

**THE INFLUENCE OF RETAILING MIX PERFORMANCE
ON THE CUSTOMER LOYALTY
(SURVEY OF CUSTOMER DEPARTMENT STORE IN BANDUNG)**

Rini Handayani
rini.handayani@widyatama.ac.id

Abstract

Purpose: The goals of this research are to find out, first, retailing mix performance of the department store in Bandung; the second, the level of department store customer loyalty in Bandung; third, to determine the influence of retailing mix performance on the department store customer loyalty in Bandung. Design/methodology: The methods used in this study are descriptive survey and explanatory survey, with a cross sectional dimension of research time. The population of this research is department store customers in Bandung, a large sample study of 120 people. Data collected consisted of primary data and secondary data. Primary data were collected by observation, interviews and questioner, and the secondary data were collected documentation technique and literature study. Primary data were analyzed using path analysis (path analysis). Finding: The result of this research shows that most of the customer appraised that retailing mix performance in Bandung is good enough. The level of customer loyalty is less loyal to a department store in Bandung. The results of hypothesis tested shows that retailing mix performance simultaneously and partially influence customer loyalty. The effect of retail sales mix when sorted from the largest to the smallest is the sales person, product, store atmosphere, promotion, location, service and price. Research Limitation: The study is limited in Bandung. Originality / value: The study was conducted at several department stores in Bandung (Metro, Matahari, Yogya, and Robinson).

Keywords: performance, retailing mix, department stores, customer loyalty

INTRODUCTION

The huge population of Indonesia (257 million, 2013) and considerable requirements, as well as the future improving purchasing power makes retail business attractive.

Thus, the increasing sharp competition among retail businessmen, both local and foreign, need for fundamental change to be competitive, especially progress in a global competition. This is motivating retail businessmen to try to discover ways of strengthening competitive advantage by capability to provide primary service and, therefore, improve their customer loyalty and satisfaction.

Table 1 Standard Index for Indonesian Customer Satisfaction

INDUSTRY	Customer Expectations	Overall quality	Perceived Value	Customer Satisfaction (ACSI/GCSS)	Customer loyalty
Mean National Index	81.0	78.7	70.8	76.7	60.2
Telecommunication	82.0	79.4	70.7	77.5	59.0
Transportation	80.2	77.9	69.9	75.8	70.9
Media	80.8	78.6	70.4	76.2	60.4
Healthcare	79.6	77.2	70.6	74.8	57.9
Accommodation & Food Service	81.8	79.0	71.9	77.6	58.2
Manufacturing (Electronic)	81.6	79.6	71.2	77.5	59.4
Manufacturing (Automotive)	81.5	79.0	70.9	77.5	58.8
Manufacturing (Non Durable Good)	79.6	77.9	71.2	75.7	59.3
Retail	80.7	78.1	70.0	76.6	58.4
Financial & Assurance	82.3	80.2	71.0	77.8	59.6

Source: Mix (2012: 28).

Data of Table 1 show that for almost of the entire products, Indonesian customer expectances are higher than quality under their perceptions. This finding is signaling the branding managers, particularly retails, to simply manage their communication in order to keep consumer expectances are modest as their brands and products are not able to satisfy the expectances, making consumers disappointed.

Department store in Presidential Regulation No. 77/2007 about Modern Market, i.e. retail stores for consumption commodities, particularly clothing and equipment, more than 900 m² in area and has the structuring of commodities based on consumer's gender or age, for examples, Sogo, Matahari, Ramayana, Yogya, etc.

The following is number of Department Store stands in Bandung.

Table 2 The Number of Department Stores di Bandung

No.	Name of Department Store	Name of Stand	Number of Stand
1.	PT. Matahari Putra Prima	Matahari	3
2.	PT. Ramayana Lestari Sentosa	Ramayana	1
3.	PT. Panen Lestari Internusa	Sogo	1
5.	PT. Metro Retail Mart	Metro	1
6.	PT. Akur Pratama	Yogya	11
		TOTAL	17

Source: West Java BPS, 2013.

WIC research of women suggests their loyalties for a department store brand are broken in relatively two. Just about 47% are actually loyal, while the majority of them (53%) have opportunities to change to other brands, when they receive more attractive offers as shown in Table 3.

Table 3 The Loyalty of Female Consumer for City-Based Department Store Brand

Unweight Row	CITY						
	Total	Jakarta	Surabaya	Bandung	Semarang	Medan	Makassar
	682	233	78	143	76	55	97
I will not change to other brands	47	52	61	54	35	23	13
If there are other better brands, I will consider them	51	48	32	45	62	77	84
I'm considering to change to other brands	1	0	7	1	2	-	3
I will change to other brands	0	0	-	-	-	-	-
Total	100	100	100	100	100	100	100

Source: Women Insight Centre, 2011

Based on early survey of consumers shopping in some Bandung Department Stores and information putting into a suggestion box, the author found mix retailing sale is not yet satisfying consumer expectances, for examples, commodities for sale are not up to date and unique, brands and products are not complete, discounts are considered lie (before discount, the price was raised in advance), purchaser-unfriendly and suspecting salesperson, making purchasers uncomfortable in shopping, display is not enough attractive, etc. The impact of an uncomfortable shopping is consumer being unsatisfied and giving rise to bad perception and, thus, consumers will be changing to other stores that assumed get afford to satisfy their wish.

Identification and Formulation of Problems

Based on the background above, the issues of retail businesses, particularly department stores, such as lower customer loyalty to a department store in Bandung attributable to unsatisfactorily mix retail performance and, therefore, not satisfying customer expectancies may be identified.

This research is revealing the effect of the Retail Selling Mix Performance on the department store customer loyalty.

The formulation of problems is as follows:

1. How retailing mix performance of department store in Bandung?
2. How department store customer loyalty in Bandung?
3. To which extent the effects of the retailing mix performance on the customer loyalty?

REVIEW OF LITERATURE

Retailing mix of a department store is a set of marketing instruments used in retail businesses, particularly department stores, in efforts to achieve their marketing goals in a target market, consisting of merchandise, pricing, location, promotion, store atmosphere, service, and personnel/salesperson).

1. Merchandising: Depth, wide, and quality of diverse commodities are frequently base for consumer to select a store, particularly apply to department stores and stores in a shopping center. A store providing complete, quality merchandise have good image in the eyes of consumers.
2. Pricing is sole element of retail mix producing revenue and, therefore, most flexible element, as it can be put in readily modification. The importance of price is depending heavily on purchaser; for purchaser considering good service the cost is not a problem. However, for purchaser ignoring elements of service, the cost is attractiveness for shopping. If the cost offered is fit benefit, the consumer will be satisfied and have positive perception of a store.
3. Location: In determining the selection of a location, a store needs to consider target consumer. As consumer is frequently seeking for a most immediate store in his or her residence and, thus, select a location in strategic places, the public opinion of a location will be created such as more sense of the location when people are going shopping to the location.
4. Promotion: The purpose of the retail merchant communication is to influence perception, attitude, behavior of consumer against a store at all of its offerings; appropriate use of promotional techniques may improve performance of selling in a retail business. Promotion communicated in a mass media of various types is aimed at shaping public image of a corporate.
5. Store's atmosphere will be the structuring of attractive interior and exterior design, of merchandise, comfortable atmosphere, purity, music, lighting, AC, parking facility, etc., giving rise to attractiveness for consumers to provoke consumer's interest in buying and constituting important factors in an image of a store.
6. Service: a service provided for is at least afford to distinguish a corporate from its competitors, making customers impressed and satisfied for service, for examples, easier return of commodities, easier gain of information, easier implementation of transactions, management of customer complaints, etc.
7. Salesperson (Personnel): skilled, knowledgeable, careful, experienced salesperson in serving customers is a factor determining the success of a corporate in satisfying its customers. Salesperson/sales clerk have important role in create either good or bad impressions of whole store.

Customer Loyalty in according to Griffin (2002:4) is:

“Loyalty is defined as non random purchase expressed overtime by some decision making unit”

Store Loyalty means consumer would like and accustomed to visiting a same store to buy one type of commodity (Levy & Weitz, 2012:1999).

Loyal customer is an invaluable asset for a corporate; the characteristics of loyal customer are:

1. Perform repeat purchase
2. Purchase a cross product/service lines
3. Get others (referrals)

4. Demonstrate immunity of competitive attraction (not easily influenced by competitive attraction of the same product). (Retention)

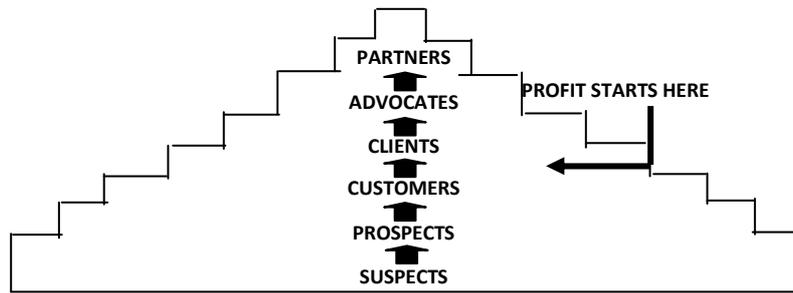


Figure 1. The Loyalty Pyramid
Source: Hill (1996 : 61)

Griffin (2002: 35) states the stages of loyalty are as follows:

1. *Suspects*
 Include possible everyone purchasing product/service of a corporate. We called it suspects as we are certain they would like to purchase, even though they have not yet any understanding of a corporate and product/service under offer.
2. *Prospects*
 Are those people with needs for a certain product and service, and capabilities for purchasing it. Although they have not purchase, the prospects have understood the existence of a corporate and product/service under offer, as someone was recommending the product/service to him.
3. *Disqualified Prospects* :
 Are those prospects who understood the existence of a certain product/service, but they either have not needs for the product/service, or capabilities for purchasing the product/service.
4. *First Time Customers*
 Are those customers who make first time purchase. They are still green customers.
5. *Repeat Customers* :
 Are those customers who were making two times or more purchases of a product. They are making two times purchases of a same product, or purchase two different product lines in two different occasions.
6. *Clients*
Clients purchase all of products/services under offerings they need. They make repeat purchases. Both types of customers have strong, long-standing relations, making them not influenced by competitive attraction of other products.
7. *Advocates* :
 Like clients, advocates purchase all of products/services under offerings they need and making repeat purchases. In addition they are compelling their friends in order to the product/service as they are talking about the product/service, making marketing for the corporate and bringing customers to the corporate.
8. *Partners* :
 Are most power associations of customers and corporate, in which both parties are aware of benefits to be derived from the associations. (Hill, 1996: 61)

METHOD

This research is descriptive and verificative. Descriptive research is research designed to present structured, factual, accurate view of facts, while verificative research is used to detect relationship between variables by testing a hypothesis using statistic count (Moh. Nazir, 2013: 63).

Method used in this research is survey. Descriptive survey is the collection of data made on a object in the field by sampling a population by using questionnaire as basic data collecting instrument

and, therefore, this research is designed to describe causal correlation between variables by testing a hypothesis, as well as this research is using explanatory survey.

Table 4. Operational Variables

Variable/Sub Variable	Concept	Indicator	Measure Unit	Measure Scale	Databas e
1	2	3	4	5	5
Retail selling mix (X)	Elements of an organization may be controlled and used by a corporate to communicate with customers (Levy, 2012)				
Merchandising (X ₁)	Decisions on extensive type (number of different product categories sold) and deep type (variation of product sold in a certain category) (Hasty, 1997)	Diverse types of products	Diverse types of products	Ordinal	Primer
		Diverse brands	Diverse brands of products	Ordinal	Primer
		Quality of product	Quality of product under offer	Ordinal	Primer
		Variation of products in a brand	Variation of products under a brand	Ordinal	Primer
Cost (X ₂)	Number of money the customer paid for a certain product with its value is comparable value of a product under offer (Hasty, 1997)	Uniformity of cost	Uniformity of cost and qualities of product and service	Ordinal	Primer
		Attraction of cost	Attraction of discount	Ordinal	Primer
		Uniformity of cost with competitors	Uniformity of cost in competitors	Ordinal	Primer
Location (X ₃)	Decisions made by retails in establishing locations with excellences for their outlets (Hasty, 1997)	Affordable	Easier range of location	Ordinal	Primer
		Near to residence	Proximity of location to residence	Ordinal	Primer
		Strategic location	Strategic location	Ordinal	Primer
Promotion (X ₄)	All of activities by a corporate to communicate and promote its products to a target market (Hasty, 1997)	Promotion of Selling	Attraction of rewards in special event programs	Ordinal	Primer
		Advertisement	Attraction of advertisements in various media	Ordinal	Primer
		Publicity	Level and attraction of a corporate programs	Ordinal	Primer
Store Atmosphere (X ₅)	Designs a purchase environment by goods and other physical facilities intermediary (Della Bitta, Levy & Weitz, 2002)	Interior	Attraction of store interior	Ordinal	Primer
		Purity of store	Purity of store	Ordinal	Primer
		Exterior	Availability of parking facility	Ordinal	Primer
		Shop Window	Attraction of shop window	Ordinal	Primer
		Easier discovery of goods	Easier discovery of goods	Ordinal	Primer
		Large distance between shelves	Large distance between shelves	Ordinal	Primer
		Display	Attraction of display	Ordinal	Primer
Service (X ₆)	All of activities in relation to demean of customer service before, during, and	Adequate operation of store	Adequate operation of store	Ordinal	Primer
		Availability of fitting room	Availability of fitting room	Ordinal	Primer

	after purchase demonstrating performance of a corporate (Berman, 2004)	Easier payment	Easier payment	Ordinal	Primer
		-Quick payment	Quick payment	Ordinal	Primer
		-Availability of packaged items purchased service	-Availability of packaged items purchased service	Ordinal	Primer
		Easier exchange of goods	Easier exchange of goods	Ordinal	Primer
		Availability of ATM service	Availability of ATM service	Ordinal	Primer
		Availability of information medium	Availability of information medium	Ordinal	Primer
		Availability of complaint management medium	Availability of complaint management medium	Ordinal	Primer
		Availability of toilet	Availability of toilet	Ordinal	Primer
Personnel/ Salesperson (X ₇)	All elements of human beings involved in delivery of service and, subsequently, influence perception of purchaser (Zeithaml & Butner, 2003).	Friendly salesperson	Friendly salesperson	Ordinal	Primer
		Politeness	Politeness	Ordinal	Primer
		Skills	Skills	Ordinal	Primer
		Easier delivery of aid	Easier delivery of aid	Ordinal	Primer
		Salesperson's knowledge of products	Salesperson's knowledge of products	Ordinal	Primer
		Recognition	High value of a store in customer's perception	Ordinal	Primer
		Affinity	Emotional relationship between store and customer	Ordinal	Primer
		Brand Loyalty	Customer loyalty to use a corporate service	Ordinal	Primer
Customer Loyalty (Z)	Routine purchase based on decision making unit (Griffin, 2002: 31)	Regularly repeat purchasing	Frequently repeat purchase	Ordinal	Primer
		Customer rejection of competitor's products	Customer rejection of competitor's products	Ordinal	Primer
		Willingness to make purchase a cross product lines under offer	Willingness to make purchase a cross product lines	Ordinal	Primer
		The creation of prospects	Frequently recommendations for others to purchase in a store	Ordinal	Primer

Respondents to be sampled in this study are customers of a department store (Robinson, Yogya, Matahari, and Metro) in Bandung. The sampling of department stores in Bandung is done by stratified random sampling based on the targets of each department store, n = 120.

Determination of sample size in each group of department store is made by using a proportional allocation technique and the formula (M. Nasir, 2013: 354):

$$n_i = \frac{N_i}{N} x n$$

Analysis Design and Hypothesis Testing. In this study, an analysis was made consisting of 1) Descriptive Analysis, especially formulations of the first and second problems, and 2) Path Analysis in the form of hypothesis testing using statistical tests, especially formulation of 3rd problem. The purpose of this analysis is to explain the causal relationship of a set of variables with other variables.

Steps of data processing and analysis in path analysis are as follows:

1. Determine the structure of the path analysis correlation

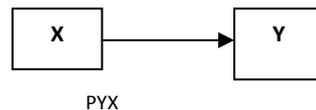


Figure 2.
Structure of Relationship Between Variables

2. Calculate the magnitude of the relationship between variables (correlation coefficient) using the formulation of Pearson Product Moment (Nirwana, 1994: 19) as follows:

$$r_{x_i x_j} = \frac{n \sum_{h=1}^n x_{ih} x_{jh} - \left(\sum_{h=1}^n x_{ih} \right) \left(\sum_{h=1}^n x_{jh} \right)}{\left[\sqrt{\sum_{h=1}^n x_{ih}^2 - \left(\sum_{h=1}^n x_{jh} \right)^2} \right] \left[\sqrt{\sum_{h=1}^n x_{jh}^2 - \left(\sum_{h=1}^n x_{jih}^2 \right)} \right]} ; j = 1, 2, \dots, k$$

$$F = \frac{(n - k - 1) \sum_{i=1}^k (P_{y x_i}) r_{y x_i}}{k \left(1 - \sum_{i=1}^k (P_{y x_i}) r_{y x_i} \right)}$$

The statistic test above is following the F-Snedecor distribution and degrees of freedom, $k = db_1$ and $db_2 = nk - 1$.

Hypothesis Testing

Simultaneously Testing

$H_0: P_{y x_1} = P_{y x_2} = \dots = P_{y x_i} = 0$

$H_1: \text{At least there is one } P_{y x_i} \neq 0$

$$F = \frac{(n - k - 1) \sum_{i=1}^k (P_{y x_i}) r_{y x_i}}{k \left(1 - \sum_{i=1}^k (P_{y x_i}) r_{y x_i} \right)}$$

The statistic test is following the F-Snedecor distribution and degrees of freedom, $k = db_1$ and $db_2 = nk - 1$.

Partial Tests

Decision Rule:

1. $H_0 = P_{yxi} = 0$
 2. $H_1: P_{yxi} \neq 0, i = 1, 2, \dots, k$
- Statistic Test for each hypothesis is:

$$t_i = \frac{P_{yx_i}}{\sqrt{\frac{(1 - R_{y_{xi\dots xk}}^2) Cr_{ii}}{n - k - 1}}}, i = 1, 2, \dots, k$$

Testing Criteria to α 5 %:

- Reject H_0 if $t_i > t_{(1-\alpha); (n-2)}$, means path coefficient is significant and effect is existing.
- Accept H_0 if $t_i < t_{(1-\alpha); (n-2)}$, means path coefficient is not significant and effect is not existing.

DISCUSSION

Retailing Mix Performance of Department Store in Bandung

Table 5 Mean Scores of Retailing Mix Dimensions of Four Department Stores in Bandung

<i>Dimensi</i>	Robinson	Matahari	Metro	Yogya
Product	3.40	3.56	4.10	3.63
Price	3.47	3.31	3.29	3.41
Location	2.80	2.94	3.13	3.12
Promotion	3.20	3.11	3.00	3.10
Store Atmosphere	3.10	3.23	3.71	3.35
Service	2.91	3.02	3.42	3.10
Salesperson	3.13	3.21	3.56	3.17

Source: Primary Data processed, 2013.

The determination of retailing mix performance may be performed as follows:

Table 6 Classification of Retailing Mix Element Scores

Classification	Score
Very bad	1.00 - 1.80
Bad	1.81 - 2.60
Moderate	2.61 - 3.40
Good	3.41 - 4.20
Very good	4.21.....

From the figure above it can be seen that each of Department Stores in Bandung is perceived as fine in elements of retailing mix such as

1. Robinson in terms of the elements of price (the conformity of price with product quality, attractiveness of rebates or discount, and the uniformity of the price as compared to other department stores).
2. Matahari in terms of the elements of product (diversity of products).
3. Metro in terms of the elements of product (diversities of type, brand, and quality), those of store atmosphere (availability of parking facilities, arrangement of interesting stores, purity, attractive storefront, and freely visibility of hallway), services (store opening times, availability of a fitting room, ease of payment, packing services, availability of ATMs, complaints management medium, and of salesperson (polite, friendly, ease of providing aid).

4. Yogya in terms of the elements of product (diversities of type, brand, and quality), those of price (conformity of price with product quality, and of the price as compared to other department stores).

Differential semantic analysis is used here to see a comparison of the level of retailing mix in all four department stores in Bandung under study. Based on the average scores for each dimension of retailing mix, we can look at a diagram of retailing mix performance dimensions mix of four department stores in Bandung.

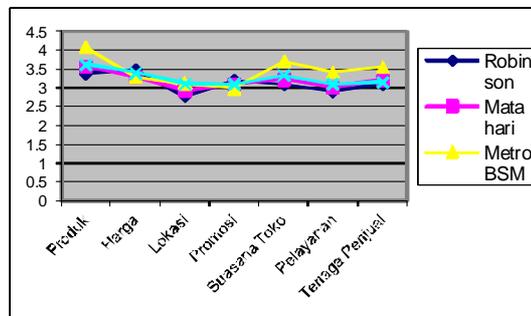


Figure 3 Differential Semantic Diagram of Four Department Stores in Bandung

Frequency of Customer Shopping (Repeat Purchase)

Showed that the majority of customers are providing responses for quite frequently shopping activities at department stores to which they are customers (49.17%).

Rejection of Shopping at Other Department Stores (Retention)

Showed that the majority of customers are providing quite responses to rejection (60%) of shopping for the retailing services offered by other department stores.

Customer Willingness to Purchasing Products or Other Services Offered by Department Stores (Purchase Across Product Lines)

Showed that the majority of customers are providing responses to willingness to purchase other products or services offered by Department Store some 41.67%.

Frequency of Customers recommend the Department Stores to Others

Showed the majority of customers are providing responses to infrequently recommendations of department stores to others some 34.17%

Table 7 Degree of Customer Loyalty to Department Store in Bandung.

Response	Partners		Advocates		Clients		RC		FTC	
	f	%	F	%	F	%	f	%	f	%
Frequency of shopping	1	0,83	19	15,83	59	49,17	21	17,50	20	16,67
Rejection of shopping at other department stores	2	1,67	8	6,67	32	26,67	18	15,00	60	50,00
Willingness of purchasing other services under offer	4	33,3	42	32,50	50	41,67	18	15,00	6	5,00
Frequency of recommending to others	0	0,00	11	9,17	39	32,50	29	24,17	41	34,17
Mean customer for each levels		1,47		16,05		37,51		17,92		26,46

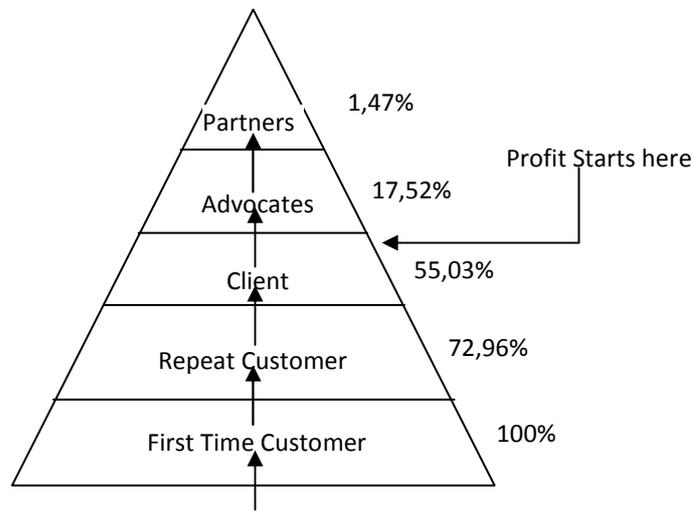


Figure 4
Pyramid of Customer Loyalty Levels to Department Stores in Bandung

The testing to be performed are two simultaneously tests using the F test and the partial test by t test.

The results of calculations are as follows:

$$F = \frac{(n-k-1)R_{Z(x_1, x_2)}^2}{k(1-R_{Z(x_1, x_2)}^2)} = \frac{(120-7-1) \times 0,5049}{7 \times (1-0,5049)} = 16,315$$

Of table F for the significance of 0.05 and degree of freedom, $db_1 = 7$ and $db_2 = 120-7-1 = 112$, we obtained $F_{0.05(7;112)} = 2.088$.

Because of $F_{count} > F_{table}$, then H_0 is rejected at the significance of 0.05, so based on the results of testing, it can be concluded there is significant (real) effect together retailing mix performance consisting of product, price, location, promotion, store atmosphere, service, and salesperson on the customer loyalty.

Furthermore, partial testing is made to see the significance of partially effect of the independent variables ($X_1, X_2, X_3, X_4, X_5, X_6$, and X_7) on the dependent variables, the testing is made by t test.

T test, in which t_{count} can be calculated by the following formula:

$$t_i = \frac{P_{Z_{x_i}}}{\sqrt{\frac{(1-R_{Z(x_1, x_2)}^2) CR_{ii}}{(n-k-1)}}$$

$$t_1 = \frac{0,166}{\sqrt{\frac{(1-0,5049) \times 1,459}{120-7-1}}} = 2,068$$

$$t_2 = \frac{0,170}{\sqrt{\frac{(1-0,5049) \times 1,088}{120-7-1}}} = 2,451$$

$$t_3 = \frac{0,157}{\sqrt{\frac{(1-0,5049) \times 1,346}{120-7-1}}} = 2,031$$

$$t_4 = \frac{0,156}{\sqrt{\frac{(1-0,5049) \times 1,371}{120-7-1}}} = 2,003$$

$$t_5 = \frac{0,165}{\sqrt{\frac{(1-0,5049) \times 1,285}{120-7-1}}} = 2,192$$

$$t_6 = \frac{0,156}{\sqrt{\frac{(1-0,5049) \times 1,347}{120-7-1}}} = 2,027$$

$$t_7 = \frac{0,212}{\sqrt{\frac{(1-0,5049) \times 1,187}{120-7-1}}} = 2,921$$

Subsequently, the value is compared with the t_{table} value for $n = 120$ and standard error of 5% and $dk = n-k-1 = 120-7-1 = 112$ is 1.981.

The results of the comparison between the t_{count} and t_{table} can be seen in the following table:

Table 8 Partial Results of Hypothesis Test of Effect

No	Path Coefficient	t_{hitung}		t_{tabel}	Statistic Conclusion
1	0.166	2.068	>	1.981	Ho is rejected, the product have effect on the customer loyalty
2	0.170	2.451	>	1.981	Ho is rejected, the price have effect on the customer loyalty
3	0.157	2.031	>	1.981	Ho is rejected, the location have effect on the customer loyalty
4	0.156	2.003	>	1.981	Ho is rejected, the promotion have effect on the customer loyalty
5	0.165	2.192	>	1.981	Ho is rejected, the store atmosphere have effect on the customer loyalty
6	0.156	2.027	>	1.981	Ho is rejected, the service have effect on customer loyalty
7	0.212	2.921	>	1.981	Ho is rejected, the salesperson have effect on the customer loyalty

Source: Primary data were processed

As for the image of the effect of X on Y is as follows:

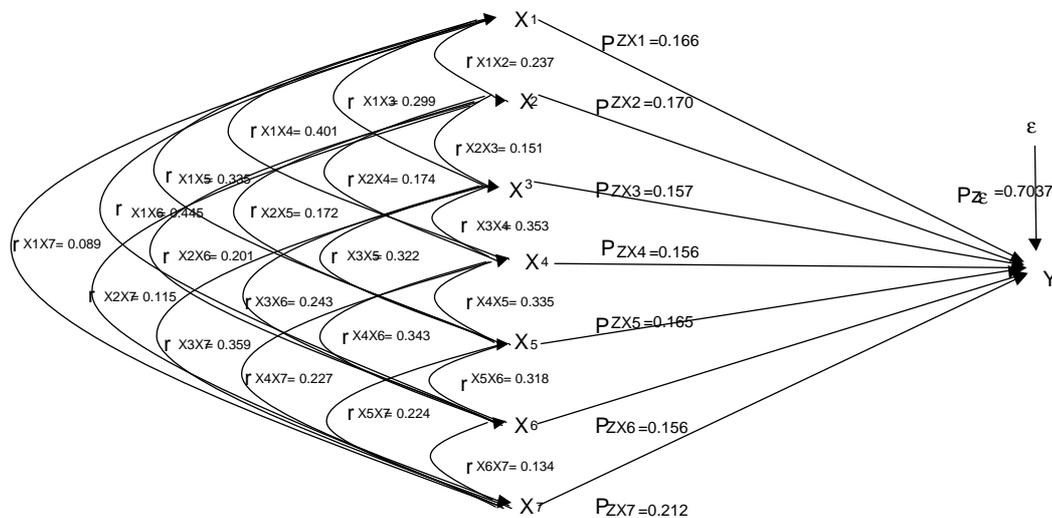


Figure 5 Path Diagram of Structural Model

From the path coefficient for the results of calculations in the previous section, the magnitude of the effect, either mutually or partially, can be calculated for the retailing mix performance consisting of product, price, location, promotion, store atmosphere, service, and salesperson on the customer loyalty as follows:

Table 4 The Effect of Each Variable X on Y

Variable	Path Coefficient	Direct Effects	Direct Effects (through)							Total
			X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	
X ₁	0.166	2.76%		0.67%	0.78%	1.04%	0.92%	1.16%	0.31%	7.64%
X ₂	0.170	2.89%	0.67%		0.40%	0.46%	0.48%	0.53%	0.41%	5.85%
X ₃	0.157	2.45%	0.78%	0.40%		0.86%	0.83%	0.60%	1.19%	7.12%
X ₄	0.156	2.43%	1.04%	0.46%	0.86%		0.86%	0.84%	0.75%	7.24%
X ₅	0.165	2.73%	0.92%	0.48%	0.83%	0.86%		0.82%	0.78%	7.43%
X ₆	0.156	2.45%	1.16%	0.53%	0.60%	0.84%	0.82%		0.44%	6.83%
X ₇	0.212	4.48%	0.31%	0.41%	1.19%	0.75%	0.78%	0.44%		8.37%
Total Effect (R ²)										50,49 %
The Effects of Other Variables (□)										49,51 %

Based on the table above, it is concluded in this study that 50.49% of customer loyalty is influenced by the retailing mix performance variables consisting of product, price, location, promotion, store atmosphere, service and salesperson, while the remaining 49.51% is influenced by other variables beyond the retailing mix.

CONCLUSION

1. Performance department store retail sales mix in Bandung can be classified into quite good category by evaluation of elements of good products, while for the other elements – price, location, promotion, store atmosphere, service, and salesperson are put in well evaluation. This is due to several such reasons as location is away from home and are difficult to reach by public transport, the promotion is considered lie (prices are increased before discount), store display is rarely changed, lack of toilets, salesperson knowledge about the products sold and the lack of his or her willingness to help consumers.
2. The lack of customer loyalty to department stores in Bandung is clearly. The majority of customers are providing responses to quite often shopping at department stores (49.17%), the customers are providing responses to simply rejection (60%) to purchase the retailing services offered by other department stores, the customers are providing responses to quite willingness to purchase products or services offered by other department stores some 41.67%, the customer are providing responses to infrequently recommend the department stores to others some 34.17%. And of the level of customer loyalty, the majority of customers are at the client level, the customers who not affected by competitors' products or services (55.03%).
3. The retailing mix performance has effect, simultaneously and partially, on the customer loyalty. The effect of retailing mix when it is sorted from largest to smallest are: salesperson, product, store atmosphere, promotion, location, service, and price.

Suggestion

1. As a result of change in the way consumers view the service business as a site of socialization and recreation, the department stores in Bandung should further improve the environmental atmosphere for a shopping center as attractive as possible. For example, the display must be modified in regular, creative manners within a certain time frame, the storefront should be attractive and neat, catchy music, establish combination of harmonious interior and exterior colors.
2. Given the higher competition among department stores, factory outlets, and trade centers, the department stores should have either difference or uniqueness in commodities for sale under private label.
3. To improve the performance of employees in serving customers, the policy to be made by the department store management is treating employees like customers (satisfying employees), provide adequate compensation and training on customer service excellence.

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