
Reviewing Service Quality Towards Consumer Loyalty: A Shariah Economic Perspective

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Abstract

Budiman Swalayan is one of the supermarkets that was founded in 1999 which was founded by H. Yasmar in Bukittinggi. Until now there are as many as 16 branches in several regions, which are dominated in the city of Padang with as many as 10 branches. Budiman Swalayan sells various products for daily necessities. This study aims to analyze the effect of service quality on consumer loyalty at Budiman Supermarkets, Padang City. The research method used in this study is a qualitative research approach to case study research, data analysis used is a case study with data collection techniques through interviews, observation and also distributing questionnaires through the Google form. The results of this study obtained results that indicated that service quality greatly influenced consumer loyalty. However, apart from service quality, there are many other things that affect consumer loyalty at Budiman Supermarket, Padang City, including: prices, products, facilities, member cards, and the shari'ah principles applied by Budiman Supermarket, Padang City towards employees and several activities in Budiman Supermarket, Padang City.

Keywords : Service Quality, Consumer Loyalty, Supermarkets

1. INTRODUCTION

The higher level of competition faced will create many alternatives for customers in choosing the products (services) offered. With the increasingly fierce level of competition, companies need to implement new strategies and tactics to respond to the needs, expectations, and behavior of customers that continue to change (Triana et al., 2017). One form of business in trade is modern retail. Modern retail was first present in Indonesia at the same time as the establishment of Toserba Sarinah in 1962 which SDGD early 1990, which also became a milestone in the entry of foreign retail in Indonesia. This business format continues to grow but only serves the upper middle class (CPIS 1994) and is still concentrated in big cities. As a result of the increasing competition, supermarkets have emerged in small towns in order to find new customers and price wars so that middle to lower class consumers can access supermarkets. This is what finally gave birth to 3 types of modern markets in Indonesia, namely minimarkets, supermarkets and hypermarkets (Supranita, nd) . Retail companies are expected to be able to make changes and improvements, especially in the field of marketing. The increasingly developing business world demands that business actors are able to respond to changes that occur by understanding consumer behavior.

Companies that are unable to understand consumer behavior properly can reduce loyalty or consumers move to other companies. Loyalty is a central marketing concept in today's business discourse (Sofianti et al., 2018). Customer loyalty is influenced by many factors, including service quality, price, and brand image. However, customer loyalty can be realized if a customer is satisfied with what the company provides. To achieve customer satisfaction, a

company must be able to provide maximum service quality, affordable prices, and a good brand image in the eyes of customers (Wiyadi, 2016). To fulfill consumer satisfaction in the service industry, service quality is very important for companies to be managed properly. Service quality is a level of excellence to fulfill consumer desires. Good service quality starts from consumer perception, not from the company (Hardi, 2017). Novianti et al.'s research found that based on empirical findings, service quality has a significant direct influence on customer satisfaction at Cikarang Medika Farma Pharmacy (Novianti, Endri, 2018). Based on the results of research conducted by Kukuh and Ida, it is proven that product quality directly affects customer satisfaction. This means that the higher the product quality, the higher the customer satisfaction. It is proven that service quality directly affects customer satisfaction. This means that the higher the service quality, the higher the customer satisfaction. It is proven that customer satisfaction directly affects customer loyalty. This means that every increase in customer satisfaction affects high customer loyalty (Kukuh, 2015).

One of the retail companies that is currently one of the places that can be said to be a favorite shopping place in Padang City is Budiman Swalayan Kota Padang. Based on observations that researchers have made, consumers at Budiman Swalayan Kota Padang are many, as evidenced by the queue when paying at the cashier or the full parking lot. When compared to hypermarts in its class, Budiman has a fairly strong competitiveness in the era of the onslaught of many competing hypermarts. The number of consumers and loyal customers of Budiman Swalayan Kota Padang cannot be separated from the marketing management regulated by Budiman Swalayan Kota Padang. This study aims to analyze the factors that support the progress and success of Budiman Swalayan Kota Padang as one of the minimarkets that has many customers. Is it limited to the quality of service alone or are there other factors that have a more significant influence on customer loyalty.

Budiman is a name found in a daily shopping place in Bukittinggi. Budiman was first established in 1988, located on Jalan Soekarno Hatta, the lower market of Bukittinggi. Budiman cake shop was founded by Mrs. Zuraida (deceased) and Mr. Samsir (deceased) and managed by the three of them with their first child named Sasdal. 12 years later, from 2000 until now, Budiman shop is managed and developed by Mr. Yasmar, the third child of Mr. Samsir (deceased) and Mrs. Zuraida (deceased). Budiman shop continues to grow so that it can open several branches in several cities in West Sumatra. The existence of Budiman Swalayan Padang today cannot be separated from the hard work of the owner of Budiman Swalayan himself, his success and existence which is known in the cities of Padang, Bukittinggi and Payakumbuh started from a small business that was pioneered and continued to be developed into a large supermarket like today.

One of the strategies implemented in Budiman Swalayan Padang to increase customer satisfaction in shopping is to use a loyalty program. A customer loyalty program is a program offered to customers to build an emotional bond with a company or brand (Khairawati, 2020). The club marketing program through membership cards provides an opportunity for companies to build a database or attract customers from competitors. In the retail world, customer loyalty programs have various names such as: bonus programs, customer cards, customer clubs, membership cards, fly buys, and many others. It is clearly proven that loyalty programs are able to build and retain customers (Li, 2018).

Loyalty programs are not only a tool to increase customer loyalty but also an opportunity to gain information about customer shopping habits and preferences. Customers receive offers in the form of product discounts, coupons, points, and merchandise or other rewards (Magatef & Tomalieh, 2015). Customers who are members of the program tend to have a stronger emotional bond than those who are not members (Lupiyoadi, 2013). The form of loyalty

program provided is in the form of providing member cards for consumers. The member card strategy implemented by Budiman Swalayan Padang is to use a point system (collecting points). Every customer who shops for a minimum of IDR 10,000.00 gets one point. Points can be collected as much as possible until they can be exchanged for various rewards or prizes that have been provided. However, based on a survey in early December 2022 on 5 consumers who shopped at Budiman Supermarket Padang, it was obtained that the Budiman Supermarket Padang member card program system was not yet online, so it took time if consumers wanted to use the member card at a branch other than where the member card was made because they had to re-enter the identity data of the member card owner in order to be able to use it.

Furthermore, product diversity makes the choice of goods increasingly varied; if the company is unable to provide heterogeneity in consumer demand, it causes consumers to be less satisfied and less loyal to certain sellers (Rokonuzzaman, 2020). Product diversity is an additional product of the core product, which can add value to the core product. Product diversity is an attraction for consumers, especially because it can provide more varied alternative choices, which leads to consumer satisfaction. The higher the product diversity, the higher the customer satisfaction (Tjahjaningsih, Ningsih, & Utomo, 2020).

Based on a survey in early December 2022 on 5 consumers who shopped at Budiman Swalayan Padang, information was obtained that in terms of product diversity, Budiman Swalayan Padang has complete products, product brands, product size variations and adequate product quality variations, but Budiman Swalayan Padang is different from other supermarkets, it does not sell products made from alcohol or using nicotine such as cigarettes. Furthermore, in terms of service quality, both in terms of physical appearance, reliability, personal interaction, problem solving and policies, everything is in accordance with consumer expectations.

Then the quality of service is closely related to customer satisfaction, quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the company. This kind of emotional bond allows the company to thoroughly understand the specific expectations and needs of customers. In turn, the company can increase customer satisfaction, where the company maximizes pleasant customer experiences and minimizes or eliminates unpleasant customer experiences (Tjiptono & Chandra, 2016). Service quality is a crucial thing that must be considered and maximized in its implementation to continue to survive and always be the customer's choice. The higher the performance of service quality compared to consumer expectations, the higher the customer satisfaction (Tjahjaningsih et al., 2020).

2. RESEARCH METHODS

The preparation of the article was carried out with the object of this research being consumers of Budiman Supermarket in Padang City. This research method uses qualitative research. Qualitative research methods aim to explain a phenomenon in depth and are carried out by collecting data as deeply as possible. Qualitative methods prioritize observation of phenomena and examine more into the substance of the meaning of the phenomenon. (Patel, 2012) through literature studies and field studies. The results and discussion of this study include a review of qualitative research methods, literature studies, field studies, and a combination of both. The conclusion of this study is that users of qualitative research methods, field studies, are ensured to first carry out literature studies. The research stages are carried out by collecting literature sources, both primary and secondary, then continued with field studies by conducting direct interviews or by distributing questionnaires or direct observations. (Darmalaksana, 2020). The research approach used in this study is a case study with an intrinsic

research type, namely qualitative research that aims to find meaning, examine processes and gain deep understanding and understanding of individuals, groups or situations. This case study emphasizes the depth and integrity of the subject matter studied, although the scope is limited to consumers of Budiman Swalayan, Padang City. Researchers choose informants based on the criteria for understanding the research problem used by researchers, in this case the most suitable informant is the consumer of Budiman Swalayan, Padang City. The number of informants in this study was 30 consumers of Budiman Swalayan, Padang City. Data collection techniques were carried out through interviews, observations and distributing questionnaires via Google Form. Observations were conducted by researchers observing and observing the shopping patterns of Budiman Swalayan consumers in Padang City. Further data collection was conducted through interviews, with in-depth interviews with informants/research objects, meaning that researchers conducted interviews with informants repeatedly and in depth to obtain the information needed about consumer shopping patterns at Budiman Swalayan in Padang City. When conducting interviews, researchers used interview instruments in the form of question formulations that were relevant to the information needed. Supported by several data collection media that can help the interview process, such as field notes, pens, books, and mobile phones. The questions asked during the interview were in accordance with the interview guidelines. The documents obtained in this study were primary data, namely data from interviews with Budiman Swalayan consumers in Padang City. Secondary data in this study were obtained from books, theses, news and other articles that were in accordance with the research topic, and references obtained from documentation related to the influence of service quality on consumer loyalty.

3. RESULTS AND DISCUSSION

3.1 Results

Initially, Budiman Swalayan Kota Padang was established in 1999 by H. Yasmar in the form of a Budiman daily goods store located on Jalan Soekarno Hatta number 26 Pasar Bawah Kota Bukittinggi, currently it has become Budiman Swalayan Kota Padang with an area of 240 M². Then in 2004, the Budiman daily goods store was established located at Pasar Aur Kuning Bukittinggi until 2010. In 2010, the Budiman daily store became Budiman Swalayan Kota Padang as well as relocation to its own land and building on Jalan Sutan Syahrir number 4 Tarok Dipo Kota Bukittinggi. In 2013, Budiman Swalayan Kota Padang was established located on Jalan Sawahan number 30 Sawahan Kota Padang, with an area of 1,000 M². Budiman Swalayan Kota Padang which is located on Jalan Pondok number 105-107 Pondok Kota Padang was established in 2015. With an area of 600 M². In 2017, Budiman Supermarket in Padang City was established, located on Jalan Rimbo Data number 22 Cengkeh, Padang City, with an area of 800 M². In 2017, Budiman Supermarket in Padang City was also established, located on Jalan By Pass Pulai Anak Air, Bukittinggi City, previously Budiman Supermarket in Padang City, located on Jalan Batang Agam Belakang Balok, Bukittinggi City from 2007 to 2017, with an area of 800 M².“(<https://budimanswalayan.com/outlet/budiman-sawahan>).” Budiman Supermarket in Padang City, located on Prof. Dr. Hamka Street No. 1, Unand Air Tawar Complex, Padang City, was opened in 2018, with an area of 800 M². In 2018, Budiman Supermarket in Padang City was also opened, located on Soekarno Hatta Street No. 9-12, Parit Antang, Payakumbuh City, with an area of 600 M². In 2019, Budiman reopened a branch on Jl. No. 44b, Alai Parak Kopi, Padang Utara District, Padang City. Likewise in 2020, Budiman opened 3 branches in 3 cities at once, namely in Padang City, Bukittinggi City, and Payakumbuh City. In Padang City, it is located on Jl. No. 40, Gn. North Padang, Padang City, in Bukittinggi City is located on Jalan Raya Bukittinggi Medan Simpang Taman, Gadut,

Tilatang Kamang, Agam Regency. And the last one in Payakumbuh City is located on Jl. Soekarno Hatta, Daya Bangun, Payakumbuh Bar District, Payakumbuh City. Until now there are around 16 Budiman Supermarket outlets in Padang City (<https://budimanswalayan.com/outlet/budiman-sawahan>).

Based on the questionnaire that has been distributed through Google Form, until now only 23 consumers have filled it out. The results of the research through the questionnaire are depicted in the diagrams below.

Diagram. 1 Consumer Gender

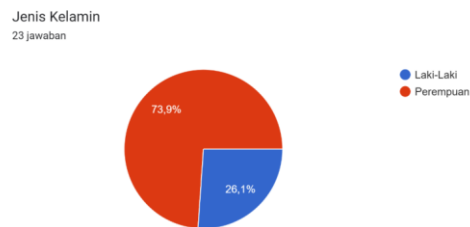


Diagram. 2 Age of Consumers (Informants)

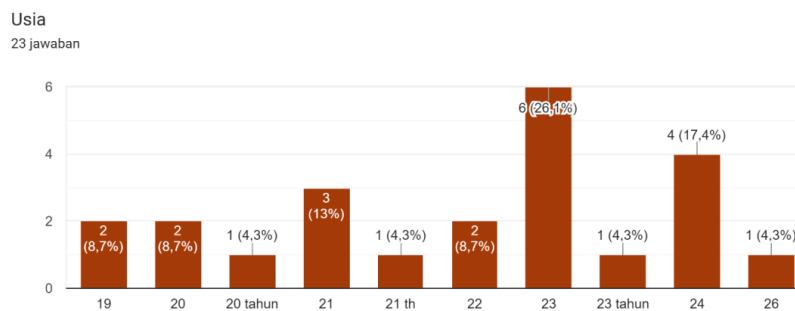


Diagram. 3 Likes/Dislikes Shopping At Budiman Supermarket Padang City

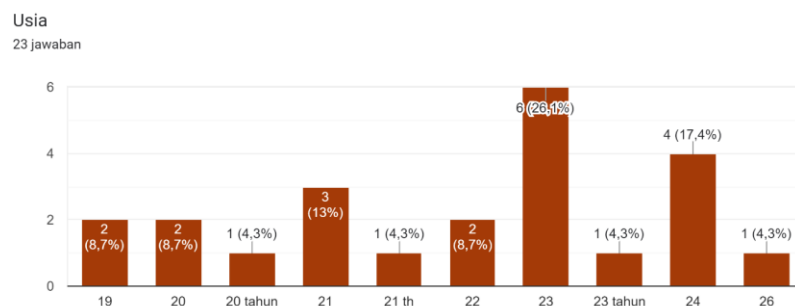


Diagram. 4 Satisfaction with Budiman Supermarket Products in Padang City

4. Apakah anda puas dengan produk yang ditawarkan di Budiman Swalayan ?

23 jawaban

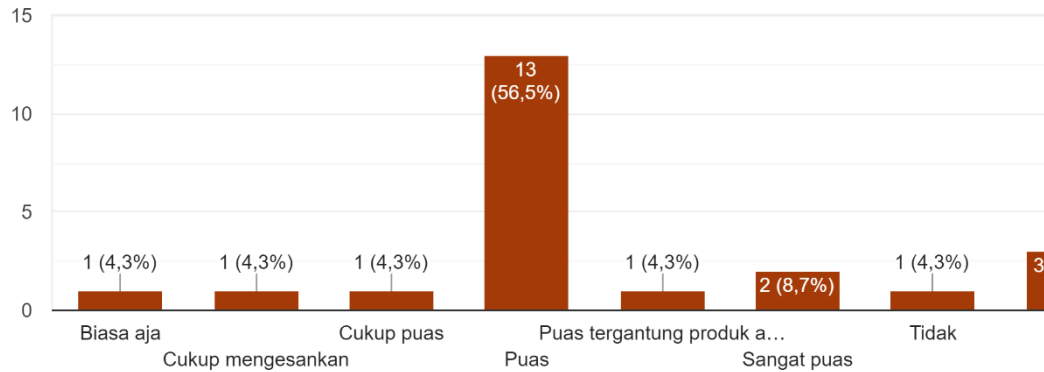
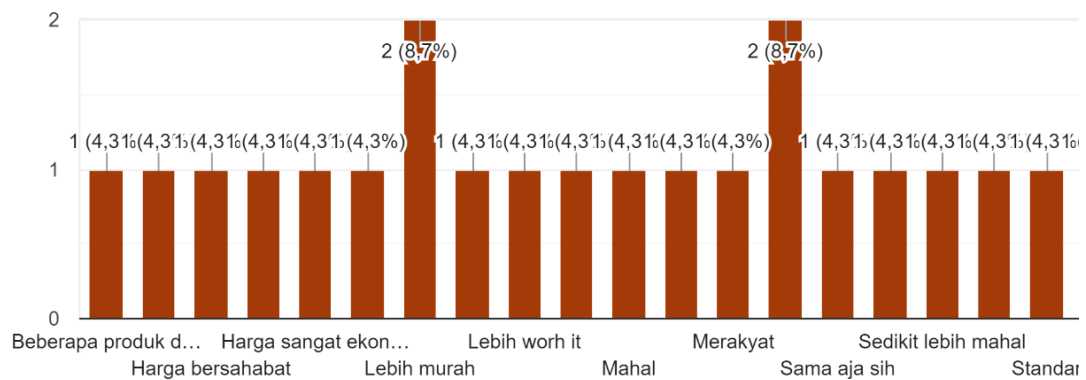


Diagram 5. Prices of Budiman Supermarket products in Padang City compared to other supermarkets

5. Bagaimana harga produk di Budiman Swalayan dibandingkan market lain ?

23 jawaban



Diagrams 6. Service at Budiman Supermarket, Padang City

7. Bagaimana pelayanan karwayan di Budiman Swalayan ?

23 jawaban

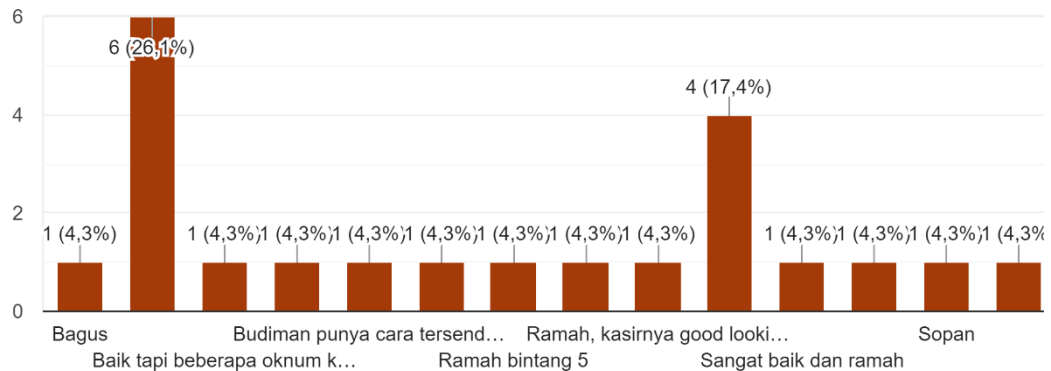
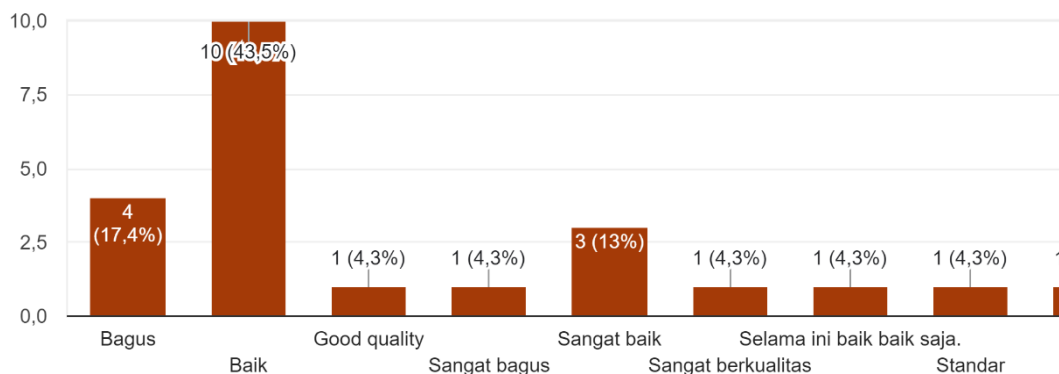


Diagram. 7 Quality of Service at Budiman Supermarket, Padang City

8. Bagaimana kualitas pelayanan di Budiman Swalayan ?

23 jawaban



Based on the data obtained from the questionnaire in the form of the diagram above, the quality of Budiman Swalayan service is considered by many to be good, good, good quality, very good, very good and very high quality. Service quality affects consumer loyalty. According to Ladhari, service quality is considered an important tool in business because it aims to provide more benefits to customers in shopping and good service quality in providing services to customers can provide customer satisfaction and help increase competitive advantage in business competition (Graha & Wardana, 2016).

In addition to being influenced by the quality of service, it turns out that there are other factors that also influence consumer loyalty, including cheaper product prices compared to other supermarkets as shown in diagram 5. about product prices. According to Sutarto, the factors that influence loyalty, the factors that influence consumer loyalty are price, location, promotion, products offered and shopping convenience. Of all these factors are important factors in generating consumer loyalty (Nanincova, 2019).

Based on an interview with Zil Erlinda Putri stated that “The quality of service at Budiman Swalayan is very good, so I enjoy shopping there. Many products are offered. Especially if you have a member card, there are many discounts and you get points”. Supported by an interview with Rahmita Oktaviani, she stated that “I enjoy shopping at Budiman Swalayan, it’s cheap, the employees are friendly, they wear a deep hijab, and there’s ample parking. The price is also cheap even though it sometimes differs by Rp. 100, I am a regular customer of Budiman Swalayan when I am in Padang. So, in addition to the quality of service, there are many supporting factors that influence consumer loyalty to Budiman Swalayan in Padang City.

3.2. Disccussion

Products Offered

There are many types of products available at Budiman Supermarket. In general, the products offered are basic necessities, fruits, school supplies, children's toys, cosmetics, fashion and others. Member Card System at Budiman Supermarket A member card is a card that contains the owner's identity, and can be used when shopping at a certain place and offers special programs to member card holders. The member card strategy implemented by Budiman Supermarket is to use a point system (collecting points). Every customer who shops for a minimum of Rp10,000.00 gets one point. Points can be collected as much as possible until they can be exchanged for various rewards or prizes that have been provided. Points can be exchanged for a minimum of 75 points with a shopping amount of Rp750,000.00. And points can be exchanged for a maximum of 2,550 points with a shopping amount of Rp25,500,000.00. The lowest point gets a pen and the highest point gets a magic com or rice cooker (Sinta Rahma Putri, 2022). Member cards can be owned by customers for free if customers shop above Rp300,000.00. However, if customers want to get a member card and shop below Rp300,000.00, then customers must pay Rp20,000.00. The requirement to create a member for all customers is to provide an ID card. Every Budiman Supermarket member owner can use their member when shopping at all Budiman Supermarkets. However, point exchange only applies to the supermarket where the customer created the member (Ahmad et al., 2022).

Marketing Management

In general, management activities in an organization are directed to achieve organizational goals effectively and efficiently. Management is the process of working together between individuals and groups and other resources in achieving goals, the organization is a management activity. In other words, managerial activities are only found in an organization, be it a business organization, school or other.³⁶ Management in the Big Indonesian Dictionary is defined as the process of using resources effectively to achieve goals.³⁷ According to the American Marketing Association (AMA), marketing is an organized activity both individually and organizationally in order to create, communicate, deliver, and exchange value for customers and other parties involved (Sutarsa et al., 2022).

Marketing Mix

Marketing mix or better known as the term marketing mix is a term used to describe a combination of tactics (marketing tools) used in a business context to achieve its goals in order to market products or services effectively to target customer groups (Kotler, 2000; The Chartered Institute of Marketing, 2009). Decisions based on the marketing mix are very important for the success of a marketing program because for marketers, the marketing mix is a set of tactical and controlled marketing tools that are combined by the company to produce the desired response in the target market (Kevin & Martha, 2023).

Principles of Marketing Management

Principles applied in a company so that the company can run well. The principles of marketing management are useful as a reference for a company in serving consumer demand well. With the principles of marketing management, the company can achieve the targets that have been determined. The principles of Islamic marketing according to Abdullah Gymnastiar and Hermawan Kartajaya are Marketing Strategy In the Big Indonesian Dictionary (KBBI) it is stated that the term strategy is a science for using resources to implement certain policies.⁴⁹ According to Jack Trout in his book Trout On Strategy, the essence of strategy is how to make a good perception in the minds of consumers different. Recognizing the strengths and weaknesses of competitors becomes a specialty, mastering a simple word in the head, leadership that gives direction and understanding market reality by being the first rather than being better (Subagiyo, 2018).

Marketing Management According to Islam

According to Kartajaya, the business strategy that must cover all activities in a company includes the entire process of creating, offering, exchanging value from a producer or a company or individual in accordance with Islamic teachings. The sharia market is often said to be an emotional market while the conventional market is a rational market. The meaning of this statement is that people are only interested in doing business in the sharia market for purely emotional religious reasons and because they want to get financial benefits which some people say are rational. On the other hand, in the conventional market, people want to get as much profit as possible without caring too much about whether the business they are engaged in may deviate or even conflict with Islamic teachings or whether the methods used to obtain these benefits use dirty methods or not (Arip Budiman, 2022).

Segmentation and targeting were practiced by Rasulullah when he traded to Syria, Yemen, and Bahrain. Rasulullah was very familiar with what goods were liked by the people and absorbed by the local market. After knowing his target market (targeting), Rasulullah prepared the merchandise that was brought to the area. Rasulullah was very professional and understood segmentation and targeting well so that he could please Khadijah, who was not yet his wife at that time. The goods traded by Rasulullah always sold quickly, because they were in accordance with the segment and target market (Subagiyo, 2018).

The increase in sales of a company has indeed been fully determined by Allah SWT, but to be able to get increased sales, producers must make an effort. But most producers consider increasing sales very easy to achieve in a way that is not recommended in Islam. So that producers are willing to do anything to get high sales, but without paying attention to the conditions set by Allah SWT. Such as not paying attention to the halalness of the product, the quality of the product, the price and so on. In the view of Islam, increasing sales is allowed by all producers but must be done in the right way, in accordance with Islamic law. One thing that

producers can do to increase sales is through sharia marketing. As Allah SWT says in Qs. An-Nisaa verse 29. The verse above explains that every believer is allowed to acquire wealth in the right way, namely through business transactions that are mutually agreed upon. It is not done in a false way. So in a context like this, a producer or company is allowed to increase sales. Islam provides market freedom, and leaves it to the law of instinct which can carry out its function in harmony with supply and demand (Sinta Rahma Putri, 2022).

Service quality is a key factor in building consumer loyalty. Recent studies have shown that good service quality can significantly increase consumer satisfaction and loyalty. This also applies to Budiman Swalayan, one of the leading supermarkets in Padang City. The Influence of Service Quality on Consumer Satisfaction The quality of service provided by Budiman Swalayan has been proven to have a positive and significant influence on consumer satisfaction. Several contributing factors include: 1) Tangibles: Cleanliness and tidiness of the store, completeness of products, and neat employee appearance 2) Reliability: The ability to provide promised services immediately, accurately and satisfactorily 3) Responsiveness: Willingness to help consumers and provide fast service 4) Assurance: Knowledge, politeness and ability of employees to foster consumer trust 5) Empathy: Sincere attention given to each consumer The better the quality of service provided, the higher the satisfaction felt by Budiman Swalayan consumers (Kevin & Martha, 2023).

The Influence of Consumer Satisfaction on Consumer Loyalty High consumer satisfaction at Budiman Swalayan has also been proven to have a positive and significant effect on consumer loyalty. Satisfied consumers tend to: a. Make repeat purchases regularly b. Purchase other product lines and services from the same company c. Provide references to others d. Show immunity to competitors' pull e. The higher the satisfaction felt by consumers, the greater the likelihood that they will become loyal consumers at Budiman Swalayan. Thus, it can be concluded that superior service quality is the key to building strong consumer satisfaction and loyalty at Budiman Swalayan. Improving service quality in all aspects, from physical evidence to empathy, will encourage sustainable consumer satisfaction and loyalty as a Mediator f. In addition to its direct influence, consumer satisfaction has also been proven to mediate the relationship between service quality and consumer loyalty. The better the quality of service provided, the higher the satisfaction felt by consumers, which will ultimately increase their loyalty to Budiman Swalayan (Ahmad et al., 2022).

4. CONCLUSION

Based on the results of the study above, it can be concluded that service quality greatly influences consumer loyalty. However, in addition to service quality, many other things influence consumer loyalty at Budiman Swalayan Kota Padang, including: price, product, facilities, member cards, and sharia principles applied by Budiman Swalayan Kota Padang to employees and several activities at Budiman Swalayan Kota Padang. This study only discusses the influence of service quality on consumer loyalty at Budiman Swalayan Kota Padang. It has not discussed other supermarkets such as Citra Swalayan, Annisah Swalayan and others. It has also not discussed the supporting factors that influence consumer loyalty.

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