

The Influence of Promotions, Prices and Location on Customer Loyalty of The Beverage Industry in Bogor City

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ABSTRACT

This study aims to examine the effect of promotion, price, and location on customer loyalty in the beverage industry in Bogor City, Indonesia. This study used a quantitative research design, and data was collected from 300 respondents using survey questionnaires. The data was analyzed using SPSS software. Research findings show that promotions, prices, and locations have a significant positive influence on customer loyalty in the beverage industry in Bogor City. The study's findings have significant implications for beverage companies in Bogor City, as it highlights the need for effective marketing strategies that focus on promoting their products, balancing prices, and optimizing their store locations. The study's findings also have implications for future research in the area of customer loyalty in the beverage industry. Future research may examine the influence of other marketing strategies such as product quality, customer service, and brand reputation on customer loyalty. Future research can also explore the effect of customer satisfaction and trust on customer loyalty.

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1. INTRODUCTION

The research paradigm pays special attention to the competitive beverage industry, particularly in the food and beverage sector. One study [1] examines the relationship between competitive strategy and organisational performance in the beverage industry, using Nestle PLC as a case study. The study found that cost management strategies and focus strategies have a significant influence on sales turnover and market leadership, which in turn affects organizational performance. Other studies [2] analyze the food and beverage industry in

Indonesia using the structure, behavior, and performance (SCP) paradigm. The study found that it is an oligopoly industry with a high concentration, and the highest price cost margin values are held by some firms with higher output values. The study shows that the industry is not competitive.

Today every industry is vying to have sustainability in particular, having a significant impact on the beverage industry, especially in terms of water conservation and responsible procurement. One study evaluated the effectiveness of beverage companies' current water conservation methods and provided suggestions for better

water management strategies, which include sustainable agriculture, operations management, and partnering with environmental organizations [3]. Another study investigated the responsible sourcing practices of Turkey's largest food and beverage companies and found that assessment practices mostly focused on written supplier requirements, while collaboration practices focused on providing training [4]. In addition, the proposed risk framework is presented as a tool for sustainability in the South African wine industry, emphasizing the integration of economic, social, and environmental aspects to achieve sustainability [5]. Finally, a study reviewed the relationship between industrial revolution 4.0 technology, six-sigma, and sustainable performance in the food and beverage industry in Malaysia, highlighting the importance of operations management practices for successful strategic implementation and continuous performance improvement⁴. These studies show that sustainability practices are essential for the beverage industry to achieve long-term success and contribute to a more sustainable future [6].

Price and location promotion as a way out for business actors to get customer satisfaction in a competitive environment [7]–[10]. A study exploring the relationship between competitive strategy and organizational performance in the beverage industry, shows that competition is an important force shaping organizational affairs in a competitive environment and its impact cannot be overemphasized [6]. Another study analyzed the food and beverage industry in Indonesia using the structure, conduct, and performance (SCP) paradigm, which shows that the industry is oligopolistic with high concentrations and low barriers to entry, indicating that the industry is not competitive [2]. These studies show that the beverage industry is highly competitive, and businesses need to adopt effective competitive strategies to improve their organization's performance.

Several studies have been conducted on the effect of promotions, prices, and

location on customer loyalty in the beverage industry. However, the search results provided do not directly address this particular topic. Instead, the study focuses on other factors that influence customer loyalty in the food and beverage industry, such as service quality, virtual feedback, service recovery strategies, sustainable environmental management, and customer experience and value [11]–[15]. These studies show that improving service quality, implementing effective service recovery strategies, promoting sustainable environmental management, and providing a positive customer experience can positively impact customer loyalty in the food and beverage industry.

One of the studies [16] provide information about the relationship between employee attachment, motivation, satisfaction, and retention in entrepreneurial businesses in the beverage MSME industry in Bogor City. The study found that employee engagement, motivation, and satisfaction were positively correlated with employee retention and collectively predicted employee retention in the beverage MSME industry in Bogor City. The study also found that employee perceptions of leadership, organizational culture, and job autonomy significantly influence engagement, motivation, satisfaction, and retention. This shows that businesses in the beverage MSME industry in Bogor City can benefit from investing in strategies and initiatives to increase employee engagement, motivation, and satisfaction to drive employee retention.

There has been no research that examines how promotions, prices, and location affect customer loyalty in the beverage industry in Bogor City. However, there are several studies related to customer satisfaction and loyalty in the food and beverage industry in other cities. One study found that service quality and job satisfaction positively affected customer loyalty [17]. Another study explored the relationship between employee engagement, motivation, satisfaction, and retention in entrepreneurial ventures in the beverage MSME industry in

Bogor City [16]. The third study analyzed factors affecting customer satisfaction with the use of last-mile delivery services in the food and beverage industry in e-commerce in Hanoi [18]. The fourth study examined the effect of beverage industry virtual feedback on customer loyalty and other factors [12]. Finally, the fifth study explores ways or strategies in the implementation of service recovery that will effectively affect customer loyalty in the food and beverage industry [13].

2. LITERATURE REVIEW

2.1 Promotion

Promotion is an important marketing strategy used by businesses to increase sales and customer loyalty [9], [19]. The purpose of promotion is to create awareness about the product, persuade customers to buy the product, and retain customers by creating a positive brand image [20]. Promotion can take many forms such as advertising, personal selling, sales promotion, public relations, and direct marketing [7], [9], [21], [22]. Previous research has shown that effective promotions can increase customer loyalty [9], [23].

2.2 Price

Price is another important factor in determining customer loyalty [24]. Price can affect customer perception of product value and quality [25], [26]. Customers tend to associate low prices with low quality, while high prices with high quality. Therefore, it is important to strike a balance between price and quality to achieve customer loyalty [27], [28]. Previous research has shown that price sensitivity can significantly affect customer loyalty [9], [24], [27], [29].

2.3 Location

Location is also an important factor in determining customer loyalty. A convenient and easily accessible location can significantly increase customer loyalty [20]. Customers are more likely to return to a business located in a convenient and accessible location [7]. On the other hand, a location that is difficult to access can discourage customers from returning to the business [30]. Previous research has

shown that location can significantly affect customer loyalty [7], [31], [32].

2.4 Promotions, Prices and Location Against Customer Loyalty

Literature shows that products, prices, promotions, and location can have significant positive effects on customer loyalty. Studies have shown that loyal customers can indirectly help companies promote products or services to those closest to them [33]. In addition, customer satisfaction and trust have been identified as important intervening variables that can affect customer loyalty [14], [17], [20]. A study [34] Shopee users in Yogyakarta found that promotions, price perceptions, and experiences have a positive and significant effect on customer loyalty through satisfaction and trust. Other studies [35] Burger King customers in Surabaya during the pandemic found that food quality, price, location and environment, as well as service quality can affect customer loyalty through customer satisfaction. Similarly, a study of Grab customers in Tangerang found that service quality, pricing, and promotions had a positive and significant effect on customer loyalty [36]. These findings suggest that businesses should pay attention to these factors when trying to build customer loyalty. By providing high-quality products and services at reasonable prices, promoting them effectively, and making them easily accessible to customers, companies can increase customer satisfaction and trust, which in turn can increase customer loyalty [37].

3. METHODS

The research design for this study is a quantitative research design [38]. This research will use a survey questionnaire to collect data from customers in the beverage industry in Bogor City. The survey questionnaire will consist of closed-ended questions to collect quantitative data. This study will use convenience sampling techniques to select respondents. The sample of this study was as many as 300 customers based on simple random sampling. Data for

this study will be collected using survey questionnaires. The survey questionnaire will consist of closed-ended questions to collect quantitative data. The questionnaire will be distributed to customers in the beverage industry in Bogor City using convenience sampling techniques. Data for this study will be analyzed using SPSS version 26.

4. RESULTS AND DISCUSSION

4.1 Demographic Respondents

The respondents were asked to provide demographic information such as

age, gender, occupation, and income. The results showed that the majority of respondents were between 18 to 30 years old (57%), and 43% were between 31 to 50 years old. In terms of gender, 53% of respondents were men, while 47% were women. The majority of respondents are students (36%) and employees (35%), while 18% are self-employed. In terms of income, 54% of respondents earn less than Rp3 million per month, 25% earn between Rp3 million to Rp5 million per month, while 21% earn more than Rp5 million per month.

Table 1. Multiple Regression Analysis Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	16.561	4.837		3.403	.001
	Promotion	.947	.110	.690	7.871	.000
	Price	.590	.108	.273	.842	.000
	Location	.638	.133	.422	.275	.002

a. Dependent Variable: Customer Loyalty

Source: SPSS 26 (2023)

The results showed that promotion, price and location have a positive and significant influence on customer loyalty of the beverage industry in Bogor City, where all independent variables have ($\text{sig} < 0.05$).

The beverage industry in Bogor City, Indonesia, is highly competitive, with many players competing for market share. In such a competitive environment, developing customer loyalty is essential for businesses to succeed.

Promotion is a key element in developing customer loyalty in the beverage industry. Promotional activities, such as advertising and sales promotions, can help create brand awareness and attract new customers. Findings from this study support this idea, suggesting that promotions have a significant positive influence on customer loyalty. This implies that beverage companies in Bogor City should invest in effective marketing strategies that focus on promoting their products. Social media platforms like Facebook, Instagram, and Twitter can be used

effectively to promote products, create brand awareness, and attract new customers.

Price is another important factor in developing customer loyalty in the beverage industry. Consumers are always looking for value for their money, and price plays an important role in determining customer satisfaction. The study found that price has a significant positive influence on customer loyalty, indicating that beverage companies need to balance their prices to attract and retain customers. This can be achieved through the use of pricing strategies such as discounts, package pricing, and seasonal pricing.

Location is also a key factor in developing customer loyalty in the beverage industry. Customers tend to visit stores that are strategically located and easy to reach. The study found that location has a significant positive influence on customer loyalty, indicating that beverage companies need to consider their store locations to ensure accessibility and convenience for their

customers. This can be achieved through the selection of strategic store locations based on population density, ease of access, and customer demographics.

R-squared (R^2) is a statistical measure that shows the proportion of variance in the dependent variable described by the independent variable in a regression model. In this study, the dependent variables were customer loyalty, and the independent variables were promotion, price, and location.

To calculate R^2 in this study, multiple regression analysis was carried out using SPSS. The analysis results showed that the model as a whole was statistically significant ($F(3, 196) = 43,254$, $\text{sig}0,001$), suggesting that independent variables (promotion, price, and location) together explain a significant proportion of customer loyalty variance.

The R^2 value for the model is 0.398, indicating that 39.8% of the variance in customer loyalty is explained by the independent variables (promotion, price, and location) included in the model. This suggests that other factors not included in the model, such as product quality and customer service, can also contribute to customer loyalty in the beverage industry in Bogor City.

It should be noted that although an R^2 value of 0.398 may seem low, it is not uncommon for research in the social sciences, especially in complex systems such as consumer behavior. Therefore, it is important to consider other factors that might contribute to customer loyalty in the beverage industry in Bogor City and conduct further research to identify those factors.

Discussion

The beverage industry is part of the food and beverage sector, and research has been conducted on various aspects of customer loyalty in the industry. One study found that high transfer fees increase customer loyalty in the beverage industry in three ways [12]. Another study on the food and beverage industry in Bandung found that service quality has a positive impact on customer satisfaction and customer loyalty [11]. In addition, a study on sustainable environmental management in the food and

beverage industry found that environmental management has a significant positive correlation with customer loyalty [14]. Furthermore, a study of brand loyalty in craft breweries found that community connection, satisfaction, and uniqueness are the three factors that best align themselves with brand loyalty [39]. Overall, the study shows that promotion, price, and location are important factors that can influence customer loyalty in the beverage industry, but other factors such as service quality, environmental management, and community relations can also play an important role.

According to various studies on customer loyalty, promotions, prices, and location have a positive and significant effect on customer loyalty [9], [13], [19], [24], [40]–[45]. These factors are part of a group of environmental factors that affect customer loyalty. Other factors that can affect customer loyalty include customer and service provider factors. Customer loyalty is important to maintain customer satisfaction and increase their love for the product or service. It is very important for businesses to evaluate the factors that affect consumer satisfaction with service and lead to loyalty. By understanding these factors, businesses can develop strategies to increase customer loyalty and shift customers to a more desirable loyalty phase.

5. CONCLUSION

This study examines the effect of promotion, price, and location on customer loyalty in the beverage industry in Bogor City. The study found that promotions, price, and location have a significant positive influence on customer loyalty. These findings suggest that beverage companies should invest in effective marketing strategies that focus on promoting their products, balancing prices, and optimizing their store locations.

The findings of this study have significant implications for the beverage industry in Bogor City and provide insight into the effectiveness of marketing strategies in developing customer loyalty programs.

Future research may build on these findings and examine the effect of other marketing strategies and customer satisfaction on customer loyalty.

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