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Building Consumer Loyalty in Traditional Markets: The Role of Price, Location, Product Diversity, Quality, And Relationship Marketing

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ABSTRACT
Traditional markets remain vital to local economies and social interactions in Indonesia but face growing pressure from modern retail and e-commerce, which are reshaping consumer behavior. Previous studies on the marketing mix and consumer loyalty have yielded inconsistent findings, highlighting the need for a more comprehensive approach. This study examines the influence of the marketing mix—price, location, product diversity, and product quality—together with relationship marketing on consumer loyalty in traditional markets. Relationship marketing is emphasized as a relational strategy that strengthens trust, communication, and long-term commitment. A quantitative survey method was applied, with 230 respondents selected using Hair's sampling formula, based on the criterion of at least two purchase experiences in Pon and Kliwon Traditional Markets, Lamongan. Data were analyzed using multiple regression with SmartPLS to test both partial and simultaneous relationships among variables. The results indicate that price, product diversity, product quality, and relationship marketing significantly affect consumer loyalty, whereas location does not. Price is the most dominant factor, followed by relationship marketing, product quality, and product diversity. The findings demonstrate that consumers are highly sensitive to price and relational interactions, while location plays a lesser role due to the social and emotional values embedded in traditional markets. This study contributes to the literature by integrating functional and relational perspectives of marketing, offering a novel framework for enhancing consumer loyalty in traditional market contexts. Practically, the results suggest that traders and market managers should prioritize competitive pricing, maintain product quality and variety, and cultivate strong consumer relationships through personalized communication and trust-building. These strategies are crucial to improving the competitiveness and sustainability of traditional markets in the face of modern retail and digital commerce expansion.

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1. Introduction

Traditional markets in Indonesia play a vital role in the local economy and provide for the daily needs of the community, particularly in rural areas, while also serving as centers of social interaction (Priatana, 2021). However, the rapid development of modern retail and e-commerce has triggered a shift in consumer preferences. This phenomenon is evident at Pon and Kliwon

Markets in Kembangbahu, Lamongan, which now have to compete with two nearby modern minimarkets. Pratama (2021) noted that the increase in the number of modern retailers has negatively impacted the performance of traditional markets, marked by a decline in the number of vendors due to reduced consumer interest. This situation emphasizes the need for more innovative and effective marketing strategies so that traditional markets can increase their competitiveness and maintain consumer loyalty amidst the dominance of modern retail.

One approach that can be applied is the marketing mix. Previous research shows that each element produces different research results. For example, research by Afza (2022) and Saraswati (2023) found that product influences customer loyalty, but research by Winata (2024) and Orazgaliyeva (2024) found no effect. Research by Saraswati (2023) found that price influences customer loyalty, but research by Orazgaliyeva (2024) did not. Research by Afza (2022) found that location influences loyalty, but research by Saraswati (2023) did not. Research by Afza (2022) and Saraswati (2023) found that promotion influences customer loyalty, but research by Winata (2024) did not. This indicates inconsistencies in research results. The differences in research results indicate that the influence of the marketing mix can vary depending on consumer characteristics and research location. Furthermore, Priatana (2021) also noted that the dominant factors driving visits to traditional markets include price, quality, product diversity, location, and convenience.

In addition to the marketing mix, relationship marketing also plays a crucial role in building consumer loyalty. Talo et al. (2024) emphasized that the implementation of relationship marketing has a significant positive impact on customer satisfaction and loyalty. The application of relationship marketing in the context of traditional markets focuses on long-term relationships between merchants and consumers, which strengthens consumer satisfaction and ultimately increases their loyalty. Purnama (2022) also points out that relationship marketing and product diversity play a crucial role in increasing consumer loyalty. This demonstrates the link between marketing mix strategies and the relationship marketing approach. Relationship marketing focuses on building long-term relationships between sellers and consumers. This approach has been proven to increase customer loyalty and satisfaction (Purnama, 2022). Therefore, the implementation of relationship marketing in traditional markets can strengthen the relationship between merchants and consumers, which directly impacts the rate of repeat visits and repeat purchases. Furthermore, customer relationship management that prioritizes highly satisfied customers can contribute to increased sales and build loyalty (Gazi, 2024).

The influence of the marketing mix and relationship marketing on customer loyalty in traditional markets has become a crucial issue amidst the rapid development of the digital era, which is driving changes in consumer behavior. Sustainable relationships with consumers based on trust and communication are strategic factors in influencing repeat purchase decisions. Similarly, Rusminah and Purnomo (2024) stated that the competitiveness of traditional markets can be enhanced through innovation and the implementation of adaptive marketing strategies. Therefore, traditional markets need to integrate modern marketing elements with a strong relational approach.

Although many previous studies have discussed the application of the marketing mix in modern businesses and MSMEs, studies specifically integrating the marketing mix and relationship marketing to increase consumer loyalty in traditional markets are still rare. This research gap arises because most previous studies only focus on one aspect, such as the marketing mix or customer relationships, without considering the potential synergy between the two. This study offers a novel approach by examining a combination model of both strategies, where the marketing mix plays a role in creating functional value through price, location, product diversity, and product quality, while relationship marketing builds emotional connections and consumer trust. For traditional traders, this combination can be realized through the implementation of competitive prices, relevant product diversity, personalized service, and continuous communication with customers. Thus, this study provides a new perspective on how traditional traders can utilize these two marketing approaches simultaneously to increase consumer loyalty and competitiveness amidst modern market pressures.

2. **Literature Review**

Marketing Mix

The marketing mix is a set of strategies and tools a company uses to achieve marketing objectives in a targeted market segment (Kotler and Keller, 2021). The marketing mix in this study is as follows:

Price

Price can be defined as the amount of money a consumer must pay to obtain a product or service. Research conducted by Purnomo (2024) indicates that price has a significant influence on consumer loyalty, with consumer satisfaction as an intervening variable. Similar findings were obtained by Saraswati (2023), who stated that price plays a significant role in increasing consumer loyalty. This suggests that competitive prices, when combined with good product quality, can strengthen consumer loyalty. Indicators for this variable are: affordability, product representation, discounts, and fairness (Fithoni, 2020).

H1: It is suspected that price has a significant effect on consumer loyalty.

Location

Location refers to where a product or service is available to consumers. Research by Afza (2022) shows that location has a significant positive correlation with customer loyalty. A strategic location makes it easier for consumers to access traditional markets, which in turn can increase their loyalty. Indicators for this variable include: strategic location, short travel time, easy transportation, and proximity to busy centers (Fithoni, 2020).

H2: It is suspected that location has a significant influence on consumer loyalty.

Product Diversity

Product diversity refers to the variety of product types offered to consumers. Research conducted by Purnama (2022) revealed that product diversity has a significant impact on consumer loyalty. Product diversity allows consumers to have more choices, which can increase their satisfaction and loyalty to traditional markets. Product diversity in traditional markets provides consumers with choices, increasing satisfaction and loyalty (Ariyanti, 2021). A study by Hadita (2024) revealed that product diversity has a positive influence on customer satisfaction and loyalty for hand-drawn batik. Indicators for this variable include: completeness of product selection , product variety, product availability , and the variety of brands available (Fithoni, 2020).

H3: It is suspected that product diversity has a significant influence on consumer loyalty.

Product Quality

Product quality is the degree of excellence or conformity of a product to consumer expectations. Research conducted by Abigail (2024) shows that product quality has a significant influence on customer loyalty, both directly and through consumer satisfaction as an intervening variable. High-quality products can increase consumer satisfaction, which in turn can increase their loyalty to traditional markets. Indicators of this variable are: product quality is not inferior to supermarket products , according to the offered price, diverse, and meets sales criteria (Fithoni, 2020).

H4: It is suspected that product quality has a significant influence on consumer loyalty.

Relationship Marketing

Relationship marketing is a strategy implemented by companies to build long-term relationships with consumers to increase satisfaction and loyalty (Purnama, 2022). Research by Talo et al. (2024) shows that the implementation of relationship marketing has a positive effect on customer satisfaction and loyalty at Indomaret Timor Raya Oesapa Kupang. Similar findings were also expressed by Purnama (2022), who stated that good relationships through communication, trust, and commitment can increase consumer loyalty, as occurred at PM Collection Pekanbaru. In line with this, Sedalo (2022) emphasized that through relationship accessibility, SMEs can engage their customers, instill trust, and build sustainable cooperative relationships. Relationship marketing oriented towards customer satisfaction has also been shown to have a positive effect on brand loyalty (Wongsansukcharoen, 2022). In addition, Nelson (2024) emphasized that relationship marketing is an important strategy used by salespeople to develop and maintain sustainable customer relationships, so they invest significantly in this activity to encourage positive perceptions from customers. Furthermore, Zegullaj (2023) outlined that relationship marketing can be viewed through four main dimensions: trust, communication, commitment, and conflict management . The indicators for these variables are: commitment, trust, and communication (Purnama, 2022).
H5: It is suspected that relationship marketing has a significant influence on consumer loyalty.

Consumer Loyalty

Consumer loyalty is a consumer's commitment to continue purchasing products or services from a particular company, despite the influence of other factors that may influence their decision. Research by Talo et al. (2024) shows that *relationship marketing* has a positive and significant effect on customer loyalty. Furthermore, research by Afza (2022) and Saraswati (2023) indicates that the marketing mix influences consumer loyalty. This suggests that effective marketing strategies can increase consumer loyalty in traditional markets. Consumer loyalty reflects commitment and preference for a particular brand or market. Loyalty can be affective, cognitive, or behavioral. Research by Damaschi (2025) shows that brand loyalty is influenced by price, quality, and consumer personality characteristics. Indicators of this variable include: making regular repeat purchases, purchasing across product and service lines, referring others, and demonstrating immunity to competitors' pull (Purnama, 2022).
H6: It is suspected that price, location, product diversity, product quality, and relationship marketing have a simultaneous influence on consumer loyalty .

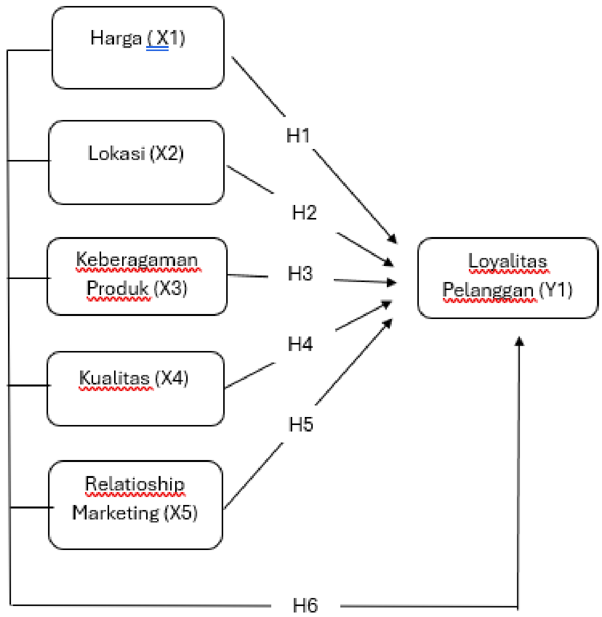

Figure 1. Conceptual framework

3. **Research Methods**

This study adopts a quantitative approach with a survey method to analyze the impact of marketing mix and relationship marketing on consumer loyalty in the Pon and Kliwon Traditional Markets, Kembangbahu, Lamongan.

The population of this study was consumers of the Pon and Kliwon Kembangbahu Traditional Markets. The sample size was determined using the formula proposed by Hair (2021), which recommends sampling 10 times the number of indicators in the research model. With 23 indicators to measure variables in the marketing mix and relationship marketing, the recommended sample size is 23 indicators multiplied by 10, resulting in 230 respondents. Therefore, the sample used in this study was 230 respondents. The sampling technique applied was purposive sampling , which was adjusted to the research criteria to obtain appropriate respondents (Sugiyono, 2022). The selected respondents were consumers who had made at least two transactions at either the Pon market or the Kliwon Kembangbahu market. Data were collected through a questionnaire using a Likert scale distributed to consumers in these markets.

In SmartPLS 4, multiple regression calculations can use 2 methods, namely PLS-SEM and REGRESSION (Hasnidar., et.al,.2025). In analyzing the data, this study used SmartPLS version 4.1.1.4. with the Regression method . Data analysis in this study was carried out through several steps. First, a Validity and Reliability Test was carried out to ensure the reliability of the instrument. Next, a Multiple Linear Regression Analysis was carried out using SmartPLS 4.1.1.4 to test the relationship between the dependent variable and the independent variable and identify the influence between variables. Hypothesis testing was carried out to evaluate the influence of the independent variable on the dependent variable. The t-test measures the influence of each variable, while the F-test tests the combined significance of the independent variables. The Coefficient of Determination (R^2) is calculated to see the extent to which the independent variable explains the variability of the dependent variable. Although SmartPLS does not require data to be normally distributed, the Classical Assumption Test is important for the validity of the regression model estimation results. In this study, normality, multicollinearity and autocorrelation tests were used.

4. **Results**

Table 1. Description of Research Respondents

Description	**Demographics**	**Frequency**	**Percentage**
Gender	Woman	149 people	64.8%
	man	81 people	35.2%
Age	15-24 years	33	14.3%
	25-34 years old	45	19.6%
	35-44 years old	56	24.3%
	45-54 years	77	33.5%
	over 55 years	19	8.3%
Last education	Did not finish elementary school	12	5.2%
	Elementary School/Equivalent	35	15.2%
	Junior High School/Equivalent	56	24.3%
	High School/Equivalent	118	51.3%
	Diploma	3	1.3%
	Bachelor degree	5	2.2%
	Postgraduate/Master's/Doctoral	1	0.4%
Work	Students	20	8.7%
	Housewife	78	33.9%
	Civil Servants/Private Sector	16	7.0%
	Businessman	37	16.1%

	Farmers/Laborers	73	31.7%
	Other	6	(2.6%
Monthly Income	less than 1,000,000	113	49.1%
	Rp1,000,000-Rp2,500,000	64	27.8%
	Rp2,500,000-Rp5,000,000	42	18.3%
	more than Rp. 5,000,000	11	4.8%
Purpose of Purchasing in the Market			72.2%
	Daily needs	166	
	Resellers/small traders	22	9.6%
	Event needs	38	16.5%
	Other	4	1.7%

Overall, the respondents' descriptions indicate that consumers at the Pon Kliwon Kembangbahu Traditional Market are dominated by women of productive to middle age with secondary education, the majority of whom work as housewives and farmers/laborers, and have lower to middle incomes. This condition indicates that traditional market consumers are very sensitive to price factors and the quality of the products offered. The relatively high shopping frequency and purchase purposes dominated by daily needs also indicate a strong attachment between consumers and the traditional market. These findings illustrate that a marketing mix strategy that emphasizes product aspects, price, and a relationship marketing strategy that prioritizes trust, communication, and emotional closeness with traders, is very relevant to building and strengthening consumer loyalty at the Pon Kliwon Kembangbahu Traditional Market.

Validity Test And Reliability Test

Based on the validity test results, list in table 2, the calculated r value for each instrument item ranged from 0.532 to 0.811, all exceeding the table r value of 0.1294. For example, item X3.2 showed the highest calculated r value of 0.811, while item X2.2 had the lowest value of 0.532. Therefore, all questionnaire instruments were declared valid and could accurately measure the variables studied. Meanwhile, the Cronbach's Alpha values are in table 2, for all variables are above 0.6, namely: X1 (0.681), X2 (0.626), X3 (0.709), X4 (0.655), X5 (0.638), and Y1 (0.669). Therefore, all instruments are declared reliable and trustworthy because they show consistent results when used again. According to Ghozali (2021), a Cronbach's alpha value between 0.6 and 0.7 is still considered acceptable.

Table 2. Validity and Reliability Test Results

Variabel	Instrument	r count	r table	Validity	Cronbach's Alpha	Reliability
	X1.1	0.721	0.1294	Valid	0.681	Reliabel
	X1.2	0.731	0.1294	Valid		
	X1.3	0.711	0.1294	Valid		
Price (X1)	X1.4	0.699	0.1294	Valid		
	X2.1	0.770	0.1294	Valid	0.626	Reliabel
	X2.2	0.532	0.1294	Valid		
	X2.3	0.684	0.1294	Valid		
Location (X2)	X2.4	0.758	0.1294	Valid		
	X3.1	0.708	0.1294	Valid	0.709	Reliabel
	X3.2	0.811	0.1294	Valid		
Product	X3.3	0.654	0.1294	Valid		
Diversity (X3)	X3.4	0.748	0.1294	Valid		
	X4.1	0.691	0.1294	Valid	0.655	Reliabel
	X4.2	0.708	0.1294	Valid		
Product	X4.3	0.669	0.1294	Valid		
Quality (X4)	X4.4	0.743	0.1294	Valid		

	X5.1	0.701	0.1294	Valid	0.638	Reliabel
	X5.2	0.773	0.1294	Valid		
Relationship	X5.3	0.601	0.1294	Valid		
Marketing (X5)	X5.4	0.688	0.1294	Valid		
	Y1.1	0.701	0.1294	Valid	0.669	Reliabel
	Y1.2	0.738	0.1294	Valid		
Consumer	Y1.3	0.716	0.1294	Valid		
Loyalty (Y1)	Y1.4	0.685	0.1294	Valid		

Descriptive Statistics

Table 3. Results of Descriptive Statistical Analysis Calculations

Variables	Mean	Median	Standard deviation	Excess kurtosis	Skewness
X1	15,648	16,000	1,669	0.708	0.531
X2	15,678	16,000	1,484	0.964	0.236
X3	15,530	16,000	1,788	0.283	0.393
X4	15,487	16,000	1,698	0.933	0.111
X5	15,813	16,000	1,664	0.313	0.482
Y1	15,622	16,000	1,681	1,171	0.539

In this study, the average score for each variable ranged from 15.4 to 15.8, with a median of 16.00. The variable with the highest mean was *Relationship Marketing* (15.813), while the lowest was *Product Quality* (15.487). The standard deviation for all variables was relatively small, ranging from 1.484 to 1.788, indicating that the data were not too far from the mean. Skewness and kurtosis values were within normal limits (±2), indicating that the data were normally distributed. The following are the mean and standard deviation (SD) values for each variable:

- Price (X_1): mean = 15.648; SD = 1.503
- Location (X_2): mean = 15.678; SD = 1.576
- Product Diversity (X_3): mean = 15.530; SD = 1.484
- Product Quality (X_4): mean = 15.487; SD = 1.788
- *Relationship Marketing* (X_5): mean = 15.813; SD = 1.643
- Consumer Loyalty (Y): mean = 15.622; SD = 1.710

Interpretation of these results shows that all variables have a mean above 15, indicating that consumers generally give positive assessments to the dimensions of price, product diversity, quality, and relational service. The low standard deviation (around 1.5–1.8) indicates that respondents' answers are relatively homogeneous or consistent.

Classical Assumption Test

Normality Test

The normality test aims to determine whether the data follows a normal distribution. Data is normally distributed if the kurtosis and skewness values are between -2 and 2 (Hair, 2021).

Table 4. Normality Test Results

Variables	Standard deviation	Excess kurtosis	Skewness
X1	1,669	0.708	0.531
X2	1,484	0.964	0.236
X3	1,788	0.283	0.393
X4	1,698	0.933	0.111
X5	1,664	0.313	0.482
Y1	1,681	1,171	0.539

The test results show that all kurtosis and skewness values are in the range of -2 to +2, so the data is normal.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	VIF
X1	1,742
X2	1,315
X3	1,768
X4	1,573
X5	2,303

The results of the Multicollinearity Test in the table above show that the VIF value for each independent variable is below 5. This indicates that there is no multicollinearity problem.

Multiple Linear Regression Analysis

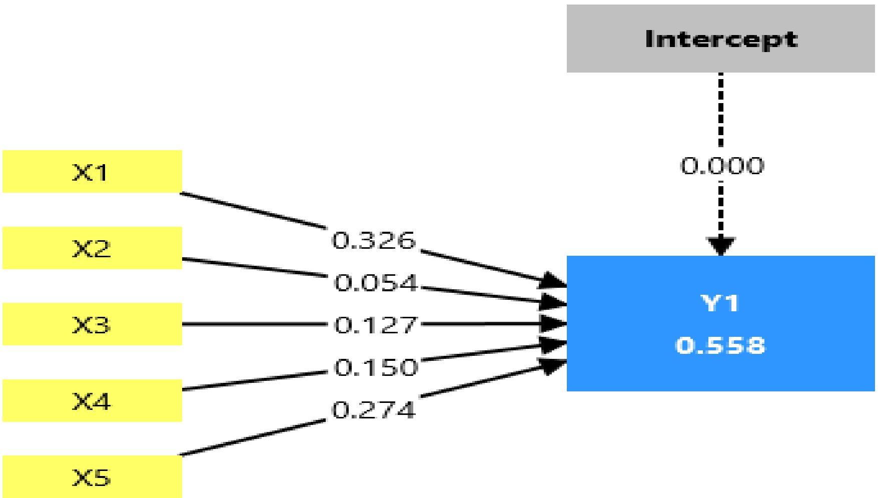

Figure 2. Multiple Linear Regression Equation

The results of the multiple linear regression analysis show the following regression equation:

$$Y = 0.990 + 0.328\ X1 + 0.062\ X2 + 0.120$$

The equation shows that price (X1) has the greatest influence (0.328), followed by *Relationship Marketing* (0.277), product quality (0.148), and product diversity (0.120). Location (X2) has the smallest influence (0.062). The most dominant variable is Price (X_1), followed by *Relationship Marketing* (X_5), which reflects the importance of competitive prices and personal interaction in retaining traditional market consumers. The results of the study support that the price factor is the most dominant variable in influencing consumer loyalty. This is consistent with Munir (2025), who stated that price is one of the key factors in maintaining customer loyalty.

F test

Table 6. Simultaneous Test Results

Note:	Sum square	df	Mean square	F	P value
Total	650,091	229	0,000	0,000	0,000
Error	287,381	224	1,283	0,000	0,000
Regression	362,710	5	72,542	56,543	0,000

The F value = **56.543** with $p = 0.000 < 0.05$, so that the five independent variables simultaneously have a significant effect on consumer loyalty.

t-test

Table 7. Partial Test Results

Variables	Unstandardized coefficients	Standardized coefficients	SE	T value	P value
X1	0.328	0.326	0.059	5,558	0,000
X2	0.062	0.054	0.058	1,065	0.288
X3	0.120	0.127	0.056	2,153	0.032
X4	0.148	0.150	0.055	2,684	0.008
X5	0.277	0.274	0.068	4,068	0,000
Intercept	0.990	0,000	0.977	1,013	0.312

The analysis results show that the price variable (X1) has a t-value of 5.558 with p = 0.000, so it has a significant effect on consumer loyalty. The location variable (X2) shows a t-value of 1.065 with p = 0.288, which indicates it is not significant. Product diversity (X3) has a t-value of 2.153 and p = 0.032, so it has a significant effect. Product quality (X4) shows a t-value of 2.684 with p = 0.008, which means it is significant. Meanwhile, *Relationship Marketing* (X5) has a t-value of 4.068 with p = 0.000, so it also has a significant effect on consumer loyalty.

Table 8. Hypothesis Results

Hypothesis	**Hypothesis Statement**	**t/F value**	**Sig. (p-value)**	**Decision**	**Information**
H1	Price (X1) influences consumer loyalty (Y1)	t = 5.558	0,000	Accepted	Price has a significant influence
H2	Location (X2) influences consumer loyalty (Y1)	t = 1.065	0.288	Rejected	Location does not have a significant effect
H3	Product diversity (X3) influences consumer loyalty (Y1)	t = 2.153	0.032	Accepted	Product diversity has a significant impact
H4	Product quality (X4) influences consumer loyalty (Y1)	t = 2.684	0.008	Accepted	Product quality has a significant influence
H5	*Relationship Marketing* (X5) has an influence on consumer loyalty (Y1)	t = 4.068	0,000	Accepted	*Relationship Marketing* has a significant influence
H6	Price (X1), location (X2), product diversity (X3), product quality (X4), and relationship marketing (X5) have a simultaneous influence on consumer loyalty (Y1)	F = 56.543	0,000	Accepted	Independent variables have a simultaneous effect

Coefficient of Determination Test

Table 9. Coefficient of Determination

Information	Y1
R-square	0.558
R-square adjusted	0.548

The results of the coefficient of determination are shown in table 8, where the adjusted R^2 value = 0.548 shows that 54.8% of the consumer loyalty variable is explained by price, location, product diversity, product quality, and relationship marketing, while 45.2% is explained by other factors outside the research model.

5. **Discussion**

The Effect of Price (X1) on Consumer Loyalty (Y1)

Based on the results of the t-test of the Price variable (X1) on consumer loyalty (Y1), the calculated t (5.558) was obtained > from the t table (1.970) with sig. 0.000 < 0.05. Thus, the hypothesis H1 which states that price (X1) has a positive and significant influence on consumer loyalty (Y1) in the Pon and Kliwon Traditional Markets, Kembangbahu is proven correct.

This finding aligns with research by Azzadina (2012), which asserts that price positively influences customer purchasing decisions. Therefore, implementing a fair and affordable pricing strategy is crucial for retaining customers, particularly in traditional markets. The influence of price on consumer loyalty is evident in the tendency for consumers to continue choosing traditional markets when prices are competitive and in line with their purchasing power. This finding is further supported by research by Tarigan (2024), who found that price is the most dominant variable in the marketing mix influencing consumer loyalty (Ellitan, 2023; Tarigan, 2024). Therefore, price can be considered a key factor determining consumer loyalty in traditional markets. Furthermore, Orantes (2025) also asserts that price has a direct and positive relationship with competitiveness, so an appropriate pricing strategy not only encourages loyalty but also enhances the competitiveness of traditional markets.

The Influence of Location (X2) on Consumer Loyalty (Y1)

Based on the results of the t-test of the Location variable (X2) on consumer loyalty (Y1), the calculated t (1.065) < from the t table (1.970) with sig. 0.288 > 0.05. The results of this study revealed that location does not have a significant influence on consumer loyalty. Thus, the H2 hypothesis which states that location (X2) has a positive and significant influence on consumer loyalty (Y1) in the Pon and Kliwon Traditional Markets, Kembangbahu is not proven true.

This finding differs from research conducted by Afza (2022), which found a positive effect of location on consumer loyalty. The explanation for this is that for consumers at Pon and Kliwon Markets, consumer loyalty is often not solely based on rational considerations, such as strategic location or ease of access, but rather is more influenced by emotional and social factors. As stated by Priatana (2021), traditional markets not only function as centers for providing daily necessities but also serve as spaces for social interaction. Therefore, even though location is not a dominant factor, consumers still choose traditional markets due to stronger social and economic motivations, such as personal relationships with traders, a family atmosphere, and trust built through long-term interactions. These factors often contribute to consumer loyalty to traditional markets being emotional and social, rather than solely rational. This finding aligns with research by Saraswati (2023), which concluded that location does not have a significant influence on consumer loyalty.

The Effect of Product Diversity (X3) on Consumer Loyalty (Y1)

Based on the results of the t-test of product diversity (X3) on consumer loyalty (Y1), the calculated t (2.153) was obtained > from the t table (1.970) with sig. 0.032 < 0.05. The results of this study revealed that product diversity has a significant influence on consumer loyalty. Thus, the hypothesis H3 which states that product diversity (X3) has a positive and significant influence on consumer loyalty (Y1) in the Pon and Kliwon Traditional Markets, Kembangbahu is proven correct.

This finding aligns with research by Hadita (2024), which revealed that the greater the product diversity available, the higher the consumer satisfaction and loyalty. Therefore, market traders need to maintain the diversity of the goods they offer so that consumers have a wide choice, which in turn increases loyalty. Product diversity also plays a crucial role in creating loyalty. Consumers tend to be more loyal when the market provides a wide selection of goods that suit their needs. This finding aligns with research by Purnama (2022), which shows that relationship marketing and product diversity play a significant role in increasing consumer loyalty. Product diversity (X_3) emphasizes the importance of product diversity in retaining customers, supporting consumer choice of diverse products, as explained by Hadita (2024).

The Influence of Product Quality (X4) on Consumer Loyalty (Y1)

Based on the results of the t-test of product quality (X4) on consumer loyalty (Y1), the calculated t (2.684) was obtained > from the t table (1.970) with sig. 0.008 < 0.05. The results of this study revealed that product quality has a positive and significant effect on consumer loyalty. Thus, the H4 hypothesis which states that product quality (X4) has a positive and significant effect on consumer loyalty (Y1) in the Pon and Kliwon Traditional Markets, Kembangbahu is proven true.

This finding aligns with research by Lone (2022), which states that product quality is a key factor in building customer loyalty. Products that are fresh, suitable for consumption, and meet consumer expectations will increase the likelihood of repeat purchases. High product quality has a significant impact on increasing loyalty. Fresh, high-quality products not only build consumer trust but also increase their likelihood of repeat purchases. Product quality (X_4) has a significant positive effect on consumer loyalty. This aligns with the literature stating that product quality contributes significantly to satisfaction and loyalty, as found in studies in the retail and consumer services sectors (Moktar, 2024).

The Influence of Relationship Marketing (X5) on Consumer Loyalty (Y1)

Based on the results of the t-test of Relationship Marketing (X5) on consumer loyalty (Y1), the calculated t (4.068) was obtained > from the t table (1.970) with sig. 0.000 < 0.05. The results of this study revealed that Relationship Marketing has a significant influence on consumer loyalty. Thus, the hypothesis H5 which states that Relationship Marketing (X5) has a positive and significant influence on consumer loyalty (Y1) in the Pon and Kliwon Traditional Markets, Kembangbahu is proven true.

These findings support the studies of Rosario (2023) and Purnama (2022), which emphasize the importance of personal interaction, trust, and emotional closeness between sellers and buyers in building long-term loyalty. The friendliness, honesty, and direct communication possessed by traditional market traders provide added value that modern markets lack. Friendly service, personal interaction, and trust between traders and consumers have been shown to strengthen loyalty. Relationship Marketing (X_5) has the second most dominant influence on consumer loyalty, emphasizing the importance of personal relationships in retaining customers. These findings align with research by Nengsih et al. (2024) regarding JNE services, where interpersonal factors and physical evidence significantly influence consumer loyalty. Furthermore, Mu (2024) found that cost-effectiveness and marketing through social media also support consumer loyalty, indicating the importance of ongoing communication and relationships between traders and consumers. Furthermore, Ye (2024) stated that implementing a relationship marketing strategy can improve a company's performance.

The Simultaneous Influence of Price, Location, Product Diversity, Product Quality, and Relationship Marketing Variables on Consumer Loyalty

Based on the results of the F test of the variables Price (X1), location (X2), product diversity (X3), product quality (X4), and relationship marketing (X5) simultaneously on consumer loyalty (Y1) obtained F count (56.543) > from F table (2.250) with sig. 0.000 < 0.05. The results of this study reveal that simultaneously, the variables price, location, product diversity, product quality, and Relationship Marketing have a significant effect on consumer loyalty. Thus, the hypothesis H6 which states that price (X1), location (X2), product diversity (X3), product quality (X4), and Relationship Marketing (X5) together have a positive and significant effect on consumer loyalty in the Pon and Kliwon Traditional Markets, Kembangbahu is proven true.

These results confirm that the right combination of marketing strategies, both in terms of the marketing mix and relationship marketing, can increase consumer loyalty in traditional markets. Simultaneously, price, product diversity, product quality, and relationship marketing all contribute to increased consumer loyalty, although location is less influential.

6. **Conclusion**

This study analyzes the influence of the marketing mix, including price, location, product diversity, product quality, and relationship marketing, on consumer loyalty at Pon and Kliwon Kembangbahu Traditional Markets. The analysis shows that price, product diversity, product quality, and relationship marketing significantly influence consumer loyalty, with price being the most dominant factor. Conversely, location does not have a significant effect, indicating that the choice of traditional markets is not solely driven by location efficiency. These findings also emphasize the importance of implementing a fair and competitive pricing strategy to retain consumers, as price alignment with purchasing power is the primary reason consumers remain loyal to traditional markets. Furthermore, consumer loyalty is often driven by emotional and social factors, such as personal relationships with traders, a family atmosphere, and trust built through long-term interactions. These factors explain why consumers continue to choose traditional markets even though location is not a primary consideration.

Based on the research results, practical advice for market managers and traders is to prioritize competitive pricing strategies, including maintaining price stability and offering discounts during certain periods. This strategy should be accompanied by expanding product diversity to meet consumer needs more comprehensively, along with efforts to maintain product quality through selecting trusted suppliers and implementing strict quality control standards. Furthermore, the Relationship Marketing approach needs to be optimized by providing friendly service, building personal communication, and maintaining consumer trust on an ongoing basis.

Suggestions for future research include the addition of other variables such as service quality, digital innovation (e.g., digital marketing, cashless payments), and traditional market image. This is consistent with Novita Sari Putri & Muanas (2025), who emphasized the importance of integrating these three dimensions: strengthening digital marketing, building CRM, and improving service quality for traditional market MSMEs. Similar research could also be expanded to other traditional markets in various regions to allow for comparison and provide a deeper understanding of the factors influencing consumer loyalty in traditional markets in Indonesia.

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