The impact of service quality, price, and perceived convenience on customer loyalty in conventional building material stores

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ABSTRACT

The study aimed to determine the effect of service quality, price, and perceived convenience on customer loyalty at the building material store UD. Puspa Nadi, located in Badung Regency. The population in this study comprised all residents of Badung Regency, totaling 543,681 people. The sampling technique used was purposive sampling, which involves selecting respondents based on specific criteria to ensure they are relevant to the study topic. The number of respondents was determined using the Slovin formula, resulting in a total sample of 100 respondents. The data analysis technique used to test the hypotheses in this study was multiple linear regression analysis. Based on the results, it was found that service quality, price, and perceived convenience had a significant positive effect on customer loyalty, both partially and simultaneously. These results indicate the higher the quality of services provided by UD. Puspa Nadi, the more affordable the prices of building materials offered to consumers, and the higher the perception of customer convenience when transacting with UD. Puspa Nadi, the greater the increase in customer loyalty.

Keywords: Service quality, price, perceived convenience, customer loyalty

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INTRODUCTION

The challenges of technological development that aim to facilitate access to human performance seem to be a double-edged sword (Khechine & Lakhal, 2018; Chen et al., 2023). Despite the many benefits, technological development has led some industries and business sectors to reduce human labor (Cascio & Montealegre, 2016; Hammerling, 2022; Khogali & Mekid, 2023). The conflict between conventional and online businesses has become a significant issue in recent years. However, one industry that still largely survives in the conventional business model is the building material stores (Verhoef, 2021; Sitorus & Fontana, 2021; Gupta et al., 2023).

In this modern era, conventional building material stores still maintain loyal customers despite the rise of modern building stores (Lemon & Verhoef, 2016). This loyalty exists because building materials are essential for the community, and consumers often prefer to buy all their building materials from conventional stores due to their friendlier service quality and generally lower prices compared to modern stores. Additionally, the perception of an easy purchase process and fast, convenient delivery further encourages consumers to patronize

conventional building stores.

In the context of modern building material stores, Generation X tends to remain loyal to conventional stores primarily due to the lower prices. Price is defined as the amount of money (and possibly some products) needed to acquire a combination of products and services. Companies must design effective marketing strategies to achieve their goals, one of which is creating customer loyalty. For example, setting appropriate pricing in line with market share and the economic conditions of the surrounding community can lead to customer satisfaction. Satisfied customers are more likely to become loyal (Winata and Fiqri, 2017).

However, fostering customer loyalty is not an easy task. Service providers must first ensure customer satisfaction by offering optimal service quality and affordable prices. Customer loyalty develops when customers are satisfied with the level of service they receive and find products or services that offer advantages at relatively low prices (Kurniasih, 2012). This urgency is highlighted by the data comparing conventional and modern building stores, as discussed in Figure 1 below:
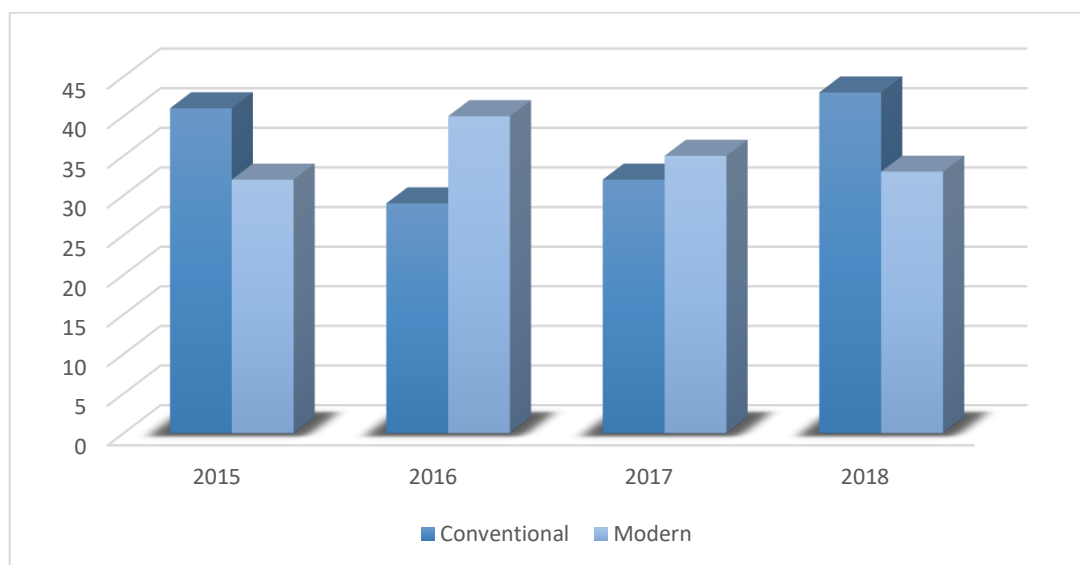

FIGURE 1. Sales and Conventional Turnover Modern Building Stores in Badung Region in 2015-2018 (in million rupiah)

Figure 1 shows that the sales turnover of conventional building stores decreased from 2015 to 2016 due to the emergence of new modern building stores, which attracted consumers by offering more convenience and a wider variety of items. However, from 2016 to 2017, there was an increase in sales turnover for conventional stores as consumers realized that the prices at these stores were cheaper than at modern building stores. This trend indicates that the existence of conventional building material stores is influenced by factors that can enhance customer trust. Conversely, modern building stores experienced a decline in customer turnover because they could not sustain their product sales.

In addition to lower prices and good service quality, customer loyalty can also be influenced by the ease of transactions. According to the research by Nainggolan and Batan (2018), ease of transaction has a significant effect on customer loyalty. This indicates that the easier it is for customers to buy products or services, the higher their loyalty will be. Customers who find it easy to make transactions will continue to use the same products or remain loyal to the products and services offered by the company. Ease of transactions can be achieved by improving management efficiency, providing access for all levels of society, offering clear operational procedures, ensuring flexible product/service purchasing options, and implementing a user-friendly system.

The quality of services provided by conventional stores is more direct and personalized, making consumers comfortable shopping there. For instance, staff can directly address consumer needs, such as recommending the appropriate brand of paint. Additionally, the prices at conventional stores are often cheaper because they are not subject to the 10% tax imposed on modern stores (source needed for the 10% tax on modern stores). Furthermore, the operating costs of conventional stores are lower than those of modern stores, which also affects the pricing of products.

Conventional stores offer a perception of ease and practicality in service transactions, which makes the shopping experience faster compared to supermarkets of building materials. Customers at conventional stores typically know exactly what items they need, allowing salespeople to quickly prepare the desired goods. In contrast, customers at building material supermarkets are given the freedom to search for items themselves,

which can extend the delivery time.

The marketing challenges for conventional building material stores require substantial or transformational innovation that results in new offerings defining new categories or subcategories. Marketing strategies based on "my brand is better than your brand," supported by incremental innovation and conventional programs, rarely create significant sales growth due to market inertia (Aaker, 2011). Growth is achievable through big idea innovations that enhance or augment offerings in ways customers value. Addressing variables such as service quality, price, and ease of transaction perception is essential in understanding the challenges and strategies for conventional building material stores.

Based on this background, the researchers are interested in conducting a study titled "The Effect of Service Quality, Price, and Ease of Transaction Perception on Customer Loyalty for Conventional Building Material Stores in the Modern Market Era."

LITERATURE REVIEW

Service Quality

Bachelda et al., (2012) argue that service quality is an effort to meet the needs and desires of consumers and accurately balance consumer expectations. Service quality can be assessed by comparing consumers' perceptions of the services they receive with the services they expect. When the service received or experienced matches their expectations, the service quality is perceived as good and satisfying.

Service quality refers to the extent to which the difference between customers' expectations and the reality of the services they receive is minimized. It can be evaluated by comparing customer perceptions of the services they actually receive with the services they expect. Service quality is a primary concern for companies, involving all of the company's resources (Ayu and Edwar, 2011).

Service quality is crucial in fostering customer loyalty. Companies should aim to maintain or improve the quality of their services continuously. Customer satisfaction has been proven to positively affect customer loyalty, making it essential for management to prioritize maintaining customer satisfaction (Prayoga et al., 2014).

Service quality aims to fulfil consumers' needs and desires and accurately balance their expectations. The indicators used to measure service quality in this study, adopted from Merkusi and Sari (2015) and Anggarayana and Pramudana (2012), include physical evidence, reliability, responsiveness, assurance, and empathy. Physical evidence refers to the tangible aspects of the service, such as facilities, equipment, and appearance of personnel. Reliability is the ability to perform the promised service dependably and accurately. Responsiveness is the willingness to help customers and provide prompt service. Assurance encompasses the knowledge and courtesy of employees and their ability to inspire trust and confidence. Lastly, empathy involves providing caring, individualized attention to customers. By focusing on these indicators, companies can better understand and improve their service quality, thereby enhancing customer satisfaction and loyalty.

Price

Nurullaili and Wijayanto (2013) define price as the monetary amount required, possibly supplemented by additional products, to acquire a combination of goods and services. Tjiptono and Chandra (2016) expand on this, explaining that prices can encompass various forms such as fees, rates, rent, interest, premiums, commissions, wages, salaries, and honorariums. Essentially, price represents the value assigned to goods and services in terms of the money exchanged, reflecting the willingness of individuals or organizations to engage in transactions with others (Ali et al., 2019; Lasa and Wijayanti, 2021).

In the context of this study, indicators for measuring price, drawn from Merkusi and Sari (2015), include several key aspects:
  a. Ensuring that the price aligns with the specifications of the product intended for purchase.
  b. Verifying that the price corresponds with the perceived value and appearance of the product.
  c. Offering competitive pricing relative to market standards.
  d. Confirming that the price is commensurate with the facilities and benefits associated with the product.

These indicators are essential for evaluating whether the price of a product or service meets customer expectations in terms of quality, perceived value, and competitive positioning within the market. For businesses, understanding and effectively managing these aspects of pricing can significantly influence customer satisfaction and loyalty.

Perceived Convenience

Convenience plays a crucial role in influencing consumers' decisions to purchase products or services. According to Amijaya (2010), convenience refers to how easily products and services can be accessed and purchased without encountering significant obstacles. This aspect of convenience is closely tied to the operational efficiency of transactions. Initially, prospective buyers may face challenges during their first

transaction due to unfamiliarity with trading processes and procedures. Difficulties encountered at this stage can deter buyers from completing their purchase directly, highlighting the importance of a streamlined and user-friendly sales system.

To address these challenges, some companies offer services that guide customers through the transaction process. These services include clear instructions on payment methods, assistance with filling out purchase forms, and other procedural details aimed at enhancing customer convenience. Amijaya (2010) identifies several indicators of convenience:

a. Time efficiency in completing transactions.
b. Ease of initiating and completing transactions.
c. Operational simplicity in navigating the purchasing process.
d. Flexibility in using various transaction methods and platforms.

These indicators are essential for assessing how effectively companies meet customer expectations regarding convenience. By prioritizing these factors, businesses can improve customer satisfaction, reduce transactional friction, and ultimately foster greater customer loyalty.

Customer Quality

Customer loyalty, as described by Shert & Mittal in Tjiptono and Chandra (2016), entails a strong commitment to a brand, store, or supplier, characterized by a positive attitude and demonstrated through repeated purchases. In service-oriented industries, enhancing service quality is a pivotal strategy to cultivate customer loyalty. Regardless of whether service quality improves or declines, it shapes consumer perceptions and influences their loyalty toward the company's offerings (Apriyani et al., 2013).

Gaffar (2017) expands on customer loyalty, highlighting that satisfied customers often become advocates who promote the company's products and services through word-of-mouth. This loyalty extends beyond individual transactions to encompass the entire brand portfolio, fostering enduring allegiance. Bothe emphasizes that while guest satisfaction remains important, guest loyalty plays a more crucial role in achieving sustained business success.

Griffin (2015) shifts the focus to behavior in defining customer loyalty. Loyal customers demonstrate consistent purchasing patterns over time, driven by their decision-making units or individuals within organizations.

Baloglu (2012) and Basmantra et al. (2023) underscores loyalty as both an attitude and behavior, marked by repeated purchases and a strong commitment to the brand or company. This commitment insulates loyal customers from the influence of competitors' marketing efforts, ensuring they continue to choose familiar products and services. Ultimately, customer loyalty serves as a cornerstone of success, providing not only immediate benefits but also sustaining a competitive advantage over the long term.

In the context of conventional building material stores, customer loyalty is a complex interplay of commitment, behavior, and attitude, heavily influenced by factors such as service quality, customer satisfaction, and brand affinity (Saputri & Maisara, 2023). To thrive in the modern market era, these stores must prioritize strategies that enhance service quality, maintain competitive pricing, and streamline transaction processes. By nurturing customer loyalty through these means, conventional building material stores can effectively differentiate themselves and sustain their competitiveness amidst evolving market dynamics.

Empirical Review

The studies conducted by various researchers provide insights into the factors influencing customer loyalty across different contexts and industries. Oktaviani (2014) investigated the impact of service quality, emotional customer experience, and convenience on customer loyalty through satisfaction, finding significant positive effects of service quality and convenience on loyalty. This study highlighted the importance of seamless service delivery and customer convenience in fostering loyalty, despite variations in location and analytical methods.

Winata and Fiqri (2017) focused on the hospitality industry in Lampung City, examining the influence of both price and service quality on customer loyalty at Emersia Hotels. Their findings underscored that both factors significantly contribute to customer loyalty, reinforcing the notion that competitive pricing and service excellence are crucial in retaining hotel patrons.

Kurniasih's (2012) study at an Ahass Workshop in Semarang explored the effects of price and service quality on customer loyalty through satisfaction variables. It revealed that while price directly influenced loyalty more than indirectly through satisfaction, service quality also exerted a significant direct impact on loyalty. This research emphasized the dual role of pricing and service standards in enhancing customer loyalty within service settings.

Nainggolan and Batam (2018) examined satisfaction, trust, and convenience as drivers of customer loyalty at Pt Great Seasons Tours and Travel in Batam City. Their findings highlighted that satisfaction, trust, and the reduction of choice complexity significantly influenced customer loyalty. This study uniquely incorporated convenience as a pivotal factor affecting customer loyalty, indicating its importance alongside traditional

satisfaction and trust metrics.

Budiastari (2018) investigated the effects of product quality, price perception, and brand image on customer satisfaction and loyalty for Concrete Ready to Use at Holcim in Jakarta. This study found that while price perception did not significantly impact loyalty, product quality played a crucial role in enhancing customer loyalty. This underscores the sector-specific nuances where the perceived quality of offerings outweighs price considerations in driving customer loyalty.

While these studies vary in their locations, timeframes, and specific variables examined, they collectively underscore the critical roles of service quality, pricing strategies, customer satisfaction, trust, and convenience in shaping customer loyalty across diverse industries and contexts. Understanding these dynamics is essential for businesses aiming to cultivate lasting customer relationships and sustain competitive advantage in today's dynamic market environments.

Theoretical Framework

Based on the background issues presented and insights from previous studies, it is evident that lower prices, higher service quality, and perceived ease of purchase positively influence consumer loyalty. Therefore, the research model depicted in Figure 2 can be seen as follows:
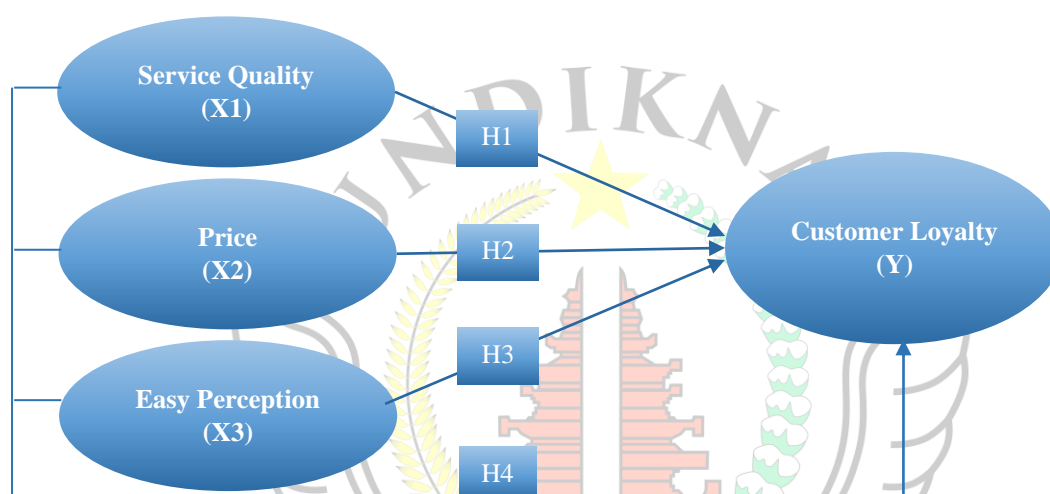

FIGURE 2. Theoretical Framework

Research Hypothesis
Effect of Service Quality on Customer Loyalty
Loyalty is influenced by the quality of services provided by companies to consumers. Research conducted by Lee (2013) shows that company service quality has a positive and significant effect on customer loyalty. According to Mosahad et al. (2010), their research showed that service quality has a positive effect on customer loyalty. Research conducted by Arab et al. (2012) also indicates that service quality has a positive and significant effect on customer loyalty. Similar research conducted by Henriawan (2015), Haryono and Evanita (2015), Prayoga et al. (2014), Aditya and Kusumadewi (2017), Irnandha (2016), Pribadi (2014), and Apriyani et al. (2013) found that service quality has a positive and significant effect on customer loyalty. Therefore, it can be stated that service quality has an effect on customer loyalty. Based on the description above, the hypothesis proposed is:

H1: Service quality has a positive and significant effect on customer loyalty.

Effect of Price on Customer Loyalty
Price is the amount of money (plus some products if possible) needed to obtain a combination of products and services. A company must design the right marketing strategy to achieve its goals, one of which is to create customer loyalty. A good company, for example, sets pricing that is appropriate according to market share and the economic conditions of surrounding communities, which can create customer satisfaction. Satisfied consumers can lead to customer loyalty. Therefore, setting the selling price of a product or service to suit customer needs and tastes is crucial as it serves as a benchmark for customer loyalty. For producers, customers are very important because, without their presence and support, a business cannot develop. Customers determine whether they will buy a product or service offered (Winata and Fiqri, 2017). The results of a similar study by Kurniasih (2012) also stated that there is a significant positive effect between price and customer loyalty. Based

on the description above, the hypothesis proposed is:

H2: Price has a positive and significant effect on customer loyalty.

Effect of Ease Perception on Customer Loyalty
The ease factor can be realized by accelerating the work of the management, opening access for all levels of society, providing operational procedures that are easily understood by customers, offering flexible products and services, and implementing a user-friendly system for customers. According to research by Nainggolan and Batam (2018), convenience has a significant positive effect on customer loyalty. This indicates that the easier it is for customers to buy products and services provided by the company, the higher their loyalty to the product. Customers who find it easy to make transactions when buying products are more likely to continue using the same product and remain loyal to the company's offerings. Based on the description above, the hypothesis proposed is:

H3: Ease Perception has a positive and significant effect on customer loyalty.

Effects of Service Quality, Price, and Ease Perception on Customer Loyalty
Customer loyalty can be formed if a company provides good quality service, offers affordable prices, and ensures ease in the purchasing process. According to Oktaviani's research (2014), service quality and ease perception can significantly influence customer loyalty when considered together. Similarly, Budiastari (2018) found that price and quality simultaneously have a significant effect on customer loyalty. Based on the description above, the hypothesis proposed is:

H4: Service quality, price, and ease perception simultaneously have a positive and significant effect on customer loyalty.

METHODS
This research was conducted in the Badung Region, renowned as one of the top tourism destinations in Bali. The high tourism activity in the area led to significant development and a relatively high purchasing power among the population, which consisted mainly of modern society.

According to Sugiyono (2017), the population was defined as a generalization area consisting of objects or subjects that have certain qualities and characteristics. The population in this study encompassed the entire community in the Badung Region, totaling 543,681 residents, with 266,124 women and 277,557 men. Among these residents, it was estimated that they had purchased building materials at least twice in their lifetime, either from conventional or modern building shops.

The sample for this study was determined using non-probability sampling, specifically purposive sampling. This method selected samples based on specific criteria rather than randomly. The criteria included respondents based in the Badung Region, those who had purchased from conventional building stores, building material contractors, and those who had made purchases in the past year.

Using the Slovin formula, the sample size was calculated to be approximately 100 respondents. This ensured that the selected respondents truly fit the research topic.

RESULTS AND DISCUSSION
Results
Respondent characteristics in this study include age, gender, and length of time each respondent has been subscribed to a building material store. These characteristics were summarized and are presented in Table 1. Age ranges varied among respondents, with a distribution across different demographic groups. Gender distribution was also recorded to analyze any potential variations in responses based on gender. Additionally, the length of time each respondent has subscribed to a building material store was documented to understand loyalty patterns and purchasing behaviors over time. Table 1 provides a detailed overview of these respondent characteristics, facilitating a comprehensive analysis of their impact on the study variables.

TABLE 1. Characteristics of UD Puspa Nadi

No	Characteristics	Classification	Total Respondent (Person)	Percentage Of Respondent (%)
1	Gender	Male	79	79

	Female		21	21
		Total	100	100
		21-30 Year	16	16
		31-40 Year	54	54
2	Age	41-50 Year	26	26
		> 50 Year	4	4
		Total	100	100
		< 1 Year	17	17
		1-2 Year	23	23
3	Long Subscription	2-3 Year	41	41
		> 3 Year	19	19
		Total	100	100

Table 1 indicates that male customers dominate the customer base of building material stores at UD Puspa Nadi, comprising 79 people or 79 percent of the total study sample. Regarding age demographics, the majority of customers fall within the 31-40 age bracket, totaling 54 people or 54 percent. This age group is considered productive, suggesting that these customers are likely employed with sufficient income to subscribe to a building material store.

When examining the length of time customers have been subscribed to building material stores, the data reveals that 17 percent subscribed for less than 1 year, 23 percent for 1 to 2 years, 41 percent for 2 to 3 years, and 19 percent for more than 3 years. This distribution indicates high customer loyalty, particularly among those subscribing for 2 to 3 years or longer.

Validity testing results, as shown in Table 2, demonstrate that all research instruments used to measure variables such as service quality, price, perceived convenience, and customer loyalty have correlation coefficient values exceeding 0.30, with significance levels below 0.05. This indicates that the statement items in the research instruments are valid and suitable for use in this study.

This presentation integrates the data from Table 1 and Table 2 into a coherent narrative, emphasizing key findings about customer demographics, loyalty patterns, and instrument validity for the research.

TABLE 2. Recapitulation of Research Instrument Validity Test Results

Variable	Indicator	Correlation Coefficient	Sig. (2-Tailed)	Result
Service Quality(X_1)	$X_{1.1}$	0,886	0,000	Valid
	$X_{1.2}$	0,816	0,000	Valid
	$X_{1.3}$	0,843	0,000	Valid
	$X_{1.4}$	0,808	0,000	Valid
	$X_{1.5}$	0,794	0,000	Valid
Price (X_2)	$X_{2.1}$	0,872	0,000	Valid
	$X_{2.2}$	0,827	0,000	Valid
	$X_{2.3}$	0,759	0,000	Valid
	$X_{2.4}$	0,833	0,000	Valid
Easy Perception(X_3)	$X_{3.1}$	0,844	0,000	Valid
	$X_{3.2}$	0,871	0,000	Valid
	$X_{3.3}$	0,820	0,000	Valid
	$X_{3.4}$	0,829	0,000	Valid
Customer Loyalty(Y)	Y_1	0,790	0,000	Valid
	Y_2	0,898	0,000	Valid
	Y_3	0,803	0,000	Valid
	Y_4	0,836	0,000	Valid

The reliability test results, detailed in Table 3, indicate that all research instruments possess a Cronbach's Alpha coefficient exceeding 0.60. This finding confirms that all variables meet the reliability requirements necessary for conducting the research. The Cronbach's Alpha coefficient serves as a measure of internal consistency, demonstrating that the items within each research instrument reliably measure their respective constructs. Therefore, these validated instruments are deemed suitable and reliable for accurately assessing the variables of interest in this study.

TABLE 3. Recapitulation of Research Instrument Reliability Test Results

No.	Variable	Cronbach's Alpha	Results
1	Service Quality (X_1)	0,886	Reliable
2	Price (X_2)	0,838	Reliable
3	Easy Perception (X_3)	0,860	Reliable
4	Customer Loyalty (Y)	0,849	Reliable

Based on the results of the interval range, the criteria for construct measurement are summarized in Table 4. The measurement criteria are derived from the analysis of the interval data obtained from the study participants. These criteria provide a structured framework for evaluating and interpreting the construct measurements related to service quality, price, perceived convenience, and customer loyalty. Table 4 outlines the specific ranges and categories established to quantify and assess each construct effectively. This structured approach ensures clarity and consistency in the evaluation of study outcomes and facilitates meaningful comparisons across different variables measured in the research.

TABLE 4. Criteria for Research Variable Scores

No	Score	Variable Criteria
1	1,00 - 1,80	Very not good / Very Low
2	>1,80 - 2,60	Not good / Low
3	>2,60 - 3,40	Pretty Good / Medium
4	>3,40 - 4,20	Good / High
5	>4,20 - 5,00	Very good / Very high

In Table 5, the descriptive statistics present the summary of responses for each variable measured in the study. The variables include Service Quality, Price, Easy Perception, and Customer Loyalty. Each row provides details such as the number of respondents (N), minimum and maximum values observed, the mean (average) score, and the standard deviation (a measure of variability) for each variable. These statistics allow for a clear understanding of the distribution and central tendencies of responses related to service quality, pricing, ease of perception, and customer loyalty among the study participants.

TABLE 5. Descriptive Statistics Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	100	10.00	25.00	20.7900	3.21076
Price	100	10.00	20.00	16.9700	2.49223
Easy Perception	100	6.00	20.00	16.9000	2.66098
Customer Loyalty	100	7.00	20.00	16.8200	2.32848
Valid N (listwise)	100				

Based on the descriptive statistical test results presented in Table 5, which includes a total of 100 respondents, the study findings can be elaborated as follows. The service quality variable ranges from a minimum score of 10 to a maximum of 25. This variable, measured by 5 statement items using a 5-point Likert scale, has an average score of 20.79. This suggests that overall, respondents perceive that the building material store at UD Puspa Nadi provides good service quality to its customers.

The price variable ranges from a minimum score of 10 to a maximum of 20. Measured by 4 statement items using a 5-point Likert scale, it has an average score of 16.97. This indicates that overall, respondents perceive that the prices of materials offered by the building material store at UD Puspa Nadi are relatively high, but they are deemed appropriate for the quality received and are considered adequate for customers.

The variable measuring ease of perception ranges from a minimum score of 6 to a maximum of 20. Measured by 4 statement items using a 5-point Likert scale, it has an average score of 16.90. This suggests that overall, customers find it very easy to purchase building materials from UD Puspa Nadi. The standard deviation for this variable is 2.66.

The customer loyalty variable ranges from a minimum score of 7 to a maximum of 20. Measured by 4 statement items using a 5-point Likert scale, it has an average score of 16.82. This indicates that overall, respondents exhibit a high level of loyalty towards the building material store at UD Puspa Nadi. The normality test, which aims to assess whether the residuals of the regression model are normally distributed, is detailed in Table 6.

TABLE 6. Normality Test Result

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.61796037
Most Extreme Differences	Absolute	.074
	Positive	.051
	Negative	-.074
Kolmogorov-Smirnov Z		.740
Asymp. Sig. (2-tailed)		.643

Based on the analysis results presented in Table 6, where a significance value of 0.643 was obtained, which exceeds the threshold of 0.05, it can be concluded that the residuals of the regression equation model in this study follow a normal distribution. This indicates that the assumption of normality for the residuals is satisfied, suggesting that the regression model is valid in this regard.

Moving the multicollinearity test, its purpose is to examine whether there is a significant correlation among the independent variables within the regression model. A desirable characteristic of a regression model is that there should be minimal or no correlation among the independent variables.

TABLE 7. Multicollinearity Test Result

Variable	Tolerance	VIF	Result
Service Quality (X_1)	0,550	1,819	Free Multicol
Price (X_2)	0,541	1,848	Free Multicol
Easy Perception (X_3)	0,656	1,525	Free Multicol

Based on the results presented in Table 7, it is evident that the tolerance values and VIF (Variance Inflation Factor) for all independent variables—service quality, price, and perceived convenience—are within acceptable ranges. Specifically, the tolerance values are greater than 0.10, and the VIF values are less than 10. This indicates that the regression equation model is free from multicollinearity issues among its independent variables.

Moving on to the heteroscedasticity test, which aims to assess whether there is unequal variance of residuals across observations in the regression model, the Glejser test was conducted. A desirable regression model exhibits homoscedasticity, where the variance of residuals remains consistent across all observations.

TABLE 8. Heteroscedasticity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.389	.771		1.800	.075
	Service Quality	-.050	.041	-.165	-1.211	.229
	Price	.050	.054	.129	.938	.351
	Easy Perception	.005	.046	.014	.110	.913

In Table 8, the significance values for each independent variable—Service Quality (0.229), Price (0.351), and Perceived Convenience (0.913)—are observed to be greater than 0.05. This indicates that there is no significant influence of these independent variables on the absolute residuals in the regression model. Therefore, it can be concluded that the model developed does not exhibit symptoms of heteroscedasticity, as the variance of residuals remains consistent across different observations.

The multiple linear regression coefficients were calculated using SPSS 18.0 for Windows software, and the results are presented in Table 9. These coefficients provide insights into the strength and direction of the relationships between the independent variables (Service Quality, Price, Perceived Convenience) and the dependent variable (Customer Loyalty). Table 9 displays the coefficients alongside their standard errors, t-values, and corresponding p-values, enabling a detailed interpretation of the impact of each independent variable on customer loyalty in the context of the study.

TABLE 9. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.890	1.295		3.005	.003
1	Service Quality	.252	.069	.348	3.637	.000
	Price	.263	.090	.281	2.917	.004
	Easy Perception	.191	.077	.218	2.490	.014

Based on the results of the multiple linear regression analysis presented in Table 9, the regression equation is formulated as follows.

Y   =   3.890 + 0.252X1 + 0.263X2 + 0.191X3 + e

Here's an explanation of the regression equation and its components:

- **Intercept (3.890)**: This represents the estimated value of customer loyalty (Y) when all independent variables (X1, X2, X3) are zero. In practical terms, it suggests the baseline level of customer loyalty.
- **Service Quality (X1)**: The coefficient 0.252 indicates that for every one-unit increase in service quality, holding other variables constant, customer loyalty (Y) is expected to increase by 0.252 units. This represents a 25.2 percent increase in customer loyalty.
- **Price (X2)**: The coefficient 0.263 suggests that for every one-unit increase in price, with other variables held constant, customer loyalty (Y) is expected to increase by 0.263 units. This corresponds to a 26.3 percent increase in customer loyalty.
- **Perceived Convenience (X3)**: The coefficient 0.191 indicates that for every one-unit increase in perceived convenience, assuming other variables remain unchanged, customer loyalty (Y) is expected to increase by 0.191 units. This represents a 19.1 percent increase in customer loyalty.

The coefficient values (0.252, 0.263, and 0.191) reflect the magnitude and direction of the impact of each independent variable on customer loyalty within the regression model.

The total determination value, or R^2 (coefficient of determination), illustrates the overall effectiveness of the regression model in explaining the variability of customer loyalty based on the independent variables (service quality, price, perceived convenience).

TABLE 10. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate
1	.719[a]	.517	.502	1.64305

Based on the coefficient of determination (R Square) test results presented in Table 10, an R Square value of 0.517 is reported. This indicates that approximately 51.7% of the variations in customer loyalty within building material stores at UD Puspa Nadi can be explained by variations in the independent variables: service quality, price, and perceived convenience. The remaining 48.3% of the variations in customer loyalty are attributed to factors not accounted for in the current model.

The interpretation of R Square suggests that service quality, price, and perceived convenience collectively have a moderate explanatory power over customer loyalty in this context.

Moving on to the simultaneous test, its purpose is to assess whether the combination of all identified independent variables (service quality, price, and perceived convenience) can jointly predict customer loyalty.

TABLE 11. Simultaneous test results (F-test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	277.598	3	92.533	34.276	.000[a]
	Residual	259.162	96	2.700		
	Total	536.760	99			

Based on the results of data processing presented in Table 4.12 using the SPSS program, the F-count value obtained was 34.276 with a significance level of 0.000. This indicates that the F-count value of 34.276 is greater than the critical F-value of 3.84 (assuming a significance level of 0.05 for a three-predictor model), and the p-value of 0.000 is less than 0.05. Therefore, it can be concluded that there are significant differences among the groups tested.

This significant result suggests that simultaneous variations in service quality, price, and perceived convenience have a positive and statistically significant effect on customer loyalty in building material stores at UD Puspa Nadi. Consequently, the fourth hypothesis (H4), which posits that "Service Quality, Price, and Easy

Perception simultaneously have a positive and significant effect on customer loyalty," is accepted based on the findings.

Discussion

The Effect of Service Quality on Customer Loyalty

The impact of service quality on customer loyalty was analyzed, revealing a significant and positive relationship. This implies that as the quality of services provided by building material shops in UD Puspa Nadi improves customer loyalty tends to increase. Conversely, lower service quality diminishes customer loyalty within these establishments.

These findings align with previous research. Lee (2013) demonstrated a positive and significant effect of service quality on customer loyalty, a conclusion echoed by Mosahad et al. (2010) and Arab et al. (2012). Similarly, studies by Henriawan (2015), Haryono and Evanita (2015), Prayoga et al. (2014), Aditya and Kusumadewi (2017), Irnandha (2016), Pribadi (2014), and Apriyani et al. (2013) also affirmed the positive impact of service quality on customer loyalty.

These collective findings underscore the consistent and robust nature of the relationship between service quality and customer loyalty across various studies and contexts, reinforcing the critical importance of maintaining high service standards to foster enduring customer relationships in building material stores in UD Puspa Nadi.

The Effect of Price on Customer Loyalty

The analysis indicated that price had a positive and significant effect on customer loyalty in building material stores in UD Puspa Nadi. This meant that when building materials were adequately priced, customer loyalty tended to increase. Conversely, when prices were deemed inadequate, customer loyalty in these stores decreased.

This research aligned with the findings of Kurniasih (2012), who identified a significant positive influence between price and customer loyalty. This suggested that higher prices often signaled higher quality, thereby potentially enhancing customer loyalty. Similarly, Winata and Fiqri (2017) found that pricing had a significant positive effect on loyalty, emphasizing the importance of setting prices in accordance with market share and economic conditions to cultivate consumer satisfaction. Therefore, determining the appropriate selling price for products or services that meet customer needs became crucial. This approach served as a benchmark to gauge whether customers would remain loyal to the company based on their preferences. For producers, recognizing the pivotal role of customers in business development was essential, as their decisions determined whether they would purchase offered products or services.

The Effect of Ease Perception on Customer Loyalty

The results of the analysis indicated that easy perception had a positive and significant impact on customer loyalty in building material stores. This meant that as customers perceived buying building materials to be more convenient, their loyalty to the store increased. Conversely, lower perceptions of convenience were associated with lower levels of customer loyalty.

This finding is consistent with Nainggolan and Batam's research (2018), which highlighted that convenience significantly enhances customer loyalty. Their study demonstrated that when customers find it easier to purchase products or services from a company, they are more likely to remain loyal to that brand. Similarly, Oktavia (2014) also found that convenience positively influences customer loyalty. Factors such as streamlining management processes, improving accessibility for all segments of society, providing clear operational procedures, offering flexible products and services, and implementing user-friendly systems all contribute to enhancing customer convenience.

In essence, these findings underscore the importance of convenience in influencing customer loyalty. By making the purchasing experience more straightforward for customers, building material stores in UD Puspa Nadi can effectively cultivate and sustain loyalty among their customer bases.

Effect of Service Quality, Price, and Easy Perception on Customer Loyalty

The analysis revealed that service quality, price, and easy perception collectively exert a positive influence on customer loyalty in building material stores. This implies that when these factors—high service quality, reasonable pricing, and perceived convenience in purchasing—are effectively combined, they contribute significantly to increasing customer loyalty towards the building material stores.

These findings are consistent with Oktaviani's research (2014), which demonstrated that service quality and easy perception together have a substantial impact on customer loyalty. Essentially, when a company delivers excellent service quality alongside a seamless purchasing experience perceived as convenient by customers, it enhances their loyalty. Similarly, Budiastari's study (2018) also confirmed that the combination of competitive pricing and quality service positively affects customer loyalty.

In essence, the results underscore the importance of integrating service quality, pricing strategy, and customer convenience in fostering strong customer loyalty in building material stores. By focusing on these aspects, businesses in UD Puspa Nadi can enhance customer satisfaction and strengthen their customer base.

CONCLUSION

Service quality demonstrates a positive and significant impact on customer loyalty, indicated by a regression coefficient of 0.252 and a Significant Value of 0.000, which is less than 0.050. This implies that as the quality of services provided by the building material shop in UD Puspa Nadi improves, customer loyalty increases accordingly. Similarly, price has a positive and significant effect on customer loyalty, with a regression coefficient of 0.263 and a Significant Value of 0.004, also below 0.050. This suggests that setting appropriate prices aligned with market share and economic conditions in the community can enhance consumer satisfaction, thereby fostering customer loyalty.

Perception of convenience also positively influences customer loyalty, as evidenced by a regression coefficient of 0.191 and a Significant Value of 0.014, both below 0.050. This means that when customers perceive buying building materials as convenient, their loyalty to the store increases. Moreover, when considering service quality, price, and perceived convenience simultaneously, the analysis shows a significant positive effect on customer loyalty. The Fcount value of 34.276 with a significance of 0.000 indicates that collectively, these factors significantly contribute to increasing customer loyalty to building material stores.

Based on these findings, recommendations for building shops in UD Puspa Nadi include implementing two strategic approaches. First, for new customers, it is advisable to enhance accessibility through easily reachable hotlines to improve initial interactions. Second, for existing customers, maintaining and possibly enhancing service quality, pricing strategies, and convenience perceptions could reinforce their loyalty.

Future research directions could involve expanding the scope to include variables such as customer satisfaction, trust, brand image, and others to provide a more comprehensive understanding. Additionally, comparing conventional building shops with traditional ones while focusing on service and product quality could provide valuable insights. Innovating transaction processes to further simplify customer experiences is also recommended to maintain competitiveness in the market.

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