

## THE EFFECT OF SERVICE QUALITY AND SALES PROMOTION ON CONSUMER LOYALTY AT IHSAN MART IN KUBU RAYA

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Submitted:  
07 June 2026

Revised:  
18 June 2026

Accepted:  
24 June 2026

### Abstract

*This study aims to analyze the effect of service quality and sales promotion on consumer loyalty at Ihsan Mart in Kubu Raya. This study used an associative quantitative approach with 100 respondents selected through purposive sampling. Data were collected using questionnaires with a five-point Likert scale and analyzed using multiple linear regression with the assistance of SPSS. The results show that service quality and sales promotion have positive and significant effects on consumer loyalty, both partially and simultaneously. The regression results indicate that sales promotion has a greater contribution than service quality in increasing consumer loyalty. However, the coefficient of determination shows that service quality and sales promotion explain 16.3% of consumer loyalty, while the remaining 83.7% is influenced by other factors outside this study. These findings imply that local retail management should not only improve service quality and sales promotion programs, but also consider other factors such as customer satisfaction, product quality, price competitiveness, store atmosphere, and consumer trust to strengthen long-term consumer loyalty.*

**Keywords:** *Service Quality, Sales Promotion, Consumer Loyalty*

### 1. INTRODUCTION

The development of the retail sector in Indonesia has shown significant growth in recent years. Data from the Central Statistics Agency recorded that, as of 2021, there were 40,377 modern retail outlets consisting of 38,323 minimarkets, 1,411 supermarkets, 358 gas station retail outlets, and 285 hypermarkets (BPS, 2022). This growth indicates an increase in retail trade activities driven by changes in consumer consumption patterns and the growing need for convenience and comfort in shopping. From a marketing perspective, retail business activities are not only related to product exchange but also include company efforts to build relationships with customers through the creation and delivery of value (Kotler & Armstrong in Tapaningsing et al., 2022). Value creation is carried out through the process of identifying consumer needs, developing products, and delivering benefits that are able to provide satisfaction to customers (Kotler & Keller, 2012).

Retail stores that are able to provide a comfortable shopping environment, attract customers to visit, and fulfill consumers' needs and desires will encourage the creation of customer satisfaction and loyalty toward retail companies (Berman & Evans, 2018). The growth of the retail sector has also occurred in Kubu Raya Regency, particularly in Sungai Raya District, which directly borders Pontianak City as the center of economic growth in West Kalimantan. Based on data from DPMPTSP (2025) and Satu Data Kubu Raya (2024),

various retail businesses operate in the area, including national minimarket chains and local retailers. One of the retail businesses operating in this area is Ihsan Mart, which was established in 2022 and is located at Jalan Parit Bugis No. 81, Sungai Raya, Kubu Raya. Ihsan Mart provides more than 10,000 products divided into 14 product categories with various price ranges, from basic necessities and household products to beauty and fashion products (Ihsan Mart, 2026).

Amid the intense competition in the retail business in Sungai Raya District, Ihsan Mart has recorded growth in both customer numbers and sales. Company data show that the number of members increased from approximately 4,000 members at the beginning of its operation to more than 13,000 active and inactive members in 2025 (Ihsan Mart, 2026). During the same period, total sales increased from IDR 5,906,160,065 in 2023 to IDR 6,516,434,350 in 2024 and increased again to IDR 6,925,007,278 in 2025 (Ihsan Mart, 2026). Nevertheless, the increase in the number of members and sales does not yet provide information regarding the factors related to consumer loyalty in the company.

Consumer loyalty is a form of consumer commitment to consistently repurchase the products or services used (Firmansyah, 2018). In retail activities, consumer loyalty is often associated with the experience obtained during the shopping process, including the service received and the marketing programs implemented by the company. Service quality is defined as a company's ability to meet customer expectations through the services provided (Schouten et al., 2025), while sales promotion is a set of short-term incentives designed to encourage the purchase of certain products or services (Kotler & Keller, 2012). These two variables are part of the operational activities carried out by Ihsan Mart in serving and interacting with consumers.

The relationship between service quality, sales promotion, and consumer loyalty has been widely studied in various business sectors, such as coffee shops, minimarkets, and digital services. However, previous studies still show differences in object contexts, consumer characteristics, and competitive environments, making further testing necessary in the context of local retail businesses developing in regional areas. Kusumayanti, Christie, & Mulyana (2021) found that sales promotion and service quality have a positive and significant effect on consumer loyalty at Fanatic Coffee Bogor. Similar results were also shown by Kevin (2022), who stated that service quality and sales promotion have a positive and significant effect on customer loyalty at Indomaret Sadai Bengkong Branch. Nevertheless, both studies were conducted on objects and business characteristics that differ from this study, namely the coffee shop sector and national minimarket chains.

Although the effect of service quality and sales promotion on consumer loyalty has been widely studied, research examining these two variables in the context of local retail in Kubu Raya Regency remains limited. Haykal et al. (2023) showed that service quality has a positive and significant effect on consumer loyalty. Similar findings were also presented by Nurofik & Wiana (2022), who found that service quality has a positive and significant effect on consumer loyalty. Regarding the sales promotion variable, Kurniasih & Febrilia (2022) found a positive and significant effect on consumer loyalty. The same result was also shown by Kusumayanti et al. (2021), who stated that sales promotion has a positive and significant effect on consumer loyalty. Meanwhile, Rishyadi et al. (2024) found that service quality and sales promotion simultaneously have a positive and significant effect on consumer loyalty. However, most of these studies were conducted in coffee shops, national minimarkets, or

other service sectors, so further testing is needed in local retail businesses that have different consumer characteristics and competitive environments.

This study was conducted to expand the study of consumer loyalty in the local retail sector, particularly through examining the effect of service quality and sales promotion at Ihsan Mart in Kubu Raya Regency. Unlike previous studies that were mostly conducted in coffee shops and national minimarket chains, this study focuses on a local retailer facing direct competition with modern retail players, thereby providing a more specific picture of consumer behavior in the context of regional retail businesses. The study by Kusumayanti et al. (2021) was conducted in a coffee shop business, while Kevin's study (2022) included brand image as an additional variable in the research model. These conditions indicate differences in research context, consumer characteristics, and business competition environment, which serve as the basis for conducting this study at Ihsan Mart as a local retailer operating in Sungai Raya District, Kubu Raya Regency.

The novelty of this study lies in the use of Ihsan Mart, a local retail business in Kubu Raya Regency, as the research object, rather than coffee shops, national minimarket chains, or digital services that have been widely used in previous studies. Ihsan Mart has distinct characteristics because it is a local retailer operating in Sungai Raya, Kubu Raya, and directly faces competition from modern retail businesses around Pontianak and Kubu Raya. This study is also strengthened by the company's internal data, namely the increase in the number of members from approximately 4,000 members at the beginning of its operation to more than 13,000 active and inactive members in 2025, as well as the increase in sales from IDR 5,906,160,065 in 2023 to IDR 6,516,434,350 in 2024 and IDR 6,925,007,278 in 2025. These data indicate that Ihsan Mart has experienced growth; however, the increase in members and sales does not directly explain the factors that shape consumer loyalty. Therefore, this study provides a more specific empirical contribution by examining how service quality and sales promotion affect consumer loyalty in a local retail business that has competitive pressures, consumer characteristics, and operational strategies different from those of coffee shops and national minimarket chains.

## 2. RESEARCH METHOD

This study used a quantitative method with an associative approach to analyze the effect of service quality and sales promotion on consumer loyalty at Ihsan Mart Kubu Raya. The research data consisted of primary data obtained through questionnaires, observation, and interviews, as well as secondary data obtained through company documentation. The population of this study consisted of all active and inactive members of Ihsan Mart, totaling 13,123 people. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample of 100 respondents. The sampling technique used was purposive sampling (Sugiyono, 2019), with the criteria that respondents had to be at least 18 years old, had shopped at Ihsan Mart, and had made purchases more than three times.

This study used three variables, namely service quality as the first independent variable (X1), sales promotion as the second independent variable (X2), and consumer loyalty as the dependent variable (Y). The service quality variable was measured through the indicators of tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2011 in Schouten et al., 2025). The sales promotion variable was measured using the

indicators of price-offs, prizes, and tie-in promotions (Kotler & Keller, 2012). Meanwhile, the consumer loyalty variable was measured through the indicators of regular repeat purchases, purchases across product and service lines, recommending to others, and showing immunity to competitors' appeal (Griffin, 2002 in Firmansyah, 2018). Data were collected using a questionnaire with a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree) (Sugiyono, 2019).

Data analysis was conducted with the assistance of SPSS software through several stages, namely validity testing to measure the validity of the research instrument (Machali, 2021), reliability testing using Cronbach's Alpha to test instrument consistency (Machali, 2021), and classical assumption testing, which included the Kolmogorov-Smirnov normality test, linearity testing using the Test for Linearity, and multicollinearity testing through Variance Inflation Factor (VIF) and tolerance values (Indartini, 2019). Furthermore, hypothesis testing was conducted using multiple linear regression analysis (Machali, 2021), the coefficient of determination ( $R^2$ ), and the correlation coefficient to measure the magnitude of influence and the level of relationship between variables (Machali, 2021), followed by the simultaneous test (F-test) and partial test (t-test) to test the significance of the effect of independent variables on the dependent variable (Jaya, 2021).

### 3. RESULTS AND DISCUSSION

#### 3.1 Test Research Instruments

##### 3.1.1 Validity Test

The validity test was conducted to measure the validity level of the research instrument. Validity testing was performed by correlating the score of each statement item with the total score and then comparing the r-count value with the r-table value. The r-table value was obtained based on the degree of freedom ( $df = n - 2$ ), namely  $100 - 2 = 98$ , at a significance level of 0.05, resulting in an r-table value of 0.196. The results of the validity test for the variables of Service Quality (X1), Sales Promotion (X2), and Consumer Loyalty (Y) are presented in Table 1.

**Table 1. Validity Test Results**

Variable	Indicator	r-count	r-table	Description
Service Quality (X1)	X1.1	0.582	0.196	Valid
	X1.2	0.524		
	X1.3	0.512		
	X1.4	0.627		
	X1.5	0.562		
	X1.6	0.493		
	X1.7	0.446		
	X1.8	0.533		
	X1.9	0.535		
	X1.10	0.504		
	X1.11	0.508		
	X1.12	0.495		
	X1.13	0.566		
	X1.14	0.612		

	X1.15	0.442		
	X1.16	0.564		
	X1.17	0.531		
	X1.18	0.604		
	X1.19	0.529		
	X1.20	0.588		
	X1.21	0.589		
	X1.22	0.591		
	X1.23	0.460		
	X1.24	0.538		
	X1.25	0.599		
	X2.1	0.708		
	X2.2	0.560		
	X2.3	0.654		
	X2.4	0.650		
	X2.5	0.548		
Sales Promotion (X2)	X2.6	0.591	0.196	Valid
	X2.7	0.697		
	X2.8	0.513		
	X2.9	0.646		
	X2.10	0.559		
	Y.1	0.429		
	Y.2	0.618		
	Y.3	0.524		
	Y.4	0.577		
	Y.5	0.465		
	Y.6	0.424		
Consumer Loyalty (Y)	Y.7	0.571	0.196	Valid
	Y.8	0.654		
	Y.9	0.478		
	Y.10	0.446		
	Y.11	0.637		
	Y.12	0.644		
	Y.13	0.632		

**Source:** Processed Data, 2026

Based on the validity test results presented in Table 1, all statement items in the variables of Service Quality (X1), Sales Promotion (X2), and Consumer Loyalty (Y) have r-count values exceeding the r-table value of 0.196. Therefore, all statement items are declared valid and meet the requirements to be used as instruments in this study.

### 3.1.2 Reliability Test

The reliability test was conducted to measure the level of consistency of the research instrument. The test used the Cronbach's Alpha method, with the criterion that an instrument

is declared reliable if it has a Cronbach's Alpha value greater than 0.60. The reliability test results for the variables of Service Quality (X1), Sales Promotion (X2), and Consumer Loyalty (Y) are presented in Table 2.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Service Quality (X1)	0.897	25		
Sales Promotion (X2)	0.815	10	0.60	Reliable
Consumer Loyalty (Y)	0.801	13		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables, namely Service Quality (X1), Sales Promotion (X2), and Consumer Loyalty (Y), have Cronbach's Alpha values above 0.60. Thus, all statement items are declared reliable and suitable for use as research instruments.

### 3.2 Classical Assumption Test

#### 3.2.1 Normality Test

The normality test was conducted using the Kolmogorov–Smirnov method to determine whether the data were normally distributed. The data are declared normal if the significance value is greater than 0.05. The normality test results can be seen in Table 3.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.064
Asymp.Sig.(2-tailed)	.200 <sup>c</sup>

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value was  $0.200 > 0.05$ , so the research data are declared normally distributed.

#### 3.2.2 Linearity Test

The linearity test was conducted to determine the linear relationship between the independent variables and the dependent variable using the Test for Linearity method. The linearity test results obtained through SPSS analysis are presented in Table 4.

**Table 4. Linearity Test Results**

Variable	Linearity	Deviation from Linearity	Description
Consumer Loyalty * Service Quality	.001	.033	Linear
Consumer Loyalty * Sales Promotion	.002	.294	

Source: Processed Data, 2026

Based on the linearity test results in Table 4, the variables of Service Quality (X1) and Sales Promotion (X2) each have Linearity significance values of 0.001 and 0.002, which are smaller than 0.05. Thus, the relationship between each independent variable and Consumer Loyalty (Y) is declared linear.

### 3.2.3 Multicollinearity Test

The multicollinearity test was conducted to identify high correlations among independent variables in the regression model. This test aims to ensure the reliability of the regression model used. The multicollinearity test results based on SPSS analysis are presented in Table 5.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Service Quality	.954	1.049
Sales Promotion	.954	1.049

Dependent Variable: Loyalitas Pelanggan

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, the variables of Service Quality (X1) and Sales Promotion (X2) have VIF values of 1.049 (< 10.00) and tolerance values of 0.954 (> 0.10). These results indicate that there are no symptoms of multicollinearity among the independent variables in this study.

### 3.3 Hypothesis Test

#### 3.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to measure the effect of independent variables on the dependent variable, both simultaneously and partially, and to form the relationship model among research variables. The results of the multiple linear regression analysis based on data processing using SPSS are presented in Table 6.

**Table 6. Multiple Linear Regression Analysis Results**

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.148	.578		3.717	.000		
	Service Quality	.176	.063	.266	2.801	.006	.954	1.049
	Sales Promotion	.341	.129	.251	2.635	.010	.954	1.049

a. Dependent Variable: Consumer Loyalty

Source: Processed Data, 2026

Based on the multiple linear regression analysis results in Table 6, the regression equation obtained is as follows:

$$Y = 2.148 + 0.176 X_1 + 0.341 X_2$$

The interpretation of the regression equation is as follows:

- 1) The constant (a) of 2.148 indicates that Consumer Loyalty (Y) has a value of 2.148 when the variables of Service Quality (X1) and Sales Promotion (X2) are constant.
- 2) The regression coefficient of Service Quality (b1) of 0.176 indicates that every one-unit increase in Service Quality will increase Consumer Loyalty by 0.176, assuming other variables remain constant.

- 3) The regression coefficient of Sales Promotion (b2) of 0.341 indicates that every one-unit increase in Sales Promotion will increase Consumer Loyalty by 0.341, assuming other variables remain constant.

**3.3.2 Correlation Coefficient Analysis (R)**

The correlation coefficient is used to measure the strength and direction of the relationship among research variables. In this study, the test was conducted using the Product Moment method. The correlation coefficient test results are presented in Table 7.

**Table 7. Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 <sup>a</sup>	.163	.145	.21067

Predictors: (Constant), Sales Promotion, Service Quality.

Source: Processed Data, 2026

Based on the correlation coefficient test results in Table 7, the correlation value (R) obtained was 0.403. This value indicates that Service Quality and Sales Promotion have a positive relationship with Consumer Loyalty in the moderate category, because it falls within the range of 0.40–0.599.

**3.3.3 Determination Coefficient (R<sup>2</sup>)**

Based on the coefficient of determination (R<sup>2</sup>) test results in Table 7, the R Square value obtained was 0.163. This result indicates that the variables of Service Quality and Sales Promotion simultaneously explain 16.3% of the variation in Consumer Loyalty, while the remaining 83.7% is explained by other factors not included in this research model.

**3.3.4 Simultaneous Test (F Test)**

The simultaneous test (F-test) was conducted to determine the joint effect of the independent variables on the dependent variable. The simultaneous test results based on analysis using SPSS are presented in Table 8.

**Table 8. Simultaneous Test Results (F Test)**

Model	Sum of Squares	Mean Square	F	Significance
Regression	.836	.418	9.417	.000 <sup>b</sup>
Residual	4.305	.044		

Dependent Variable: Consumer Loyalty.

Predictors: (Constant), Sales Promotion, Service Quality.

Source: Processed Data, 2026

Based on the simultaneous test (F-test) results in Table 8, the F-count value obtained was 9.417, which is greater than the F-table value of 3.09, with a significance value of 0.000 < 0.05; therefore, H<sub>3</sub> is accepted. These results indicate that Service Quality and Sales Promotion simultaneously have a significant effect on Consumer Loyalty.

### 3.3.5 Partial Test (t Test)

The partial test (t-test) was conducted to examine the effect of each independent variable on the dependent variable individually. The partial test results based on analysis using SPSS are presented in Table 9.

**Table 9. Partial Test Results (t Test)**

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				
1	(Constant)	2.148	.578		3.717	.000		
	Service Quality	.176	.063	.266	2.801	.006	.954	1.049
	Sales Promotion	.341	.129	.251	2.635	.010	.954	1.049

a. Dependent Variable: Consumer Loyalty

Source: Processed Data, 2026

Based on the partial test (t-test) results in Table 9, with a t-table value of 1.660, the results obtained are as follows:

- 1) Service Quality (X1) has a t-count value of  $2.801 > 1.660$  with a significance value of  $0.006 < 0.05$ . Thus,  $H_1$  is accepted, meaning that Service Quality has a positive and significant effect on Consumer Loyalty.
- 2) Sales Promotion (X2) has a t-count value of  $2.635 > 1.660$  with a significance value of  $0.010 < 0.05$ . Thus,  $H_2$  is accepted, meaning that Sales Promotion has a positive and significant effect on Consumer Loyalty.

## DISCUSSION

### The Effect of Service Quality on Consumer Loyalty

Based on the research results, service quality is proven to have a positive and significant effect on consumer loyalty at Ihsan Mart in Kubu Raya. This finding is indicated by the t-count value of 2.801, which is greater than the t-table value of 1.660, and a significance value of 0.006, which is below the threshold of 0.05. The regression coefficient value of 0.176 indicates that an improvement in service quality will be followed by an increase in consumer loyalty. In the local retail business, service quality plays a very important role because consumers do not only evaluate the products they purchase, but also the experience they have during the shopping process. Polite, fast, responsive service and the ability to assist customers' needs can create a positive experience that encourages consumers to shop again. For Ihsan Mart, service quality can also serve as a competitive advantage in facing competition with national minimarket chains and other modern retailers operating in the Kubu Raya and Pontianak areas. The results of this study support the findings of Haykal et al. (2023) and Nurofik & Wiana (2022), which state that service quality has a positive and significant effect on consumer loyalty.

### **The Effect of Sales Promotion on Consumer Loyalty**

The results of this study show that sales promotion has a positive and significant effect on consumer loyalty at Ihsan Mart in Kubu Raya. This is evidenced by the t-count value of 2.635, which is higher than the t-table value of 1.660, and a significance value of 0.010, which is smaller than 0.05. The regression coefficient of 0.341 indicates that the more effective the sales promotion carried out by the company, the higher consumer loyalty tends to be. In the local retail sector, sales promotion is one of the effective strategies for attracting consumers' attention. Various forms of promotion, such as price discounts, prizes, bundled product packages, and other promotional programs, can provide direct benefits that are attractive to customers. Promotions that are in line with consumers' daily needs can encourage repeat purchases and increase the perceived value received by consumers when shopping. However, loyalty formed only through promotions or discounts is usually temporary. Consumers may switch to other stores if they find offers that are considered more beneficial. Therefore, sales promotion needs to be supported by good service quality, adequate product availability, competitive prices, and consumer trust in the store. The findings of this study are in line with the studies by Kurniasih & Febrilia (2022) and Kusumayanti et al. (2021), which concluded that sales promotion has a positive and significant effect on consumer loyalty.

### **The Effect of Service Quality and Sales Promotion on Consumer Loyalty**

The results of this study show that service quality and sales promotion jointly have a significant effect on consumer loyalty at Ihsan Mart in Kubu Raya. This is evidenced by the F-count value of 9.417, which is greater than the F-table value of 3.09, and a significance value of 0.000, which is smaller than 0.05. The correlation coefficient value of 0.403 indicates a moderate relationship between the independent variables and consumer loyalty. Meanwhile, the coefficient of determination value of 0.163 indicates that service quality and sales promotion are able to explain 16.3% of the variation in consumer loyalty. The relatively low magnitude of influence indicates that although service quality and sales promotion contribute to consumer loyalty, these two variables are not the main factors determining customer loyalty at Ihsan Mart. This condition indicates that consumer loyalty in local retail is influenced by various other factors beyond service and promotion. These factors include consumer satisfaction, product completeness, product quality, price level, store location, shopping convenience, store image, and consumer trust. In practice, consumers often consider ease of access to the store, the availability of needed products, price suitability, and the overall shopping experience before deciding to remain loyal customers. Therefore, in addition to improving service quality and the effectiveness of sales promotion, Ihsan Mart also needs to pay attention to other factors that can strengthen consumer loyalty in the long term. The results of this study are in line with the study by Rishyadi et al. (2024), which states that service quality and sales promotion simultaneously have a positive and significant effect on consumer loyalty.

## **4. CONCLUSION**

This study shows that service quality and sales promotion have positive and significant effects on consumer loyalty at Ihsan Mart in Kubu Raya, both partially and simultaneously. Service quality is proven to have a positive and significant effect on

consumer loyalty, with a t-count value of  $2.801 > t\text{-table } 1.660$  and a significance value of  $0.006 < 0.05$ . Sales promotion also has a positive and significant effect on consumer loyalty, with a t-count value of  $2.635 > t\text{-table } 1.660$  and a significance value of  $0.010 < 0.05$ . Simultaneously, service quality and sales promotion have a significant effect on consumer loyalty, with an F-count value of  $9.417 > F\text{-table } 3.09$  and a significance value of  $0.000 < 0.05$ .

The contribution of this study lies in strengthening the discussion of consumer loyalty in the context of local retail, particularly at Ihsan Mart in Kubu Raya. Unlike previous studies that were mostly conducted in coffee shops, national minimarket chains, or other service sectors, this study provides empirical evidence that service quality and sales promotion remain important factors in shaping consumer loyalty in local retail. However, the coefficient of determination value of 16.3% indicates that the influence of these two variables is still limited, meaning that consumer loyalty is not only determined by service quality and sales promotion.

The practical implication of this study is that the management of Ihsan Mart needs to continuously improve service quality through friendly, fast, responsive service that is able to assist consumers' needs. In addition, sales promotion programs need to be designed to be more relevant to consumers' daily shopping needs, such as price discounts, prizes, bundled product packages, or promotions on basic necessity products. However, because the influence of these two variables is relatively low, Ihsan Mart also needs to pay attention to other factors that can strengthen consumer loyalty, such as consumer satisfaction, product completeness, product quality, competitive prices, store convenience, store image, and consumer trust.

The limitation of this study lies in the use of only two independent variables, namely service quality and sales promotion, so it has not been able to explain consumer loyalty more broadly. In addition, this study was conducted only on one local retail object, namely Ihsan Mart in Kubu Raya, so the results cannot be generalized to all other local retail businesses. Therefore, future research is suggested to add other variables such as consumer satisfaction, price, product quality, store atmosphere, brand image, consumer trust, or customer experience. Future studies may also compare several local retailers or compare local retailers with national minimarket chains to obtain more comprehensive findings.

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