

## Analysis of Marketing Strategy, Purchasing Interest and Loyalty Towards Retail Stores' Profitability in Bekasi Area

Andrian<sup>1)</sup>, Pratiwi Nila Sari<sup>2)</sup>, Misbahul Anwar<sup>3)</sup>, Rini Wijayaningsih<sup>4)</sup>, Ch. Indra Wahyu Putra<sup>5)</sup>

<sup>1</sup>Department of Management, Universitas Bina Insani, Bekasi, Indonesia

<sup>2,4</sup>Department Accounting, Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

<sup>3</sup>Department of Management, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

<sup>5</sup>Department of Management, Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

e-mail: <sup>1</sup>[andriantahar@gmail.com](mailto:andriantahar@gmail.com), <sup>2</sup>[pratiwi@ubharajaya.ac.id](mailto:pratiwi@ubharajaya.ac.id),

<sup>3</sup>[misbahulanwar@umy.ac.id](mailto:misbahulanwar@umy.ac.id), <sup>4</sup>[rini.wijayaningsih@ubharajaya.ac.id](mailto:rini.wijayaningsih@ubharajaya.ac.id), <sup>5</sup>[indrahatibie@gmail.com](mailto:indrahatibie@gmail.com)

Article Information

Submit: 00-00-0000

Revised: 00-00-0000

Accepted: 00-00-0000

### Abstrak

Penelitian ini menyelidiki pengaruh strategi pemasaran, minat beli, dan loyalitas konsumen terhadap profitabilitas toko ritel di Wilayah Bekasi. Dalam pasar yang sangat kompetitif, bisnis ritel harus menerapkan strategi pemasaran yang efektif untuk menarik konsumen dan menumbuhkan loyalitas jangka panjang. Terdapat 178 pelanggan yang sering berbelanja di toko ritel, termasuk manajer bisnis ritel. Dengan menggunakan pendekatan kuantitatif, penelitian ini menggunakan data survei yang dikumpulkan dari konsumen ritel dan menganalisis hubungan antar variabel melalui analisis jalur. Temuan penelitian mengungkapkan bahwa strategi pemasaran—terutama yang melibatkan penetapan harga, promosi, lokasi toko, dan layanan pelanggan—secara signifikan memengaruhi minat beli dan loyalitas konsumen. Lebih lanjut, loyalitas konsumen memainkan peran penting dalam meningkatkan profitabilitas melalui pembelian berulang dan promosi dari mulut ke mulut yang positif. Penelitian ini menunjukkan bahwa 36,4% keputusan pembelian dapat dijelaskan oleh variabel independen Strategi Pemasaran, Minat Beli, dan Loyalitas Konsumen, sedangkan 63,6% sisanya dijelaskan oleh sebab-sebab lain di luar variabel dalam penelitian ini, seperti Kepuasan Konsumen, Niat Beli Ulang, dan sebagainya. Studi ini menyimpulkan bahwa upaya pemasaran terpadu dan inisiatif membangun loyalitas sangat penting untuk mempertahankan profitabilitas di sektor ritel Indonesia.

**Kata Kunci:** Loyalitas Konsumen, Minat Beli, Profitabilitas Toko Ritel, Strategi Pemasaran.

### Abstract

*This study investigates the influence of marketing strategy, purchasing interest, and consumer loyalty on the profitability of retail stores in Bekasi Area. In a highly competitive market, retail businesses must implement effective marketing strategies to attract consumers and foster long-term loyalty. There are 178 customers who frequently shop at retail stores, including retail business managers. By using a quantitative approach, the research employs survey data collected from retail consumers and analyzes the relationships between variables through path analysis. The findings reveal that marketing strategies—particularly those involving pricing, promotion, store location, and customer service—significantly affect both purchasing interest and consumer loyalty. Furthermore, consumer loyalty plays a crucial role in enhancing profitability through repeat purchases and positive word-of-mouth. This study shows that 36.4% of purchasing decisions can be explained by the independent variables of Marketing Strategy, Purchasing Interest and Consumer Loyalty, while the remaining 63.6% is explained by other causes outside the variables in this study, like Consumers' Satisfaction, Repurchase Intention and so on. The study concludes that integrated marketing efforts and loyalty-building initiatives are essential for sustaining profitability in the Indonesian retail sector.*

**Keywords:** Consumer Loyalty, Marketing Strategy, Purchasing Interest, Retail Stores' Profitability.

## INTRODUCTION

In recent years, Indonesia's retail industry has experienced rapid growth, driven by shifting consumer behavior, digital transformation, and increased market competition (Sugito, Sairun, A. ., Astuti, D. ., & Saragih, M. G., 2022). Retail companies are now challenged to not only attract new

customers but also retain existing ones through strategic marketing efforts and loyalty programs. Marketing strategy plays a pivotal role in shaping consumer purchasing interest (Andrian; et al., 2022) Elements such as pricing, product placement, promotional activities, and customer service directly influence how consumers perceive value and make buying decisions. However, purchasing interest alone is not sufficient to ensure long-term profitability. Consumer loyalty—reflected in repeat purchases, brand advocacy, and emotional attachment—has become a key determinant of sustainable business success (Andrian, 2019).

This study aims to explore the interrelationship between marketing strategy, purchasing interest, and consumer loyalty, and how these factors collectively impact the profitability of retail companies in Indonesia. By understanding these dynamics, retail businesses can develop more targeted and effective strategies to thrive in a competitive landscape. Indonesia's retail sector is undergoing a dynamic transformation, influenced by technological advancements, shifting consumer expectations, and the rise of e-commerce platforms. Traditional brick-and-mortar stores are now competing not only with each other but also with digital marketplaces that offer convenience, personalization, and competitive pricing.

In this evolving landscape, understanding the psychological and behavioral drivers behind consumer purchasing decisions becomes increasingly important. Marketing strategies must go beyond conventional advertising and embrace data-driven approaches, customer engagement, and brand storytelling to build meaningful connections with consumers. Purchasing interest is often shaped by perceived value, product relevance, and emotional resonance (Kotler, 2012). However, converting interest into loyalty requires consistent brand performance, trust, and post-purchase satisfaction. Loyal consumers are more likely to engage in repeat transactions, provide positive referrals, and resist switching to competitors—even in the face of aggressive promotional offers (Omar, 1999). According to Sherry Y Chen and Robert Macredie in (El Shiffa; et al., 2022) repurchase behavior occurs when customers purchase other products or services for the second or more times with the same company. In addition, the reason for purchasing again is primarily triggered by customer experience towards the products or services.

Research gaps in the Study are Limited Local Contextualization which is many studies apply general marketing frameworks without adapting them to the unique consumer behavior and retail dynamics in Bekasi, which has a mix of traditional and modern retail formats, Digital vs. Physical Retail Strategy which is there's a lack of comparative analysis between online and offline retail strategies in Bekasi. Most studies focus on one channel, ignoring how omnichannel strategies affect loyalty and profitability, Consumer Loyalty drivers beyond discounts, as we know that existing research often emphasizes price promotions and discounts (Suryana, P., & Haryadi, M. R, 2019). However, emotional loyalty, brand experience, and post-purchase engagement are underexplored in the Bekasi retail context, then Longitudinal Impact on Profitability that few studies track how marketing strategies and consumer loyalty evolve over time and how they sustainably impact profitability. Most use cross-sectional data, missing long-term insights, and the last one is Behavioral Segmentation that there's limited segmentation of consumers based on lifestyle, digital literacy, or generational preferences (e.g., Gen Z vs. Millennials), which could reveal more nuanced purchasing interest patterns.

The findings are expected to provide actionable insights for retail managers, marketers, and business strategists aiming to optimize performance in Indonesia's competitive retail environment (Swastha, Basu, 2014). Research on marketing strategy, purchase intention, and consumer loyalty has become a major focus in consumer behavior and business management studies (Malhotra, 2004). Some key concepts underlying this article include:

1. Marketing Strategy and the 4Ps

Traditional marketing strategies are often associated with the 4Ps marketing mix: Product, Price, Place, and Promotion. According to (Kotler & Keller, 2016), these four elements form

the foundation for building consumer perceptions and driving purchasing decisions. A study by (Hsu, et al., 2014) shows that the marketing mix has a significant influence on consumers' cognitive and affective aspects, which ultimately influence brand loyalty.

## 2. Purchasing Interest

Purchase interest is the initial stage in the consumer decision-making process. Factors such as information quality, convenience, and trust in the brand significantly influence purchase intention. Research by (Kalangi; et al., 2022) emphasizes that trust and convenience in online transactions have a positive impact on purchase intention and purchase decisions.

## 3. Consumer Loyalty

Consumer loyalty reflects not only satisfaction but also emotional attachment and the tendency to repurchase. A study by (Yuliasih, et al., 2021) showed that brand loyalty is influenced by product quality, customer experience, and consistent brand communication. Strong loyalty directly contributes to profitability by reducing acquisition costs and increasing customer lifetime value.

## 4. Profitability in the Retail Context

According to (Hergianti, 2020), profitability is a ratio used to assess a company's ability to generate profits and utilize fixed assets used for operations based on certain sales levels, assets, and share capital. The profitability ratio also indicates the company's increase in profit. An assessment of a company's performance can be achieved through the progress of its operational activities, therefore, company profit plays an important role in determining the company's value and can be defined by its effectiveness in various ratios to assets, namely the profitability ratio. (Dewanti & Djajadikerta, 2018) states that through existing capabilities and resources such as sales activities, cash, capital, and the number of branches, opportunities for profit or profitability are identified. In the Indonesian retail context, profitability is influenced by operational efficiency, targeted marketing strategies, and the ability to retain customers. Digitalization and competition between e-commerce platforms are also important factors influencing consumer loyalty and profit margins.

## RESEARCH METHODS

This research uses a quantitative approach with a survey method. The population in this study is medium-and large-scale retail stores operating in the Bekasi area. A purposive sample of 178 retail customers who frequently buys from the retail stores including stores' managers with well-documented financial data and marketing strategies was selected. Data Collection Techniques is using Questionnaires that developed to measure marketing strategy variables (product, price, promotion, distribution), purchasing Interest, Customer loyalty and also Financial Documents that is Profitability data is taken from annual financial reports (net profit, ROA, sales growth).

Besides, the Multiple Linear Regression is used to test the effect of each marketing strategy variable on profitability, Validity and Reliability tests are conducted to ensure the quality of the research instrument. Normality, Multicollinearity and Heteroscedasticity tests are also used. Then, Hypothesis (partially t and simultaneously F tests) and Determination Correlation (R Square) test contributed calculations for the perfection of this research. This study employed a quantitative data analysis method, employing statistical computing strategies to process and analyze the data. In this study, the author uses reliability tests and validity tests to ensure that the data used is valid. Data is collected by compiling a list of questions to be asked to respondents in the form of a questionnaire, after which the data that has been collected will be processed using the SPSS program.

## Population and Sampling Methods

### a. Population

Population is “a generalization area consisting of subjects or objects that have certain qualities and characteristics that are applied by researchers to be studied and drawn conclusions”, according to (Sugiyono, 2017). The population in this study are Retail consumers in Bekasi: Individuals who shop at retail stores in the Bekasi area, Retail business owners or managers: Especially those involved in marketing and customer relationship strategies, Targeted segments: include age groups, income levels, and shopping frequency categories.

### b. Sample

According to (Sugiyono, 2017), “a sample is a part and the number and characteristics of the population. Based on the population above, the method used in this study is the purposive sampling method”. Purposive sampling, also known as judgmental or selective sampling, is a non-probability sampling technique where researchers intentionally select participants based on specific characteristics or qualities that align with the objectives of the study.

## Data Collection Techniques

### a. Questionnaire

A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to be answered. This research questionnaire was conducted by providing a list of questions to people who had 178 retail customers who frequently buys from the retail stores including stores’ managers with well-documented financial data and marketing strategies was selected. Researchers used a Likert scale to measure the opinions, attitudes and perceptions of a person or group of people and social phenomena.

### b. Data Analysis Method

#### 1. Validity Test

According to (Sekaran, 2018) “validity testing is carried out to determine whether the instrument, technique, or process used to measure a concept actually measures the intended concept used to determine whether or not the questionnaire instrument used in data collection is valid and will be called reliable if the answers are consistent/stable over time”. The basis for validity testing is as follows:

- ❖ If the calculated  $r$  is positive and the calculated  $r > r$  table, then the variable is valid.
- ❖ If the calculated  $r$  is not positive and the calculated  $r < r$  table, then the variable is not valid

#### 2. Reliability Test

“Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied on”, according to (Situmorang & Luthfi, 2014). If the respondents are consistent in answering the statements on the questionnaire, then the data is reliable, while if a respondent's answer is random, it can be said that the data is not reliable. Reliability testing can be carried out simultaneously on all questions. If the Alpha value  $> 0.70$  then it is reliable. The basis of reliability testing is as follows:

- ❖ If the Cronbach Alpha value  $> 0.70$  then the data being tested is declared reliable.
- ❖ If the Cronbach Alpha value  $< 0.70$  then the data being tested is declared unreliable.

#### 3. Normality Test

According to (Ghozali, 2018) “the normality test aims to determine whether the distribution of data follows or approaches a normal distribution, there are 2 ways to detect whether the residual is normally distributed or not, namely by the Kolmogorov statistical test”. The criteria if:

- ❖ Sig.  $> 0.05$  then the data is normally distributed.

❖ Sig. < 0.05 then the data is not normally distributed.

#### 4. Multicollinearity Test

It aims to test whether there is a correlation between independent variables in the regression model. According to (Ghozali, 2018) “a good regression model should not have a correlation between independent variables”. If the independent variables are correlated with each other, then these variables are not orthogonal. This test is also used to avoid the decision-making process regarding the influence of the partial test of each independent variable on the dependent. If the resulting VIF is between 1-10 then there is no multicollinearity.

#### 5. Heteroscedasticity Test

According to (Ghozali, 2018) the Heteroscedasticity Test aims to test whether there is inequality in the variance of the residuals from one study to another in the regression model. There are several steps in detecting the presence or absence of heteroscedasticity, namely by looking at the Plot Graph between the predicted values of the dependent variable. And you can also use the Glejser test, by regressing the absolute value of the residual against the independent variable above the 5% confidence level, then it can be concluded that the regression model does not contain heteroscedasticity.

#### 6. Multiple Linear Regression Analysis Test

Simple linear regression equation model with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + E$$

Information:

Y = Retail Stores' Profitability

a = Constant price

b<sub>1</sub> = First regression coefficient

b<sub>2</sub> = Second regression coefficient

b<sub>3</sub> = Third regression coefficient

X<sub>1</sub> = Marketing Strategy

X<sub>2</sub> = Purchasing Interest

X<sub>3</sub> = Consumer Loyalty

E = Error

#### 7. Hypothesis Test

##### a. Simultaneous Test (F Test)

This test aims to see whether all independent variables inputted into the model have a joint (simultaneous) influence on the dependent variable. Decision making in the F test is:

❖ H<sub>0</sub>: does not meet eligibility.

❖ H<sub>a</sub>: meets eligibility.

Criteria:

❖ If F count > F table, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

❖ If F count < F table, then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

Or:

❖ If p < 0.05, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

❖ If p > 0.05, then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

##### 8. Partial Regression Coefficient Test (T-Test)

This test aims to determine how far the influence of an independent variable is partially (individually) on the variation of the dependent variable. The hypothesis used in this test is:

❖ H<sub>0</sub>: there is no influence between variable x and variable y.

❖ H<sub>a</sub>: there is an influence between variable x and variable y.

Criteria:

❖ If  $t \text{ count} < t \text{ table}$ , then  $H_0$  is accepted.

❖ If  $t \text{ count} > t \text{ table}$ , then  $H_0$  is rejected.

Or

❖ If  $p < 0.05$ , then  $H_0$  is rejected.

❖ If  $p > 0.05$ , then  $H_0$  is accepted.

#### 9. Analysis of the Determination Coefficient ( $R^2$ )

According to (Ghozali, 2018), “the determination coefficient ( $R^2$ ) test functions to measure the extent of the dependent variable variation model's ability”. The determination coefficient value is between zero and one.

## RESULTS & DISCUSSION

### 1. Validity Test

“Validity test is conducted to determine the validity of the questionnaire or survey”. “A questionnaire can be declared valid if a person's answer to the statement contained in the questionnaire or survey is consistent or stable over time”. Validity test can be conducted by comparing the calculated  $r$  value with the  $r$  table. The basis for testing the validity criteria is if the calculated  $r > r$  table, then the questionnaire item or statement is declared valid. If the calculated  $r < r$  table, then the questionnaire item or statement is invalid. The calculated  $r$  value is taken from the output of SPSS (Statistical Product for Social Sciences) version 23.

**Table 1. Marketing Strategy ( $X_1$ )**

Indicator	r count	r table	Result
Statement 1	0.545	0.2787	Valid
Statement 2	0.812	0.2787	Valid
Statement 3	0.877	0.2787	Valid
Statement 4	0.798	0.2787	Valid
Statement 5	0.534	0.2787	Valid

Source: Primary Data Processed in 2024

From table 1 above, it can be seen that the calculated  $r$  value of all the statements tested contains 5 items that are declared valid or have a value greater than the  $r$  table. It can be concluded that 5 statement items from each table in this study are declared valid.

**Tabel 2. Purchasing Interest ( $X_2$ )**

Indicator	r count	r table	Result
Statement 1	0.723	0.2787	Valid
Statement 2	0.802	0.2787	Valid
Statement 3	0.854	0.2787	Valid
Statement 4	0,811	0.2787	Valid
Statement 5	0.727	0.2787	Valid

Source: Primary Data Processed in 2024

From table 2 above, it can be seen that the calculated r value of all the statements tested contains 5 valid items or has a value greater than the r table in this study, which is declared valid.

**Table 3. Consumer Loyalty (X<sub>3</sub>)**

Indicator	r count	r table	Result
Statement 1	0.224	0.2787	Valid
Statement 2	0.714	0.2787	Valid
Statement 3	0.852	0.2787	Valid
Statement 4	0.803	0.2787	Valid
Statement 5	0.608	0.2787	Valid

Source: Primary Data Processed in 2024

From table 3 above, it can be seen that the calculated r value of all tested statements contains 5 valid items or has a value greater than the r table in this study, which is declared valid.

**Tabel 4. Retail Stores' Profitability (Y)**

Indicator	r count	r table	Result
Statement 1	0.634	0.2787	Valid
Statement 2	0.628	0.2787	Valid
Statement 3	0.813	0.2787	Valid
Statement 4	0.744	0.2787	Valid
Statement 5	0.595	0.2787	Valid

Source: Primary Data Processed in 2024

From table 4 above, it can be seen that the calculated r value of all the statements tested contains 5 valid items or has a value greater than the r table in this study, which is declared valid.

## 2. Reliability Test

Reliability test is a test that shows a level of consistency and accuracy of measurement results to determine how far a measuring instrument can be relied on. Reliability test can be done simultaneously on all questions. if the Alpha Cronbach value > 0.70 then it is reliable.

**Table 5. Reliability Test**

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,822	0,815	4

Source: Primary Data Processed in 2024

Based on the table above, it is known that the Cronbach Alpha value is 0.822 > 0.70, so it can be concluded that the questionnaire distributed in this study is reliable.

## 3. Normality Test

This normality test is useful for testing whether in the regression model, the dependent variable and independent variable have a normal distribution or not. Good and suitable data to be used in a study is data that has a normal distribution. The results of the Normality Test using the SPSS 23 program are as follows:

**Table 6. Normality Test**

		Marketing Strategy	Purchasing Interest	Consumer Loyalty	Retail Stores' Profitability
N		178	178	178	178
Normal Parameters <sup>a,b</sup>	Mean	23.88	23.66	23.70	23.98
	Std. Deviation	1.438	1.780	1.474	1.332
Most Ext. Differences	Absolute	0.322	0.334	0.311	0.318
	Positive	0.218	0.226	0.189	0.222
	Negative	-0.322	-0.334	-0.311	-0.318
Test Statistic		0.322	0.334	0.311	0.318
Asymp. Sig. (2-tailed)		0.000 <sup>c</sup>	0.000 <sup>c</sup>	0.000 <sup>c</sup>	0.000 <sup>c</sup>

Source: Primary Data Processed in 2024

In the Kolmogorov-Smirnov test method, if the significance value is  $> 0.05$  then the variable is normally distributed and vice versa if the significance is  $< 0.05$  then the variable is not normally distributed. From the results of the table above, it can be seen that the Asymp. Sig. (2-tailed) value is  $0.000 > 0.05$ , so it can be concluded that the data is not normally distributed.

#### 4. Multicollinearity Test

The Multicollinearity Test is useful for testing whether the regression model finds a correlation between independent variables. The way to find out whether there is a deviation from the multicollinearity test is by looking at the Tolerance and VIF values of each independent variable, if the Tolerance value  $> 0.10$  and the VIF value  $< 10$ , then the data is free from multicollinearity symptoms.

**Table 7. Multicollinearity Test**

Independent Variables	Calculation		Results
	Tolerance	VIF	
Marketing Strategy	0.586	1.707	No Multicollinearity
Purchasing Interest	0.684	1.462	No Multicollinearity
Consumer Loyalty	0.548	1.825	No Multicollinearity

Source: Primary Data Processed in 2024

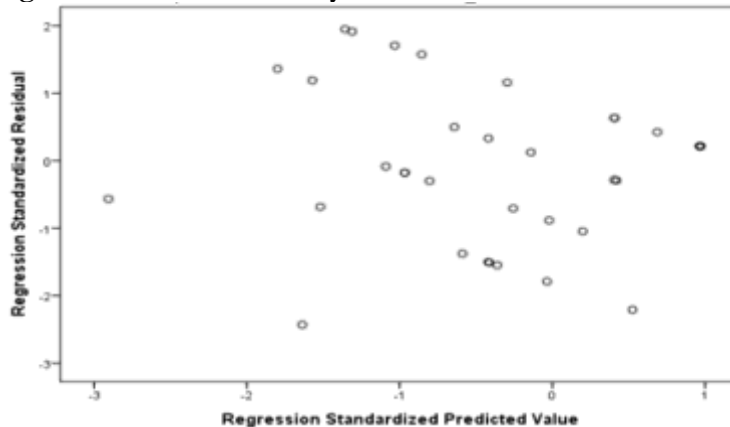
It can be seen in the table above that the results of the Tolerance value calculation show that there are no independent variables that have a Tolerance value of less than 0.10 and the Independent Factor (VIF) variable also shows something similar, namely that there is no VIF value from the independent variable that has a VIF value of more than 10. The results of the calculation of the Tolerance and VIF values can be concluded that there is no multicollinearity between the independent variables in the regression model.

#### 5. Heteroscedasticity Test

The heteroscedasticity test aims to test in the regression model whether there is inequality of variance from the residual of one observation to another observation. The occurrence of heteroscedasticity or not can be known by using the Scatter Plot between the predicted value of the dependent variable, namely ZPRED, and its residual SRESID. No heteroscedasticity is if there is no clear pattern, and the points are spread above and below the number 0 on the Y axis.



Figure 2. Heteroscedasticity Test



Source: Primary Data Processed in 2024

Based on the image above, it can be seen that there is no clear pattern and the points are spread randomly above and below the number 0 on the Y axis. This shows that the data in this study does not contain heteroscedasticity.

#### 6. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test how much influence one variable has on another variable. Statistical calculations in this study were carried out using the SPSS program and the results of data processing obtained the following results:

Table 8. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant) Marketing Strategy Purchasing	9.031	2.896		3.118	0.003		
Interest Consumer	0.222	0.141	0.240	1.570	0.123	0.586	1.707
Loyalty	0.180	0.106	0.240	1.699	0.096	0.684	1.462
	0.228	0.143	0.252	1.595	1.117	0.548	1.825

Source: Primary Data Processed in 2024

Based on the table above, the multiple linear regression equation in this study is as follows:

$$Y = 9.031 + 0.222 X_1 + 0.180 X_2 + 0.228 X_3 + e$$

The multiple regression equation above is explained as follows:

- The multiple regression equation above is known to have a constant of 9.031. The magnitude of the constant indicates that if the independent variables are assumed constant, then the dependent variable, namely Y, increases by 9.031%
- The coefficient of variable  $X_1 = 0.222$  means that every 1% increase in  $X_1$  will cause an increase in Y of 0.222%.
- The coefficient of variable  $X_2 = 0.180$  means that every 1% increase in  $X_2$  will cause an increase in Y of 0.180%.

- d. The coefficient of variable  $X_3 = 0.228$  means that every 1% increase in  $X_3$  will cause an increase in  $Y$  of 0.228%.

7. Hypothesis Test

a. Partial T Test

The T statistical test shows how far the influence of one independent variable on the dependent variable. To test the influence of each independent variable used in this study partially, the t test is used with a significance level of 0.05. The basis for decision making is as follows:

1. Decision making based on probability value
  - ❖ If significant  $< 0.05$  then  $H_0$  is rejected,  $H_a$  is accepted.
  - ❖ If significant  $> 0.05$  then  $H_0$  is accepted,  $H_a$  is rejected.
2. Decision making based on the t-count value.
  - ❖ If t Count  $> t$  Table, then  $H_0$  is rejected.
  - ❖ If t Count  $< t$  Table, then  $H_0$  is accepted.

Testing is done by processing data using the SPSS program. The results of the t-test data (partial test) can be seen in table 9 as follows:

**Table 9. Partial T Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
(Constant)	9.031	2.896		3.118	0.003		
Marketing	0.222	0.141	0.240	1.570	0.123	0.586	1.707
Strategy Purchasing	0.180	0.106	0.240	1.699	0.096	0.684	1.462
Interest Consumer Loyalty	0.228	0.143	0.252	1.595	1.117	0.548	1.825

Source: Primary Data Processed in 2024

With  $n = 178$ , obtained  $df\ 178-2 = 176$ , then the t table is 1.974. Based on the data above, From the results of the table above, it can be seen that the Constant t-count value is  $3.118 > 1.974$  (t table) with sig.  $0.003 > 0.05$  ( $\alpha$ ) or a significance value less than 0.05. Therefore,  $H_0$  is rejected or  $H_a$  is accepted, which means that partially the variable (X) has a significant effect on the decision of the variable (Y).

b. Simultaneous F test

The F test is used to meet the simultaneous or joint influence of the independent variables Marketing Strategy ( $X_1$ ), Purchasing Interest ( $X_2$ ) and Consumer Loyalty ( $X_3$ ) have a significant influence on the Retail Stores' Profitability (Y).

**Table 10. Simultaneous F test**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	32,354	3	10,785	9,082	0,000
Residual	54,626	46	1,188		
Total	86,980	49			

Source: Primary Data Processed in 2024

From the results of the table above, it can be seen that the calculated F value is  $9.082 > 2.80$  (F table) with a sig. value of  $0.000 < 0.05$  ( $\alpha$ ) or a significance value of less than 0.05. Therefore,  $H_0$  is rejected or  $H_a$  is accepted, which means that Marketing Strategy ( $X_1$ ), Purchasing Interest ( $X_2$ ) and Consumer Loyalty ( $X_3$ ) have a simultaneous effect on Retail Stores' Profitability ( $Y$ ).

#### 8. Determination Coefficient Test ( $R^2$ )

The determination coefficient ( $R^2$ ) essentially measures how far the model's ability to explain the variation of the dependent variable. The determination coefficient value is between zero and one. If the coefficient value approaches zero, then the ability of the independent variable to influence the dependent variable in the study is very limited. Then, if the coefficient value approaches one, then the ability of the independent variable to provide almost all information about the dependent variable, meaning that the independent variable contributes perfectly to the dependent variable.

**Table 11. Determination Coefficient Test ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.610a	0.372	0.364	1.090

Source: Primary Data Processed in 2024

In the table above, it can be seen from the calculation results using the SPSS 23 program that the coefficient of determination (Adjusted R Square) obtained is 0.364. This means that 36.4% of purchasing decisions can be explained by the independent variables of Marketing Strategy, Purchasing Interest and Consumer Loyalty, while the remaining 63.6% is explained by other causes outside the variables in this study. Several critical analyses of the study are presented based on academic approaches and findings from similar studies:

#### 1. Research Strengths

- Local Context Relevance: The focus on the Bekasi area provides a significant contribution to the understanding of marketing strategy and consumer behavior in Indonesia's growing urban areas.
- Strategic Variables: Combining marketing strategy, purchasing interest, and consumer loyalty as predictors of profitability is a comprehensive approach that reflects modern business practices.
- Practical Potential: The research results can be used directly by retail businesses to develop more effective marketing strategies and retain customers.

#### 2. Weaknesses and Limitations

- Research Design is Generally Cross-Sectional: Many similar studies only collect data from a single point in time, thus failing to capture the dynamics of consumer loyalty and long-term marketing strategies.
- Lack of Consumer Segmentation: Not all studies segment consumers based on demographics, lifestyle, or digital preferences, which are crucial for more personalized strategies.
- Reliance on Subjective Perceptions: Measurements of loyalty and purchase intention are often based on respondents' perceptions, which can be influenced by social or situational biases.
- Lack of Digital Marketing Analysis: In the digital era, online marketing strategies are highly influential, but few studies have integrated this aspect in depth in the Bekasi context.

3. Development Opportunities
  - a. Longitudinal Studies: Examining changes in consumer loyalty and purchase intention over time to see the ongoing impact of strategies.
  - b. Technology and Consumer Data Integration: Using transaction data or digital analytics to complement perception surveys.
  - c. Inter-Regional Comparisons: Comparing Bekasi with other urban areas such as Tangerang or Depok to see differences in consumer strategies and behavior.

## CONCLUSION

The following are practical contributions and suggestions for further research that can be explicitly drawn from this study :

1. Optimizing Marketing Strategy  
This study helps retail managers understand the marketing strategy elements that most influence consumer purchasing interest and loyalty, such as promotions, location, service, and product differentiation.
2. Increasing Consumer Loyalty  
By understanding the factors that shape loyalty (e.g., satisfaction, trust, and shopping experience), managers can design more effective and sustainable loyalty programs.
3. Data-Driven Decision Making  
The research results provide an empirical basis for managers to make strategic decisions that directly impact store profitability, rather than relying solely on intuition.
4. More Precise Segmentation and Targeting  
Managers can use the findings to identify consumer segments with high potential for repeat purchases and customer lifetime value.
5. Retail Performance Evaluation  
This study provides key indicators (KPIs) that can be used to evaluate the effectiveness of marketing strategies and loyalty towards increasing profits.

## Further Research Recommendations

1. Longitudinal Study  
Long-term research is recommended to observe changes in consumer behavior and the impact of marketing strategies on sustainable profitability.
2. Digital Marketing Integration  
Further research could explore the role of social media, e-commerce, and digital personalization in shaping consumer purchase intention and loyalty in the digital era.
3. Inter-Regional Comparison  
Conduct a comparative study between Bekasi and other urban areas such as Depok, Tangerang, or Bandung to examine differences in consumer strategies and behavior.
4. Qualitative Approach  
Use in-depth interviews or focus group discussions to explore the emotional and psychological motivations behind consumer loyalty.
5. Consumer Generation Analysis  
Examine behavioral differences between generations (Gen Z, Millennials, Gen X) in responding to marketing strategies and forming loyalty to retail stores.

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