

Effect of Price Perception, Service Quality, and Store Image on Consumer Loyalty through Shopping Satisfaction at Xsport Palopo

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Abstract

This study aims to analyze the influence of price perception, service quality, and store image on consumer loyalty with shopping satisfaction as an intervention variable at Palopo Xsport Store. This study uses a quantitative approach with explanatory design and Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis techniques. The research sample consisted of 150 respondents who were active consumers of Xsport Palopo. The results show that the perception of price and service quality has a positive and significant impact on consumer loyalty, both directly and through its influence on shopping satisfaction. On the other hand, store image has no significant effect on loyalty or shopping satisfaction. The shopping satisfaction variable has proven to be an important mediator in strengthening the relationship between external factors and consumer loyalty. These findings confirm that consumer loyalty in the context of local retail is shaped more by perceived real experiences, especially in terms of price and service, than by the symbolic image of the store. The practical implication of this research is the need for a retail strategy that emphasizes price fairness, improved service quality, and sustainable store image strengthening to build long-term loyalty.

Keywords: price_perception; service_quality; Imagery; shopping_satisfaction; Consumer_Loyalty

1. Introduction

Retail business competition in the modern era is increasingly intensifying along with the development of technology, increasing people's purchasing power, and increasingly open consumer access to various shopping options [1]. The change in people's lifestyles from traditional shopping patterns to modern shopping patterns, both in physical stores and online platforms, has made consumers more selective in making purchasing decisions [2]. This condition requires retail business actors to be able to understand in depth the factors that affect consumer behavior, especially in terms of maintaining loyalty. Consumer loyalty is one of the important assets in the business world because loyal consumers not only provide profits through repeat purchases [3], but can also be effective promotional agents through positive recommendations to others [4].

However, consumer loyalty is not something that arises instantly, but rather the result of a long process influenced by various factors. One of the main factors is price perception [5]; [6]. Consumers are not always looking for the cheapest price, but prices that are considered fair and in accordance with the quality of the product and the shopping experience obtained. The right price perception can build consumer confidence that the value obtained is proportional to the sacrifice made [7]. Conversely, if the price is considered too high or not worth it, consumers are likely to be disappointed and look for other alternatives.

In addition to price, service quality also plays a significant role in shaping consumer satisfaction and loyalty [8]; [9]. The quality of service includes various aspects, ranging from the friendliness and speed of employees in serving, the reliability of service, to physical facilities that support the convenience of shopping. The SERVQUAL theory emphasizes five important dimensions in assessing service quality, namely tangibles, reliability, responsiveness,

assurance, and empathy. If consumers feel that the service meets expectations, they tend to be satisfied and motivated to return [10].

Another factor that is no less important is the image of the store. A store image is a consumer's perception of the overall identity, reputation, and experience offered by a store [11]. A good image can build trust, increase convenience when shopping, and strengthen consumers' emotional attachment to the store. A positive store image will reinforce satisfaction and encourage consumers to remain loyal. On the other hand, a bad image, such as stores that are considered untidy, slow service, or less reliable, will lower consumer satisfaction and loyalty.

While these three factors of price perception, service quality, and store image can directly affect consumer loyalty, in practice these relationships are often mediated by shopping satisfaction. Shopping satisfaction can be understood as a positive feeling that arises after consumers compare expectations with the shopping experience experienced [12]. Satisfied consumers will feel that the store is able to provide more value, both in terms of price, service, and image. This sense of satisfaction then encourages them to shop again, reduce the tendency to move to another store, and recommend the store to others. In other words, shopping satisfaction serves as a bridge that connects external factors to consumer loyalty.

Phenomena in the field show that not a few consumers change stores just because of dissatisfaction with one aspect, such as prices that are considered unreasonable or unsatisfactory service [13]. On the other hand, stores that are able to provide a combination of competitive prices, excellent service, and a positive image, tend to have loyal customers despite competitors with similar offers. This indicates that understanding how these three factors work, both directly and through shopping satisfaction, is very important for business actors.

From an academic point of view, many previous studies have confirmed the relationship between price, service quality, store image, satisfaction, and loyalty. [14] explains that the perception of fair prices increases the perception of consumer value. [14] emphasized the role of service quality in creating customer satisfaction, while Bloemer & Ruyter (1998) pointed out that store image contributes significantly to loyalty. However, there are still research gaps related to how these variables interact simultaneously, especially by including shopping satisfaction as an intervening variable.

The urgency of this research also lies in its relevance to retail business practices in Indonesia. The rapid development of the retail industry, both in the form of minimarkets, supermarkets, and modern shopping centers, presents new challenges in retaining customers. Indonesian consumers are known to be price-sensitive, but at the same time are also increasingly critical of the quality of service and the image of a brand or store. Therefore, research on the influence of price perception, service quality, and store image on consumer loyalty with shopping satisfaction as an intervening variable is very relevant to be conducted.

Thus, this research is expected to make a theoretical contribution through a more comprehensive understanding of the mechanism of forming consumer loyalty. In addition, the results of the research can also provide practical benefits for retail management in designing the right marketing strategy, such as appropriate pricing, improving service quality, and strengthening store image, in order to build and maintain consumer loyalty in the long term.

Literature Review

Price is one of the most important instruments in marketing strategy because it is a factor that consumers immediately see and consider when making purchasing decisions [15]. Price is not just a number in a transaction, but also contains a symbolic meaning that can reflect the quality, status, and value of a product. In the context of retail, price perception is a consumer's subjective evaluation of whether the price paid is commensurate with the quality of the product or the shopping experience received [7].

Fair price perception can increase perceived value and have an impact on satisfaction [16]; [17]; [18]. Consumers generally are not always looking for the cheapest price, but rather a price that is considered fair and in accordance with the benefits received. This is confirmed by research by **Al-Mamary (2022)** which found that consumers remain loyal to stores that maintain price consistency, even if they are not the cheapest [19]; [20]. A reasonable price fosters trust and reduces the risk of disappointment, while a price that is considered too high or not in line with quality will lower loyalty and trigger switching behavior.

In the modern Indonesian market, consumers are known to be quite price-sensitive, but not just low-price-oriented. They also assessed other dimensions such as product quality, store atmosphere, reputation, and shopping comfort. Consumers are willing to pay more at a store with a good image and friendly service than having to shop in a place with lower prices but poor service. Thus, price perception is not only a nominal matter, but also related to the psychological and emotional value inherent in the shopping experience.

Some empirical research also reinforces the importance of price perception. [21] emphasized that consumers who feel that product prices match quality will be more likely to be satisfied and make repeat purchases. [22] added that price perception has a strategic role in creating loyalty, especially in the highly competitive retail sector. Thus, price perception can be considered a key foundation in building shopping satisfaction, which in turn encourages the formation of long-term consumer loyalty.

Service quality is one of the key factors in creating a competitive advantage in the retail business [23]; [24]. service quality is a comparison between consumer expectations and the performance of services received [25]. If the service meets or exceeds expectations, consumers will feel satisfied, while if the service does not meet expectations, it will cause disappointment. Therefore, service quality plays a direct role in determining satisfaction as well as being the basis for the formation of consumer loyalty [26]. The SERVQUAL model, which is widely used in consumer behavior research, emphasizes five main dimensions in measuring service quality, namely tangibles, reliability, responsiveness, assurance, and empathy [27]. These dimensions include physical aspects such as the comfort of store facilities, consistent service reliability, employee alertness in serving, trust caused by employee competence, and concern for consumer needs. If the store is able to maintain these five aspects, then the shopping experience created will have a positive emotional impact on consumers.

Empirical research shows that the quality of service is often more decisive than price in building loyalty [28]. [29] proves that service quality has a significant influence on satisfaction, which in turn plays a role in encouraging consumers to remain loyal [30]. This is also confirmed [31] who found that excellent service can increase satisfaction while strengthening the image

of the store, so that consumers are more likely to return despite competitors with lower price offers.

Thus, service quality is not just an operational activity, but a long-term strategy to build an emotional connection between the store and the consumer. Consistent, friendly, and professional service will strengthen satisfaction and create ongoing loyalty. Conversely, poor service will lower trust and accelerate the shift of consumers to competitors. Therefore, improving service quality must be a top priority for retail management in maintaining competitiveness in the midst of increasingly fierce business competition.

Store image is an overarching perception formed in the consumer's mind regarding the identity, reputation, and experience offered by a store [32]. A store's image is not only formed from direct experiences when shopping, but also from indirect information such as advertisements, promotions, and recommendations from others. A strong image can set a store apart from its competitors, even when the product and price are relatively similar, as consumers judge a store based on the overall impression they feel [33].

Factors that shape a store's image include the physical environment, such as layout, cleanliness, lighting, and comfort; reputation as well as brand, which shows how well known and trusted the store is in the community; consistency of service, which reflects the store's commitment to customer satisfaction; and symbolic value, i.e. the association of social status inherent in a particular store [34]; [35]. The combination of these factors creates an identity that distinguishes a store and influences consumers' intention to return to shopping.

Research [36];[37] show that a positive store image not only increases consumer satisfaction, but also has a direct impact on loyalty. Consumers tend to associate stores with certain attributes such as "cheap", "comfortable", or "trendy" and these associations become a determining factor in the shopping experience. The more positive the image is attached, the more likely it is that consumers will feel satisfied and loyal. Conversely, a bad image, such as a store that is perceived as untidy or less trustworthy, can reduce reshopping interest even though the prices and products offered are quite competitive.

Thus, the store's image serves as a strategic differentiator in the retail business. A good image can strengthen consumer trust, increase emotional attachment, and be the main reason for consumers to stay even though there are many other options available in the market. For retail managers, building a positive image through reputation, store atmosphere, and service quality is an important key in creating long-term satisfaction and loyalty.

Shopping satisfaction is the emotional response of consumers after comparing expectations with actual experiences during shopping [38]; [39]. Satisfaction arises when the store's performance meets or exceeds consumer expectations, while dissatisfaction arises when the experience obtained is below expectations. In the context of modern retail, shopping satisfaction is an important indicator that reflects the success of stores in providing value commensurate with the price, product quality, and service offered [40].

Shopping satisfaction indicators include several aspects, such as price compatibility with product quality, convenience in the store atmosphere, ease of making transactions, and feeling happy after shopping [41]; [42]. In addition, consumers' tendency to return to shopping and give positive recommendations to others is also part of the satisfaction benchmark. In other words, satisfaction not only has an impact on the momentary experience, but also creates a follow-up effect in the form of loyalty and word-of-mouth promotion.

Previous research supports the strategic role of satisfaction as a mediating variable in the relationship between external factors of the store and consumer loyalty. **Yieh, Chiao, & Chiu (2007)** found that service quality has a significant effect on loyalty through satisfaction [8]. This is also affirmed [43] which suggests that a positive image and quality service will increase satisfaction, and ultimately encourage consumer intention to make a repeat purchase. These findings reinforce the view that shopping satisfaction serves as a bridge that connects price perception, service quality, and store image with consumer loyalty.

Thus, shopping satisfaction has a strategic role in maintaining the continuity of the relationship between stores and consumers. Stores that are able to deliver an expected shopping experience will strengthen satisfaction, ultimately creating long-term loyalty. Conversely, if consumers are dissatisfied, they will be more likely to move to a competitor's store, even if the difference lies in only one small aspect such as price or employee friendliness. Therefore, shopping satisfaction needs to be the main focus in retail marketing strategies, because it is the foundation for the formation of sustainable consumer loyalty.

Consumer loyalty is a deep commitment to consistently repurchase a particular product or service, despite the presence of more attractive offers from competitors [44]; [43]. Loyalty is divided into four dimensions, namely cognitive loyalty (based on knowledge), affective loyalty (based on positive feelings), conative loyalty (based on intention), and behavioral loyalty (based on real actions) [45]. These four dimensions explain that loyalty is not just a buying habit, but also a consumer's psychological and emotional attachment to a store.

In the context of retail business, loyalty is very important because loyal consumers tend to make repeat purchases, creating long-term income stability. In addition, loyalty also reduces marketing costs, because retaining old customers is cheaper than attracting new customers [4]. Loyal consumers can even become an indirect promotional agent through positive word of mouth, which improves the reputation and image of the store at no additional cost.

Empirical research shows that loyalty is often born from repeated consumer satisfaction [46]. Satisfied consumers tend to keep shopping at the same place and even recommend it to others [47]. Loyalty is not an instant result, but an accumulation of positive consumer experiences related to price, service quality, and store image. In other words, loyalty is the end result of a series of shopping experiences that consistently deliver value.

Thus, consumer loyalty can be considered the main goal of a retail marketing strategy. Stores that are able to maintain a balance between fair price perception, excellent service quality, positive store image, and sustainable shopping satisfaction will find it easier to create loyalty. Conversely, failure to maintain any of those factors can weaken consumer commitment and encourage them to move to competitors. Therefore, loyalty must be seen as a strategic asset that determines the competitiveness and sustainability of the business in an increasingly competitive retail market.

Hypothesis Development

Prices that are considered fair, reasonable, and commensurate with product quality have great potential in building consumer loyalty. [48] affirm that proper price perception increases the perceived value of consumers. [49] also shows consumers tend to be loyal to stores that maintain price fairness even though they don't offer the cheapest prices. Thus, a good price perception is predicted to have a positive effect on consumer loyalty.

H1: Price perception has a positive effect on consumer loyalty.

Good service quality creates a positive shopping experience and strengthens the emotional bond between consumers and stores.[8] found that service quality has a significant effect on loyalty. Another study by [50] confirms that excellent service is the main factor for consumers to remain loyal, even in the midst of price competition.

H2: The quality of service has a positive effect on consumer loyalty.

A positive store image, both from reputation, atmosphere, and consistency of service, strengthens consumer trust and encourages loyalty. [9] proves that a good image not only increases satisfaction but also has a direct impact on consumer loyalty. This shows that the image of the store plays an important role in building long-term attachments.

H3: Store image has a positive effect on consumer loyalty.

Consumers will feel satisfied if the price paid is commensurate with the benefits obtained [51] confirms that there is a significant relationship between price perception and consumer satisfaction. Prices that are considered fair foster trust, while inappropriate prices cause disappointment.

H4: Price perception has a positive effect on shopping satisfaction.

Excellent service quality is one of the main predictors of consumer satisfaction [52]. [53] emphasize that service dimensions such as reliability, responsiveness, and empathy greatly determine satisfaction. [54] proves that service quality significantly increases consumer satisfaction.

H5: The quality of service has a positive effect on shopping satisfaction.

A positive image increases consumer comfort and confidence when shopping. [55] found that a strong store image is closely related to consumer satisfaction. Consumers who view stores as reputable will find it easier to be satisfied with the shopping experience.

H6: Store image has a positive effect on shopping satisfaction.

Shopping satisfaction is a key factor that encourages consumers to stay loyal. [56] mention that consistent satisfaction will shape long-term loyalty. [4] also found satisfaction to be a significant mediator in the relationship between service quality and loyalty.

H7: Shopping satisfaction has a positive effect on consumer loyalty.

In addition to direct influence, shopping satisfaction also serves as a mediating variable that bridges the relationship between external variables (price perception, service quality, store image) and consumer loyalty. Research [57]; [58] emphasized that satisfaction is an important link in the formation of loyalty.

H8: Shopping satisfaction mediates the influence of price perception on consumer loyalty.

H9: Shopping satisfaction mediates the influence of service quality on consumer loyalty.

H10: Shopping satisfaction mediates the influence of store image on consumer loyalty.

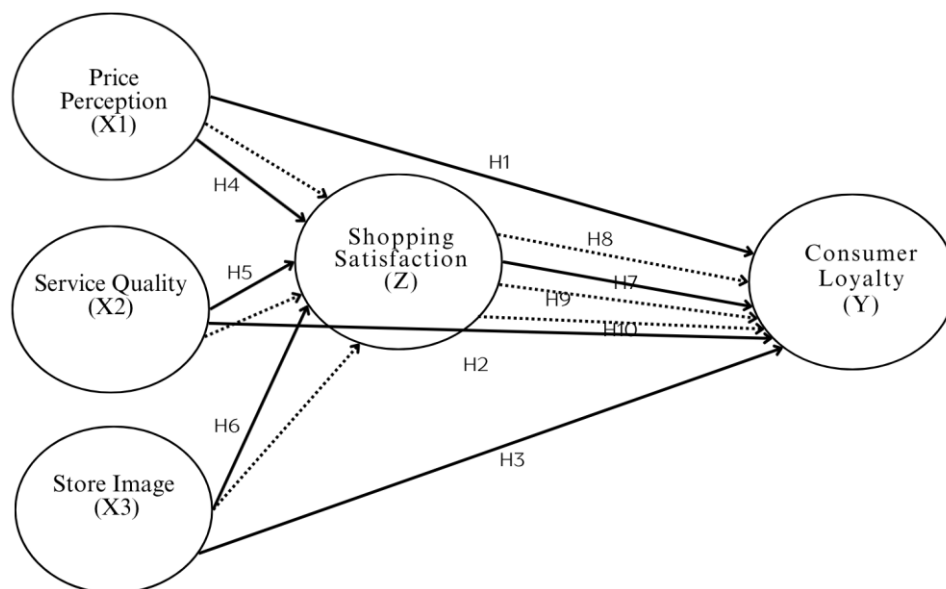


Figure 1. Conceptual Framework

2. Methodology

This study uses a quantitative approach with an explanatory research design to test the causal relationship between price perception, service quality, store image, shopping satisfaction, and consumer loyalty. The location of the study was set at Toko Xsport Palopo, a sports retailer in Palopo City, Indonesia, which was chosen because it was relevant to the level of retail competition in urban areas and had a stable customer base. The data collection process will be carried out throughout 2025.

The research population is all consumers who have shopped at the Palopo Xsport Store. The sampling technique used is purposive sampling with the criterion that respondents have made purchases at least twice in the last six months. The number of samples was determined with reference to the recommendations [59], which was 5–10 times the number of indicators used. With a total of 25 indicators, the ideal sample size ranges from 125 to 250 respondents. In this study, 150 valid respondents were obtained according to the criteria.

The research instrument was in the form of a structured questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). This questionnaire measures: (1) price perception (affordability, price compatibility with quality, price fairness, comparison with competitors), (2) service quality (tangibles, reliability, responsiveness, assurance, empathy), (3) store image (reputation, shopping environment, product completeness, store atmosphere), (4) shopping satisfaction (satisfaction with the product, price, service, and overall shopping experience), and (5) consumer loyalty (intention to buy back, willingness to recommend, and resistance to competitors).

The instrument test is carried out through validity and reliability analysis. Convergent validity was assessed through loading factor values and Average Variance Extracted (AVE), while reliability was measured by Cronbach's Alpha and Composite Reliability (≥ 0.70 value was declared reliable). Data were analyzed using Structural Equation Modeling-Partial Least

Squares (SEM-PLS)[59], which is suitable for testing complex models with mediating variables as well as relatively small sample counts. The analysis included descriptive statistics, direct and indirect influence tests, and mediation tests using a bootstrapping approach to assess the significance of hypothetical paths.

3. Result and Discussion

3.1. Result

Respondent overview

The respondents in this study were consumers who had shopped at the Palopo Xsport Store. The number of respondents was 120 consumers who were sent a questionnaire using a google form. The research was conducted in August - September 2025. The identity of the respondents is described in table 1. In the table, it can be seen that the number of male respondents was 36 and women were 84. In terms of education, many respondents filled out questionnaires from the S1/S2/S3 level as many as 79 people with a percentage of 65.84%. For the age level, it is dominated by 21-30 years old with a total of 76 people with a percentage of 63.33% and the average shopping frequency per month is the most 6-10 times with a percentage of 54.17%.

Tabel 1. Description of the respondent

Category		Frequency	Percent
Gender	Male	36	30%
	Female	84	70%
Education	SD	6	5%
	SMP	12	10%
	SMA	23	19,16%
	S1/S2/S3	79	65,84%
Age	< 21 Year	7	5,83%
	21-30 Years	76	63,33%
	31-40 Years	34	28,34%
	> 40 Years	3	2,50%
Shopping Frequency	1 Time	16	13,33%
	2-5 Times	27	22,50%
	6-10 Times	65	54,17%
	> 10 Times	12	10%

Source: Author 2025

A. Uji measurement Model/Outer Model

The results of the study using the PLS application for the measurement model/outer model test were determined by the outer loading value of each variable indicator. The determination criteria are said to be valid if the outer loading value > 0.07 . The results of the study found that the outer loading value of all PP, QS, SI, SS, and CL variable indicators was more than 0.7 (see Table 2). In addition, to assess the model, it is said to be reliable if the Cronbach's Alpha value is greater than > 0.6 and the composite reliability (CR) is higher than > 0.07 . The results of the study found that the CR value of each construct was above 0.6 so that it can be said that the realism was achieved (see table 2). In addition, the convergent validity indicator is achieved when the average extracted variance (AVE) value is said to be valid if > 0.50 . The results of the analysis found that the AVE value for each construct was above 0.50 so that it can be said that a convergent validity was achieved (see table 2).

Tabel. 2. Uji measurement Model/Outer Model

Variabel	Item	λ	A	CR	AVE
Price Perception	PP1	0,924	0,925	0,943	0,769
	PP2	0,859			
	PP3	0,829			
	PP4	0,890			
	PP5	0,880			
Service Quality	QS1	0,903	0,941	0,959	0,814
	QS2	0,912			
	QS3	0,947			
	QS4	0,974			
	QS5	0,760			
Store Image	SI1	0,964	0,948	0,960	0,828
	SI2	0,883			
	SI3	0,880			
	SI4	0,895			
	SI5	0,924			
Shopping Satisfaction	SS1	0,858	0,891	0,920	0,698
	SS2	0,844			
	SS3	0,880			
	SS4	0,829			
	SS5	0,766			
	CL1	0,853	0,930	0,947	0,781

Consumer	CL2	0,836
Loyalty	CL3	0,902
	CL4	0,931
	CL5	0,894

Source: Author 2025

In addition to assessing convergent validity, the results of the study also conducted a discriminant validity analysis using the root value of the AVE forwell larcher criterion. Table 3 shows that the root value of each variable is greater than the root of AVE in correlation with other variables so that the discriminant validity is met.

Tabel 3 Discriminant Validity

Variabel	CL	PP	QS	SS	SI
CL	0,884				
PP	0,839	0,877			
QS	0,759	0,663	0,902		
SS	0,881	0,796	0,731	0,836	
SI	0,502	0,624	0,270	0,442	0,910

Information: CL= Consumer Loyalty, PP= Price Perception, QS= Service Quality, SS= Shopping Satisfaction, SI= Store Image

Source: Author 2025

Uji Hypothesis

Hypothesis testing using SEM applications as seen in table 4. The β value of each variable indicates a positive relationship. The P-Value shows the significant level between variables where if the P-value < 0.05 , then the relationship between variables is said to be significant to be more clearly in table 4.

Table 4. Hypothesis Test

Hypothesis	Correlation	β	T-Value	P-Value	Information
H₁	PP→CL	0,291	4,003	0,000	Accepted
H₂	QS→CL	0,202	3,114	0,002	Accepted
H₃	SI→CL	0,054	1,174	0,241	Rejected
H₄	PP→SS	0,557	4,975	0,000	Accepted
H₅	QS→SS	0,363	3,990	0,000	Accepted
H₆	SI→SS	-	0,045	0,964	Rejected
H₇	SS→CL	0,004	6,364	0,000	Accepted
H₈	SS→CL	0,478	4,691	0,000	Accepted
H₉	PP→SS→CL	0,266	2,995	0,003	Accepted
H₁₀	QS→SS→CL	0,173	0,043	0,966	Rejected
	SI→SS→PF	-			
		0,002			

Information: CL= Consumer Loyalty, PP= Price Perception, QS= Service Quality, SS= Shopping Satisfaction, SI= Store Image
Source: Author 2025

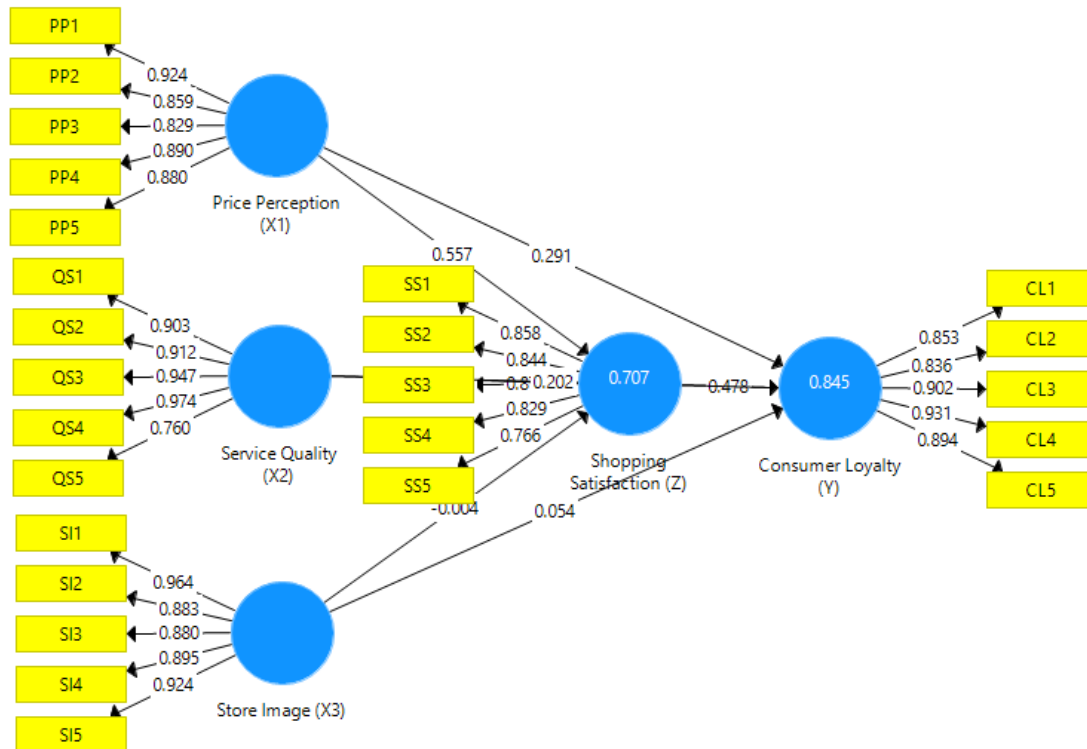


Figure 2. SEM analysis results

3.2. Discussion

The results of this study confirm that price perception is a very influential factor in shaping consumer loyalty. Consumers judge the prices offered not only in terms of nominal, but also in terms of fairness and suitability with product quality and shopping experience. These findings are consistent with research [49];[48] which states that fair prices can increase perceived value and encourage loyalty. Research [22] also confirms that positive price perceptions have a strategic role in creating loyalty in the competitive retail sector. Thus, a reasonable price is not only an economic factor, but also builds a consumer's trust and emotional attachment to the store.

In addition to price, service quality has proven to play a big role in strengthening consumer loyalty. Friendly, fast, and consistent service creates a pleasant shopping experience and encourages consumers to return. This is in line with the findings [8] which explain that service quality has a significant effect on loyalty through customer satisfaction. Similarly, research [50] confirms that excellent service quality is often more decisive than price in retaining customers. The quality of service not only impacts momentary satisfaction, but also becomes a determining factor for long-term loyalty.

Meanwhile, the image of stores in this study has not been able to show a strong influence on consumer loyalty. These findings are in contrast to studies [9] and [37] that affirm that a

positive store image can directly strengthen consumer loyalty. This difference shows that in the context of the Xsport Palopo Store, consumers tend to emphasize functional aspects such as price and service rather than the symbolic value inherent in the store's image. This is also in line with research [32] which explains that store image is often more strongly influenced by the lifestyle oriented market, while in rationally oriented consumers the price and service factors become more dominant.

Shopping satisfaction emerged as a key variable that bridges the relationship between external factors and consumer loyalty. Consumers who are satisfied with the shopping experience will be encouraged to make a repeat purchase and recommend the store to others. These findings support research [57]; [58] which states that shopping satisfaction plays an important role as a mediator in building loyalty. service quality affects loyalty through satisfaction, while [43] adds that a positive image and quality service can increase satisfaction which then leads to loyalty.

Overall, this study confirms that consumer loyalty in the context of local retail is more shaped by real experiences that consumers directly feel, namely price and service quality. Meanwhile, store image has not been the dominant factor. The implications of these findings emphasize the importance of understanding the factors that affect overall satisfaction and loyalty. In other words, an effective retail strategy must focus on fair pricing, improving service quality, and strengthening the store's image in a sustainable manner in order to be able to have a significant influence in the future.

4. Conclusion

This study proves that price perception and service quality have a strong influence on shaping consumer loyalty, especially through shopping satisfaction as a mediating variable. Reasonable prices and excellent service encourage consumers to feel satisfied, which leads to loyalty and positive recommendations. In contrast, store images have not shown a significant influence on loyalty, indicating that consumers emphasize functional factors more than symbolic. As such, retail strategies should focus on a combination of fair pricing, improving service quality, and continuously strengthening the store's image to create long-term loyalty.

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