Determinants of Customer Retention During Pandemic

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Keyword	Abstract
Store Atmosphere, Product Quality, Personal Selling, Customer Retention. .	This study aims to analyze the relationship between several variables store atmosphere, product quality, and personal selling to customer retention during the pandemic at Hypermart Puri Indah. This study uses a descriptive method with a quantitative approach. The sample in this study amounted to 100 respondents. Statistical tests were carried out which included simple regression tests, multiple regression tests, simple correlation tests, multiple correlation tests, and determination of the coefficient of determination. And the hypothesis test is also carried out which includes a T-test and F-test. The results showed that partially the store atmosphere variable had a positive and significant effect on customer retention. This is indicated by t stat > t table or 3,608 > 1,986 with a significant value of 0,000 < 0,05. Product quality has a positive and significant effect on customer Retention. This is indicated by t stat > t table or 6,177 > 1,986 with a significant value of 0,000 < 0,05. And personal selling has a positive and significant effect on customer retention. This is indicated by t stat > t table or 6,000 > 1,986 with a significant value of 0,000 < 0,05. And simultaneously variable store atmosphere, product quality, and personal selling. Namely F stat > F table of 38,732 > 2,70. With the value of the multiple regression equation, Y = 17,145 + 0,272X1 + 0,473X2 + 0,434X3 with a coefficient of determination of 53,3% while the remaining 46,7% is influenced by other variables outside the variables not discussed in this study.

I. INTRODUCTION

In this millennial technology, one form of business this is on the upward push in Indonesia is the retail business. With the upward push of the retail enterprise within the Indonesian commercial enterprise global, the opposition is getting more difficult, that is because of innovative and revolutionary opposition in companies that offer higher products and services to purchasers. The retail business is increasing each day due to the fact the retail business is very promising, with the competition in the retail commercial enterprise, the employer has to have one method that may be completed so that the organization can survive inside the aggressive improvement, and as a retail commercial enterprise pastime, specifically via reading customer desires to satisfy and fulfill purchasers. to be prepared through coming returned once more.

In 2019 the world becomes in surprised by the pandemic virus. The emergence of Covid infection or typically called Covid or Coronavirus which became recognized as interesting appeared within the town of China, precisely in the city of Wuhan. The life of the coronavirus inside the international has triggered a decline in income figures, together with within the retail commercial enterprise quarter. Hypermart Puri Indah is one of the retail business sectors affected by the pandemic. The coronavirus storm that hit some international locations has brought about an incredible shock impact. Many sectors were affected, one in all of which became the Hypermarket retail enterprise which become additionally hit using the Covid-19 pandemic.

further to declining marketplace call for, limitations additionally come from the components of fixed prices that should be paid by agencies. The large-scale social limit policy issued with the aid of the government to suppress the pandemic has additionally contributed to the weakening of turnover.

So it's far necessary to discover and formulate a nice solution, thru guidelines, strategies, and artwork to manipulate the dynamics of tenants, site visitors, employee situations, operational expenses, and different elements. in this Covid-19 pandemic, each employer is needed on a way to survive. consequently, the Hypermart Puri Indah retail enterprise desires to boom the strengths that exist in the employer by bringing out the differences or areas of expertise that the business enterprise has in comparison to competition to entice purchasers to buy hobbies. further, each store is required to continually innovate so that it will win the hearts of purchasers to make purchases. therefore, Puri Indah hypermart should pay attention to the part of the store environment, specifically the bodily surroundings such as sound, mild coloration, and space preparations, shops need to take note of, the fact an appealing bodily surrounding is predicted to draw clients to make purchases.

Customer retention starts with the customer's or customer's assessment of the quality of the product or service he gets based on the expectations which have been conceptualized in his thoughts. these expectations rise from products or services which have been obtained formerly in addition to word of mouth that reaches customers. This evaluation will result in satisfaction or dissatisfaction which will have an impact on subsequent purchases. clients will be satisfied if the nice service or product provided has met or passed their expectancies. on the other hand, if the quality of the service or product supplied through the producer to the customer isn't pleased or beneath their expectations, the customer can be disappointed. size of the enterprise's degree of client satisfaction may be very essential because then the enterprise's performance can be measured and compared with its competitors obtainable. Customer retention is tons easier than locating new customers. Customer retention can be created by using imparting extra service that the purchaser needs (Rangkuti, 2017).

In retaining consumer retention, Hypermart Puri Indah launched a Hicard club card on July 15, 2011. This card membership card is in particular for Hypermart clients, as such the card should be used as a Hypermart member so that customers can gain from a Hicard membership card, considered one of that is getting product discounts in stores and online purchasing net.hypermart.co.identity. By launching the member card, its miles were hoping that Hypermart Puri Indah can hold client retention at some point of this pandemic, however, Hypermart Puri Indah remains seeking out solutions to boom consumer retention all through this pandemic.

Businesses ought to also take note of consumers by supplying proper service and keeping products exceptional and paying attention to the atmosphere of the shop during this covid-19 pandemic so that purchasers nevertheless sense secure while buying in stores and consumers also can make repeat purchases and suggest high-quality matters each in terms of locations, atmosphere and costs to alternate something new and specific, of the direction it can carry blessings to the agency. Mind-set and follow-as much as repeat purchases are crucial for businesses to develop dependable clients if you want to create client retention. Whilst a patron will become lost or inactive, movement should be taken quickly to reclaim business.

Superior companies are agencies that cleverly address numerous adjustments that arise inside the enterprise surroundings, and may make big modifications as a way to satisfy customers. Businesses that view marketing as a company-wide philosophy can quickly and exactly decide which patron wishes and purchaser groups can be met and profitable to take powerful action compared to its competitors. They compete very tightly through pursuing efficiency but remain responsive and bendy to adjustments that occur each micro and macro. Accordingly, a superior enterprise is an enterprise that could acquire large earnings thru client pleasure and loyalty during this pandemic. Consistent with (F. Tjiptono, 2019) the conditions that have to be met by way of an enterprise to be successful in the competition are trying to gain the aim of creating and keeping customers. customers are the lifeblood of each business enterprise or company, without customers no organization can keep its life. clients will stick with a product if they may be glad about the product.

Several empirical studies have studied the effect of store atmosphere on customer

retention (Febriani & Ahmad Fadili, 2021) (Ralahallo et al., 2020). The store atmosphere to a certain extent makes customers feel comfortable when visiting and shopping, resulting in customer retention. Several studies have proven that product quality and personal selling affect customer retention. (Zahari & Chan, 2018)(Bauer et al., 2019)(Werdaningrum & Ardiyanto, 2020). There is no research that examines customer retention which is influenced by store atmosphere, product quality and personal selling variables. Therefore, researchers are interested in researching this study, especially in the retail industry affected by the pandemic. This is because customer retention is one of the important things for companies to be able to dominate the market. Based on the background of the problem above, what the writer wants to raise in this research is whether the store atmosphere, product quality, and personal selling affect customer retention at Hypermart Puri Indah partially or simultaneously.

II. LITERATUR REVIEW

Store atmosphere on customer retention

The store atmosphere is the ecosystem in the store that creates a certain feeling inside the client arising from the usage of interior design elements which include lights, sound structures, aircon systems, and providers (Nurhajijah et al., 2022). Store ecosystem is one of the important factors of the retail mix that can persuade the patron to buy a selection manner. whilst making a purchase, clients no longer only pay attention to the goods and offerings presented with the aid of stores, however, also the shopping surroundings give consolation for purchasers so that customers select the shop they prefer and make purchases in addition to recording approximately product layout is very essential as it will make it simpler for clients if you want to discover the product. nonetheless, knowing and understanding the environment of the shop isn't always smooth because the surroundings of the shop are a combination of things that can be emotional.

It's miles critical for managers to be aware of the outdoors and interior of the store. With the proper safe surroundings, there might be an ecosystem and aesthetic nuance that draws traffic to make their choices and perform shopping choices (Danang, 2015). As a result, Hypermart Puri Indah needs to pay attention to the format layout, and aesthetics of the gadget so that site

visitors experience safe whilst lingering at Hypermart Puri Indah while this pandemic duration.

Keep the ecosystem as a marketing communique tool designed in one of these ways to fulfill the needs or desires of purchasers in addition to an attempt to understand consumer behavior on the Puri Indah Hypermart store as a good way to stimulate the choice to save. Adjustments to the store surroundings should always be designed in order not to be uninteresting, customers live unswervingly and overcome competitors accessible. If customers are tired of the shop environment, they may maximum in all likelihood transfer to other stores, therefore it's miles essential for Hypermart Puri Indah for you to take note of the store atmosphere during this pandemic so that clients are comfy at the same time as in the store. keep surrounding is an aggregate of store bodily traits including architecture, layout, signs and displays, coloring, lights, air temperature, sound, and aroma, all of which paintings collectively create a corporation photograph within the minds of customers (Kartika & Syahputra, 2017). H1: There is an influence of store atmosphere on customer retention

Products quality on customer retention

Further to keep the environment, another thing that is no much less vital for customers in purchasing is the product quality provided by using Hypermart Puri Indah. companies that can compete in the marketplace are groups that may offer quality products. The best component is a vital aspect so that purchasers experience happiness in gratifying their needs and dreams. good product quality will make purchasers feel happy in using a product. purchaser demands for a product, both within the shape of goods and offerings provided via the enterprise are growing day by day. clients will expect the product they purchase is a product that has good quality, in addition to sparkling products which can be very sensitive in terms of the nice garage, if the garage is not supported, along with freezer or chiller temperatures beneath everyday temperatures will make fresh merchandise broken so that they'll get a bad impression from customers. Product quality describes the characteristics of the product in enough and meets consumer needs (Kotler & Armstrong, 2018).

Quality is the muse of customer satisfaction and fulfillment in competition. (Lupiyoadi, 2013)

said that being a customer-centered company is a strategic choice, one manner is to create customer satisfaction thru excellent improvement. The quality of a product is the physical circumstance, function, and nature of a product worried which can fulfill the tastes and needs of consumers satisfactorily in keeping with the cost of cash that has been spent (Goić et al., 2021; Nurhajijah et al., 2022; Taufik et al., 2022). therefore Hypermart Puri Indah must pay attention to product quality, especially the fresh products in Hypermart Puri Indah because clean products are categorized as sensitive products, if the storage isn't by the storage temperature, there can be harm to the product itself, and could lead to consumer dissatisfaction with Hypermart. lovely citadel. Product quality may be very synonymous with attaining customer satisfaction, consequently, it's miles suitable if producers inside the implementation of product quality are constantly followed by using consumer satisfaction as a way to create loyalty to the product each in phrases of producers and customers.

H2: There is an influence of quality products on customer retention

Personal selling on customer retention

Personal selling is direct communication (head to head) between sellers and prospective customers to introduce a product to potential customers and shape an understanding of the product so that they may then try to buy it. with a view to growth sales ranges for the duration of this pandemic, Hypermart Puri Indah needs to take note of private promotions to customers (F. Tjiptono, 2019). Svend (Hollensen, 2010) states that "personal selling person-to-person interplay among a customer and a seller wherein the vendor's purpose is to influence the buyer to simply accept a factor of view to persuade the customer to take a route of motion or to increase a client relationship".

Personal selling is a two-individual interplay among a supplier (salesperson) and a customer where the seller invites and persuades the customer to take a series of buying movements and additionally broaden a dating with the consumer, just because the salesperson needs to have the capacity to explain the product to the consumer, and the salesperson has to additionally recognize the characteristics of the consumer so that the salesperson can carry out an excellent income presentation and the salesperson needs to have the capability to talk nicely so that purchasers sense secure whilst interacting with salespeople for the duration of a pandemic like this, with this consumers can feel a superb impression of Hypermaart Puri Indah and might create loyal consumers and will affect customer retention. Based on research (Zahari & Chan, 2018) There is an influence of personal selling on customer retention.

H3: There is an influence of personal selling on customer retention

Store atmosphere, product quality, and personal selling on customer retention

The store atmosphere is a planned surrounding that fit the target market and might appeal to consumers to buy (Kotler & Keller, 2019). Store atmosphere may be described as an exchange within the making plans of the purchasing environment that produces a special emotional impact which can purpose consumers to make purchases. Retention is getting higher if it is supported by way of suitable Retail service best. (A. Tjiptono & Chandra, 2012) state the need to create satisfactory products to create customer satisfaction. The perceived suitability of consumers to produce high-quality is due to the fact they prefer the right product from what they need or want. The quality of this product can affect the status, intention to exchange, intention to buy greater than once, business enterprise service quality, customer loyalty, and ultimately customer satisfaction (Taufik et al., 2022). Personal selling is a communique among sellers and consumers that is designed in a face-to-face manner to persuade a person or organization in figuring out purchasing decisions (Murithi, 2015). Several research has concluded that persona selling is the primary hyperlink among customers and businesses, wherein salespeople create cost and have an effect on perceptions and growth of customer interest in preserving lengthy-time period cooperative relationships (Cruceru & Moise, 2014)(Zahari & Chan, 2018)(Arori & Rugami, 2020).

H4: There is an influence of store atmosphere, product quality, and personal selling on customer retention
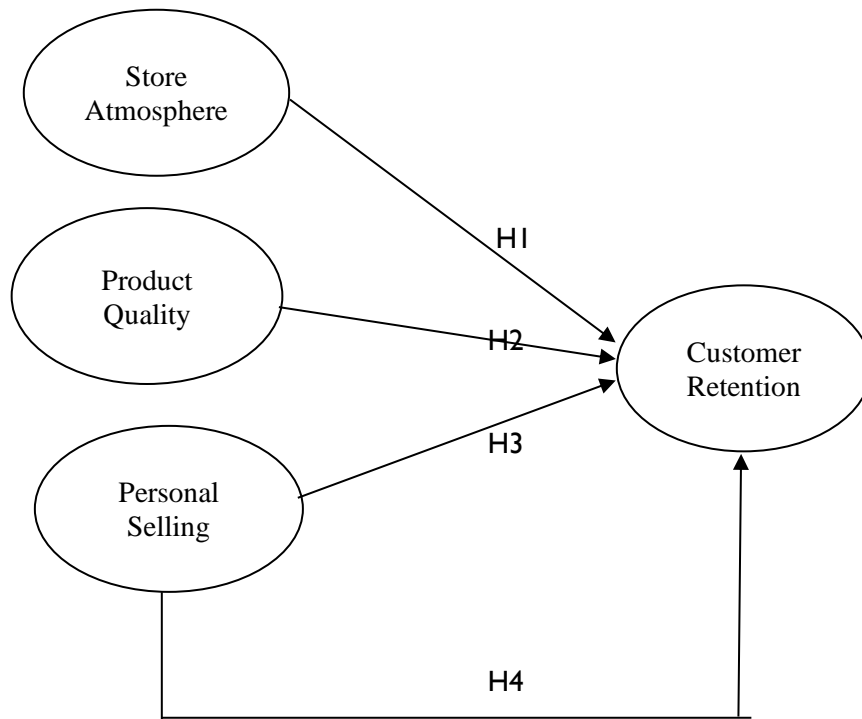
Figure 1. Research conceptual model

III. METHODOLOGY

This study uses a quantitative approach using the sort of explanatory research (explanatory studies). Explanatory research is a study that uses equal statistics in which the researcher explains the causal courting among the variables thru hypothesis trying out (Sekaran, 2017). These studies turned into performed at Hypermart Puri Indah Jl. Puri Permai No.82, Kembangan Sel., Kec. Kembangan, West Jakarta metropolis, unique Capital Region of Jakarta 11610.

The number of samples in this study was taken from the population using the Lemeshow formula with an alpha of 90% so that there were 96 respondents and rounded up to 100 respondents. The sampling technique was purposive sampling with the criteria of consumers who had shopped at Hypermat Puri Indah three times in the last 1 month. The information was taken using a survey method which turned into disbursed thru the G-form (Sugiyono, 2018) in september 2021 . The data evaluation approach was processed with the assistance of SPSS 25 software (Ghozali, 2013). The analytical tools used to investigate the records:

1. Instrument quality test: validity and reliability test

2. Inferential statistical evaluation: regression test, correlation test, and coefficient of determination test
3. hypothesis test: T-test and F-test

IV. RESULT AND DISCUSSION

Validity test

A validity test is a measure used in regulating the level of validity or validity of a study's device. A valid research instrument has high validity. alternatively, if a research instrument isn't always valid, it will have low validity. To discover whether every item is valid or now not, it could be visible from the individual correlation value of every item with the following standards:

1) If r statistic r table then the statement items are declared valid.

2) If r statistic r table then the statement items are declared invalid.

To determine the validity of each question object from every variable, this look uses the system df = 30 – 2 = 28, with a significant stage of 5%, the r table is 0,306. The complete validity test results can be seen in the following table 1. The results of the validity take look shows that all indicators used to degree the variables in this examination are valid because the value of r statistic > r table (0,306).

Table 1. Research Variable Validity Test Results

Variable	Question	Rstat	Rtable	Valid	Variable	Question	Rstat	Rtable	Valid
Store Atmosphere	X1.1	0,570	0,306	Yes	Personal Selling	X3.1	0,783	0,306	Yes
	X1.2	0,554	0,306	Yes		X3.2	0,858	0,306	Yes
	X1.3	0,698	0,306	Yes		X3.3	0,904	0,306	Yes
	X1.4	0,654	0,306	Yes		X3.4	0,848	0,306	Yes
	X1.5	0,672	0,306	Yes		X3.5	0,779	0,306	Yes
	X1.6	0,639	0,306	Yes		X3.6	0,794	0,306	Yes
	X1.7	0,790	0,306	Yes		X3.7	0,787	0,306	Yes
	X1.8	0,773	0,306	Yes		X3.8	0,724	0,306	Yes
	X1.9	0,840	0,306	Yes		X3.9	0,762	0,306	Yes
	X1.10	0,870	0,306	Yes		X3.10	0,437	0,306	Yes
Product Quality	X2.1	0,818	0,306	Yes	Customer Retention	Y1	0,393	0,306	Yes
	X2.2	0,310	0,306	Yes		Y2	0,688	0,306	Yes
	X2.3	0,791	0,306	Yes		Y3	0,649	0,306	Yes
	X2.4	0,862	0,306	Yes		Y4	0,692	0,306	Yes
	X2.5	0,756	0,306	Yes		Y5	0,673	0,306	Yes
	X2.6	0,749	0,306	Yes		Y6	0,436	0,306	Yes
	X2.7	0,792	0,306	Yes		Y7	0,776	0,306	Yes
	X2.8	0,763	0,306	Yes		Y8	0,785	0,306	Yes
	X2.9	0,588	0,306	Yes		Y9	0,442	0,306	Yes
	X2.10	0,728	0,306	Yes		Y10	0,421	0,306	Yes

Source: Researcher Data (2022)

Reliability Test

The reliability test in this study used Cronbach's Alpha formula because the questionnaire or questionnaire used in this study did not contain an incorrect or zero value. The following is obtained from Croncbach's Alpha as shown in table 2 below: The results of the reliability test show that the customer retention variable has high reliability with a coefficient level > 0.600. While the store atmosphere, product quality, and personal selling variables have very high reliability because they have a reliability coefficient > 0.800.

Table 2. Instrument Reliability Test

Variable	Cronbach's Alpha	Result
Store Atmosphere (X1)	0,854	Very high
Product Quality (X2)	0,883	Very high
Personal Selling (X3)	0,843	Very high
Customer Retention (Y)	0,694	High

Source: Researcher Data (2022)

Multiple Linear Regression

Multiple linear regression to determine the impact of the independent variables on the dependent variable. Find out the price of the multiple linear regression equation may be seen from the results of information processing the use of SPSS model 25 as follows:

Table 3. Results of Multiple Linear Regression

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
I	(Constant)	17,145	2,628		6,525	0,000
	Store Atmosphere	0,272	0,076	0,387	3,608	0,000
	Product Quality	0,473	0,082	0,560	6,177	0,000
	Personal Selling	0,434	0,072	0,543	6,000	0,000
a. *Dependent Variable*: Customer Retention						

Source: Researcher Data (2022)

Based on table 3 above obtained from the results of facts processing using the SPSS software, the following multiple regression equation is received: $Y = 17,145 + 0,272X_1 + 0,473X_2 + 0,434X_3 + e$, for this reason it could be interpreted that the cost of customer retention will growth by using $0,272X_1$, $0,473X_2$ and $0,434X_3$ for every one unit increase in-store atmosphere, product quality, and personal selling variables simultaneously. it could be visible from the equation that product quality has the greatest effect (0,473) on customer retention and then personal selling

(0,434). Store atmosphere has the smallest effect which is 0,272 on consumer retention.

Multiple Correlation Test

More than one correlation evaluation changed into conducted to decide the level of closeness of the connection between the independent variables in corporations (X1 and X2) with the established variable, the level of closeness of the relationship among the impartial variables, and the dependent variable. The results of the multiple correlation analysis among the independent variable and the structured variable can be visible in the following table:

Table 4. Multiple Correlation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
I	0,740	0,548	0,533	2,164
a. *Predictors: (Constant), Store Atmosphere, Product Quality, Personal Selling*				
b. *Dependent Variable: Customer Retention*				

Source: Reseacher Data (2022)

Table 4 indicates the effects of the correlation analysis among store atmosphere, Product quality, and personal selling on customer Retention. The effects of multiple correlation testing, shop atmosphere, product quality, and personal selling variables on consumer retention at Hypermart Puri Indah throughout the pandemic have a correlation price of 0,740 and are covered within the "strong" correlation criteria (0,600 – 0,799).

Coefficient of Determination Test

Trying out the coefficient of determination is executed to find out how lots the contribution of the independent variable can explain the dependent variable. Table 4 suggests the results of the Adjusted R square fee of 0,533, this indicates that customer retention can be explained by way of the store atmosphere, product quality, and private selling variables of 53,3%, even as the last 46,7% is defined through other variables not examined in this observe this research.

T-Test

The T-test is used to decide the extent of the significance of the effect on store atmosphere, product quality, and personal selling each in part on customer retention. it can be seen within table 3 on store atmosphere, product quality, and personal selling that the t statistic is > from t table at a self-belief level of 5% (1,986) or a significance of 0.000. this shows that the store atmosphere, product quality, and personal selling every partially have a significant effect on customer retention.

F-Test

Table 5 in column F obtained F statistic of 38,732 > F table of 2,14 on the probability value (sig.F change) = 0,000 < 0,05. Thus, store atmosphere, product quality, and personal selling simultaneously have a significant effect on customer retention.

Table 5. F Test Results

ANOVAa						
Model		Sum of square	Df	Mean square	F	Sig.
	Regression	544,169	3	181,390	38,732	0,000
	Residual	449,591	96	4,683		
1	Total	993,760	99			
a. Dependent Variable: Customer Retention						
b. Predictors: (Constant), Store Atmosphere, Product Quality, and Personal Selling						

Source: Researcher Data (2022)

INTERPRETATION

Primarily based on the effects of the research analysis that has been defined, it is obtained that the store atmosphere has an advantageous and sizable effect on customer retention at Hypermart Puri Indah. The consequences of this observation enhance the research (Pangestu, 2017)(Ralahallo et al., 2020) store atmosphere is the most vital element for customers due to the fact with a great store atmosphere it's going to offer convenience for customers in purchasing at the store, so that consumers will become loyal customers who will create customer retention.

Product quality has a positive and significant effect on customer retention at Hypermart Puri Indah. in which the outcomes of this study suggest that product quality has an effective and significant effect on customer retention. In deciding on a product, consumers do now not see the quality of the product, however, the appearance of the product packaging is one of the things that makes consumers purchase the product or not, desirable packaging it's going to create the right product quality so that the introduction of transactions desired with the aid of every company that needs to buy the product. will create customer retention. The effects of this study are consistent with the effects of previous research carried out (Werdaningrum & Ardiyanto, 2020); (Gstngr et al., 2021).

Personal selling has a positive and significant impact on consumer retention at Hypermart Puri Indah. The results of this look are in line with the outcomes of previous research conducted by (Lay et al., 2018); (Zahari & Chan, 2018) personal selling is one of the most essential elements in influencing customer retention because top personal selling, which is owned by way of the salesperson, it will create convenience for customers in shopping at the store a good way to create consumer retention that makes better income boom and could advantage the organization.

Shop atmosphere, product quality, and personal selling is significant to customer retention at Hypermart Puri Indah. that is indicated by the calculated F value of 38.732 which is greater than F table 2.14 or probability (sig. F) = 0.000 < 0.05. And if it's far projected primarily based on the regression test, the equation $Y = 17.145 + 0.272X_1 + 0.473X_2 + 0.434X_3 + e$ is positive, so the higher the value of store atmosphere (X_1), product quality (X_2), personal promoting (X_3) to customer retention simultaneously improved at a sure fee, then the value of customer retention (Y) will growth at a sure value as properly. In this observation, it became observed from the effects of the regression equation that product quality had the best impact on customer retention compared to store atmosphere and personal selling. The results of this study are in line with the effects of previous research carried out using (Pangestu, 2017) in which the effects of this study suggest that the store atmosphere and product quality have a significant and positive effect on customer retention. The study's effects (Zahari & Chan, 2018) show that personal selling has a significant impact on customer retention. Store atmosphere, product quality, and personal selling are factors of customer retention which are so dominant by using consumers. That is evidenced by way of the effects of the determination test that the customer retention variable can be explained through the store environment, product quality, and personal selling variables of 53.3%, the relaxation is explained using other variables no longer examined in this study.

V. CONCLUSION

Based on the results and discussion, the research shows that there is an influence of store atmosphere, product quality, and personal selling on customer retention either partially or simultaneously. The management implication that can be suggested is that business people in this case Puri Indah hypermart improve the store atmosphere in terms of the seats in the waiting room being spaced considering the pandemic period to reduce the spread of the virus, store decorations are more attractive, store room lighting is brighter and information on promotional banners given to consumers for more details.

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