



DOI: <https://doi.org/10.38035/snefr.v1i1>  
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## 4P Increase Customer Loyalty

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**Abstract:** This study examines how the elements of the marketing mix, known as the 4Ps (Product, Place, Promotion, and Price), affect customer loyalty. Based on a literature review covering books, internet sources, and international and national journals, it was found that each element of the 4Ps has a significant influence on customer loyalty. Quality and innovative products tend to strengthen customer trust and satisfaction, which in turn increases loyalty. Strategic placement facilitates customer access to the product, thereby increasing the chances of repeat purchases. Effective promotions, including advertising and special offers, can strengthen customers' positive perceptions of the brand and increase customer engagement. Competitive pricing that is balanced with product quality also plays an important role in influencing purchasing decisions and long-term loyalty. In conclusion, the right combination of the 4P elements can significantly increase customer loyalty, which is essential for business continuity and growth. This study provides insights for marketing practitioners in designing effective strategies to build and maintain customer loyalty.

**Keyword:** Price, place, promotion, product, loyalty

### INTRODUCTION

Customer loyalty in the digital MSME industry is crucial because loyal customers not only provide economic value through repeat purchases, but also contribute to brand reputation through positive recommendations and reviews. In the MSME context, where resources are often limited, acquiring new customers can be more expensive than retaining existing customers. Hudaya et al.(2023). Therefore, creating a positive and consistent experience that encourages customers to return is crucial. Satisfied customers tend to develop an emotional connection with the brand, which in turn increases their desire to continue purchasing from that company.. (Hapzi et al., 2022)

Customer loyalty usually develops over time, especially from existing customers who have experienced the benefits and satisfaction of the products or services offered. These customers tend to have a sense of trust and dependence on the brand, which makes them more reluctant to switch to competitors' products. In the digital MSME industry, this loyalty can be fostered through personalization of services, good communication, and offers that are relevant

to customer needs. Thus, companies can create a strong and stable customer base, which is the main foundation for long-term business continuity and growth. (Bunga Pertiwi et al., 2022).

Product is one of the main factors that influence customer loyalty, especially in the digital UMKM industry. Customer loyalty is often formed when customers are satisfied with the products they buy. SiVARAM et al.(2019). High-quality, innovative, and consistent products with customer expectations can create positive experiences that encourage customers to repurchase. For example, if the product offered has durability, good performance, or unique features that are not easily found in competing products, customers will tend to choose the product again and again. The satisfaction that arises from the experience of using the product is the main foundation for the formation of customer loyalty. (Tri Nuryani et al., 2022).

In addition to quality, the relevance and relevance of the product to customer needs are also very important. Products that can meet or even exceed customer expectations will create more value in their eyes. Digital MSMEs must continuously innovate and adapt their products to stay relevant to market trends and changing consumer needs. By presenting products that are always up-to-date and in accordance with customer preferences, companies can strengthen customer loyalty, because they feel that the product really provides the solution they need. Over time, the relationship built through satisfaction with the product will strengthen customer trust in the brand and increase their chances of remaining loyal to the product. (Ali et al., 2022).

Price is an important factor that influences customer loyalty, especially in the context of the digital MSME industry. The right price can be a major attraction for customers, especially in a highly competitive market. Customers tend to be more loyal to brands that offer prices that they consider fair and commensurate with the quality of the product received. Hudaya (2021). When customers feel they are getting good value for their money, they are more likely to make repeat purchases in the future. In this case, competitive pricing does not necessarily mean the lowest, but the most appropriate to the customer's perception of the product's benefits and quality. (Fauziah et al., 2023).

In addition, a transparent and fair pricing structure also contributes to customer loyalty. Customers appreciate clarity and openness in pricing, as well as price stability that does not change without clear reasons. Discounts, promotions, or loyalty programs that provide additional incentives can also increase loyalty by making customers feel valued and benefited. However, if the price is considered too high compared to the benefits obtained, or if there is ambiguity in the pricing policy, customers may become dissatisfied and look for other alternatives. Therefore, a good pricing strategy must consider the balance between the value offered and customer expectations to ensure that the price set can maintain customer loyalty. (Ikhsani & Ali, 2017).

Promotion is one of the key elements that influence customer loyalty, especially in the digital SME industry. Effective promotions not only attract new customers but can also strengthen relationships with existing customers, encouraging them to stay loyal to the brand. Well-designed promotions, such as special discounts, loyalty programs, or exclusive offers, can provide added value to customers, making them feel appreciated and benefited. When customers feel they are getting more benefits from the promotions given, they are more likely to make repeat purchases and recommend the product to others. (Layanah, 2023).

In addition, ongoing promotions can help build a positive perception of the brand in the eyes of customers. For example, consistent and relevant marketing campaigns can increase brand awareness and strengthen the brand image. Promotions that reflect the values and personality of the brand also help create an emotional connection between customers and the brand. This emotional connection is often the basis for strong loyalty, as customers feel personally connected to the brand. Therefore, the right promotional strategy that focuses on building long-term relationships with customers can be a major driver of customer loyalty, which ultimately supports business sustainability and growth. (Huang & Li, 2021).

Place is an important factor in building customer loyalty, especially in the context of the digital MSME industry. Place here does not only refer to physical location, but also includes distribution channels and product accessibility for customers. Ease of access to products, whether through strategic physical stores, user-friendly online platforms, or efficient distribution channels, can provide a positive experience for customers. When customers find it easy and convenient to get the products they want, they tend to be more satisfied and more likely to return to make purchases in the future. (Nico Gerard Doan & Ali, 2021).

In addition, speed and reliability in providing products are also factors that influence customer loyalty. In the digital era, fast and timely delivery is one of the main expectations of customers. MSMEs that are able to provide products quickly and accurately, as well as offer flexible delivery options, can increase customer satisfaction. Customers who are satisfied with their purchasing experience, including in terms of access and convenience, are more likely to become loyal customers. A strategic and easily accessible place, both physically and digitally, allows companies to build stronger relationships with customers, which ultimately increases their loyalty to the brand (Sivaram et al., 2020)

Based on the background above, with several studies, the following problem formulations were obtained: 1) Does the product affect customer loyalty in MSMEs?; 2) Does price affect loyalty in MSMEs?; Does promotion affect loyalty in MSMEs?; Does place affect loyalty in MSMEs?

## **METHOD**

This study uses a descriptive qualitative approach with the aim of developing hypotheses for further research through a comprehensive analysis of previous studies. Data were obtained from trusted scientific sources and academic platforms such as Scopus, Emerald, Sage, Web of Science, Sinta, DOAJ, EBSCO, Google Scholar, and digital reference books. The systematic literature review (SLR) method was consistently applied to assess and analyze relevant research materials, ensuring valid findings and significant contributions to the field of study. This approach helps uncover underlying patterns and relationships in the topic under study, while providing a strong foundation for the development of hypotheses and future research questions. (Tri Nuryani et al., 2022).

## **RESULT AND DISCUSSION**

### **Loyalty**

Customer loyalty plays a crucial role in the success of online-based MSMEs, where market competition is very tight and customers have many alternative choices. In the digital ecosystem, customer loyalty is the key to maintaining a long-term business because loyal customers tend to make repeat purchases, provide positive reviews, and recommend products to others. MSMEs that succeed in building customer loyalty can reduce marketing costs and new customer acquisition, because loyal customers often become effective brand advocates. Factors such as product quality, user experience on online platforms, speed of service, and personal and responsive interactions through digital media greatly affect the level of customer loyalty towards online-based MSMEs. Thus, focusing on improving customer experience and delivering consistent value is a vital strategy for digital MSMEs to build and maintain a loyal customer base. (Bunga Pertiwi et al., 2022), (Hudaya, 2021), (Ali, 2019).

### **Product**

Product strategy is closely related to the success of MSMEs, because the products offered are the core of the value provided to customers. In MSMEs, an effective product strategy can be a key differentiator in a competitive market, where resources are often limited. Developing products that are in line with the needs and preferences of the target market is

essential to attracting and retaining customers. This strategy involves various aspects, including product innovation, quality, design, unique features, and product variations that can meet various market segments. (Fauziah et al., 2023), (Shahbaz et al., 2023).

In addition, the right product strategy allows MSMEs to be more flexible and responsive to changing market trends and consumer demands. By continuously monitoring customer feedback and making regular product adjustments, MSMEs can ensure that their products remain relevant and attractive to consumers. This not only helps increase sales but also builds strong customer loyalty. Ultimately, a good product strategy will contribute to the sustainability and long-term growth of MSMEs, allowing them to compete more effectively in both local and global markets. (Nico Gerard Doan & Ali, 2021), (Fahmi & Permana, 2021).

### **Price**

Price plays a key role in the success of MSMEs, especially since competitive pricing can influence product appeal and customer purchasing decisions. In the context of MSMEs, strategic pricing is essential to create a balance between profitability and competitiveness. Too high a price can reduce the appeal of a product, while too low a price may not reflect the value or quality offered, and can threaten business sustainability. (Ikhsani & Ali, 2017), (Brata et al., 2017).

In addition, pricing that is in line with market segmentation and product value helps MSMEs to attract and retain customers. Flexible pricing strategies, such as discounts, special offers, or loyalty programs, can increase product appeal and encourage repeat purchases. In addition, transparency and consistency in pricing build customer trust, which is essential for creating long-term relationships. By managing prices effectively, MSMEs can increase customer satisfaction and strengthen their position in the market, as well as ensure the continuity and growth of their business. (Fauziah et al., 2023), (Nico Gerard Doan & Ali, 2021), (Nguyen et al., 2019).

### **Promotion**

Promotion has a very important relationship with digital MSMEs because it can increase visibility, attract new customers, and retain existing customers. In the context of digital MSMEs, effective promotion often involves various digital channels such as social media, email marketing, online advertising, and web-based content to reach a wider audience. The right promotional strategy can help MSMEs to build brand awareness, introduce new products or services, and build strong relationships with customers. (Muid & Souisa, 2023), (Drigas et al., 2020), (Richardo et al., 2020).

Promotions also allow digital SMEs to stand out in a highly competitive market by offering attractive special offers, discounts, or incentives. Interesting and relevant promotional campaigns can increase customer engagement, encourage purchase actions, and generate positive reviews that strengthen brand reputation. In addition, well-planned promotions can help SMEs gather valuable data on customer preferences and market behavior, which can be used for more targeted marketing strategies in the future. By utilizing promotions effectively, digital SMEs can expand their reach, increase competitiveness, and achieve sustainable growth. (Mulyadi et al., 2023), (Muid & Souisa, 2023).

### **Place**

Place strategy is closely related to the success of digital MSMEs because it focuses on how products or services are delivered to customers through digital channels. In digital MSMEs, place strategy includes the selection and management of effective online distribution channels, such as websites, e-commerce platforms, mobile applications, and social media. These distribution channels must be designed to ensure that products are easily accessible and

purchased by customers. (Gunawan et al., 2023), (Dwi Firmansyah et al., 2023).

A good user experience on digital platforms—including easy navigation, a simple purchasing process, and multiple payment options—is critical to influencing customer satisfaction and loyalty. Additionally, having a presence on multiple digital channels allows MSMEs to reach a wider audience and leverage multiple platforms to promote their products. The effectiveness of a place strategy also includes logistics management, such as delivery speed and reliability, which can influence customer perception of a brand. By optimizing distribution channels and ensuring a seamless user experience, digital MSMEs can improve product accessibility, expand market reach, and enhance customer satisfaction, ultimately supporting their business growth. (Dwi Firmansyah et al., 2023), (Putra, 2021).

**Table 1. Literature Study**

No	Author	Previous Research Results	Similarities With This Article	Differences With This Article	H
1	(Ruth Wulandari & Ngadino Surip, 2020)	Product quality, promotion & location affect customer loyalty mediation customer satisfaction	Product quality, promotion, location, loyalty	Using intervening, customer satisfaction	H1
2	(Ahmed et al., 2023)vv	The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service	Customer loyalty, price	Service quality, customer satisfaction	H2
3	(Sudirjo et al., 2023)	The Effect of Promotion, E-Service Quality and Price on Customer Satisfaction and Its Implication on Loyalty of Tokopedia Customers	Price, promotion, customer loyalty	Service quality,	H3
4	(Sambodo Rio Sasongko, 2021) (Mappesona et al., 2020)	Customer Purchase Decision Model, Supply Chain Management and Customer Satisfaction: Product Quality and Promotion Analysis	Product quality, Promotion	Purchase decision, supply chain, customer satisfaction	H4
5	(Akmal et al., 2023)	Service Quality, Product Quality, Price, Promotion, and Location on Customer Satisfaction and Loyalty	Product quality, Price, Price, promotion place, loyalty	Customer satisfaction	H2, H4, H1
6	(Reitsamer & Brunner-Sperdin, 2021)	It's all about the brand: place brand credibility, place attachment, and consumer loyalty	loyalty, place	Brand credibility	H4

Source: Literature study



## Discussion

Based on the theoretical study, the discussion of this literature review article is to review relevant articles, analyze the influence between variables and create conceptual thinking for the research plan:

Based on the research results, the discussion of this article is to review relevant articles, analyze the influence between variables and create conceptual thinking for the research plan:

### **product (x1) Affect loyalty (y1)**

Product quality has a significant impact on customer loyalty. When customers are satisfied with the quality of the products they purchase, they are more likely to return for repeat purchases in the future. Good quality creates a positive experience, which then builds trust in the brand or company. Customers who are satisfied with the quality of a product are also more likely to recommend it to others, increasing the chances of getting new customers through word-of-mouth, this study is in line with research conducted (Cahyana, 2021), (Hudaya, 2020), (Djumarno et al., 2020).

### **price (x2) Affect loyalty (y1)**

Price also plays a significant role in influencing customer loyalty. When the price of a product or service is perceived as being commensurate with the value received, customers are more likely to be satisfied and more likely to remain loyal to the brand. Competitive and fair pricing can create a positive perception of the company, which ultimately strengthens long-term relationships with customers. In some cases, customers are even willing to pay more if they feel the product is worth the price, indicating that loyalty is not always related to lower prices, but rather to the value received, this study is in line with research, (Richardo et al., 2020), (Pertiwi et al., 2022), (Ali et al., 2022).

### **Promotion (x3) Affect loyalty (y1)**

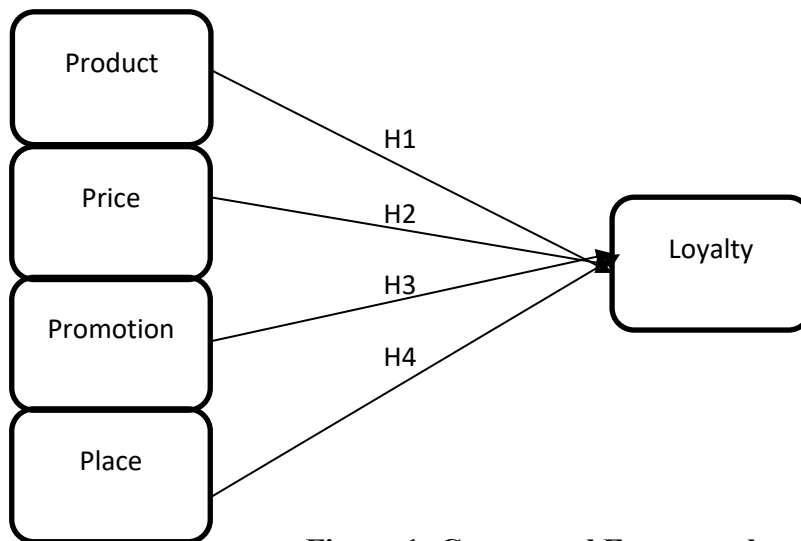
Promotions have a significant impact on customer loyalty, especially when they are strategically and well-targeted. Effective promotions can increase brand awareness and strengthen the relationship between customers and the company. For example, loyalty programs that offer exclusive discounts or special offers to loyal customers can create a feeling of being valued and special. When customers feel valued through relevant promotions, they are more likely to be loyal and continue to engage with the brand, even when there are attractive offers from competitors, this study is in line with, (Nurzavira et al., 2022), (Cahyana, 2021), (Tri Nuryani et al., 2022), (Nuryani et al., 2022).

### **place (x4) Affect loyalty (y1)**

Location has a significant impact on customer loyalty, especially in businesses that rely on physical accessibility, such as retail, restaurants, or other local services. A strategic location, easy to reach, and close to where customers live or work will increase the frequency of their visits. Customers tend to be more loyal to businesses that offer convenience and ease of access. When they feel comfortable with the location of a business, whether because of easy transportation, parking, or a pleasant environment, they are more likely to return and become loyal customers, this study is in line with, (Suhendro, 2019), (Putra et al., 2017), (Sari et al., 2018).

## Conceptual framework of the research

Based on the formulation of the problem, discussion and relevant research, the conceptual framework of this article is obtained as in Figure 1 below.



**Figure 1: Conceptual Framework**

Based on the objectives, results and discussions, the conclusion of this article is to formulate a hypothesis for further research, namely:

- 1) Product affects Loyalty;
- 2) Price affects Loyalty
- 3) Promotion affects Loyalty.
- 4) Place affects Loyalty.

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