

Advertising Promotion Strategy and Quality of Service Effect Against Customer Loyalty (A Study on Customers of Modern Market in Ciamis Region)

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ABSTRACT

This article was focused on the influence of promotional strategies of thrust and quality of service on customer loyalty to customers of modern market in Ciamis region. This article was backwarded by the increasing number of modern market customers caused by advertising promotion strategies and quality of service that impact on increasing loyalty customers. The formulation of the problem in this article were advertising promotion strategies influence on customer loyalty, service quality influence on customer loyalty, and advertising promotion strategies and service quality influence on customer loyalty. In the meantime, hypothesis of work in this article were: (1) Advertising promotion strategy has a positive effect on customer loyalty, (2) Service Quality has positive effect on customer loyalty, and (3) Advertising promotion strategy and service quality have positive effect to customer loyalty.

The method employed in making this article was done to get deliniation of the influence of advertising promotion strategy and quality of service to customer loyalty to customers of modern market in Ciamis Region. Moreover, data were obtained through data collection techniques in the field using explanatory survey methodology.

Customers loyalty influenced by advertising promotion strategy equal to 58,06%. This means that customer loyalty is affected only a small part of advertising promotion strategy that is equal to 58.06%. Thus $t_{count} > t_{table}$ is $8.717 > 1.667$. Then the null hypothesis (H_0) is rejected. This means that advertising promotion Strategy positih influence on customer loyalty.

Customer loyalty is influenced by the service quality of 24.60%. This means that customer loyalty is only affected by a small portion of service quality of 24.60%. Thus $t_{count} > t_{table}$ is $2.3 > 1.667$. Then the null hypothesis (H_0) is rejected. This means that the quality of service positih influence on customer loyalty.

Customers loyalty influenced by the promotion of advertising and service quality of 58.06%. This means that customer loyalty is affected only a small part of promotion strategy advertisin and service quality that is equal to 58.06%. Thus $t_{count} > t_{table}$ is $8.717 > 1.667$. Then the null hypothesis (H_0) is rejected. This means that the promotion of advertising strategy and service quality positih influence on customer loyalty. Thus, the third hypothesis can be accepted and tested the truth. The conclusion is advertising promotion strategy has a positive effect on customer loyalty, meaning that if the use of advertising promotion strategy is more appropriate then the customer will be more loyal, Quality Service positively influence to customer loyalty, it means the better service quality will be more loyal customers, Advertisng and quality of service have a positive and high impact on customer loyalty, meaning the more appropriate promotion strategy and the better the service quality will be more loyal customers.

Keywords: The more appropriate promotion strategy and the better the quality of service, the higher the customer loyalty.

1. Introduction

Marketing activities is a function that directly defines corporate objectives and activities that have a wide range, because not only internal but also external of the company. As expressed by Kotler & Keller (2009: 6) state that "marketing is a social and managerial process in which individuals or groups aim to meet their needs and desires



through creativity, supply and exchange of product value with others". The most basic concept of marketing is how a company can meet customer requirement and conduct environmental analysis (Walker, 1999: 94).

The existence of a change of trade paradigm in Indonesia market not only traditional market but also developing what is called modern market. With the development of modern market, the core concept, trend, and marketing task also changed. The core concept of marketing is a set of concepts creating a foundation for marketing management and holistic marketing orientation (Kotler Keller, 2009: 29).

In this era of globalization there has been a very tight competition among Retail Companies, even among individuals. Thus, it is demanded an innovation based competition. In fact, with the growing integration of the world economy, almost all companies, especially retail businesses, will face demanding and demanding customers. Such customers always demand better quality, lower prices, timely supply, and excellent service. Thus only an efficient, effective and innovative retail and productive company that will remain capable of surviving even a winner in competition, while those unable to compete will suffer a setback and do not even rule out becoming bankrupt.

Business or retail business in Indonesia has developed quite rapidly in recent years with various formats and types, especially the growth of minimarket either under shelter or not. This proves that growth in the field of trade is increasing rapidly. This is as a result of the development of manufacturing enterprises and market opportunities are quite open, as well as government efforts to encourage the development of retail business. The Government plays a role in safeguarding the national retail, through regulations and laws. Retail companies in Indonesia are still controlled by foreign investors, Foreign investment in Indonesia in the form of: 1) franchise system partnerships such as Body Shop, JC Penney, and Mark & Spencer; 2) technical cooperation cooperation such as Sogo and Seibu, and 3) joint venture partnership. (Christina Whidya Utami, 2006: 19).

Retail business as a difficult business to differentiate, so retail requires relationship effort to realize customer retention and customer loyalty. The relationship effort is an active business of retail in contributing to customer expectations for realizing customer retention through the delivery of core products and services that create sustainable relationships or create customer loyalty. Modern market growing and developing in Indonesia generally and in Ciamis in particular consists of two forms of modern markets namely minimarkets and Depstor.

With the regulation and the paradigm will trigger competition both between traditional markets with other traditional markets, as well as between modern markets with other modern markets. To illustrate how the competition that occurs between traditional markets with other traditional markets and modern markets with other modern markets as in the picture below:

To achieve its marketing objectives, the company must be able to feel and understand the needs of customers more than its competitors. Hence, as to create products and services offered have high value in front of customers. Therefore, it is necessary to marketing strategy of service formulated through marketing mix which responded directly by customer can create competitive advantage, because if customer requirement fulfilled with marketing mix performance offered, it will reach competitive advantage that can last long and finally will Achieve company goals.

On the other hand, in one of the indicators in this study that will the authors say is one of the marketing mix that is the promotion mix. Promotional mix is a promotional tool that we know includes advertising activities, personal selling, sales promotion, public relations (PR), word of mouth, direct marketing, and Publications, (Rambat Lupiyoadi, A, Hamdani, 2008: 120).

Judging from the marketing mix, marketing promotion or communication is expected to contribute to the creation of customer perceptions that will shape customer value so that directly or indirectly will influence the development of room occupancy rate. Allegations are very logical, because in the current era of information technology, communication becomes an important tool in order to offer products or services. One of the factors that influence the demand for a product or service is the proper promotion to introduce the product or service offered to the consumer.



In marketing strategy, it can be stated that the promotion strategy in marketing is the effort of the company producing the product to direct the person or the society to get to know the product of the company, then understand it, change the attitude, like and believe until finally buy and always remember the company's product (Fandy Tjiptono, 2008 : 222).

Associated with promotions made to trading companies, promotional strategies in trade are marketing management efforts to disseminate information about the existence and variety of products offered, affecting customers through providing an understanding of the marketin mix so that customers change their attitude toward liking and believing in the existence and quality of products and Service to then buy the product repeatedly.

Promosi menurut Tjiptono (2008:219) adalah "suatu bentuk komunikasi pemasaran, yakni aktivitas pemasaran yang berusaha menyebarkan informasi, mempengaruhi atau membujuk, dan/atau mengingatkan pasar sasaran atas perusahaan dan produknya agar bersedia menerima, membeli, dan loyal pada produk yang ditawarkan perusahaan yang bersangkutan."

Promotion by Tjiptono (2008: 219) is "a form of marketing communication, ie marketing activities that seek to disseminate information, influence or persuade, and / or remind the target market of the company and its products to be willing to accept, buy and loyal to the products the company offers concerned." Promotion objectives are also presented Rossiter and Percy in Tjiptono (2008: 222) by classifying the purpose of promotion as the effect of communication:

1. Growing customer perception of a need (catagory need).
2. Introducing and providing an understanding of the product to the consumer (brand awareness).
3. Encouraging to make a selection of a product (brand attitude).
4. Persuading consumers to buy products (brand purchase intention).
5. Balancing the weakness of other marketing mix elements (purchase fasilitation).
6. Embedding the image of the product and the company (positioning).

Associated with the stages in the process of purchasing the product, the marketing promotion activity contributes to the appearance of the following in a potential buyer or buyer:

1. Awareness of products offered. Love (interest) and try to find out more
2. Try (trial) to compare with expectations
3. Take action (act) to buy or not to buy
4. Follow-up (follow-up) through the activity of buying back or move the brand

In an attempt to assess the objectivity of decision-making using promotional media, Tjiptono (2008: 242) proposes five criteria that should be the basis of the assessment. The five criteria are:

1. Thoroughness, namely the decision of media selection based on the process of consideration of all aspects of interest.
2. Progressiveness, ie the maximum impact of the selection of a media.
3. Measure mindedness, ie decision making has considered aspects of exposure, such as frequency, audience quality, range, and so forth.
4. Practically, that media selection has been based on facts, not on an emotional basis.
5. Optimistic, ie the process of selecting the media provides input for the experience of decision makers.

According to Luo Xueming and Cristian Homburg (2007) there is significant evidence that customer satisfaction is an important driver of corporate profitability and still largely ignores the two outcomes between customer satisfaction, that of a company's advertising and the efficiency of promotion and human resource performance. Based on the analysis of large-scale longitudinal secondary data from various sources found that customer satisfaction improves the efficiency of future advertising and promotional investment. In the same case, Kotler & Keller (2009: 23) states that the promotion mix consists of: sales promotion,



advertising, sales force, public relations / public relations, and direct pemaaran. The five elements of the promotion mix mentioned above can be described as follows, (Kotler & Keller, 2009: 244-280) :

Sales Promotion: A key element in marketing campaigns, are a range of mostly short-term incentive tools designed to stimulate the purchase of certain products or services faster and larger by customers or merchants. **Advertising:** is any form of nonpersonal presentation and promotion of ideas, goods or services by a particular sponsor to be paid. Ads can be a cost-effective way to spread messages, whether to build brand preferences or to educate people. **Personal Selling or Salesperson:** is an oral presentation in a conversation with one or more potential buyers with the goal of creating a sale. **Public relations:** includes programs designed to promote or protect the image of the company or its respective products. **Direct marketing:** is the use of all direct customer channels to reach and deliver goods or services to customers without the use of a marketing intermediary.

Quality of service is complex and most often discussed in marketing disciplines. The quality of service described in general and thoroughly evaluated in services is even a multidimensional conception built through an evaluation of the construction of a number of service-related attributes. It is for this reason that the notion of the concept of service quality continues to evolve, especially the need for a model to assess the quality of service provided by the modern market.

Taking into account the understanding of the quality of service of some experts aforementioned, the factors that affect the quality of service, target and superior service benefits that reflect the application of service quality, the understanding related to the quality of service, as well as the grouping of the tasks and skills of modern market employees, it can be concluded that the quality of modern market is the level of performance excellence or the actions, benefits and functions of modern market employees in the operations of the company to serve customer needs appropriately and satisfactorily and in accordance with customer expectations.

According Tjiptono (2007: 140) customer service quality model perceived that the customer consists of two main dimensions, namely:

1. **Technical Quality (outcome dimension)**, related to the quality of customer perceived service output. This component can be broken down into three types according to Zeithaml et al. Which consists of: search quality (quality that can be evaluated customer before buying), experience quality (quality that can only be evaluated by customers after buying or consuming services), and credence quality (a quality that is difficult to evaluate customers even if the service has been consumed).
2. **Functional Quality (process-related dimension)**, relating to the quality of service delivery or the process of transferring the technical quality, output or outcome of the services of the service provider to the customer.

The dimension of service quality is also stated by Gronroos in Tjiptono (2007: 136), which formulates the service quality dimension as follows:

1. **Professionalism and Skills**
This first criterion is an outcome-related criteria in which the customer realizes that service providers, employees, operational systems, and physical resources possess the knowledge and skills required to solve customer problems professionally.
2. **Attitudes and Behavior**
This criterion is a process-related criteria. Customers feel that company employees are paying attention to them and are trying to help in solving their problems spontaneously and happily.
3. **Accessibility and Flexibility**
This criterion is a process-related criteria. Customers feel that the service provider, location, working hours, employees and operating systems are designed and operated in such a way that customers can access easily. It is also designed with the intention of being flexible in customizing customer requests and desires.
4. **Reliability and Trustworthiness**
This criterion is a process-related criteria in which the customer understands that whatever happens, they can entrust everything to the service provider along with the employees and the system.



5. *Service Recovery*

The customer realizes that if there is a mistake or if something unexpected happens, the service provider will take immediate action to control the situation and find an appropriate solution.

6. *Reputation and Credibility*

Tjiptono (2008: 78) states that today's superior service quality is seen as a tool to gain competitive advantage in several organizations or companies. Superior service quality and consistency can foster customer satisfaction which in turn will provide various benefits. Kotler in Tjiptono (2007: 121) states that the quality of service should start from the needs and customer satisfaction and positive perceptions of the quality of service.

Tanner (1998: 13, No. 6) explains that, after making a purchase, there are several possible customer actions that need to be evaluated (post purchase evaluation), namely: (1) no longer buy, (2) Repurchase, (3) buy again repeatedly and invite others to buy the product (refferall). Buying back is done by the customer if they are satisfied, and if the product / service performance is improved according to customer's expectation, then the customer will have high loyalty to the product / service (Horovitz, 2000: 73). Roger J. Best, (2008: 38) states that the rating of customer satisfaction measurement is very dissatisfied, dissatisfied, somewhat dissatisfied, somewhat satisfied, and very satisfied.

Service loyalty is more likely to be felt for the customer of an organization or company than a tangible product customer, and according to Macintosh (1998) because service loyalty is more dependent on the development of interpersonal relationship as opposed to loyalty with tangible products. This means more service loyalty depends on the development of interpersonal relationships as opposed to loyalty to tangible products. Furthermore, according to Zeithaml (1981) "Furthermore, the influence of perceived risk is greater in the case of service, as customer loyalty may act as a barrier to customer switching behavior". This means that the influence for greater customer loyalty is felt in service products, this is reinforced in the opinion of Snyder (1986) "indeed, it has been demonstrated that loyalty is more prevalent among service customers than among the customer of tangible product". It means it has been proven that customer loyalty is more among service customers than tangible product customers. Thus, intangible traits such as reliability and trust play a major role in fostering or maintaining loyalty.

Loyalty according to Liljander (1995), "Loyalty is frequently observed behavior" loyalty is often defined as the actual behavior that encourages the performance of service organizations, but behavioral measures such as purchasing and buying wholesale are criticized for lack of basic conceptions and have a narrow sense of view Which focuses on the results of what is actually a dynamic process, for example a low degree of repeat purchase of a particular service may be the result and situational factors such as infidelity, varietal search and lack of buyer preferences or preferences.

Loyal customers are the most valuable asset for the company in improving the profitability of the company. To be able to make loyal customers, emphasize the importance of the company seize new customers and retain customers, need a high commitment both in terms of funds and human resources so that product quality is really in accordance with the wishes of customers. If the customer is satisfied, it is expected that he will not switch to another company (Blackwell, Miniard, Engel, 2001: 273).

The marketing company's paradigm shift from satisfaction to customer loyalty is also stated by Bothe, (2000: 107) who states that "future corporate orientation is shifting from a conventional approach to contemporary appraisal." The conventional approach emphasizes customer satisfaction, cost reduction, market share and market research, while the contemporary approach focuses more on customer loyalty, customer retention, and lifelong customers. The relationship between customer satisfaction and customer loyalty according to Schnaars (1998: 204) can be divided into four groups, namely: (1) failures, where the level of satisfaction and loyalty is low or in this case not satisfied and not loyal ; (2) defector (crossing), namely high customer satisfaction but low loyalty; (3) forced loyalty, where customer satisfaction is low but loyalty is high. This can happen because customers feel attached to corporate loyalty promotion programs; (4) successes, where the level of customer satisfaction and customer loyalty is high. Conditions like this is very possible the occurrence of word of mouth communication (WOM) is positive for the company.



In which loyalty leads more to the behavior shown by "routine purchases based on decision-making units". Furthermore, Griffin (2000: 35) states that customer loyalty levels can be classified into:

Suspect, covering all the people who might buy the company's products. The company calls it suspect because they believe they will buy the company's products but they do not know anything about the company and the products offered. **Prospect**, are those who have the need for a product and have the ability to get it. They already know about the company and the products it offers. **Disqualified Prospect**, which is the prospect who already knows the existence of the company's products, but they do not "have needs" of the product, or they do not have the purchasing power to get it ". **First time customer**, the customer who buys for the first time. **Repeat customers**, customers who have purchased the same product twice, or purchased two different products on two different occasions. Clients, the customers who buy all the products the company offers, they need. The company's relationship with this type of customer "has been very strong and long lasting", they are not budging with the competitor's product. Advocates (advocates / advocates), ie customer product companies that encourage or encourage their friends to consume products offered by the company.

Furthermore Griffin (2000: 89) states the criteria of loyal customers are: (1) Repeat purchase (buyback); (2) Retention, where the customer only purchases products from the company; (3) Related sales of services, where customers want to utilize the same products in the future; (4) Referrals or refers to others, where customers advise others to consume products.

Based on the above problems, the writer set the title of the article entitled "**Advertising Promotion Strategy and Quality of Service Effect Against Customer Loyalty (A Study on Customers of Modern Market in Ciamis Region)**"

1. Objectives

Problems that can be answered through this article are (i) The influence of promotional strategy to push loyalty pelanggan on modern market customers in Ciamis Region (ii) Influence of service quality to the loyalty of modern market customers in Ciamis Region, and (iii) the influence of doron promotion strategy and quality Service to the loyalty of modern market transactions in Ciamis Region.

Meanwhile, the hypothesis in this article are: (1) Promotion strategy has a positive effect on customer loyalty, (2) Quality of service positively affects customer loyalty, and (3) Promotion strategy of thrust and service quality have positive effect on customer loyalty.

2. Material and Method

The method employed in making this article was done to get deliniation of the influence of advertising promotion strategy and quality of service to customer loyalty to customers of modern market in Ciamis Region. Moreover, data were obtained through data collection techniques in the field using explanatory survey methodology.

Based on consideration of research objectives, this research used verification and descriptive problem. The nature of the verification research basically wanted to test the truth of a hypothesis implemented through data collection in the field. Given the nature of this study was descriptive and verifikatif implemented through data collection in the field, the research method used was descriptive survey method and explanatory survey method.

This type of research is causalitas, because it will be tested causal effect between free and non-free variable. The unit of analysis in this study was individual, because only the respondent community. Furthermore, time horizon in this study was cross-sectional, because information from some populations (respondent sample) were collected directly at the chosen place in order to know the opinion of some populations on the object which was being studied. The type of data needed in this study was primary data and secondary data. Primary data was the set of information obtained in survey by interview method and using structured questionnaire. Secondary data were obtained by reviewing data obtained from the recipient community, studying documents, research reports, publications and other literature supporting research.



According to Nasir (1999: 99), "Design research is all the necessary processes in planning and conducting research". In this research, the research design used was explanatory survey. In this connection, Rusidi (2003: 38) further elaborated that:

Survey research explanatory, as stated Kerlinger in Sugiyono (1988: 3) were:

Research conducted on large and small population, but the data studied is data from samples taken from the population, so that the relative incidence of events, distribution and relationships between variables, sociological and psychological.

Research is done by collecting qualitative data, which then presented in the form of numbers (quantified) to be tested verifikatif in accordance with the data analysis design.

3. Results

SPSS veri 17 estimation results, each indicator of research, need to be explained further. The explanation is needed because each variable was measured indirectly, but formed by a number of indicators that need to be reviewed role to form the variables. For more details, it will be discussed in each hypothesis.

As a result of calculation using SPSS version 17 program seen in recapitulation table result of correlation calculation between independent variables to dependent variable as follow:

Table 1

Recapitulation results of calculation of correlation between independent variable to the dependent variable

Variable	Correlation (r)	t/f count	p-value
Advertising Promotion Strategy on Customer Loyalty	0,531	2,477	0,000
Quality of Service to Customer Loyalty	0,619	3,421	0,000
Advertising Promotion Strategy and Service Quality to Customer Loyalty	0,845	7,823	0,000

Source; Results of SPSS Processing

Based on table 1, it can be seen that all independent variables have a high enough correlation level to the devenden variable. For further research will discuss how the influence of each independent variable to the dependent variable either partially or simultaneously. Besides, the writer will discuss how the results of hypothesis testing work which has been predicted on the preliminary investigator in this article.

4. Discustion

The Influence of Advertising Promotion Strategy (X1) On Customer Loyalty (Y)

Testing the influence of Promotion Strategies Advertisin (X1) on Customer Loyalty (Y) was done by calculation as follows:

$$\begin{aligned} \text{Coefficient of Determination (CD)} &= r^2 \times 100 \\ &= 0,531^2 \times 100 \\ &= 28,10 \% \end{aligned}$$

Therefore, customer loyalty influenced by advertising promotion strategy equal to 28,10%. This meant that the loyalty of the customer was influenced by a small promotional strategy of advertising that was equal to 28.10%.

While to test the hypothesis used t test. To test whether the hypothesis was accepted or not compare between t_{count} with t_{critical} as follows $2,477 > 1,667$

Testing Criteria:

- Reject H_0 if $t_{\text{count}} > t_{\text{table}}$, meaning significant correlation coefficient and influence of advertising promotion strategy to Customer Loyalty.



- Reject H_0 if $t_{count} < t_{table}$, meaning correlation coefficient was not significant and there was no influence from advertising promotion strategy on customers loyalty.

Thus $t_{count} > t_{table}$ was $2.447 > 1.667$. Then the null hypothesis (H_0) was rejected. This meant that advertising promotion strategy positively influence on motivation. Thus, the first hypothesis could be accepted and tested its truth.

Effect of Service Quality (X2) on Customer Loyalty (Y)

Testing the influence of Service Quality (X2) on Customer Loyalty (Y) is done by calculation as follows:

$$\begin{aligned} \text{Coefficient of Determination (CD)} &= r^2 \times 100 \\ &= 0,619^2 \times 100 \\ &= 38,30 \% \end{aligned}$$

Therefore, customer loyalty was affected by Pelayann Quality of 38.30%. This meant that customer loyalty was affected by a small portion of Service Quality of 38.30%.

While to test the hypothesis by comparing thtung with tkritis namely: $3.421 > 1.667$.

Testing Criteria:

- Reject H_0 if $t_{count} > t_{table}$, meaning significant correlation coefficient and the influence of Quality Service to Quality Service.
- Reject H_0 if $t_{count} < t_{table}$, meaning that the correlation coefficient was not significant and there was no influence from the quality of service to customer loyalty.

Thus $t_{count} > t_{table}$ was $3.421 > 1.667$. Then the null hypothesis (H_0) was rejected. This meant that the quality of service positively influence on customer loyalty. Thus, the second hypothesis could be accepted and tested the truth.

The Influence of Advertising Promotion Strategy (X1) and Quality of Service to Customer Loyalty (Y)

Testing the influence of Promotion Advertising Strategy (X1) and Quality of Service (X2) on Customer Loyalty (Y) was done by calculation as follows:

$$\begin{aligned} \text{Coefficient of Determination (CD)} &= r^2 \times 100 \\ &= 0,845^2 \times 100 \\ &= 71,40 \% \end{aligned}$$

Therefore, customer loyalty influenced by advrtsing promotion strategy equal to 71,40%. This meant that customer loyalty was influenced largely by the Advertising Promotion Strategy (X1) and Quality of Service (X2) that was equal to 71.40%.

While to test the hypothesis used F test that was by comparing F_{count} with F_{table} : $7,823 > 3,667$

Testing Criteria:

- Reject H_0 if $F_{count} > F_{table}$, it meant positive correlation coefficient and influence of Promotion Advertising Strategy (X1) and Quality of Service (X2) to Customer Loyalty.
- Reject H_0 if $F_{count} < F_{table}$, meaning the correlation coefficient was not positive and no influence from Promotion Advertising Strategy (X1) and Quality of Service (X2) to Customer Loyalty (Y)

Thus the $F_{count} > F_{table}$ was $7.823 > 3.667$. Then the null hypothesis (H_0) was rejected. This meant that Advertising Promotion Strategy (X1) and Quality of Service (X2) positively influenced on Customer Loyalty (Y). Thus, the third hypothesis could be accepted and tested the truth.

Theoretically, the Working Climate affected motivation according to experts' opinion. Besides Working Climate influence on Employee Performance. This was evidenced by the opinions of experts. While Loyalty was strongly influenced by Promotion Advertising Strategy in accordance with the study of experts stating that Customer Loyalty was strongly influenced by Strategy Promotion Advertising.



5. Conclusion

According to the results of analysis and hypothesis tests which have been done in previous discussion, thus, it can be deduced from the results of research as follows:

- 1) Advertising promotion strategy based on customer perception of modern market in Ciamis Region is in strong category. By using SPSS calculation it is found that Promotion Advertising strategic variable has bigger t_{count} than $t_{critical}$, all indicator of advertising promotion strategy is significant. Koevsen correlation test denominator correlation that advertising promotion strategy positively affect and signivikan on customer loyalty. This means that the more appropriate promotional strategies used by the modern market will be more loyal consumers. The first hypothesis is truth-tested and has significant significance or significance due to p-value 0,0000.
- 2) Quality of service based on customer perception of modern market in Ciamis Region is in Good category. By using SPSS calculation, it is found that Service Quality Variables have bigger t_{count} than $t_{critical}$, all indicator of service quality is significant. Based on correlation coefficient test that quality of service is positive and significant to customer loyalty. It means that the better and the right quality of service will be more loyal consumers. The second hypothesis is tested and has a significant significance level because p-value is 0.0000.
- 3) The influence of advertising promotion strategy and service quality simultaneously including high category. Partially influence of advertising promotion strategy and service quality to customer loyalty each including high enough category. This indicates that the selection and use of advertising promotion strategy and service quality can improve customer loyalty, advertising promotion strategy should get serious attention from the company (modern market) so that customers can express satisfaction in assessing the quality of service resulting in satisfaction for customers. Other variables that may affect customer loyalty are strategic variables of price promotion and the internal and external environment of the individual. Thus Hypothesis 01 and Hypothesis 02 rejected, it means there is a significant influence advertising promotional strategy on customer loyalty because $t_{count} > t_{critical}$ and there is significant influence of service quality to customer loyalty because $t_{count} > t_{critical}$. This means that the more precise promotional adversting strategy employrd by the modern post and better service quality, the loyalty of customers will be more loyal.

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