The Effect of Location and Promotion on Customer Loyalty at Yuhand Game Play Station Rental

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Abstract: Play Station is still in demand by children, teenagers, and even adults. Even though this effort has not been appreciated by people in business, Yuhand Game actually sees this as an opportunity. Yuhand Game is not only targeted at children, but also for adults. The purposes of this study are 1) To determine the effect of location on customer loyalty of Yuhand Game Play Station Rental, 2) To determine the effect of promotions on customer loyalty of Yuhand Game Play Station Rental, 3) To determine the effect of location and promotion on customer loyalty of Yuhand Game Play Station Rental. Research methods used is quantitative research. The sample selection was based on a saturated sample, with 41 respondents. The results of this study indicate that the F result for Sig is 0.000. The value of sig < 0.05 or 0.000 < 0.05, it means that Location (X1) and Promotion (X2) have a positive and significant effect simultaneously on Customer Loyalty (Y).
Keywords: Location, Promotion, Customer Loyalty

INTRODUCTION

Someone's life doesn't have to be only filled with boring. Sometimes a person can take time to channel their hobbies or play games. Even now, Play Station is still in demand by children, teenagers, and even adults. Even though this business has been overlooked by most people, Yuhand Game saw this as an opportunity. Yuhand Game does not only target children, but also adults. Equipped with free-WiFi facilities, spacious parking, snack shops, coffee and cold drinks. Yuhand Game is the only Play Station rental in the Rawakalong area, Gunung Sindur.

In this research, the case studied is the location of Yuhand Game, which is close to schools, lots of housing, and densely populated villages, as well as various supporting facilities for the convenience of customers. Apart from that, to increase sales, Yuhand Game also uses several promotions so that customer loyalty can be obtained.

In renting Yuhand Game Play Station, there are various factors that can effect it. Such as the location and running promotions. The promotions currently being run by Yuhand Game are Free 30 minutes for the first 3 visitors, 3 hour package from 15,000 to 12,000.

These are the two indicators we will examine to determine the effect on Yuhand Game's customer loyalty. The chosen location should be close to the market, because by doing so, it will be easier for customers to buy the product they need or want. Strategic

location and easy to reach plays, coupled with attractive promotions will make people want to come.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
Location
Herjanto (2017) argues that "Location is a strategic place that has the aim of maximizing profits for the company so that the company or factory can operate smoothly, at low costs, and allow for expansion in the future".

Promotion
According to Kotler and Armstrong in their translated book (2014: 77), "Promotion is an activity that communicates product advantages and persuades customers to buy a product".

Customer loyalty
According to Oliver (in Sangadji and Sopiah, 2013), "Customer loyalty is a customer's commitment to persist deeply to re-subscribe or repurchase the selected product or service consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause changes in behavior".

According to Hasan (2014), "Customer loyalty is people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for the product".

The Effect of Location on Customer Loyalty
According to Sunyoto (2015: 189), "The choice of business location greatly influences the level of sales in the retail business, business location also determines market potential". Location selection has a strategic function because it can determine the achievement of business goals. Location can be defined as a place, a physical position that has a strategic function because it can help determine the achievement of business entity objectives (Sriyadi, 2011). The more strategic the location, the easier it is to get consumers, and vice versa.

The Effect of Promotion on Customer Loyalty
According to Adam (2015: 33), "Promotion is a marketing activity to communicate information about the company and its products to consumers, thus creating demand". Selection of the right promotions will make customers glance at our products compared to without promotions.

The Effect of Location and Promotion on Customer Loyalty
According to (Hurriyati, 2015:9), "Customer loyalty is also inseparable from promotion and location". Promotion and location are very important to attract new customers and create customer loyalty. Attractive promotions and strategic locations will stimulate new customers and even create consumer loyalty.

METHODS
The method used in this research is quantitative. According to Arikunto (2019, p. 27), "Quantitative research is a research method that matches its name, many are required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results". Sample selection is based on saturated sample. According to Arikunto (2012: 104), "If the total population is less than 100 people, then the total sample is taken, but if the population is greater than 100 people, then 10-15% or 20-25% of the total population can be taken".

RESULT AND DISCUSSION
Table 1. Output Correlation Coefficient (R) and Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,692a	,479	,466	2,47487	1,463

Source: Primary data processed with SPSS, 2022

Based on Table 1. above, it is known that the correlation coefficient (R) of 0.692 means that the three Location and Promotion variables have a strong relationship with Customer

Loyalty. The percentage of the influence of the two independent variables can be proven by the value of the determined coefficient (R^2) of 0.479, this means 47.9%. Customer Loyalty is influenced by Location, and Promotion, while the remaining 52.1% is influenced by other variables.

Table 2. Simultaneous Hypothesis Testing

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	444,908	2	222,454	36,319	,000[b]
	Residual	483,872	79	6,125		
	Total	928,780	81			

Source: Primary data processed with SPSS, 2022

From Table 2. above, the result of the F calculated Sig is 0.000. This means that simultaneous influence of Location (X1), Promotion (X2) on Customer Loyalty (Y) is very significant.

Table 3. Partial Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,009	2,191		2,743	,008		
	Lokasi	,402	,126	,289	3,203	,002	,812	1,231
	Promosi	,853	,149	,516	5,729	,000	,812	1,231

Source: Primary data processed with SPSS, 2022

From Table 3. the results of the t-test are known that the t-count results for the Location variable (X1) are Sig 0.002. This means that partially Location (X1) has a positive and significant effect on Customer Loyalty. This can be seen from the significance value of 0.002 or below 0.05. As for the Promotion variable (X2), the Sig is 0.000. This means that partially Promotion has a positive and significant effect on Customer Loyalty. This can be seen from the significance value of 0.000 or below 0.05.

From the results of the regression output in table 3. There is a research regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$
$$Y = 6,009 + 0,402 X_1 + 0,853 X_2$$

Y = Customer loyalty
X_1 = Location
X_2 = Promotion
A = Constant
b = Regression Coefficient

The interpretation of the regression equation is as follows:
1. The positive constant value of 6.009 can be interpreted that the average contribution of other variables outside the model has a positive impact on Customer Loyalty.
2. Location predictor coefficient value (b1) is 0.402. If there is a change in the Location predictor (X1) by one unit, it causes a change in the average Customer Loyalty of 0.402 units with the assumption that the other predictors are fixed.
3. The value of the Promotion predictor coefficient (b2) is 0.853. If there is a change in the Promotion predictor (X2) by one unit, it causes a change in the average Customer Loyalty of 0.853 units with the assumption that the other predictors are constant.

CONCLUSIONS

The results of this study indicate that the F result for Sig is 0.000. The value of sig < 0.05 or 0.000 < 0.05, it means that Location (X1) and Promotion (X2) have a positive and significant effect simultaneously on Customer Loyalty (Y).

The results of the t-test are known that the t-count results for the Location variable (X1) are Sig 0.002. This means that partially Location (X1) has a positive and significant effect on Customer Loyalty. This can be seen from the significance value of 0.002 or below 0.05.

As for the Promotion variable (X2), the Sig is 0.000. This means that partially Promotion has a positive and significant effect on Customer Loyalty. This can be seen from the significance value of 0.000 or below 0.05.

It is known that the correlation coefficient (R) of 0.692 means that both Location and Promotion variables have a strong relationship with Customer Loyalty. The percentage of the influence of the two independent variables can be proven by the value of the coefficient of determination (R2) of 0.479, this means 47.9%.

Play Station Yuhand Game Rental Customer Loyalty is influenced by Location and Promotion variables, while the remaining 52.1% is influenced by other variables.

Based on the data above, the weakest indicator for the location variable (X1) is "Yuhand Game, there is limited space for current place for business expansion". Therefore, the suggestion from the researcher is to look for a more strategic and spacious location.

The weakest indicator for the promotion variable (X2) is "The quality of promotions carried out by Yuhand Game on social media is more interesting than direct promotions". The researcher suggests Yuhand Game should further improve the quality of interesting promotions through social media so that it can introduce it to the public so that it gets a wider market.

The weakest indicator for the customer loyalty variable (Y) is "You will continue to play in Yuhand Game even if there is a new Play Station around you". The researcher suggests improving the service quality and maximizing the existing promotions.

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