

FACTORS INFLUENCING CUSTOMER LOYALTY OF LEIGH ARIANA STORE

ABSTRACT

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This study aims to identify the factors influencing customer loyalty at Leigh Ariana Store, a traditional retail outlet located in Maligaya Wet Market, Novaliches, Quezon City. The store operates in a competitive wet market setting and currently faces challenges such as limited sales promotions, difficulty adapting to market trends, and a shortage of personnel. To address these concerns, this study seeks to propose effective marketing strategies aimed at improving promotional efforts, enhancing customer communication, and ensuring consistent product quality to strengthen customer loyalty and foster long-term relationships. The study employs a quantitative descriptive research design to systematically gather and analyze numerical data. A purposive sampling technique was used to select respondents. Data were collected using a structured survey questionnaire to capture customer insights and preferences. Statistical tools such as frequency and percentage, weighted mean, and ranking were applied to analyze the data and fulfill the study's objectives. The findings revealed that the majority of Leigh Ariana Store's customers are aged 19 to 24 years old. Among the identified factors, product quality received the highest rating (Weighted Mean = 3.44), indicating a high level of customer satisfaction in terms of product variety and quality. In contrast, promotion received the lowest score (Weighted Mean = 2.06), suggesting dissatisfaction with the store's current marketing strategies. The overall average weighted mean of 2.93 (Agree) reflects a generally positive perception of the store but also highlights the need for improved promotional efforts and operational efficiency to further enhance customer loyalty. Based on the results, the researchers recommend that Leigh Ariana Store establish a Facebook page to provide regular product updates and promote new offerings. Implementing bundled deals and personalized promotions, such as discounts for frequent buyers, can also boost sales and strengthen customer relationships. These strategies are intended to help the business improve both its marketing effectiveness and long-term customer loyalty.

RECOMMENDED CITATION

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