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THE CONSUMER LOYALTY IN THE RETAIL INDUSTRY: INSIGHT TO THE STRUCTURAL EQUATION MODEL WITHIN THE TWO-STEP APPROACH

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ABSTRACT

The organismic integration theory in marketing science (IOT theory) could support the results of theoretical gap based on gap theory and reveal the real problems within the purchase intentions and loyalty consumers of complex and sustainable industrial in retail organization within the digital decade. The scholars of marketing scientist who conducts marketing research based on IOT theory would like to contribute to the development of purchase intentions and loyalty consumers within the marketing science, and contribute to major IOT theories. Therefore, the aim of this study is to deliver an idea and how to find strong theoretical gaps based on IOT theory within the cornerstone of the structural equation modeling within the two-step approach. This research approach is based on an in-depth idea study with a deductive based confirmed strategy approach and scientific reference research. The researchers hope that the results of this study would to contribution of research ideas based on well scientific IOT theory premises.

KEYWORDS: IOT, loyalty consumer, purchase intention, structural equation modeling.

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1. INTRODUCTION

The main challenges of marketers pertain; the limited funds, the skill levels, and lack of resources and for advertisers, the challenge is a lack of understanding of the purpose of digital marketing. Actually, there is approximately 50% of advertisers do not understand effective marketing methods for digital marketing-based businesses and as the result, most digital marketing content is aimed more at building awareness, not at generating direct sales to attempt the purchase intention's and finding the among loyalty consumers. (<https://mtarget.co/blog/perkembangan-digital-marketing-di-indonesia/>, 2023)

Further, in this traditional marketing strategy, of course, it has disadvantages and advantages, one of which is that this strategy rarely experiences losses and can interact directly with potential customers, but this strategy can cost a considerable amount of money in accordance with the target to be achieved. Furthermore, the development of digital marketing business people and Indonesian people since 2010 and base on the survey conducted by APJII (Indonesian Internet Service Users Association) in Indonesia, many internet users always increase by 10% every year. It was recorded that in 2017 as many as 143.25 million people used the internet within the millennials people more larger than other age and it would make improvement to the recent newest technology development to make easy to used. (<https://www.kompasiana.com/cynthialavina2622/637f7f07952e9035172fc882/perkembangan-digital-marketing-di-indonesia-apa-pengaruhnya-pada-perilaku-konsumen>, 2023)

An importantly, another premises from R-A theory emphasizes the importance of building emotional relationships between brands and consumers base on the enterprises digital platform (Kao & Chueh, 2022; Nirwana et al., 2023; Sarkar et al., 2016; Tang et al., 2014). The scholars have repeatedly applied the same models to predict consumer behaviour, consumer purchasing intentions and loyalty consumers, whereas theories that have been extensively used to promote motivation are disregarded in marketing science. An OIT is a prominent theory of human motivation that provides a framework for categorizing customers' styles into different forms of motivational, which could be used in marketing as customers can be motivated to engage in purchase intention and loyalty consumers (Gilal et al., 2022).

The loyalty consumer could lead and conduct within the CSR firm, and the satisfaction consumers, consumer identifications, the ethically influence, and the retailer personality (Eryandra et al., 2018; Lombart & Louis, 2012; Rubio et al., 2015) (Benedict Ogbemudia et al., 2022). Furthermore, the emotional attachment consumers and green consciousness as moderating, consumer brand associations, the brand equity and consumer satisfaction would like to attempt the re-positioning of the consumer loyalty (Jang et al., 2015; Nam et al., 2011a, 2011b; Romaniuk & Nenycz-Thiel, 2013; Sundström & Hjelm-Lidholm, 2020)

The purchase intentions could lead by the marketing environment, integrated motivation and the brand trust and National culture as the moderating variable, (Gilal et al., 2022). Moreover, the research question of this inquiry was what the best method analysis data base on the multivariate data analysis to make the best precision yield within the structural equation model and two-step approach to pursue the purchase intention and loyalty consumers. The aim of this study is to clarify what role marketing actors play in conducting marketing purchasing intentions research based on theory and the multivariate data analysis within the two-step approach , which is useful for good scientific research and contributes to the development and evolved of the marketing science and can contribute to major the IOT theories.

2. THEORETICAL REVIEW

The models to predict consumer behaviour, consumer purchasing intentions and loyalty consumers, whereas theories that have been extensively used to promote motivation are in marketing science and the IOT theory of human motivation that provides a framework for categorizing customers'

styles which could be used in marketing as customers can be motivated to engage in purchase intention and loyalty consumers (Gilal et al., 2022).

Moreover, Gilal et al., (2022), explain that the IOT could have the potential research topic pertain; the marketing environment (marketing appeals, brand positioning, brand experience and the contents) and the Organismic integration theory (the integrated motivation, identified, introject and external motivation) insight within the moderating affected from (the generation, gender, social comparison and the national culture, the brand innovation, orientation, identity and involvement, the brand trust) that there are lead to the positive marketing outcome (the brand passion, customer engagement, and the purchase intention).

The Technology Acceptance Model (TAM)) explaining that this model is currently one of the most extensively utilized models for explaining user acceptance behavior and the model is oriented toward addressing how technology is accepted and utilized that attitudes are influenced by beliefs, and theoretical background for indicating the various linkages inherent between two key aspects, users attitude toward the technology and the perceived usefulness and convenience of utilizing (Alzahrani et al., 2020).

The technology-based marketing the development of technology has a significant impact on the role of marketing of digital platforms to promote products, but also the use of technology to improve the customer experience that could impact to the purchasing intention and loyalty consumers. In the framework of R-A theory, technology can be viewed as a resource that provides competitive advantage that an implemented the latest technologies, such as online applications, and digital transaction security, can generate advantages in terms of operational efficiency and customer awareness (Chylinski et al., 2020; Naujokaitiene et al., 2015).

The loyalty consumers could impact by the relationship quality, the sales customer satisfaction, improvement the brand equity and the customer experience (Flint et al., 2011; Homburg et al., 2011; Huang et al., 2019; Nam et al., 2011a; Siebert et al., 2020)

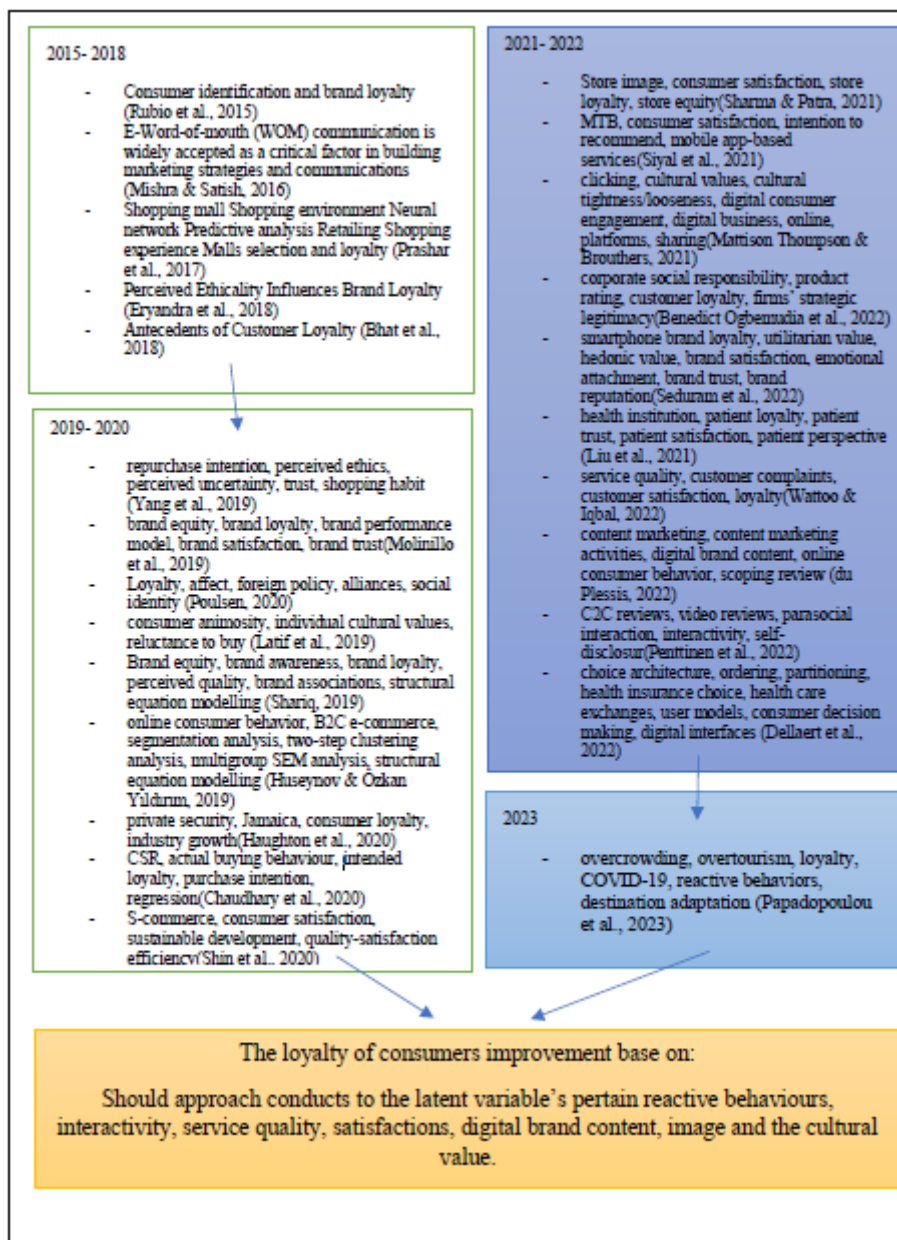


Figure 1. The synthesis of new model development in human resources management
 (Source: develop by authors. 2023)

3. RESEARCH METHODS

The study research approach is based on the quantitative empirical research and survey design within the confirmed strategy approach that it cornerstones within the structural equation model basis in multivariate data analysis to find the precisions data yielding from empirical research improvement (Haryani et al., 2021; Susilo & program, 2021a, 2021b).

Appropriability, the methodological aspects of this research include; conducts within the survey research design used, subject and population and research respondents to whom make the purchase intentions, valid and reliable empirical research instruments the course of research that it conducts within the rating scale measurement (0= not agree until to 10= was very agree), research variables and the definitions of operational entire variables , and analysis of research results within

univariate, and multivariate data analysis also the deductive analysis within the previous research and make a conclusions of the result (Oakey, 2013; Phelps et al., 2022). An enhance the loyalty consumers should conducts within the best of relationship quality, the sales orientation and the well customer satisfaction, make an improvement of the brand equity and the customer experience (Flint et al., 2011; Homburg et al., 2011; Huang et al., 2019; Nam et al., 2011a; Siebert et al., 2020)

The concept development that it conducts within the IOT (Alzahrani et al., 2020) (Gilal et al., 2022)., could develop such as figure2 below:

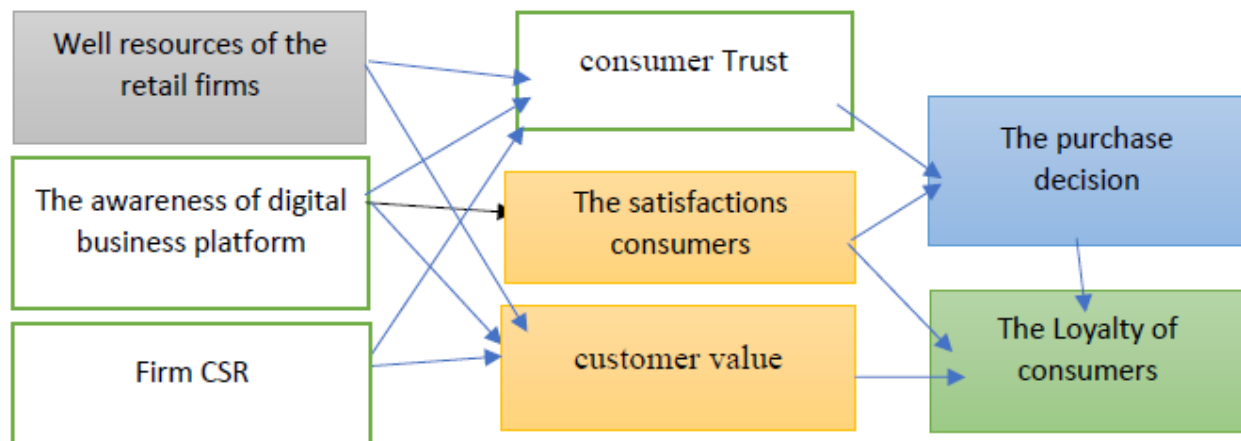


Figure 2. The concept development that it conducts within the IOT (Gilal et al., 2022),

From the Figure 1 above, the scholars would like to make an improvement of the entire hypotheses base on the path analysis. The main hypotheses, Ha: There are have correlated the antecedent of the customer satisfaction to lead the loyalty consumers in retail industry.

The confirmed strategy pertain two step approach development and the first step were the confirmation factor analyses (CFA) as the measurement model and the seconds step was structural model development (Hary Susilo et al., 2019; Oakey, 2013). In the first step the researcher would make an assessment for the validity and reliability item as indicator that it could make a measurement and evaluation the CFA- measurement model base on the standardize model (Haryani et al., 2021; Phelps et al., 2022; Susilo & program, 2021a). Furthermore, the second step, the scholars should make an assessment of the structural model, evaluating the goodness of fit model and the entire hypotheses testing and also to make assessments of the strengthen of the level of impact among latent variable with the Beta and Gamma coefficients. The novelty of the new model would find within the structural equation math model and make the refinement of the latest model (Chou et al., 2011; Hair et al., 2011).

4. RESULTS AND DISCUSSION

IOT theory in the context of the retail business, developed t describes it as a holistic business process (Chang & Wang, 2013; Gardner, 2018). The product development event and the marketing must make the collaborate with the R&D department to ensure that product innovations are aligned with available resources and market needs to achieve competitive advantage, that through the identification and utilization of rare resources, as well as close collaboration with the

R&D team, marketing would to lead companies in creating products that are not only quality but also different from competitors, ensuring success in a competitive market (Li et al., 2021; Schamp et al., 2023).

Initially, people shopped by going to markets, supermarkets, or directly to stores and make switching to online shopping activities or online shopping through marketplaces or social media. Business people or companies finally must rearrange business plans, especially for digital businesses and switch to opening online stores and leaving offline stores and change in strategy, business people or companies need someone or team who can manage their digital business to run smoothly, attractive promotions, get customers satisfaction and the loyalty, and of course get good profits (<https://www.alinea.id/bisnis/rekomendasi-5-digital-marketing-agency-terbaik-di-indonesia-b2hLY9KAA>, 2023).

5. CONCLUSION

Importantly, the entire premise was able to fill a number of theoretical gaps base on the IOT, and the implications of the gap's insight to ontology in the current retail business context will be further developed in marketing management science and future research, that it could within the figure 3 below:

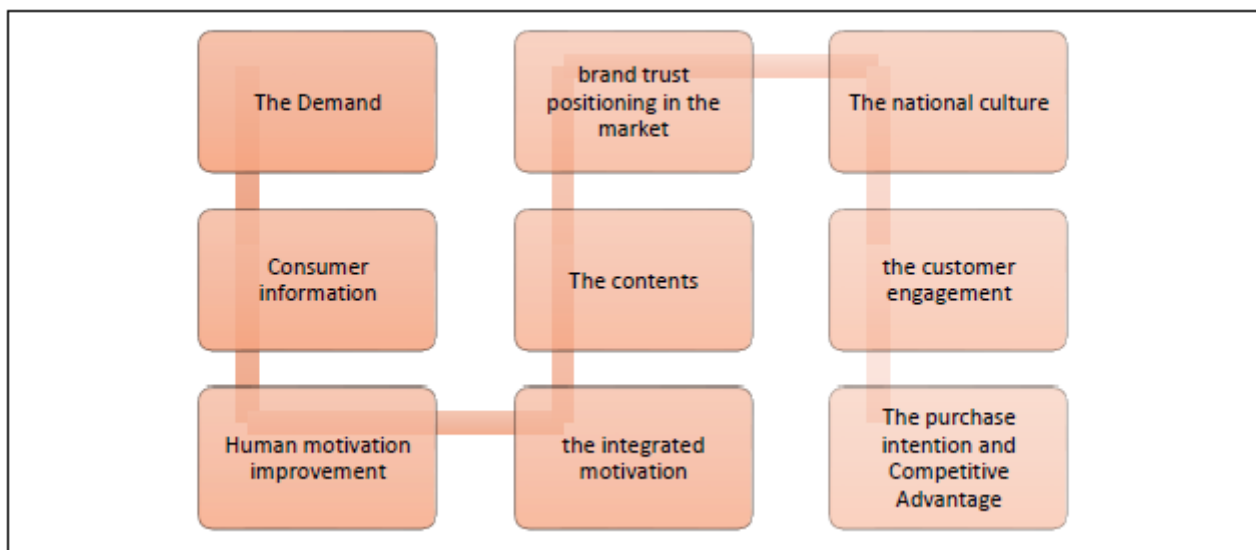


Figure 3. The potential research gaps for ontology in the current retail business base on the IOT theory to evolve the marketing science development to attempt the loyalty and purchase decision

Supposed, Gilal et al., (2022), explain that the IOT would develop the empirical concept pertain; the marketing environment (marketing appeals, brand positioning, brand experience and the contents) and the Organismic integration theory (the integrated motivation, identified, introject and external motivation) insight within the moderating affected from (the generation, gender, social comparison and the national culture, the brand innovation, orientation, identity and involvement, the brand trust) that there are lead to the positive marketing outcome (the brand passion, customer engagement, and the purchase intention).

The theoretical gaps for ontology in the current retail business development and the condition of the demand is heterogeneous that should be to anticipated conduct to the comprehensive research to evolve the marketing management science (H.-J. Chang & Wang, 2013; Gardner, 2018; ma, 1999).

The role of multivariate data analysis would make a well precision yield data base on the structural equation modelling. The strategy of the multivariate data analysis would conduct with the confirmed strategy data analysis base on the structural equation model approach (S. E. Chang et al., 2016; Sitabutr & Pimdee, 2017).

Further, the two-step approach development could make a result more sharper and have the good yield data because it has the validity assessments and reliability evaluations before make the hypotheses testing and finding the new novelties conduct to the math equation model output (Randrianasolo & Semenov, 2022; Sitabutr & Pimdee, 2017). Moreover, the matrix co-variance was used to input the raw data and it would have the output within the Beta and Gamma coefficient to make prediction and know the level of strengthened affected among each latent variable from the empirical research model (Chou et al., 2011; Dhiman & Sharma, 2021; Hair et al., 2011).

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