

## Analysis Retail Marketing Mix and Customer Loyalty

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### Abstract

Business competition factory outlets in Bandung city is expected to be higher and tighter. So the impact on sales volume during the last three years have ups and downs. The purpose of this study was to gain an overview of (1) Retail Marketing Mix Program consisting of store locations, operating procedures, goods, price, atmosphere (atmospheric), customer service, and promotion. (2) Customer loyalty is comprised of repeat purchases, refused to competitors' products, are not attracted to the outlet and recommended competitor and (3) Effect of Retail Marketing Mix Program on customer loyalty to the factory outlet in the city of Bandung. This study population is the customer factory outlets in Bandung City as much as 47. 630. Study sample as many as 100 people. Verifikatif this research is descriptive and explanatory survey methods, other than that based on the period of time, research using cross sectional method development. The analysis technique used is the path analysis (path analysis) by SPSS computer software tool of the 12. Based on statistical test results are obtained by finding the positive influence of the Retail Marketing Mix Customer loyalty is the conclusion that customer loyalty is influenced by the Retail Marketing Mix of 89.29%, the balance of 10.71% influenced by other factors

**Keywords :** retail marketing mix; customer loyalty

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### Introduction

Bandung city is known as a tourist city that had been built long ago. The town is well known as Parijs van Java, is unique as an attraction, tourists and factory outlet foreign tourists in tourist visits. Bandung as a tourist destination has shifted when the end of the 1990s began pop clothing stores export the rest of the so-called factory outlet. According to Kotler (2005:216), factory outlets are one of the retailers who belong to the classification of discount retailers. In terms of retail trade factory outlet, factory outlets designed to serve customer needs such as clothing, accessories and other household products. Along with the high demand factory outlet consumer goods and the customer will be

offered in the city of Bandung so factory outlets experiencing an increase. Increased presence of factory outlets in the city of Bandung is caused by several factors, including geographical location is very strategic city of Bandung and unfettered access highway Cipularang. Through a toll Cipularang, Jakarta-Bandung travel time shorter. Tourist flow of capital is greatly increased. All-star hotel to hotel jasmine having full-booked. The average stay (stay) they range from 3-4 days.

Phenomena which occur in industry factory outlets in Bandung where an increasing number of factory outlets and the number of domestic tourist and factory outlets foreign tourist are not offset by the increase customer purchases

factory outlet in Bandung. Decline in customers making purchases presumably less precise Retail Marketing Mix strategy undertaken by the company.

To overcome the problems that occurred in factory outlet industry in Bandung, factory outlet entrepreneurs seek to marketing strategy that aims to maintain loyalty, search factory outlet new customers and face the threat of competitors. Based on the description above problems, it is necessary to conduct research in a variety of factory outlet in the city of Bandung on "Analysis of Retail Marketing Mix and Customer Loyalty "

Factory outlet formulation of the problem in this study were (1) how the customer response to the implementation of retail marketing mix program consisting of store locations, operating procedures, goods, price, atmosphere (atmospheric), customer service, and promotion, (2) how the level of customer loyalty and (3) how much influence the retail marketing mix program either simultaneously or partially on customer loyalty of repeat purchases, refused to competitors' products, are not attracted to the outlet of competitors and recommend to the factory outlet in the City of Bandung

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The study is expected to contribute both theoretical (academic) and practical as factory outlet allows (1) The study is expected to expand the scientific study of marketing management in particular the role of retail marketing mix

strategy and its influence on customer loyalty so that from this research can provide input factory outlet similar research in reviewing the factory outlet. (2) The study is expected to provide inputs factory outlet business as well as modern retailers in designing the business outlets of retail marketing mix strategies to increase customer loyalty (3) The study is expected to be input factory outlet the City of London in this case that makes the Department of Tourism Bandung city and factory outlet as part of a tourist attraction.

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### Literature Review

Kotler (2005:215) suggested retail (retailing) are all activities involved in selling goods or services directly to final consumers factory outlet personal use and non-business (retailing include all the activities involved in selling goods or services directly to final consumer factory outlet personal , nonbusiness use. In line with the Levy, M., Weitz, B. A., Grewal, D., & Madore, M. (2003:6) argues that Retailing is the set of business activities That adds value to the products and services sold to the consumer factory outlet personal or family use Their ". Trade Retail is part of the business activities both in the factory outlet of products or services provided to consumers who are used factory outlet personal or family purposes.

Retail marketing mix consists of the strategic elements that are used to encourage shoppers to do their business transactions. All variables are used as part of a strategy to market placement compete on selected markets in order to achieve its targets and satisfy customer market, so be faithful. According to Kotler and Armstrong (2001:77), the marketing decision-making retailer consists of target, range of products and the acquisition decision, the decision of the service and store atmosphere, pricing decisions, promotion decisions and decision points. There are some elements that could make the retail marketing mix, a very important element which includes store locations, goods, atmosphere store, employees or servants, communication, personal selling, store image and hyper sale. Ogenyi Omar (2003:18) Many elements may make up a firm's retail marketing mix, the

essential elements include: store location, merchandise assortments, store ambience, customer service, price, customer communication, personal selling, store image, and sales incentives. In addition, David Gilbert (2003:118) explains that In Retailing the complete retail offer of location, price levels, merchandise, store layout or method selling, brand name and service Provided play a pivotal role in a firm's existence and longterm success or survival. statement was strengthened with the opinion of Hendri Maruf (2006:219) who argued about the types of retail services as factory outlets (1) Customer Service (clerks and other staff: cashiers, sales promotion girls, Personal shopper: staff who serve the company by telephone and to prepare the ordered items that will be taken live customer). (2) Related facilities outlets (service delivery / delivery, wrapping Gift, Gift Certificate, clothes to be cutting services, method of payment with credit, dining facilities, credit, telephone and mail order facilities. (3) hours of store operations. (6) Promotion.

The concept of customer loyalty is more associated with behavior (behavior) rather than with an attitude. two important conditions associated with loyalty are customer retention and total share of the customer. There is a positive correlation between customer satisfaction scores and customer buying behavior. The assumption generally is that the increase in a customer satisfaction score, factory outlet followed by an increase in the share of income spent by the customer, the enterprise of the other party preference (rate of referrals), and customer willingness to pay at a higher price (premium price) Griffin (2005:3) .

The characteristics of customer loyalty According to Griffin (2005:31), namely (1) purchase regularly purchase (2) Purchase between product lines (3) Refer to others (4) Indicates resistance to competitor products. In addition to the growing stages of loyal customers by Griffin (2005:35) are (1) Suspect /

accused is a person who may purchase products or services (2) Prospect / prospect is a person who needs your product or service and have the ability to buy (3 ) are qualified prospects is the prospect that you have learned to manage that they do not need (4) Customer first is people who have purchased from you one time (5) repeat customer is one who has bought to you factory outlet two or more times (6 ) The client is the person who buys on a regular basis (7) Advocate / is a client advocate, supporter and buy whatever you can use and buy on a regular basis (8) The customer is missing is the one who was a client or clients of your purchases at least in one cycle .

The decline in purchasing power due to the domestic economy has not fully recovered and increased interest consumer of products from cheaper overseas like china products, used products, including smuggled products, retail trade has resulted in intense competition and sales growth are relatively small.

Entrepreneur outlet is one type of retailer that provides a variety of products offered to improve competitiveness. Consumers do their own outlets to find the comparison process, and selecting the required items (self service). Decision-making in terms of the marketing mix of retail outlets that applied entrepreneurs aim to boost sales and increase market share. Pengusaha outlet must be able to establish and implement programs factory outlet the retail marketing mix is right that build confidence so that customers can achieve the objectives of the company in general.

With implementation retail marketing mix program. outlet may give consumers the impression the minds of customers, both on products, images, facilities, location and good company personnel can lead to the belief that customers can establish a positive attitude towards what is being offered as well as against the company itself. Thus the value received by customers about a product or service may exceed what customers expect and receive

equal value customers expect. Satisfied customer is the capital of capital factory outlet companies in the factory outlet of customer loyalty. Loyal customers are the most valuable asset in shaping the company's profitability. Where Griffin (2005) says that Loyalty is based on behaviour and defined as on random purchase expressed over time by some decision making unit"

From the above expression, can be seen that loyalty is more directed at the behavior shown by the purchase of a routine that is based on the decision-making unit. Characteristics of loyal buyers who are purchasing over and over again, only buy products from the company, refused to show other products and immunity (not affected) by the attraction of similar products from competing companies.

### Methods

Based on the explanation and research fields, then this type of research is descriptive research and verifikatif. Based on the above kinds of research that is descriptive and verifikatif research conducted through field data collection, the method used in this study is a survey explanatory.

The population in this study is the customer factory outlets in Bandung city is spread over as many as 47.630 factory outlet THE SUMMIT, HP/RF, China Emporium, The Big Price Cut, Victoria, factory outlet Men, Natural and OASIS. The sample in this study were part of the study population, ie some subscribers factory outlets in Bandung. Number of samples taken in this study of 100 samples. The sample size was obtained based on the results of calculations using factory outlet formula Slovin factory outlet formula (Husain Umar, 2002:141).

Techniques of data analysis in this research is descriptive and verifikatif. Descriptive analysis is used to find strong relationships between variables through correlation analysis and a comparison with average data comparing the sample or

population without the need to test the significance (Sugiyono, 2006:144). Verifikatif analysis using Path Analysis. Verifikatif analysis aims to test the hypothesis of a variable and determine the effect of one variable with another variable.

## Results and Discussion

### Retail Marketing Mix Preview Program in the city of Bandung on Factory Outlet

#### Locations in Factory outlet in Bandung

Strategy is the location where the product planning and distribution. factory outlet proximity to the shopping area which received the highest score of 0.537. This is in accordance with the statement put factory outletward by Christina (2006:120) that the combination of location and choice of appropriate retail strategy will provide optimum benefit factory outlet the retailer to continue to survive and thrive.

#### Operating Procedure on Factory outlet in Bandung

The surgical procedure is given factory outlet yag service when shopping. ease in the selection of items received the highest score of 0.538 it illustrates the ease of selection of goods that cause satisfaction to customers in the shop.

#### Products in the Factory outlet in Bandung

Product is everything can be offered to the market yaag to satisfy a want or need. The quality of clothing gets the highest score that is equal to 0.496. This is in accordance with the statement put factory outletward by Ogenyi Omar (174:199) that of all the factors that affect a customer's decision to shop at warehouse store particular, the selection of merchandise is more important in influencing customer perceptions of the image of a warehouse store

### **Factory outlet prices in Bandung**

Price is the main factor determining the position to be decided in accordance with the market range of products and services, as well as competitors. appeal of the product price got the highest score of 0.429. This is in accordance with the statement proposed by Levy, M., Weitz, B. A., Grewal, D., & Madore, M. (2004:502) that the retailer's pricing strategy with daily low and high price is intended to create an image in providing good value factory outlet customers

### **Atmosphere of the Factory outlet in Bandung**

The atmosphere of the store is a combination of physical characteristics, design store, layout, product placement, coloring, lighting, air conditioning and music arrangements and aroma together to create the image in the minds of customers. Music you listen to get the highest score of 0.521. This is in accordance with the statement proposed by Levy, M., Weitz, B. A., Grewal, D., & Madore, M. (2004:521) that store atmosphere is a combination of physical characteristics warehouse store, architecture, landscape, signs, coloring, lighting, temperature, appearance, and aroma, that which together create a picture of the customer's mind about the warehouse store

### **Customer Service at Factory outlet in Bandung**

Customer service is a unit of activities and programs undertaken by the retailer as a tribute to the customer by building a pleasant shopping experience. Friendliness of staff gets the highest score of 0.475. This is in accordance with the statement put forward by Christina (2006:264) that the service is done by the retail customer as a reward to customers by building a pleasant shopping experience and this activity increases the value of goods and services bought by the customer.

### **Promotion of the factory outlet in Bandung**

Sales promotion is a collection of various tools largely incentive short term designed to stimulate the purchase of the product. The appeal of factory outlet through publication in the print and electronic media had the highest score of 0.535. This is in accordance with the statement put forward by Christina (2006:211) that program promotion/communications retailer in the long term effect (to create and maintain a distinct image of a strong retail brand and store) so as to create a strategic advantage.

### **Customer Loyalty Factory outlet in Bandung.**

factory outlet customer loyalty in the city of Bandung, including the frequency of repurchase, the desire to buy back at the factory outlet, certainty the customer to become a member, membership of a member extend customer frequency, immune to the appeal of another factory outlet, told positive things to others, rejection rate factory outlet spending on other factory outlet, indifferent to others and recommend to others.

Customer certainty to be a member factory outlet gets the highest score of 0.371 is composed of 14% reported very high, 50% expressed a high, 29% reported moderate, and 7% said low. Based on the statements of respondents note that the certainty of the customer to become a member FACTORY OUTLET outlet caused employers who implement a program of retail marketing mix.

### **Effect of Retail Marketing Mix of Customer Loyalty**

#### **Locations of Factory outlet in Bandung**

Coefisien location is the greatest correlation with the location of the customer loyalty program that is equal to 0.628. Based on the interpretation of the correlation coefficient

indicates that there is a strong enough relationship between strategic location with customer loyalty. The results of calculations based on the location is known that the effect on customer loyalty in the city of Bandung factory outletis at 0.4629. Ogenyi Omar (1999: 150) explained that the placement is well poised to provide access to a large number of target customers, build customer loyalty and increase sales potential. In (the) placement can have a significant impact on [the] market share and profitability. Kestrategisan location (X1.1), easy to reach location (X1.2) and proximity to area shopping (X1.3) jointly affect customer loyalty by 46.29% and the balance of  $(0.5371)^2 = 0,5371 \times 100\% = 53.71\%$  influenced by other factors not included in this study.

#### **Operating Procedure on Factory outletin Bandung**

Ease in the selection of goods is the largest correlation Koefiesien oeprasi procedures of the program with the customer loyalty factory outletr 0.585. Based on the interpretation of the correlation coefficient indicates that there is a strong enough relationship between the ease of selection of items with customer loyalty. The Based on the results of the calculation is known that the influence of operating procedures factory outleton customer loyalty factory outletr the city of Bandung is 0.5329. Christina (2006:374) explain that operating procedure in which there are customers who complained gave the company an opportunity to correct any problems that may not be known by the company and also it can restore the relationship with the customer complaints and improve customer satisfaction factory outletr the future . Ease in perfactory outletrming day-care items (X2.1), ease in the selection of goods (X2.2), ease in making payments (X2.3) and the ease of a complaint (X2.4) jointly affect customer loyalty by 56, 91% and the balance of  $(0.683)^2 = 0.4671 \times 100\% = 43.08\%$  influenced by other factors not included in this study.

#### **Products in the Factory outletin Bandung**

Diversity is an underwear model Koefiesien largest correlation of customer loyalty program with a product that is equal to 0.756. Based on the interpretation of the correlation coefficient indicates that there is a strong enough relationship between the diversity of models of clothes with customer loyalty. The Based on the results of the calculation is known that the effect on customer loyalty factory outletgoods amounted to 0.4393. Christina (2006:245) explains that the product of both goods and services will contribute greatly to customer satisfaction so customers become loyal, market share and return on investment (return on investment) companies through cost reduction and productivity improvement. Variation / Types of clothing on offer (X3.1), the diversity of the clothing brand (X3.2), the diversity of models of clothes (X3.3) and quality of clothing (X3.4) jointly affect customer loyalty by 43.93% and the balance of  $(0.526)^2 = 0.2766 \times 100\% = 27.66\%$  influenced by other factors not included in this study

#### **Factory outlet prices in Bandung**

Reasonableness of the price of the product is Koefiesien largest correlation with the price of customer loyalty program that is equal to 0799. Based on the interpretation of the correlation coefficient indicates that there is a strong enough relationship between the reasonableness of the price of the product with customer loyalty. The Based on calculations in mind that the price impact on customer loyalty is the factory outletof 0.6583. Fandy Tjiptono, (2002:153) explains that in addition to pricing aiming at profit-oriented, volume, image, price stabilization, price may also be established with the aim to prevent the entry of competitors, maintain customer loyalty. Reasonableness of product prices (X4.1), the appeal of the product price (X4.2) and compliance with quality products prices (X4.3) jointly affect customer loyalty by 65.83% and the balance of  $(0.561)^2 =$

0,3145 X 100% = 31.45% influenced by other factors not included in this study.

#### **Atmosphere of the Factory outletin Bandung**

Music is the largest correlation Koefisien atmosphere with customer loyalty program that is equal to 0.712. Based on the interpretation of the correlation coefficient indicates that there is a strong enough relationship between the music you listen to customer loyalty. The Based upon known that the influence of mood on customer loyalty factory outletis equal to 0.7548. Christina (2006:229) explains that the design of a good shop will interesting consumer desire factory outletr more in everything that is offered by the store. The atmosphere of the store can be built through a system of lighting, layout settings, and structuring and setting a good merchandise that will attract customers. Building (X5.1), Breadth parking (X5.2), the appeal of Interior/ layout of furniture in the store (X5.3), music listened to (X5.4) and facilities WC / Toilet (X5.5) together both affect customer loyalty by 68.42% and the balance of  $(0.562)^2 = 0.3158 \times 100\% = 31.58\%$  influenced by other factors not included in this study.

#### **Customer Service at Factory outletin Bandung**

Skill workers are the largest correlation Koefisien of customer service program with customer loyalty is 0.743. Based on the interpretation of the correlation coefficient indicates that there is a very strong relationship between the skills workers with customer loyalty. The Based on the results of the calculation is known that the effect on customer loyalty customer service factory outletr FACTORY OUTLETis 0.4940. Levy, M., Weitz, B. A., Grewal, D., & Madore, M. (619: 2004) explains that a customer service unit programs and activities undertaken by retailers to make better shopping experience that is a tribute to the customer. Activity can be increased/ her value to the customer received the merchandise and of [the service] [that] they are selling. Friendliness of staff (X6.1), Skill officer

(X6.2), appeal officer (X6.3), and Kecepatanggapan officer (X6.4) jointly affect customer loyalty by 49.40% and the balance of  $(0.549)^2 = 0.3015 \times 100\% = 30.15\%$  influenced by other factors not included in this study

#### **Promotion of the Factory outletin Bandung**

The appeal of factory outletby Billboard/signage is koefisien greatest correlation with the promotion of customer loyalty program that is equal to 0.673. Based on the interpretation of the correlation coefficient indicates that there is a strong enough relationship between factory outletappeal by Billboard/ signage with customer loyalty. The Based on the results of the calculation is known that the effect of promotion factory outletcustomer loyalty is at 0.5536. David Gilbert (175:2003) explains that the retail sales promotions can influence the target consumer perceptions, behaviors and attitudes in order to increase/ her customer loyalty in the [warehouse/ store], visit [warehouse/ store] and buy the product. The appeal of factory outletvia Billboard/ signage (X7.1) and publication on appeal through print and electronic media (X7.2) jointly affect customer loyalty by 55.36% and the balance of  $(0.668)^2 = 0,4464 \times 100\% = 44.64\%$  influenced by other factors not included in this study. Test results of the F-dimensional retail marketing mix on customer loyalty melelalui factory outletcalculations using SPSS 12:00 F values obtained from Table Annova count of 106 837 > 2710. This shows that the model can be said to have been good (FIT) that can be partially do factory outletr testing.

Based on testing the main hypothesis that the significance of retail marketing mix, each factory outletr 0003, 0024, 0001, 0005, 0001 and 0039 more than 0.05 kecil it means that  $H_0$  is rejected. Whereas, the significance of 0.174 promotional dimension greater than 0.05 indicates that the  $H_0$  accepted. In addition to the correlation coefficient based on hypothesis



testing can be done by comparing the table with the indigo t t count factory outlet  $\alpha = 0.05$  showed the results of data processing bahawa t count of each dimension of retail marketing mix are 3.090, 2.303, 3.467, 2.849, 3.377 and 2.090 greater table of f is 1.987. thus  $H_0$  was rejected. The results of significance tests of correlation and t test koefisien states rejected  $H_0$ . This means that there are positive and significant influence of the retail marketing mix consisting of location, operating procedures, product, price, atmosphere and customer service on customer loyalty. While the results of data processing promotion dimension count shows that the t of 1.370 is smaller than t table with  $H_0$  received such a positive influence means there is no significant relationship between the dimensions and the promotion of customer loyalty. Based on the above calculation is known that the retail marketing mix effects on customer loyalty is equal to 0.8929 factory outlet whereas the path coefficients factory outlet other variables outside of variable X1 and X7.

This means that the X1 and X7 jointly affect customer loyalty by 89.29% and the balance of  $(0.327)^2 = 0.1071 \times 100\% = 10.71\%$  influenced by other factors not included in this study. The influence of retail marketing mix on customer loyalty expressed by Omar (1999:19) Ogenyi that the retail marketing mix to create the ability of a retailer who believed in the purchase-sale, customer loyalty and profits.

## Conclusions

Based on the results of research conducted by researchers can be concluded overview of retail marketing mix program on the factory outlet in the city of Bandung, namely On the dimension of the location, proximity to area shopping factory outlet achieve a higher score indicates that it will be more loyal customers when the factory outlet is located near the commercial area and supported by various other facilities.

On the dimensions of the surgical procedure, the ease in the selection of goods to get the highest score indicating the ease of selection of items chosen because the factory outlet is able to present the layout of a product that allows customers to make choices.

On the dimensions of product, quality clothing to get the highest score. This is due to that the factory outlet competitive and development to this day cause every factory outlet trying to present the products of very good imported from Europe and Italy.

On the price dimension, the appeal of the product price to get the highest score indicating the price of factory outlet is on offer in the city of Bandung is relatively low and affable factory outlet ready factory outlet customers.

On the dimensions of the atmosphere, the music you listen to get the highest score indicating the factory outlet offer a whole hog is different compared to other stores that offer the same product with a different atmosphere cozy plus penngaturan music so that customers are more interested in shopping at factory outlet.

On the dimensions of customer service, hospitality workers get the highest score this shows factory outlet addition to offering a range of products also make a good service program, especially the friendly staff at the customer.

On the dimensions of the promotion, the appeal of factory outlet through publication in the print and electronic media to get the highest score, this shows that customers are more interested in the factory outlet when presented through television advertising on radio as well

Factory outlet customer loyalty in the city of Bandung, including the frequency of repurchase, the desire to buy back at the factory outlet certainty the customer to become a member, membership of a member extend customer frequency, immune to the appeal of another factory outlet, told positive things to others, rejection rate factory outlet spending on other factory outlet, to others and recommend to others. Certainty to be a

member factory outlet customers achieve a higher score indicates that the factory outlet customers loyal enough to want to be a member in hopes of getting more attention and facilities of the factory outlet in consuming the products offered.

The test results showed that the retail marketing mix program is very strong effect on customer loyalty. With a mix of retail marketing programs through the location, operating procedures, pricing, products, atmosphere, customer service and promotions can increase a better relationship with customers to remain loyal. So that if customers feel the desire and kebutuhannya are met and also one of the facilities offered more attractive factory outlet they will be loyal or faithful to one factory outlet in Bandung

### Recommendation

Based on the results of the study, researchers provide recommendations with respect to the retail marketing mix program on the factory outlet in the City of London as factory outlet allows. On the dimension of the location, proximity to area shopping factory outlet get the highest score, but the most important thing that must be considered by employers is the strategy of locating factory outlet must consider the convenience factory outlet for customers to reach or access the factory outlet either by public transport or private vehicles.

On the dimensions of the surgical procedure, the ease in the selection of goods to get the highest score, but the most important thing that must be considered by employers in the factory outlet is the ease later complained that the factory outlet provides a place of making a complaint or making a call center factory outlet customer complaint matters related to the condition of the goods which has been purchased and other access-related excess when shopping in factory outlet. On the dimensions of product, quality clothing to get

the highest score, but the most important thing that must be considered by employers is the diversity of brand factory outlet clothes. factory outlet party seeks to add a variety of clothing brands that are presented to customers.

On the price dimension, the appeal of the product price to get the highest score, but the most important thing that must be considered by employers factory outlet is the reasonableness of the price of the product outlet where entrepreneurs can develop strategies that prices of goods in this case offered appropriate clothing or garments fair to see the conditions offered to customers.

On the dimensions of the atmosphere, the music you listen to get the highest score, but the most important thing that must be considered by employers factory outlet is the breadth of the parking lot. Constraint is lack of parking complaints by customers that often cause traffic jams, vehicles difficult and hard to get out of the factory outlet, which led to traffic jams and road dibadan factory outlet around the site is located.

On the dimensions of customer service, hospitality workers get the highest score, but the most important thing that must be considered by employers factory outlet is responsive officer. FACTORY OUTLET so that employers seek to hold the education and training factory outlet customer service / staff in terms of understanding the goods in this case related comprehension size and type of clothing is also the placement of the goods.

On the dimensions of the promotion, the appeal of factory outlet through publication in the print and electronic media to get the highest score, but the most important thing that must be considered by employers is a factory factory outlet appeal by Billboard / signage. factory outlet employers can use a variety of promotions or promotional mix strategies to attract and build customer loyalty.

factory outlet on customer loyalty in the city of Bandung, the certainty of a member

factory outletcustomers get the highest score, but the thing to watch is the desire to buy back. So companies need to provide satisfaction in fulfilling the desires and expectations of care and facilities than those in the factory outletconsume the products offered

Based on the results of research showed that the retail marketing mix program is very strong effect on customer loyalty, but the important thing to consider in the next study is the level of consumer income, which does not import products through procedures in accordance with the principles of law in Indonesia.

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