

The Role of Corporate Image, Quality Service and Customer Satisfaction On Intention Behavior and Customer Loyalty

*Determinant of
Behavior and
Loyalty*

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ABSTRACT

This study aims to investigate the relationship between corporate image, service quality, customer satisfaction, behavioral intention, and customer loyalty at PT Indomarco Prismatama (Indomaret). The research utilizes a quantitative approach with a descriptive design, involving 155 respondents selected through purposive sampling. Data were collected using an online questionnaire and analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM). The findings indicate that corporate image positively and significantly influences customer satisfaction, which in turn influences behavioral intention and customer loyalty. Additionally, service quality is shown to positively impact both corporate image and customer satisfaction. Validity and reliability tests confirm that all variables in the model exhibit good quality. The study supports all proposed hypotheses and is consistent with previous research, highlighting the importance of corporate image, service quality, and customer satisfaction in influencing behavioral intention and customer loyalty. Managerial implications include the need to focus on enhancing service quality and strengthening corporate image to increase customer satisfaction and loyalty. Limitations of the study include the restricted sample scope to the Jabodetabek area and the use of online data collection methods. Future research is recommended to expand the sample scope and consider longitudinal approaches.

Keywords: Corporate Image, Service Quality, Customer Satisfaction, Behavioral Intention, Customer Loyalty.

INTRODUCTION

Modern market business has entered the Indonesian retail industry for a long time and with rapid spread to various areas (Rana & Paul, 2017; Rumaidlany et al., 2022). In the business retail, loyalty or faithfulness, does not come from coercion, on the other hand it comes from awareness alone about past actions, decisions made by consumers for using a product in a way that is voluntary and sustainable in the long term or for buying a product from a certain trader is the core of loyalty consumer (Arif, 2020; Chandra et al., 2019; Diatmono et al., 2020; Imran, Mariam, et al., 2020; Sukarno et al., 2020). Success in business depends on loyal customers because loyal customers not only use goods or services offered but also provide good recommendations to other customers (Imran, Arvian, et al., 2020; K. Kurniawati et al.,

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2024; Mariam et al., 2021). Loyal customers are very valuable for a business. Loyalty customer is asset important for company in guard sustainability a business in progress lived (Ghazmahadi et al., 2020; Meidiyanty et al., 2023; Nurdiansyah et al., 2020; Sinurat et al., 2024). The effectiveness loyalty customer to image company can increase income and also build image good company (Amalia et al., 2024; Nurcahyani et al., 2023; M. P. Pratama et al., 2023).

Corporate image is very important as a purposeful marketing strategy For push behavior purchase (Kalim et al., 2024; Khasanah et al., 2021; Yunus et al., 2023). As part from image, company always try guard reputation good in the eyes his customers with guard good relationship with its customers and with company That themselves (Febriani et al., 2023; Sutriani et al., 2024). As a result , customers potential will recommend customer they For become loyal customers to company (Mariam et al., 2023; Steven et al., 2023; Willis & Nurwulandari, 2020). Corporate image covers perception and views general customer about companies, including mark products, services, reputation and image in a way overall (S. N. Dewi et al., 2020; Megawaty et al., 2024; R. A. Pratama et al., 2023a). Corporate image reflect perception consumer to quality service company (Bachtiar et al., 2023; Mariam et al., 2022; Nur Fahmi et al., 2022).

Quality service is also important For satisfaction customer Because objective company No only For produce profit but also for maintain reputation Good company , quality service become determinant main in realize satisfaction customers in the industry retail (Mulyadi et al., 2020; Situmorang et al., 2023; Utama et al., 2020). Aspects like appearance physique shop , reliability service, good interaction with customer , ability finish problems , and policies a clear company , in significant contribute to satisfaction customers (R. A. Pratama et al., 2023b; Rizky et al., 2023; Takaya et al., 2019). With fulfil expectation customer, company retail can to obtain superiority competitive through improvement satisfaction and loyalty customer (Agustriyani et al., 2021; Fachridian et al., 2024; Miaty et al., 2024). For growth business and improve satisfaction customer, service best and quality tall is component important. This shows that level satisfaction customer more tall If service quality tall (Mariam et al., 2020; Supiati et al., 2021; Takaya et al., 2020).

Satisfaction customer become comparison between performance product with hope customer (Ramli et al., 2020; Thamanda et al., 2024). If a need or desire consumer like goods or service with high quality can filled so will cause satisfaction customer , action consumer after use a product or service become indicator main level satisfaction they (Mariam et al., 2024).

Action or intention behavior is also important in the business retail Because as planning made in a way realized by someone For do effort and do behavior certain with goals that are formed from evaluation personal and formation standard (Dawi et al., 2013). With existence intention behavior customer there is careful and in - depth analysis from information collected so that consumer can make choice (Fishbein & Ajzen, 1975).

Based on researches previously, then researcher do study with focus to loyalty customer with object PT Indomarco PrismaTama or normal known with Indomaret different with study previously (Chien & Chi, 2019) image - focused company become mediation between quality service and satisfaction customers researched on a exhibition trade organized by the National Food Agency (NFA). The reason for adding loyalty customer Because Loyalty customer is key success for company in face difficult situation like moment This with the amount company competitor similar by reason That maintain loyalty customer to brand more effective and is a very strategic effort compared to must look for Again customers new (Apriliani, 2019). Study This emphasize importance image company, quality service, and satisfaction customer as factor interlocking keys related in influence intention behavior and loyalty customers. For explore relationship between third variable mentioned , as well as give proof empirical about the impact to behavior consumers, in particular in context industry retail . With understand relatedness this, company can develop a more comprehensive strategy effective For increase satisfaction and loyalty customer .

Therefore That objective study This expected For understand How factors image company, quality service, satisfaction customers and intentions behavior each other relate and provide outlook more wide related loyalty customers in business retail. Author hope findings This will beneficial for perpetrator business that is PT Indomarco Prismatama For can increase loyalty customer.

LITERATURE REVIEW

Corporate Image

Le Roux (2012) defines the meaning of the image company is effort company For give vision and hope to community and stakeholders interests . Broadening perspectives about How company seen by stakeholders interest like employee , manager , leader the peak , and the owner , play a very important role in create more image profitable for company (Ramli, 2017; Ramli & Novariani, 2020). Strong corporate image is asset valuable that distinguishes a organization from its competitors (Ramli, 2020b; Rinaldi & Ramli, 2023).

Quality Service

Mendocilla et al, (2020) state that quality service is services provided to customers and products delivered to customer with good . Quality service No can in doubt Again If service the appropriate time For fulfil hope customer (Asnawi et al., 2020). Quality service is method service given For satisfying customer , quality good service is very important and can create mark for customer (Chien & Chi, 2019; Mariam & Ramli, 2021, 2023; Ramli, 2019).

Satisfaction Customer

Satisfaction customer is condition emotional positive that arises as results from good evaluation to interaction with company (Zhou et al., 2018). Basically satisfaction customer functioning as mover main intention behave , and there is Lots results performance important related with satisfaction customer (Chaudhuri & Holbrook, 2001; N. P. K. Dewi & Ramli, 2023b; Mariam & Ramli, 2021, 2023). Customer satisfaction is factor emotional influences experience customer after purchase is satisfaction customers , therefore that , perception customer can influence intention they for do purchase next (Gunawan & Ramli, 2023; Sari & Ramli, 2023; Sylvia & Ramli, 2023).

Intention Behavior

Intention Behavior is more from just decision easy purchase , it consists of from Lots things, such as recommendation from mouth to mouth , purchase back , and even attitude to change price or problem services, More specifically , two indicators show matter This loyalty and recommendations other (Eki & Ramli, 2024; Mulya & Ramli, 2023; Wibowo et al., 2021). Consumers Intention Behavior customer is A evaluation and feelings they about the process of experience environment , which influences attitudes and feelings they moment decide For buy something in the future and possible they become reference for others (Chien & Chi, 2019; Rahmawati & Ramli, 2024; Ramli & Mariam, 2020).

Loyalty Customer

Loyalty customer defined as faithfulness customer to a brand accompanied by with purchase repetitive without coercion and suggest others to use and buy goods the (Harahap & Ramli, 2023; Indriani & Ramli, 2024; Maharani & Ramli, 2024). There is n't any definition Loyalty customers who can accepted in a way general but Loyalty customer can interpreted as attitude or action to a brand (Sharpe et al., 2010). Loyalty customer own a number of dimensions that is refuse, repeat purchase and recommended (Kadir & Ramli, 2024; Novianti & Ramli, 2023; Salma & Ramli, 2023).

Relationship between Corporate Image and Satisfaction Customer

Reputation or image the company is very important as part from evaluation provider service in a way overall . When customers loyal do purchase again , they will also consider reputation the brand they have . Reputation brand give the picture they have have about company Wati et al (2020). Positive image a company is factor important in guard sustainability operational , considering its significant influence to level satisfaction customer (Rahayu, 2014). Previous studies show that There is belief that image good

company impact positive and significant on satisfaction customer (Arbol & Ramli, 2024; S. N. Dewi et al., 2020; Sylvyani & Ramli, 2023). With thus can submitted hypothesis as following : **H1**: Corporate image has an effect positive and significant to Satisfaction Customer .

Relationship between Quality Corporate Services and Image

Customer will more feel like with brand or image more companies Good or in other words, more satisfied . They will also more satisfied with quality more services Good Waluyo (2020).Corporate image including asset not a distinctive and difficult form imitated , become differentiator main between company One with others . With so his research find that perception quality service influence perception customer about image company Omoregie et al. (2019). Researches previous has prove existence strong correlation between variable quality service and image company (Darmawan et al, 2020).

H2: Quality Service influential positive and significant towards Corporate Image.

Relationship between Quality Service and Satisfaction Customer

Quality service a process of conditions that are always ongoing developing , where provision services , products , resources Power humans and the environment operational in a way consistent fulfil or beyond hope customer (Ardeva et al., 2022). In order to get satisfaction customers , there are various method For give good service to make people comfortable in create satisfaction customer (Winata & Benny, 2017). Studies previously (Bimbing et al, 2024) has prove existence relationship positive and significant between quality service with satisfaction customer . **H3** : Quality Service influential positive and significant to Satisfaction Customer .

Relationship between Satisfaction Customers and Intentions Behavior

According to opinion (Widiastuti & Diatmika, 2024) customers who have experience positive tend For maintain relationship business term long . Strengthen matter This study (Pei et al, 2020) state satisfaction customer is factor determinant main in build loyalty Customers . Research the in line with study (Sun et al., 2015) show that satisfaction customer impact on intention behavior . **H4** : Satisfaction Customer influential positive and significant to Intention Behavior .

Relationship between Corporate Image and Intention Behavior

Perception public to product or company called image company . Perception This based on understanding general About Company, Customers can use image company For make decision important , especially about purchase or purchase return goods sold by the Company (Simanullang et al., 2024). According to (Beneke & Carter, 2015) m mention a number of characteristics image the companies studied , including quality product , quality company , atmosphere , layout , service , comfort , and price . Previous studies also found that image company increase intention behavior (Wu et al., 2011).

H5 : Corporate image has an influence positive and significant to Intention Behavior .

Relationship between Satisfaction Customers and Loyalty Customer

In a very competitive business world moment this , satisfaction customer can considered as key success , satisfaction customer can depicted as perception client about whether they happy or frustration when they see How performance a product or service fulfil hope they (Dam & Dam, 2021). When the service customer good , consumer will satisfied and will return buy something . This is still spread all of them layer public . Fulfil desire customer No only ensure satisfaction them , but also improve loyalty them and reduce amount customers who leave (Yani & Sugiyanto, 2022). Previous studies conducted by (Maskur et al., 2016) level satisfaction consumer in a way direct influence level loyalty consumers

H6 : Satisfaction Customer influential positive and significant to Loyalty Customer .

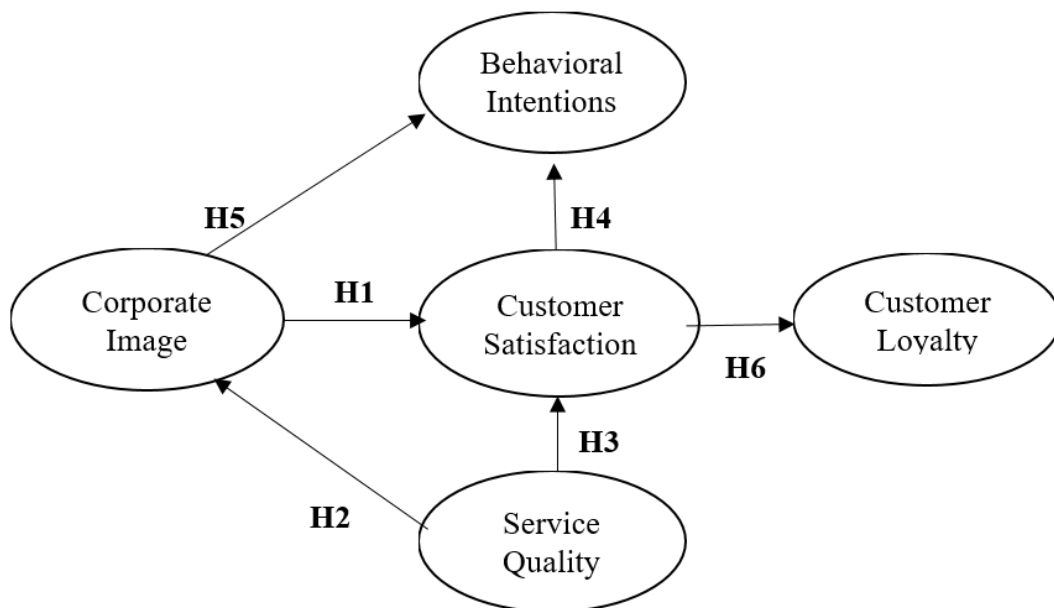


Figure 1. Hypothesis Model Study

METHODS

Research Design

Study This adopt method study quantitative with design descriptive . Five variables independent will become focus analysis in study This namely : Corporate Image, Quality Service , Satisfaction Customers , Intentions Behavior and Loyalty Customer .

Measurement Instrument

Independent variables (exogenous) consist of from image company adapted (Mat'ová et al., 2015) from consists of of the 6 statements , quality service adapted from (Chien & Chi, 2019) consists of of 10 statements and satisfaction customer adapted from (Chien & Chi, 2019) consists of of 6 statements . While variable dependent (endogenous) consists of from intention behavior adapted from (Chien & Chi, 2019) consists of of 4 statements , and loyalty customer adapted from (Yang & Peterson dalam Ismanto, 2020) consists of of 5 statements .

With thus the total used in questionnaire This is 31 indicators . Customers of PT Indomarco Prismatama (Indomaret) was taken as sample in study This as many as 155 respondents / customers . Research This implemented at PT Indomarco branches Prismatama (Indomaret) which operates in the Jabodetabek area . Research This will use taking sample non-probability with method purposive sampling with criteria (1) Customers who purchase products at Indomaret with minimum shopping limit as many as 3x in one year Lastly , (2) Domiciled in Jabodetabek and (3) Aged 15-50 years .

Research data obtained from Respondent through questionnaire accessed online via Google Forms . This method chosen Because easy used , effective , and economical Lots time and cost . Research this also involves statement about all variables , as well as information about demographics Respondent besides criteria research . Next , the questionnaire own choice answer For help participant disclose knowledge and experience they moment shopping in store Indomaret PT. Indomarco Prismatama in Central Jakarta.

Population and sample

Writer plan gather Respondent as many as 155 samples Because has meet the minimum requirements required by(Hair et al., 2019) that is in research that has more from 20 indicators so size sample range between 100-200 and the calculation is amount indicator x 5 So from That in the study This own indicator as many as 31 (Total) Indicator) x 5 = 155 samples . Research This use Partial Least Square – Structural Equation Model (PLS-SEM) for analyze measurement results scale in study This apply scale Likert 5 points ,

where respondents requested For give response with use scale as follows : 1 = Strongly Disagree ; 2 = Disagree ; 3 = Neutral ; 4 = Agree ; 5 = Strongly Agree .

Data analysis

This study using equation model structural (SEM) as method data analysis , which is fusion analysis factors and analysis regression . Research This manage and analyze data using device Smart software . Data analysis was performed through two processes. Namely the external process of testing the model validity with test validity convergent and discriminant . Convergent Validity test was conducted with ensure factor addition mark more big of 0.70 and the Average Variance Extracted (AVE) value is more big of 0.50. (Hair et al ., 2013). Validity test discriminant done with compare strength relationship between a construct with the indicator compared to with the relationship with indicator construct others . Good construction must own more relationship strong with the indicator itself . Furthermore , reliability is tested by use reliability mixture with standard reliability and cronbach alpha ≥ 0.70 (Hair et al., 2019). The second process is an internal model , where the strength of the model is measured with R- square value , and the more tall R-squared value , the higher good model in explain relationship between variable independent and variable dependent . An R-squared value of 0.75 indicates a very good model , while 0.25 indicates a less good model. Good Already clear that scheme in the model strong , moderate , and weak . The t-test with mark critical 1.96 (at the level of 5% significance) is used For test significance influence factor road to variable dependent .(Hair et al., 2019).

RESULT AND DISCUSSION

Based on results study there were 155 respondents who complied criteria in fill in questionnaire online . Demographic data from study This show that of 155 respondents , the majority is female (51.6%) and aged between 15-23 years (83.9%). Most of them Respondent own high school education (48.4%), and the majority among they is student or students (62.6%). All Respondent is customer Indomaret , with frequency purchase in a year the last one varies , but majority buy more of five times (55.5%). All respondents also live in the Jabodetabek area .

Discriminant validity

Cross Loading Discriminant produces the model used in evaluation structure For evaluate mark the resulting reflectance from analysis burden cross . The more strong relationship between component in a latent structure , the more accurate structure the in predict size block . Results of Discriminant Validity Because exceed value , all variable stated with Good with mark more from 0.7.

Reliability Test and Validity Test

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Corporate Image	0.886	0.893	0.913	0.638
Satisfaction Customer	0.879	0.889	0.908	0.624
Quality Service	0.949	0.953	0.957	0.692
Loyalty Customer	0.883	0.885	0.914	0.681
Intention behavior	0.898	0.900	0.929	0.765

Source: Data processed by the author, 2024

In table 1 it is explained that for evaluate reliability study this , every variable measured through measurement Reliability Alpha and Composite Cronbach , namely corporate image, customer satisfaction, service quality, customer loyalty, and behavioral intention. The test results show that the corporate image variable has a Alpha value and a Composite Reliability of 0.913 with an AVE of 0.638. The Customer Satisfaction variable shows a Cronbach's Alpha value of 0.879, Composite Reliability of 0.908, and AVE of - service

quality has a Cronbach's Alpha value of 0.949, Composite Reliability of 0.957, and AVE of 0.692. The customer loyalty variable shows a Cronbach's Alpha value of 0.883, Composite Reliability of 0.914, and AVE of 0.681. Meanwhile, behavioral intention has a Cronbach's Alpha value of 0.898, Composite Reliability of 0.929, and of 0.765. All value obtained indicates that instrument study This own adequate reliability and validity , which means that the instrument can be relied upon to measure the constructs desired in this study.

R-Square

Table 2. R-Square

	R - Square	R - Square Adjusted
Corporate Image	0.878	0.877
Satisfaction Customer	0.854	0.852
Loyalty Customer	0.694	0.692
Intention behavior	0.835	0.833

Source: Data processed by the author, 2024

R-Square Analysis study This describe how much big variable independent can explain variable different dependent variables . Based on table 2, the Corporate Image variable has an R-Square value of 0.878 and an R-Square Adjusted of 0.877, indicating that 87.8% of the variation in Corporate Image can be explained by the independent variables in the model. The Customer Satisfaction variable has an R-Square value of 0.854 and an R-Square Adjusted of 0.852, meaning that 85.4% of the variation in Customer Satisfaction can be explained by the model. The Customer Loyalty variable shows an R-Square value of 0.694 and an R-Square Adjusted of 0.692, indicating that 69.4% of the variation in Customer Loyalty can be explained by the independent variables. Meanwhile, Behavioral Intention has an R-Square value of 0.835 and an R-Square Adjusted of 0.833, indicating that 83.5% of the variation in Behavioral Intention can be explained by the model.

Hypothesis Testing

Table 3. Hypothesis Testing

Hypothesis	Hypothesis Statement	T Statistics	P value	Information
H1	Corporate Image Affects Satisfaction Customer	3,267	0.001	Data Supports Hypothesis
H2	Quality Service Affecting Corporate Image	73,530	0,000	Data Supports Hypothesis
H3	Quality Service Affecting Satisfaction Customer	7,709	0,000	Data Supports Hypothesis
H4	Satisfaction Customer influence Intention behavior	3,154	0.002	Data Supports Hypothesis
H5	Corporate image influences Intention behavior	5,601	0,000	Data Supports Hypothesis
H6	Satisfaction Customer influence Loyalty Customer	27,620	0,000	Data Supports Hypothesis

Hypothesis test results show that relationship between variable significant . in this study. Based on Table 3, all hypotheses have a t-statistic value greater than the t table (1.96) and a P value smaller than the 5% significance level (0.05), which means that the data supports all the hypotheses proposed.

The first hypothesis (H1) shows that Corporate Image affects Customer Satisfaction with a t-statistic value of 3.267 and a P value of 0.001. The second hypothesis (H2) states that Service Quality affects Corporate Image with a very high T-statistic value of 73.530 and a P value of 0.000, which indicates a very strong influence. The third hypothesis (H3) indicates that Service Quality affects Customer Satisfaction with a t-statistic value of 7.709 and a P value of 0.000. The fourth hypothesis (H4) shows that Customer Satisfaction

affects Behavioral Intention with a t-statistic value of 3.154 and a P value of 0.002. The fifth hypothesis (H5) states that Corporate Image affects Behavioral Intention with a t-statistic value of 5.601 and a P value of 0.000. Finally, the sixth hypothesis (H6) shows that Customer Satisfaction influences Customer Loyalty with a T statistic value of 27.620 and a P value of 0.000. The results of the analysis show that all variable independent in the model has significant influence in a way statistics to variable dependent , supporting hypothesis study .

Discussion

Based on the research results influence on customer satisfaction, so hypothesis 1 is accepted, this shows that customers who have... perception positive to a company tend more satisfied with product or the services they provide thank you , because they feel that company the care to needs and wants they so that the company also gets trust from customer they Because the more Good his level image company so customer will the more trust and satisfaction to company The results of the research This in line with hypothesis that satisfaction customer influenced by image positive companies , especially Because majority Respondent is student or students , who tend to sensitive to reputation the company also Wati et al (2020) stated that image good company can influence satisfaction customer .

From the results study show that quality service own influence positive to image company then hypothesis 2 is accepted, When customers accept fast and friendly service moment shopping , they usually feel satisfied and inclined give good reviews . Increased rating on review platforms or social media show matter this , where the customer share experience positive they . As a result , the perception Indomaret as shop satisfaction - focused retail customer the more sturdy , attractive customer new and maintain old customers . Previous studies have stated that service quality plays an important role in shaping a company's image. This study shows that high service quality can improve a company's image, in accordance with data that the majority of respondents are students who may highly value service quality (Chikazhe et al., 2021; N. P. K. Dewi & Ramli, 2023a; Mariam & Ramli, 2020; Samuel & Ramli, 2024).

Research on service quality has a positive and significant effect on customer satisfaction, thus hypothesis 3 is accepted. This shows that service quality is one of the factors that affect customer satisfaction, especially in the retail business industry. Consumers assess the quality of service at Indomaret as one form of impression on customers because if the service provided by Indomaret is good, customers will feel satisfied. The results of this study are supported by Bimbing et al. (2024) those showing that service quality is directly related to customer satisfaction. In this study, the results show that good service quality contributes to customer satisfaction, in line with the fact that the majority of respondents often shop, so high service quality has a positive effect on their satisfaction.

On the results study show existence relationship positive and significant between satisfaction customers and intentions behavior so Hypothesis 4 is accepted . This is shown in a business that customer satisfaction is one of the factors because with satisfied consumers they will be able to provide good information to other customers so that customer behavioral intentions are formed. Customer satisfaction are more likely to have the intention to make repeat purchases or recommend products (E. Kurniawati & Ramli, 2024; Mariam & Ramli, 2022; Novarian & Ramli, 2020).

The findings regarding corporate image have a positive and significant effect on behavioral intention, with this hypothesis 5 being accepted. This proves that corporate image also has an effect on purchasing intention, because if a company has a good image, customers will trust the company, thus forming customer behavioral intention. The high review positive from customer reflect perception positive public to image company. Customers who have perception positive tend show loyalty sustainable and intentional behavior. With that also consistent with research Beneke & Carter (2015) which shows that corporate image can influence customer behavioral intentions, such as the decision to purchase or use a service (Amgad et al., 2021; Ramli, 2013, 2020a).

This study prove that satisfaction customer is factor significant influencing loyalty

customer with matter the so Hypothesis 6 is accepted . By understanding and meeting customer expectations for products and services, companies can not only maintain customer loyalty but also strengthen their competitive position and brand reputation in a dynamic market. In accordance with research Siswadi et al. (2020) that emphasizes that customer satisfaction is the key to building customer loyalty. This study shows that high customer satisfaction contributes to stronger loyalty, especially among respondents who shop frequently and are satisfied with the services and products they receive.

CONCLUSION

Research result This show that image company , quality service , and satisfaction customer is interdependent variables related as well as plays an important role in influencing the behavioral intention and loyalty of PT Indomarco Prismaatama (Indomaret) customers. Thus, PT Indomarco Prismaatama (Indomaret) is one of the retail stores that has a big influence in society and can fulfill customer satisfaction and create customer loyalty. This data supports all the hypotheses proposed, and is in line with the findings of previous studies, which confirm that service quality and corporate image are key factors in increasing customer satisfaction and loyalty. In general overall , results study This give proof strong empirical about influence significant from image company, quality service, and satisfaction customer to intention Purchase and loyalty customers, especially in the segment frequent customer shopping in the Jabodetabek area .

RESEARCH LIMITATIONS

In the research This own a number of limitations . First , there are a number of constraint related with The sample used is limited to Indomaret customers in the Jabodetabek area, so the results of the study may not be generalizable to other areas or types of markets. Second, data collection was conducted through an online questionnaire, which may cause selection bias because it only involved respondents who actively used the internet. Third, the research design used limit ability For analyze change dynamic in perception and behavior customer .

SUGGESTION

Suggestions for researcher furthermore expected can add variable new that can investigated in its influence . In addition To obtain better results, further research should expand the sample coverage to wider areas or other types of markets, such as areas outside Jabodetabek or other retail sectors. Suggestions for perpetrator business in the study This namely PT Indomarco Prismaatama give training , this important For ensure employee can give fast and accurate response to need customers, as well as capable overcome various possible situations occurs and by setting clear and measurable service standards, employees can more easily understand the company's expectations. For example, how to greet customers, response time to serve customers, and problem-solving procedures.

MANAGERIAL IMPLICATIONS

Based on results study This own implications managerial that perpetrator business is PT Indomarco management Prismaatama can increase focus on improvement quality service to customers who have a significant impact on management , Based on author survey results satisfaction customer in a way periodic can provide clear data about perception customer to quality service. The survey results show improvement score satisfaction from time to time . Because it covers a number of matter important that PT Indomarco management Prismaatama (Indomaret) can learn. Management should concentrate on improving customer service. High quality service not only improves the company's image but also increases customer satisfaction, Furthermore, the company must Keep going see and fix things that influence reputation company . Satisfied customers can become more loyal to company If reputation company positive and the last one is Management can create better loyalty programs to retain existing customers and attract new customers by

understanding the relationship between customer satisfaction and loyalty. To improve customer satisfaction, companies need to focus on improving service quality and strengthening corporate image. High service quality not only improves corporate image but also contributes to higher customer satisfaction. Second, companies must continuously monitor and improve aspects that affect corporate image, because a positive image directly affects behavioral intentions and customer loyalty. Management must develop strategies that maintain and enhance a positive corporate image to ensure continued customer loyalty.

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VARIABLE OPERATIONAL*Determinant of
Behavior and
Loyalty*

CORPORATE IMAGE	
Company	
1	Indomaret own promotion good word of mouth compared to with business retail other .
2	Indomaret provides channels for consumers to provide feedback and suggestions.
Competence	
3	Promotional exhibition events held by Indomaret are always trustworthy.
4	Indomaret promotional exhibition is one of my favorite events
Informality	
5	Exhibition promotions carried out can increase sale products at Indomaret .
6	Exhibition promotions carried out Indomaret can increase image company .
QUALITY OF SERVICE	
Empathy	
7	In general general service at Indomaret treat same service .
8	I do not receive bureaucratic services from Indomaret.
Responsiveness	
9	Administrative staff at Indomaret serve very effectively .
10	Internal communication throughout the Indomaret team is very good.
Guarantee	
11	Service staff Indomaret serve very professionally.
12	Indomaret service staff deserve my trust.
Reliability	
13	Promotions carried out Indomaret own safe product .
14	Indomaret can carefully evaluate products for promotional exhibitions.
Tangibility	
15	Indomaret own location exhibition on the show floor For appearance optimal product .
16	Product details are arranged in Indomaret promotions according to the promotion theme.
CUSTOMER SATISFACTION	
Performance	
17	Do promotion Indomaret can develop customer base potential .
18	Promotions carried out by Indomaret can provide new customers.
Expenditure	
19	I feel cost utilities in promotion Indomaret enter reason .
20	I feel the prices for the products sold are reasonable.
Overall Expectations	
21	Services provided in promotion Indomaret fulfil hope I .
22	Indomaret's service level during promotional events is in line with customer expectations.
BEHAVIORAL INTENTIONS	
Payment Decision	
23	If Indomaret wearing cost service in a promotional event I still will pay .
24	Since I can get benefits and good products from the promotion, I am willing to pay for it.
Loyalty	
25	I will give good reference to others to can attend a promotional event at Indomaret
26	I will make Indomaret promotional exhibition as my main choice.

*Determinant of
Behavior and
Loyalty*

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CUSTOMER LOYALTY	
Refuse	
27	I intend to make more purchases with Indomaret.
28	I intend to continue making purchases at Indomaret.
Repeat Purchase	
29	I will say positive things to other customers so that they can buy products again at Indomaret.
Recommended	
30	I will recommend Indomaret to others who ask for advice regarding promotional events Indomaret .
31	I will post positive information related to Indomaret promotions on my social media.