

V. CONCLUSION

5.1 Conclusion

Grounded in the findings of the investigation undertaken on Healthy Food Grainsly within the municipality of Surabaya, it may be inferred that:

1. Not all variables have a direct influence on customer loyalty. The Brand Image and Store Atmosphere variables are known to have no direct effect on customer loyalty, but both have an indirect influence through the mediation variable, so they still contribute to shaping customer loyalty.
2. The results of the analysis of respondent characteristics showed that the majority of Grainsly healthy food consumers in the city of Surabaya were dominated by respondents aged 20–30 years, female, with the last level of education from an academy/university. In terms of employment, respondents were dominated by civil servants, freelancers, state-owned employees, bank employees, content creators, and brand owners, with an income level of more than IDR 4,000,000 per month. The majority of respondents have a purchasing intensity of 2-3 times in one month, by purchasing products offline, and have a lifestyle that sometimes consumes healthy food.
3. The results of this study show that the increase in customer loyalty is not only directly influenced by the brand image and the atmosphere of the store, but also through intermediary factors that strengthen the relationship.
4. Based on consumer criticism and suggestions, there are several aspects that need to be considered, such as the price of products that are considered relatively expensive, the lack of menu variety, and the need to improve service and store atmosphere.

5. Recommendations that can be given include strengthening the Brand Image through increasing branding activities and brand identity consistency, as well as improving the Store Atmosphere through improving the comfort, layout, and interior design of the store. In addition, companies also need to adjust prices through providing promos, increasing menu variations, maintaining product quality, and improving service quality.

5.2 Suggestions

Drawing upon the aforementioned inferences, the following are the proposed recommendations and strategic contemplations for Grainsly to sustainably augment customer allegiance in a continual manner:

1. Strengthening branding activities through digital campaigns (social media, influencer collaboration with content creators), consistency of brand visual identity, and storytelling that emphasizes product health benefits.
2. Optimizing store comfort with more Instagrammable interior design, efficient layout, natural lighting, and relaxation elements. As well as carrying out gradual renovations to attract the young age segment (20-30 years old) which dominates the respondents.
3. Price adjustments and promotions such as providing bundling promos, loyalty discounts, or savings packages to overcome the perception of expensive prices, especially for consumers with an income of >IDR 4,000,000 who are sensitive to value for money.
4. Development of menu variety and product quality while maintaining the quality of organic ingredients. This will increase the frequency of purchases from 2–3 times to more frequently.

5. Future research can explore moderation variables such as the influence of social media or the pandemic on loyalty, as well as compare Grainsly with competitors outside of Surabaya.