traditional market since 2020. The market has a total of 1,771 buildings, with details of 538 kiosks, 733 los and 500 courtyards (Source: UPTD Panorama Market in Bengkulu City, 2021).

Over time a phenomenon arose where the market had buying and selling activities at night outside the market area, buying and selling activities outside the market resulted in a spillover market which had 3 locations, namely on Jalan Belimbing, Jalan Semangka Raya and Jalan Manggis. The market selling at night has been going on for approximately 4 years, starting in 2019, this is also reinforced by interviews with several traders. Based on the initial survey of researchers in May 2023 through an interview with Mr. X as the Head of the Panorama Market, a statement was

obtained that the Panorama Market can be said to be open 24 hours. The Panorama Spill Market In Bengkulu City is an unofficial Traditional Market, in this Spill Market the largest vegetable sales place is in Panorama Market. This spilled market based on KBBI is a market where traders sell outside the market area, usually will increase at certain times such as holidays and holidays. The consequences of The Panorama Spill Market In Bengkulu City include congestion due to the absence of order and the emergence of criminality due to the oversight responsibility of the market management.

In this research, the object of research is focused on vegetables. This is done because vegetables are perishable horticultural products that need to be considered regarding their sale. In addition, vegetables are horticultural products that have health benefits. In an effort to provide maximum benefits for the body, people choose vegetables more carefully (Ratih, 2019); Pramono & Prabawani (2017); . The demand for vegetables increases every year due to their potential and many benefits. Consequently, the expansion of diverse markets implies that horticultural products will always be necessary for nutritious food production.

Loyalty is a deep commitment or attachment of individuals to a brand, product, service, organization, or other individuals, which is shown through consistency and loyalty in behavior and interaction. In the context of marketing, customer loyalty has a tendency for customers to continue to choose and use the same product or service repeatedly, even though there are many other alternatives available in the market.

According to Ghida (2020), marketers can create more attractive product and service offerings if they have a deeper understanding of the elements that influence customer loyalty. The existence of advantages that are not offered in other markets as described above is one of the factors that are thought to make consumers buy vegetables at night at Panorama Market.

In this purchasing decision, it is influenced by several important factors, namely location, price, quality, attitude, and lifestyle Simarmata (2021). In this study, these factors will be tested whether they can affect consumer satisfaction and loyalty to vegetables in the Panorama Market or not. In addition, this research is important to do, considering that the majority of traders who sell are traders who are not official but only sell on sidewalks or roadsides. Thus the results of this study can be used as a government policy or related parties to revitalize or redesign the panorama spill market of Bengkulu City..

DATA ANALYSIS METHOD

The research took place at Pasar Panorama in Bengkulu City, which is located in Panorama Village, Padang Nangka Subdistrict. This location was chosen because at night, this market is the center of vegetable sales and is crowded with customers. While the implementation time was carried out in the middle of June to July 2024. The samples used refer to the Virtucio formula and get the results of 100 samples.

Data collection method

Two types of data were used in this study: primary and secondary. Primary data was obtained directly through the interview process by giving closed questionnaires to vegetable buyers at night, while secondary data is information obtained from books, journals, and other sources to support data or reference needs in this study. at The Panorama Spill Market Bengkulu City.

Level of Customer Satisfaction and Loyalty

The rating scale of each category will use the scale range formula. The formula for the scale range according to Yusuf (2013) is as follows:

Table 1. Category Score of Consumer Satisfaction and Loyalty

No.	Score Range	Category Score of Consumer Satisfaction	Score Range	Consumer Loyalty Score Category
1	3-7	Not Satisfied	4-9,3	Not Loyal
2	7,1-11	Quite Satisfied	9,4-14,7	Loyal Enough
3	11,1-15	Satisfied	14,8-20	Loyal

Source: Processed Primary Data

Satisfaction Level and Consumer Loyalty

The analysis used to answer the second problem formulation is structural equation modeling with PLS. The stages used in this analysis are as follows.

A. Measurement Outer Model

1.Validity Test

Data validity is a test conducted to determine the accuracy of the measuring instrument used in a study so that later research variables and indicators are able to measure predetermined parameters. In SEM analysis, the validity test is carried out using convergent validity and discriminant validity values. The test criteria are as follows.

Table 2. Validity Testing Criteria

No.	Testing	Criteria
1	*Convergent Validity*	• AVE ≥ 0.5 • Outer Loading ≥ 0.5
2	*Discriminant Validity*	• *Cross loading* ≥ 0.7 (Ghozali and Latan, 2015) • the AVE square root value of each construct is greater than the correlation value between constructs and other constructs.

Source: Ghozali and Latan (2015)

2.Reliability Test

In determining the level of stability in a study of measuring instruments used to look at a particular symptom or event, a reliability test is used. The test criteria are as follows.

Table 3. Reliability Testing Criteria

No.	Testing	Criteria
1	*composite reliability*	Value ≥ 0.5
2	*Cronbach's alpha*	Value ≥ 0.7

Source: Ghozali and Latan (2015)

B. Structural Inner Model

Structural Inner Model is an analysis that aims to test the influence of a latent variable with other latent variables. In this analysis, measurement is carried out with the R^2 value for each variable with path coefficient estimation. The R^2 value will describe the goodness of the model. The next test on this Structural Inner Model is to see the t-statistic value on each relationship path. The t-statistic value will be compared with the t-table value. In this study, a confidence level of 95% was used, with (α) = 0.05. The use of alpha of 0.05 resulted in a t table value of 1.96. The hypothesis is accepted if it produces a t value greater than the t table.

RESULTS AND DISCUSSION

Vegetable Consumer Satisfaction in Panorama Spilled Market, Bengkulu City

The results of vegetable consumer satisfaction at the Panorama spillover market in Bengkulu City can be seen in Table 4.

Table 4 Results of Vegetable Consumer Satisfaction Scores at Panorama Plow Market, Bengkulu City

No.	Score Range	Percentage (%)	Average Score	Category
1	3-7	1		
2	7,1-11	11	**12,92**	**Satisfied**
3	11,1-15	88		

Source: Primary Data Processed (2024)

Based on the data showing that 88 out of 100 respondents gave a score of "Satisfied." Indicators of satisfaction assessment used in this study include the suitability of vegetables purchased with

consumer expectations, interest in repurchasing after consuming them, and willingness to recommend vegetables to others. Field data stated that 57 consumers stated that they agreed and 36 other consumers strongly agreed that the vegetables in the Panorama spillover market were in accordance with what they expected. In addition, there were 46 consumers agreed and 41 consumers strongly agreed that they were interested in repurchasing vegetables at the panorama spillover market. Finally, 33 consumers agreed and 55 consumers strongly agreed that they were willing to recommend vegetables in the panorama spillover market to their colleagues.

General consumer satisfaction from 100 respondents, the majority stated that the vegetables they purchased met their expectations. This indicates that the quality, freshness, and variety of vegetables in this market meet the needs of consumers. This high level of conformity is an important indicator that the traders have managed to maintain the quality standards of the products they offer. In addition, 88% of satisfied consumers indicated that they have a high interest in making repeat purchases. This reflects the high level of satisfaction of consumers towards The Panorama Spill Market. Satisfied consumers tend to return to shop and become repeat customers, which is a valuable asset for the sustainability of the market. John et al (2002); Suryani & Koranti (2022) state that satisfaction is an evaluative assessment that arises after the selection process, which comes from the experience of purchasing and using goods or services, and has a close relationship with the assessment of product quality. A high level of satisfaction is also reflected in consumers' willingness to recommend the market to others. When consumers are satisfied, they are more likely to recommend products to friends and family, which in turn can increase the number of visitors and sales at the market. This is a sign that positive experiences experienced by consumers can contribute to effective word-of-mouth marketing.

Loyalty of Vegetable Consumers in Panorama Spilled Market, Bengkulu City

The results of vegetable consumer loyalty at the Panorama spillover market in Bengkulu City can be seen in Table 5.

Table 5 Results of Vegetable Consumer Loyalty Scores at Panorama Plow Market, Bengkulu City

No.	Score Range	Percentage (%)	Average Score	Category
1	4-9,3	0		
2	9,4-14,7	9	17,81	Loyal
3	14,8-20	91		

Source: Primary Data Processed (2024)

Based on data showing that 91% of consumers give a score category of "loyal". The average score obtained also gets a value of 17.81 in the "loyal" category. This loyalty assessment is measured through several indicators, namely making repeat purchases, subscribing, loyalty despite other choices, and recommendations to friends or relatives. The high loyalty score indicates that most consumers consistently make repeat purchases at Panorama Pledge Market. This indicates that consumers are not only satisfied with the quality and service, but also feel they have a good relationship with the market. Repeat purchases are a sign that consumers trust the products and services offered. Based on field data, 36 consumers agreed and 60 consumers strongly agreed that they made repeated purchases at the panorama spill market. Furthermore, 48 consumers agreed and 47 consumers strongly agreed that they always subscribe to vegetables in the panorama spill market. In the next indicator, 38 consumers stated that they agreed and 54 consumers strongly agreed that they referred the totality of vegetables in the panorama spill market to friends or relatives with a defense of vegetable products in the panorama spill market. Finally, 44 consumers agreed and 47 other consumers stated that they strongly agreed with the statement that they continued to buy vegetables in the panorama spill market even though there was information about a better place.

Consumers who subscribe to a market indicate a high level of attachment. It shows that they are not just one-time shoppers, but also have a preference to keep coming back. Subscribing can involve buying regularly or joining loyalty programs offered by the marketplace. This creates a long-term relationship between the consumer and the market. This view is in accordance with Sumarwan's (2011) statement that repeated purchases of a product are driven by customer loyalty, which is a reflection of consumer satisfaction with the brand or product they use. Customer loyalty becomes a useful asset for a business if it is based on constant and genuine satisfaction (Engel et al., 1995).

Kotler and Keller (2009) also emphasize that the key to creating loyal customers is to provide high customer value.

Factors that influence consumer loyalty in purchasing vegetables at the panorama spill market, Bengkulu City

Based on the validity and reliability test (Measurement Outer Model), all indicators and latent variables have met the test criteria and can be said to be valid and reliable. The next test is the Structural Inner Model test (R2 and Hypothesis testing). In the analysis results, an R² value of 0.627 was obtained for customer satisfaction and 0.650 for loyalty. This result states that about 62.7% of the variation in customer satisfaction can be explained by the independent variables included in the model. With an R² value of 62.7%, the model is good enough to explain the factors that affect customer satisfaction. Furthermore, about 65% of the variation in loyalty can be explained by the independent variables in the model. This shows that the relationship between loyalty and customer satisfaction is better explained by the model.

Hypothesis Testing

Hypothesis testing is often used in research to evaluate the relevance of the direct or indirect impact of certain variables on other variables.
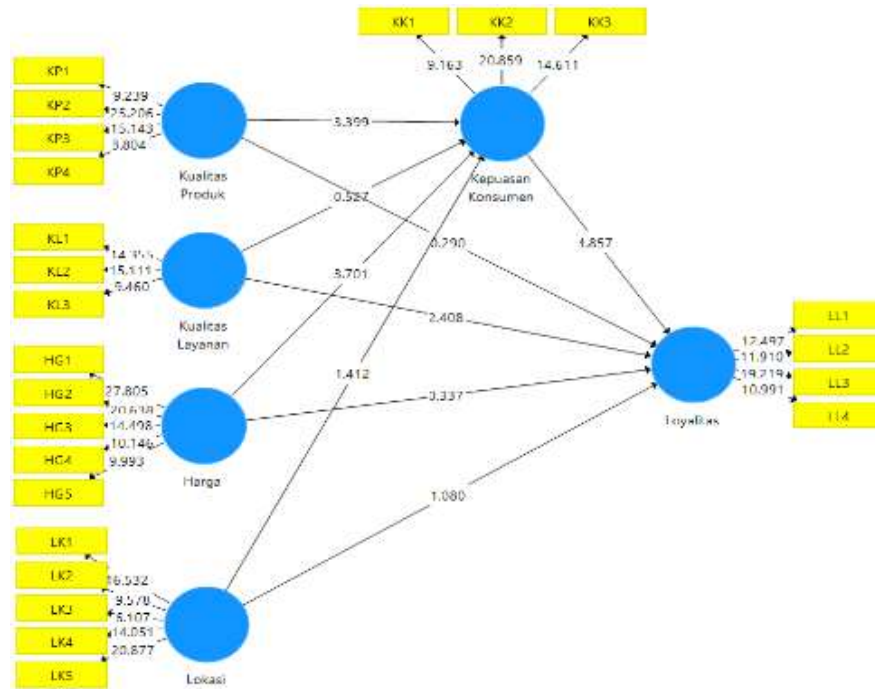

Figure 1. Bootstrapping Analysis Results

Testing the direct and indirect effects is necessary to identify the variables that influence customer loyalty when buying vegetables at the Tumpahan Panorama Market in Bengkulu City at night. The relationship between variables and their coefficients is depicted in Figure 2.

Hypothesis Testing of Direct Influence

Testing direct effect hypotheses in SEM involves several important steps to identify and verify the direct relationship between the elements.

Table 6. Statistical Test of Endogenous and Exogenous Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics	P Values
Price -> Customer Satisfaction	0,388	0,379	0,105	3,701	0,000
Price -> Loyalty	-0,043	-0,045	0,126	0,337	0,736

Customer Satisfaction -> Loyalty	**0,513**	**0,533**	**0,106**	**4,857**	**0,000**
Service Quality -> Customer Satisfaction	0,077	0,114	0,146	0,527	0,598
Service Quality -> Loyalty	**0,304**	**0,281**	**0,126**	**2,408**	**0,017**
Product Quality -> Customer Satisfaction	**0,316**	**0,285**	**0,093**	**3,399**	**0,001**
Product Quality -> Loyalty	0,031	0,041	0,108	0,290	0,772
Location -> Customer Satisfaction	0,148	0,149	0,105	1,412	0,159
Location -> Loyalty	0,100	0,099	0,092	1,080	0,281

Source: Primary Data Processed (2024)

The effect of price on customer satisfaction

The results of the t test statistics on SEM-PLS analysis (Structural Equation Modeling with Partial Least Squares) to test the effect of price and consumer satisfaction in purchasing vegetables at the Panorama Tumpah Market, Bengkulu City show a t statistic value of 3.701 and a p value of 0.000 at an alpha level of 0.05. The results of this study state that the t statistic value or the calculated t value is greater than the t table; (1.96) and the p value is smaller than the alpha (0.05), thus the hypothesis (H1) is accepted. As a result, the findings of the SEM-PLS analysis show that, in terms of vegetable purchases at The Panorama Spill Market Bengkulu City, there is an influence between price and customer satisfaction. This suggests that customers who are happy with the price they pay usually buy more vegetables at the market. The manifest variable that has the greatest effect on this price variable can be seen from the results of the highest loading factor. Where, it is found that the panorama market has a cheaper price than other places (manifest variable with the highest loading fattor). Based on the data obtained, 41 consumers agreed and 40 consumers strongly agreed that the price of vegetables in the panorama spill market was cheaper than other places.

Similar findings were also made by Haryoko et al. (2020), who found that price has a positive impact on customer satisfaction, which shows the significant influence of the two factors. This suggests that, in this case, price has a significant positive impact on customer satisfaction. Thus, keeping costs the same or making necessary adjustments may be a good way to increase customer satisfaction in the Panorama spillover market. Lower prices in the spillover market have a positive influence on consumer satisfaction because they can get fresh and quality vegetables. In addition, the fact that the spillover market is easily accessible at night also increases customer satisfaction.

The effect of price on consumer loyalty

The results of SEM analysis that showed a t-statistic of 0.337 and a p-value of 0.736 on the effect of price on consumer loyalty at Panorama Plow Market indicated that there was no significant relationship between the two variables at the 0.05 level of significance. With a p-value of 0.736 (more than 0.05) and t statistics less than t table (1.96), the hypothesis (H2) which states that "price has a significant effect on consumer loyalty" is rejected. This means that in the context of this study, price variation is not influential enough to increase consumer loyalty at Panorama Spilled Market. Consumers can have different price perceptions. If consumers feel that the price offered is reasonable and comparable to the quality of the product received, then loyalty will not be much affected by price variations. This suggests that consumer loyalty can focus more on overall value for money rather than just the price itself. Consumer loyalty can also vary based on market segmentation. Housewives, for example, may focus more on the quality and freshness of the vegetables they buy than on price. Therefore, to attract consumers, it is important to understand the preferences and behaviors of different consumer groups. Similar findings were found in Bali's research (2022), which showed that the lower the price variable, the more consumer satisfaction will increase. According to Nurhayati (2011), customers are more satisfied and, as a result, more loyal when the price of goods or services is commensurate with the quality provided.

The effect of service quality on customer satisfaction

The results of the SEM analysis showing a t-statistic of 0.527 and a p-value of 0.598 on the effect of service quality on customer satisfaction at Panorama Market indicates that there is no significant relationship between the two variables at a significance level of 0.05 (p value more than 0.05 and t statistic less than 1.96). The rejection of hypothesis (H3) indicates that the current service quality is

not strong enough to influence customer satisfaction in this market context. The manifest variable that has the greatest effect on this price variable can be seen from the results of the highest loading factor. Where, it is found that panorama market sellers always provide the best vegetable recommendations to consumers (manifest variable with the highest loading factor). Based on the data obtained, 56 consumers agreed and 28 consumers strongly agreed that panorama market sellers always provide the best vegetable recommendations to consumers.

In The Panorama Spill Market, many consumers are housewives looking for fresh groceries for the family, satisfaction may be more influenced by the quality of vegetables rather than the quality of service. Therefore, it is important to understand that in this context, consumers may not see service quality as a major factor in shaping their satisfaction. Customer loyalty to certain goods and services can be fostered by providing high-quality services, which can improve business performance. Consumer satisfaction is one of the most important aspects of retaining customers and meeting market demands in terms of maintaining service quality (Ibrahim and Thawil, 2019). Various findings from investigations into how service quality affects customer satisfaction at Noach Café and Bistro show that customer satisfaction is strongly influenced by service quality (Nanincova, 2019).

The effect of service quality on customer loyalty

Customer loyalty and service quality are positively and significantly correlated, as indicated by the t-statistic value of 2.408. The relationship between the dependent variable (customer loyalty) and the independent variable (service quality) is indicated by a t-statistic value greater than 1.96 (for α 0.05) in the structural equation modeling analysis. In addition, the p-value of 0.017 is smaller than the significance level of α 0.05. This indicates that hypothesis (H4), which states there is no clear relationship between service quality and customer loyalty, is strongly supported by the findings. Thus, these results suggest that service quality significantly affects customer loyalty.

The results of this study are in line with research conducted in 2015 by Familiar and Maftukhah, which shows that service quality has a positive and significant impact on customer loyalty. Providing better service has a direct impact on increasing customer loyalty. In other words, the quality of service provided affects the degree of customer loyalty. In the Panorama Overflow industry, customer satisfaction and loyalty are strongly influenced by the quality of services provided. The shopping experience can be enhanced by providing high-quality services, such as paying attention to consumer needs, being polite, and facilitating transactions. This has the potential to make customers more loyal and likely to make repeat purchases. Conversely, inadequate service quality can affect satisfaction and reduce customer loyalty levels.

The effect of product quality on customer satisfaction

The results of SEM analysis that showed a t-statistic of 3.399 and a p-value of 0.001 on the effect of product quality on customer satisfaction at Panorama Plow Market indicated that there was a positive and significant relationship between the two variables (P value less than alpha 0.05 and t statistic more than t table 1.96). The acceptance of this hypothesis (H5) confirms the importance of product quality in increasing customer satisfaction. Therefore, market vendors need to focus on maintaining and improving the quality of the vegetables they offer. Efforts to ensure product freshness, appearance, and taste will not only increase consumer satisfaction, but also support customer loyalty and the long-term success of the market. The manifest variable that has the greatest effect on this price variable can be seen from the results of the highest loading factor. Where, it is found that the panorama market sells vegetables in a fresh state (manifest variable with the highest loading factor). Based on the data obtained, 49 consumers agreed and 40 consumers strongly agreed that the panorama spill market sold vegetables in a fresh state.

At The Panorama Spill Market, competition among vegetable sellers may be quite fierce. Therefore, offering high quality products is key to differentiating oneself from competitors. Sellers can guarantee good product quality will have an advantage in attracting customers and maintaining market share. According to Prawirosentono (2012) in Suwitho (2022), maintaining product quality is very important to prevent an economic sector from losing clients and maintaining a positive image of the business. This study supports the research findings of Hayati and Sekartaji (2015) ; Pertiwi & Sumantyo (2022); Larasati & Raharjo (2024) which show a substantial relationship between product quality and customer satisfaction at Pak Ndut Solo's fried duck and chicken restaurant.

The effect of product quality on customer loyalty

The very weak influence between product quality and customer loyalty is indicated by the t-statistic value of 0.290. The result of a t-statistic close to 0 in the structural equation modeling (SEM) analysis indicates that the independent variable (product quality) and the dependent variable (customer loyalty) have little or no influence. The α significance level of 0.05 is significantly lower than the p-value of 0.772. This high p-value indicates that there is no influence between customer loyalty and product quality.

Based on the results of the analysis, the hypothesis (H6) which states that "product quality has a significant effect on consumer loyalty" is rejected. This means that in the context of The Panorama Spill Market, variations in product quality are not significant enough to affect consumer loyalty. Although product quality is very important, this result suggests that consumers may not see product quality as the main factor influencing their decision to remain loyal to a market. Consumers may be more influenced by other factors such as price, service, or the overall shopping experience. This result is different from Trianah et al. (2017) Sembiring et al. (2014) at McDonald's MT. Haryono Malang, consumer loyalty is directly and indirectly influenced by product quality. When customers are satisfied, there is a stronger correlation between product quality and customer loyalty.

The effect of location on customer satisfaction

The results of SEM analysis showing a t-statistic of 1.412 and a p-value of 0.159 on the effect of location on customer satisfaction at Panorama Plow Market indicate that there is no significant relationship between the two variables at a significance level of 0.05 (p value greater than 0.05 and t count smaller than 1.96). The rejection of the hypothesis (H7) stating that location affects customer satisfaction indicates that other factors, such as product and service quality, may play a greater role in determining customer satisfaction. The manifest variable that has the greatest effect on this price variable can be seen from the results of the highest loading factor. Where, it is found that the location of the panorama market parking lot is in accordance with consumer expectations (manifest variable with the highest loading factor). Based on the data obtained, 52 consumers agreed and 31 consumers stated that the location of parking in the panorama market was in accordance with consumer expectations, namely close to the location of vegetable sales.

Although the location of the market may affect the ease of access for consumers, these results suggest that consumers at The Panorama Spill Market may not consider location as an important factor in assessing their satisfaction. This can happen if consumers are already familiar with the market and feel comfortable shopping there. In the context of The Panorama Spill Market, consumers may already be familiar with the location and the products offered. This familiarity can reduce the influence of location on satisfaction, as consumers focus more on the shopping experience and the products they buy. Similar findings can be found in the research of Hasanuddin (2016); Suwarni et al. (2023) which shows that although location has a favorable influence, it does not significantly affect consumer satisfaction.

The effect of location on customer loyalty

At a significance level of 0.05, the results of the SEM analysis of the effect of location on consumer loyalty at Panorama Tumpah Market showed a t-statistic of 1.080 and a p value of 0.281 (p value greater than 0.05 and t count less than 1.96), which indicates that there is no significant influence between the two variables. The rejection of hypothesis (H8), which states that location affects customer loyalty, suggests that other elements, such as product and service quality, may be more important in fostering customer loyalty. Therefore, market sellers and managers need to focus on improving these aspects to create a better shopping experience and increase consumer loyalty.

Although location can be a factor that influences shopping decisions, these results suggest that consumers at The Panorama Spill Market may not consider location as a major factor in forming loyalty. This could be due to consumers' familiarity with the market or because consumers already have strong preferences for certain products or services available at the market. Market vendors and managers should consider that consumer loyalty is not only dependent on location, but rather on the overall shopping experience. Therefore, improving the quality of goods and services should be the main goal. This is in accordance with the research of Suwarni et al. (2023) which found no effect of location on customer loyalty. Iriyanti et al. (2016) found that through customer satisfaction, location has a positive and significant effect on customer loyalty.

The effect of customer satisfaction on customer loyalty

The results of SEM analysis showing a t-statistic of 4.857 and a p-value of 0.000 on the effect of customer satisfaction on loyalty at Panorama Plow Market indicate that hypothesis H9 is accepted. The acceptance of this hypothesis (H9) confirms the importance of increasing customer satisfaction to build higher loyalty. Market vendors and managers can use this information to develop strategies that focus on improving the consumer experience, which in turn can increase loyalty and the long-term success of the market. These results show that consumers who are satisfied with their shopping experience, both in terms of product quality, service, and market environment, are more likely to remain loyal and shop again at The Panorama Spill Market. Customer satisfaction acts as an important foundation in building long-term loyalty.

The same results in Darmawan and Ekawati's research (2017), that the effect of customer satisfaction on loyalty has a positive and significant effect. High satisfaction not only encourages consumers to return to shopping, but also increases their likelihood of recommending the spill market to others, expanding customer reach and building a reputation for the spill market as the first choice in purchasing vegetables.

Hypothesis Testing of Indirect Influence

The results of the analysis can be seen in Table 7.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Customer Satisfaction -> Loyalty	**0,199**	**0,202**	**0,071**	**2,797**	**0,005**
Service Quality -> Customer Satisfaction -> Loyalty	0,039	0,065	0,083	0,473	0,637
Product Quality -> Customer Satisfaction -> Loyalty	**0,162**	**0,149**	**0,050**	**3,233**	**0,001**
Location -> Customer Satisfaction -> Loyalty	0,076	0,078	0,057	1,345	0,180

Source: Primary Data Processed (2024)

Indirect effect between price and customer loyalty through customer satisfaction

The SEM analysis showed a significant correlation between price, customer satisfaction, and customer loyalty (p value less than 0.05 and t-statistic greater than 1.96). Specifically, the indirect effect between price and customer loyalty through customer satisfaction at The Panorama Spill Market has a t-statistic of 2.797 and a p value of 0.005. The assumption (H10) that "price has a significant influence on customer loyalty through customer satisfaction" is accepted based on the results of the analysis. This shows how the relationship between price and customer loyalty is strengthened by the intervening variable of customer satisfaction.

According to research by Saridewi et al. (2022); Putra (2021), the path coefficient shows that price has a greater influence on customer loyalty through customer satisfaction than its direct effect on customer loyalty, thus supporting the hypothesis that price affects customer loyalty through customer satisfaction. Customer satisfaction can act as a mediator in the relationship between price and customer loyalty. This theory is proven correct, showing that price has a positive and considerable impact on customer satisfaction, which in turn has an impact on customer loyalty. The low prices at Panorama market have a major influence on consumer satisfaction. Consumers often feel happy with their purchases when they believe that they are receiving goods at a fair price. This satisfaction not only encourages consumers to return, but also forms a sense of trust and attachment to the market.

Indirect influence between service quality on customer loyalty through customer satisfaction

With a t-statistic value of 0.473, it illustrates that there is little correlation between customer satisfaction and service quality with customer loyalty. The t-statistic value obtained in the SEM analysis, at an α level of 0.05, is smaller than 1.96, which indicates that the effect is not significant. It can be concluded that there is no meaningful influence between customer loyalty and service quality through customer satisfaction. The p-value of 0.637 is much greater than the α significance level of 0.05. This indicates that within the framework of Panorama Plow Market, customer satisfaction and loyalty are not significantly influenced by service quality (H11 is rejected).

In the context of The Panorama Spill Market, consumers may be familiar with how to shop and may not pay much attention to service quality. This familiarity could reduce the effect of service quality on satisfaction and loyalty, as consumers are satisfied with their pre-existing shopping experience. In contrast to research conducted by Mardikawati and Farida (2013) which found that customer satisfaction has a positive impact on service quality and increases customer loyalty, when passengers receive efficient and high-quality services, they will immediately feel satisfied, which in turn affects the level of customer loyalty.

Indirect influence between product quality on customer loyalty through customer satisfaction

Product quality, customer satisfaction, and customer loyalty are significantly correlated, based on the results of SEM analysis which shows a t-statistic of 3.233 and a p value of 0.001 on the indirect effect between product quality and customer loyalty through customer satisfaction at Panorama Oath Market. The hypothesis (H12) which states that "product quality has a significant effect on customer loyalty through customer satisfaction" is accepted based on the results of the analysis (p value is smaller than 0.05 and t count is greater than 1.96). This shows that the relationship between product quality and customer loyalty is strengthened by the intervening variable of customer satisfaction. Acceptance of this hypothesis confirms the importance of product quality in shaping satisfaction, which in turn has an impact on customer loyalty. Therefore, market managers need to focus on improving product quality and creating a positive shopping experience to increase overall consumer satisfaction and loyalty.

These results provide important insights for the manager of The Panorama Spill Market to focus on improving the quality of the products offered. Ensuring the highest quality of the vegetable products sold helps increase consumer satisfaction and fosters stronger brand loyalty. Prioritizing product quality in marketing techniques can help a product stand out from competitors. Familiar and Maftukhah's (2015) research shows that product quality affects consumer loyalty through influencing consumer satisfaction, which in turn affects customer loyalty. Furthermore, Wicaksana's 2021 study shows that product quality significantly increases customer loyalty through the mediation of customer satisfaction.

Indirect influence between location on customer loyalty through customer satisfaction

The weak correlation between location and customer loyalty, as measured by customer satisfaction, is indicated by the t-statistic value of 1.345. A statistically significant relationship is indicated by a t-statistic value greater than 1.96 at an α level of 0.05 in the SEM analysis. Given that the t-statistic value is less than 1.96, it can be said that there is not enough evidence to support the idea that location affects consumer loyalty. The α significance level of 0.05 is significantly smaller than the p-value of 0.180. The finding that "location affects customer loyalty through customer satisfaction" (H13) is not rejected. This indicates that location has no influence on customer satisfaction and loyalty in the context of Panorama Plow Market. The results of this analysis suggest that consumers may not consider location as a major factor in assessing their satisfaction and loyalty. Although location can contribute to ease of access, its impact may not be strong enough to significantly influence satisfaction and loyalty. Budiono's research (2021) also states that location can directly affect consumer loyalty without going through consumer satisfaction.

In the context of The Panorama Spill Market, consumers may already be familiar with the market location and feel comfortable shopping there. This familiarity can reduce the influence of location on satisfaction and loyalty, because consumers have had positive experiences before. These results suggest that the management of The Panorama Spill Market cannot rely solely on location to attract consumers. Instead, they need to focus on improving product and service quality to build satisfaction and loyalty. This can include offering quality products.

CONCLUSION

The level of consumer satisfaction in purchasing vegetables at the panorama spill market in Bengkulu City has a satisfied category. The level of consumer loyalty in purchasing vegetables at the Bengkulu City panorama spill market has a loyal category.Price and product quality affect customer satisfaction, then customer satisfaction and service quality affect consumer loyalty in buying vegetables in the paronama spillover market. In addition, the indirect effect states that price and product quality affect loyalty through customer satisfaction in purchasing vegetables in the panorama spill market, Bengkulu City.

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