

Excellence in Service and Its Influence on Customer Loyalty in a Grocery Store in Comas, 2025

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Abstract— *The objective of this study was to determine the influence of service excellence on customer loyalty (and its dimensions trust or empathy, reliability, responsibility, responsiveness and tangibility) in a grocery store in Comas, 2025. Research with quantitative approach, applied type, with explanatory and descriptive level, non- experimental design and cross-sectional. The population was finite, consisting of 120 customers of the store studied. Its sample amounted to 92 customers. The technique applied was the virtual survey. The instrument consisted of 20 items, which was validated quantitatively, endorsed by 3 expert judges. Reliability was very high for both variables ($\alpha = 0.909$ and 0.956). Results were obtained from normality tests, general descriptive statistics and also by items, as well as inferential statistics. It was concluded that determining the influence of service excellence on customer loyalty in a grocery store in Comas, 2025, as well as its dimensions (sig. = 0.000; $r^2 = 0.751$).*

Keywords—Excellence in Service, Customer Loyalty, Stores.

I. INTRODUCTION

As a problematic reality, it is important to detail that excellence in service is the continuous duty of an entity to improve the given standards and thus obtain satisfactory results in all areas involving that entity. This entails the continuous search for improvement and originality in processes, products or services, depending on the service provided by the company. Thus, excellence in service is shown in practice and is reflected in efficiency, performance, utility and customer satisfaction. Therefore, the entity that provides an adequate excellence in service will be able to acquire fruits during the respective progress in customer loyalty.

For example, a study was conducted that determined the key to service excellence, this in the company JL Consultores, through the spread of the covid-19 virus. During the year 2020, 83 170 companies were created and 7 469 were closed, likewise, the current director of the Chamber of Commerce of Lima, named Carlos Posada expressed that unusual situations occurred due to the fact that fewer companies were closed than those that had been raised according to statistics.

By means of strategies that focus on new receptions of attributes and brands in consumers in Lima (Peru), the initiative was guaranteed to continue building good businesses where adversities that arise along the way can be overcome and, above all, customer loyalty can be achieved through actions [1]. Customers every day become more demanding

and highly value the entities that manage to capture their satisfaction through excellence in service is why according to [2], mentions that there are difficulties in achieving excellence in service, so that through an investigation to the Walt Disney Company (United States) dedicated to entertainment. Thus, it was found that organizations differentiate themselves by 'how' they do it, and not by 'what' they sell, through quality standards in safety, efficiency and courtesy. Excellent service is guaranteed when all areas of the company's execution are properly involved and this is fundamental to achieve customer loyalty.

In the district of Comas there is a grocery store with the need to increase its level of customer loyalty, therefore it is proposed as an alternative solution the application of tools for service excellence, which is why this thesis seeks to propose sufficient evidence for decision making regarding it.

The study is aligned with Sustainable Development Goal (SDG) number 8 "Decent work and economic growth". Because the research developed will serve as information for future research to fill existing gaps in service excellence and how it influences customer loyalty. In addition, goal 8.1 is related to the variables studied in this research because as service excellence exists, it leads to obtaining a large number of loyal customers, which is what is mainly required. As this happens, sales in companies increase and, as a consequence, the growth of the GDP in Peru.

At this point the general problem of the research was: How does service excellence influence customer loyalty in a grocery store in Comas, 2025?

Likewise, the specific problems were:

1. How does service excellence influence customer attention in a grocery store in Comas, 2025
2. How does service excellence influence customer interest in a grocery store in Comas, 2025
3. How does service excellence influence customer desire in a grocery store in Comas, 2025
4. How does service excellence influence customer action in a grocery store in Comas, 2025; How does service excellence influence customer action in a grocery store in Comas, 2025?

Additionally, the general objective of the research was: to determine the influence of service excellence on customer loyalty in a grocery store in Comas, 2025.

And as for the specific objectives, these were:

1. Determine the influence of service excellence on customer attention in a grocery store in Comas, 2025
2. Determine the influence of service excellence on customer interest in a grocery store in Comas, 2025
3. Determine the influence of service excellence on customer desire in a grocery store in Comas, 2025
4. Determine the influence of service excellence on customer action in a grocery store in Comas, 2025.

In this study previous works were analyzed, which are detailed below

In José (Costa Rica) the author Quesada [3], conducted a study, in which he obtained information and conclusions that he later published in the scientific journal “Universidad & Empresa”. Likewise, the general objective of the research aims to understand the connection between service excellence, commitment, satisfaction and administrative performance, for a vision from a Latin American perspective. In this case, this research had two types of approaches, one was qualitative and the other quantitative. The sample consisted of 132 university students from the basic sciences sector of the University of Costa Rica. It made use of the statistical test rho Spearman. It resulted in correlations.

Between different dimensions of the variable service excellence, commitment, satisfaction and administrative performance, obtaining a correlation (r) of between 0.12 and 0.351, with a significance of 0.01.

In Canton Vinces (Ecuador) the authors Granados et al. [4], developed research that was later published in the journal Código Científico. The general objective of this research is to analyze the influence of human talent and its impact on the service excellence of loyal customers at the hotel Noche de París, through the use of surveys and interviews, which are directed to the hotel's employees and customers. This research made use of both quantitative and qualitative approaches. The sample consisted of 10 collaborators and 71 users of the hotel Noches de París. As an instrument of reliability, they made one of the Cronbach's Alpha coefficients to obtain the feasibility of service excellence. The result was a value of 0.96 and 0.890, with a significance of 0.01.

In Bolívar (Ecuador) the authors Miranda et al. [5], conducted a study that was subsequently published in the scientific journal Erudite. The general objective of the research was to conduct a study with a strategy of service excellence through the use of social networks linked to this entity. The research had a quantitative approach, with a sample of 250 people from the province of Bolívar in Ecuador. The authors made use of the Spearman rho statistical test, in which they conducted correlations of different dimensions of the relationship marketing variable and customer loyalty in

social networks, obtaining a correlation (r) of between 0.236 and 0.638 and a significance of 0.01.

In the San Martín Region (Peru), authors Chamoly and Palomino [6], conducted a study that was published in the Multidisciplinary journal Ciencia Latina. Their general objective was to analyze the characteristics of service excellence in the entity that specializes in this area, the Ugel. This research was of qualitative approach, because surveys were conducted to 95 people who are not part of the loyal customers, as well as to 50 collaborators and 6 officials of this entity, in order to know the similarities or coincidences between the answers of all of them and to reach the expected results.

In the Ancash Region (Peru), the authors Castro et al. [7], conducted a study that was later published in the scientific journal Epistémic. The general objective was to study the impact of innovative technology on service excellence. This research has a quantitative approach,

The sample consisted of 45 retailers in the textile sector of businesses located in the Ancash Region. The Pearson square probabilistic test was used to test the correlation between the dimensions of innovative technology and service excellence, obtaining a correlation (r) between 0.522 and 0.381 at a significance of 0.01.

Regarding the models related to the variables, we have:

According to the author Duque [8], they state that the Servqual model was created by the authors Parasuraman, it is a study of the five gaps, which performs the analysis of the differences that exist in the main reasons for errors in the policies of service excellence in organizations. In this sense, Figure 1 details this process.



Fig. 1 Servqual model.

In addition, according to the Servqual model of Parasuraman, this variable is made up of 5 dimensions:

Trust or empathy: it is demonstrated through the unique attention given to the client showing an adequate level of

interest so that there is a stable and comfortable environment, likewise, there will be a good communication between both parties.

Reliability: an action of skill is performed to achieve a reliable and meticulous attention.

Responsibility: this term implies a lot of knowledge, security and commitment on the part of the collaborators in the customer service provided. Likewise, it must inspire confidence and it is achieved through courtesy, kindness and patience.

Responsiveness: the immediate availability that the collaborator has towards the clients, also influences a lot the speed that he/she has when being able to fulfill what they require.

Tangibility: the perception that customers have of the place where it is located is very important, the materials that are inside the establishment, and the staff that is in the attention.

According to Celis [9], AIDA is traditional with respect to the demand incurred in the action of selling. It was created by Elmo Lewis in 1898. This model refers to the process that the customer must go through to acquire either a product or service depending on what each entity is engaged in. It is made up of four elements: attention, interest, desire and action. It is detailed in the figure below.



Fig. 2 AIDA model.

According to the AIDA model by Elmo Lewis it is divided into four dimensions:

Attention: In this aspect the interest of customers is awakened, they should also seek to draw their attention in the visualization of the products in case it is a sales business and with this, manage to generate curiosity through the attention they receive from the collaborator who is helping them to choose a specific product. It is required to achieve a differentiated value proposition from other companies and that the customer notices it through everything he sees and the attention he receives.

Interest: If a problem is detected in the customer service process, a solution must be sought and interest must be shown in helping the customer and satisfying the need he/she requires, it is also necessary to be empathetic and make the customer notice the help being provided.

Desire: In this sense it is very important to make the customer feel the desire to buy either a product in trend or a service because of the exclusivity that is offered and the recognized brand that is provided. The behavior of the collaborator and what he/she transmits before the attentive gaze of the customer also has a great influence.

Action: The attitude of the salesperson is very important since it is the first thing that the customer notices when he/she has any doubts or queries. It is essential for the employee to make known the offers and discounts that are available in the establishment to attract the customer and achieve customer loyalty.

Finally, the general hypothesis was: excellence in service significantly influences customer loyalty in a grocery store in Comas, 2025.

In addition, the specific hypotheses were:

1. Excellence in service significantly influences customer attention in a grocery store in Comas, 2025.
2. Excellence in service significantly influences customer interest in a grocery store in Comas, 2025.
3. Excellence in service significantly influences customer desire in a grocery store in Comas, 2025.
4. Excellence in service significantly influences customer action in a grocery store in Comas, 2025.

II. METHODOLOGY

The approach was quantitative. According to Bernal [10], he states that calculating the details of the social phenomenon leads to relevant results according to the problem being analyzed, as well as evidence that validates the relationship between two variables. This method generalizes and normalizes the results. That is why, in this study measured the various "Excellence in service" and "customer loyalty"; and 1 general hypothesis test and 4 specific hypothesis tests were performed.

The type was applied. According to Arias [11], this research is based on studying some situation to make a diagnosis according to the need or problem, thereby applying knowledge for practical purposes with an existing theory. Likewise, it allows to obtain detailed information and provide alternative solutions to the problems that are exhibited. A grocery store was identified that might need to improve its service excellence through customer loyalty, so the available

information was analyzed to apply it in questionnaires in order to validate the hypothesis.

The level was explanatory. According to Arias [11], it indicates that this research is responsible for analyzing the results by means of cause-effect relationships. In this research, “service excellence” was established as an independent variable (cause) and “customer loyalty” as a dependent variable (effect).

The level was also descriptive. According to Bernal [10], it is characterized by the fact that it does not require the formulation of a hypothesis; it is sufficient to pose a research question that is obtained from the problem posed, as well as from the objectives established and the theoretical framework of the study. In this research, the variables “service excellence” and “customer loyalty” were measured, placing them in the “high”, “medium” and “low” levels.

The design was non-experimental. According to Hernandez [12], states that fundamentally no manipulation of the variables studied is performed, likewise, natural context phenomena are observed to perform an analysis.

This research measured “excellence in service” in its natural state, through surveys to its customers with the purpose of knowing how it occurs in the delimited context.

The cut was transversal. According to Bernal [10], this research is characterized by acquiring information from the object of study, in this case from the population or sample at a single point in time. In this study, customers of a grocery store were surveyed only once each one of them.

The method was hypothetico-deductive. According to González and Santiago [13], indicate that for the author Karl Popper this means mainly the statement of tentative hypotheses, even if they are no longer evident because they pass rigorous tests. For this researcher a true science when it refutes or falsifies a theory that is already established.

The independent variable, service excellence, refers to the action that makes the difference between one organization or another, since it leads to satisfying customer needs and achieving customer loyalty. According to the model of Parasuraman this variable is composed of the following dimensions: Trust or empathy, Reliability, Responsibility, Responsiveness and Tangibility.

The dependent variable, customer loyalty, is understood as fundamental to achieve the success of the organization, this includes customer service, getting to meet their needs and achieving a unique experience. According to Celis [9], this variable is composed of the following dimensions: Attention, Interest, Desire and Action.

The population was considered finite. According to Bernal [10], this characteristic means that the number of people to be studied is known, since there is a determined registry in the investigated sector.

The population amounted to 120 loyal customers who shop constantly in a grocery store located in Comas in April 2025.

In addition, the inclusion criteria were the following: people aged 18 years or older, residents who have made

purchases in the last two years and customers of the Comas human settlement.

The exclusion criteria were as follows: people under 18 years of age and clients who do not reside in the district of Comas.

According to Bernal [10], the sample is part of the selected population, from which accurate information is acquired to achieve the optimal growth of this study that was conducted, this by means of the variables studied that were measured and observed. For this study, the sample amounted to 100% of the sample, therefore, there were 92 loyal customers in a grocery store. The sample is considered a census sample. The results were obtained by means of the probabilistic method.

The technique was the survey. According to Feria et al. [14], considers that the interview is conducted by a questionnaire. Likewise, answers are obtained according to the study problem and necessary information is acquired to analyze the data. In this research a virtual survey was applied, by means of the Google Forms platform.

The instrument was the questionnaire. According to Medina et al. [15], the questionnaire is used to collect data and information during the research process. This questionnaire measured the variables “service excellence” and “customer loyalty”, it had twenty items. In addition, it should be considered that the instrument was validated by 3 expert judges, its reliability was 0.909 and 0.956 for each of its variables by means of Cronbach's alpha.

As for the data collection procedure, initially a meeting was arranged with the owner of the grocery store located in Comas, in order to obtain authorization to apply the surveys. The data was collected in April 2025, through a virtual survey on the “Google Forms” platform where data was collected from 120 loyal customers.

In addition, according to Solis et al. [16], ethical aspects are the actions that are carried out according to the rules in a responsible and moral way, these included:

Academic honesty: This study the content that is not authored by the thesis was properly cited and referenced, giving the necessary and appropriate credit to each original author. Likewise, the data to be presented were extracted from the surveys, no additional content was added, nor were data removed or the results obtained modified.

Regarding confidentiality: In this thesis, the confidentiality of each respondent was kept. This is so that they do not alter the answers for fear of being criticized. Likewise, the confidentiality of the entity in which the study was carried out was kept confidential.

Ethical principles respected: These principles are autonomy, the principle of respect given internally and externally in the organization, the principle of responsibility when carrying out assigned activities, the principle of non-maleficence and not acting incorrectly, the principle of beneficence, and the principle of justice.

Finally, the ethical principles included the principles of autonomy: the collaboration of the respondents was voluntary,

since the respondents answered without any type of pressure. Likewise, if any volunteer desisted, the decision was respected and the data collected up to that moment were eliminated.

Principle of non-maleficence: It was explained prior to the survey that there is no risk of dissemination of their answers or criticism for their opinions. It was also communicated that the survey is solely and exclusively for academic purposes since the objective was to measure the variables “excellence in service” and “customer loyalty”.

Beneficence principle: The surveyed volunteers were informed that the results of this study were published as a thesis and also as a scientific article, without any risk with the collaboration of the answers provided.

Principle of fairness: From start to finish, the data collected from this research were in the custody of the thesis candidate. In addition, the survey was voluntary and anonymous.

III. RESULTS

Demographic characteristics of the sample.
Figure 3 explains the segmentation used to detail the ages and number of people who responded to the survey. The sample consisted of 120 people, 42 (28.33%) subjects in the age range between 30 and 45 years. In addition, 34 (35%) people were identified between 18 and 29 years old, 26 (21.67%) respondents were between 46 and 59 years old, finally 18 (15%) people who took the survey were 60 years of age or older.

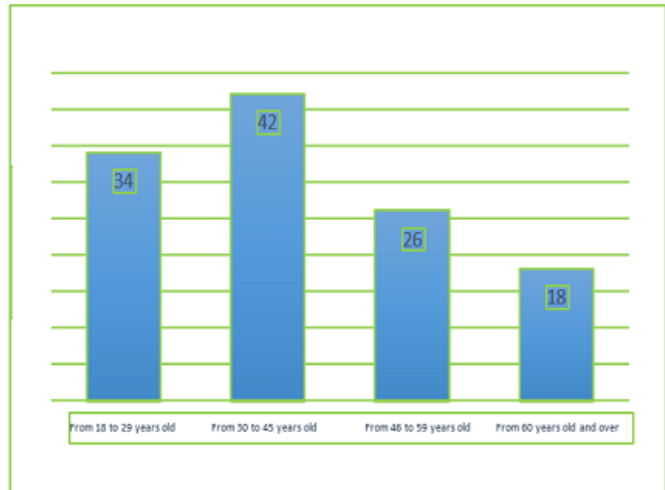


Fig. 3 Age distribution.

In Figure 4, the sex of the 120 people surveyed was identified: 46% were men, and more than half of the respondents were women, with 54%.



Fig. 4 Sex distribution.

Hypothesis Testing Results.

The thesis presented is explanatory in nature. The normality test revealed that the data do not exhibit normal frequencies. Therefore, a nonparametric hypothesis test is recommended. It was determined that each hypothesis should be subjected to the Nagelkerke statistical test.

General hypothesis: excellence in service significantly influences customer loyalty in a grocery store in Comas, 2025.

TABLE I
GENERAL HYPOTHESIS TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo r ²
530.766	364.995	165.771	36	0.000	0.751

To validate or reject the general hypothesis, an ordinal regression was calculated. The results shown are the -2 log likelihood value of 530.766 at the intersection and 364.995 at the end. This means that models with predictors decline dramatically, as the model's fit improves when they are incorporated. The chi-square result was 165.771.

Furthermore, the two-tailed asymptotic significance level was 0.000. This allows the researcher to accept the general hypothesis, that excellence in service significantly influences customer loyalty in a grocery store in Comas, 2025.

Finally, the r2 value was 0.751. It was analyzed that the influence of the independent variable "excellence in service" on the dependent variable "customer loyalty" occurs in 75.10% of the cases.

Specific hypothesis 1: Excellence in service significantly influences customer attention in a grocery store in Comas, 2025.

TABLE II

SPECIFIC HYPOTHESIS 1 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo r ²
202.031	86.202	115.829	36	0.000	0.670

In order to validate or reject specific hypothesis 1, an ordinal regression was calculated. The results shown are the -2 log likelihood value of 202.031 at the intersection and 86.202 at the end. This means that models with predictors completely decrease to zero, as the model improves when they are incorporated. The chi-square result was 115.829.

Likewise, the bilateral asymptotic significance value was 0.000. This allows the researcher to accept specific hypothesis 1, which is why excellence in service significantly influences customer attention in a grocery store in Comas, 2025.

Finally, the r² value was 0.670. It was analyzed that the influence of the independent variable "excellence in service" on the dependent dimension 1 "attention" occurred in 67% of the events.

Specific Hypothesis 2: Excellence in service significantly influences customer interest in a grocery store in Comas, 2025.

TABLE III
SPECIFIC HYPOTHESIS 2 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo r ²
205.755	119.983	85.771	36	0.000	0.553

In order to validate or reject specific hypothesis 2, an ordinal regression was calculated. The results shown are the -2 log likelihood value of 205.755 at the intersection and 119.983 at the end. This means that the models with predictors completely decrease to zero, as the model improves when they are incorporated. The chi-square result was 85.771.

Likewise, the bilateral asymptotic significance value was 0.000. This allows the researcher to accept specific hypothesis 2, which is why excellence in service significantly influences customer interest in a grocery store in Comas, 2025.

Finally, the r² value was 0.553. It was analyzed that the influence of the independent variable "excellence in service" on the dependent dimension 2 "interest" occurred in 55.30% of the events.

Specific Hypothesis 3: Excellence in service significantly influences customer desire in a grocery store in Comas, 2025.

TABLE IV
SPECIFIC HYPOTHESIS 3 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo r ²
253.869	121.452	132.416	36	0.000	0.698

In order to validate or reject specific hypothesis 3, an ordinal regression was calculated. The results shown are the -2 log likelihood value of 253.869 at the intersection and 121.452 at the end. This means that models with predictors completely decrease to zero, as the model improves when incorporated. The chi-square result was 132.416.

Furthermore, the bilateral asymptotic significance value was 0.000. This allows the researcher to accept specific hypothesis 3, which is why service excellence significantly influences customer desire in a grocery store in Comas, 2025.

Finally, the r² value was 0.698. It was analyzed that the influence of the independent variable "excellence in service" on the dependent dimension 1 "desire" occurred in 69.80% of the events.

Specific Hypothesis 4: Excellence in service significantly influences customer action in a grocery store in Comas, 2025.

TABLE V
SPECIFIC HYPOTHESIS 4 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo r ²
197.672	41.835	155.837	36	0.000	0.800

In order to validate or reject specific hypothesis 4, an ordinal regression was calculated. The results shown are the -2 log likelihood value of 197.672 at the intersection and 41.835 at the end. This means that models with predictors completely decrease to zero, as the model improves when it is incorporated. The chi-square result was 155.837.

Likewise, the bilateral asymptotic significance value was 0.000. This allows the researcher to accept specific hypothesis 4, which is why service excellence significantly influences customer action in a grocery store in Comas, 2025.

Finally, the r² value was 0.800. It was analyzed that the influence given by the independent variable "excellence in service" in the dependent dimension 4 "action" occurs in 80% of the events.

IV. DISCUSSION

The research work presented by Quesada [3], its objective was to know the connection between excellence in service, commitment, satisfaction and administrative performance,

while the presented research seeks to know how excellence in service influences customer loyalty. Likewise, the research presented by Quesada [3], had two approaches (quantitative and qualitative), while the presented research had a single approach that was quantitative, in addition, Quesada [3], research was in the state of José (Costa Rica), while this research was carried out in the capital Comas (Peru). Quesada [3], research worked with a sample of 132 university students, while the presented research worked with a sample of 120 loyal customers. The research presented by Quesada [3], used the Spearman rho statistical test, obtaining a significance of 0.001; while the presented research used bilateral ordinal regression statistics, with a significance level of 0.000.

Regarding the work presented by Granados et al. [4], it was found that its general objective was to analyze how human talent influences service excellence among loyal customers at the Noche de Paris hotel located in Vines Canton (Ecuador), while the general objective of this research was to understand how service excellence influences customer loyalty at a grocery store in the Comas district (Peru). The sample selected by Granados et al. [4], was 10 employees and 71 users, while this study used a sample of 120 loyal customers. The research by the aforementioned authors had two approaches (quantitative and qualitative), while the research presented had a single approach, which was quantitative. Granados et al. [4], obtained a significance level of 0.001. The research presented used two-tailed ordinal regression statistics, with a significance level of 0.000.

The research presented by the authors Miranda et al. [5], had the general objective of conducting a study with a service excellence strategy through the use of social networks, while the research of this thesis had the general objective of knowing how service excellence influences the loyalty of the loyal customer in a grocery store. The sample selected by the authors Miranda et al. [5], amounted to 250 people from the province of Bolívar in Ecuador, while this study used a sample of 120 loyal customers from the district of Comas (Peru). It should be noted that both investigations have a quantitative approach. Regarding the results, the authors Miranda et al. [5], used the Spearman rho statistical test, obtaining a bilateral significance result of 0.01; this research used the bilateral ordinal regression statistic, with a significance of 0.000.

Regarding the work presented by authors Chamoly and Palomino [6], the objective set by the researchers was similar to that of this study, as both seek to analyze the characteristics of service excellence and how it influences customer loyalty. It is also worth noting that both studies were conducted in Peru. The study presented by authors Chamoly and Palomino [6], was conducted in the San Martín region, while this study was conducted in the Comas district. The study presented by authors Chamoly and Palomino [6], had a qualitative approach, while the presented thesis had a statistically calculated quantitative approach. Furthermore, to achieve the expected results, authors Chamoly and Palomino [6], conducted surveys with 95 people who are not loyal customers, as well as 50 collaborators and 6 officials from the

Ugel (University of Buenos Aires). The study presented surveyed 120 loyal customers of a grocery store.

The research presented by authors Castro et al. [7], had the general objective of studying the impact that innovative technology has on service excellence, while the research of this thesis had the general objective of knowing how service excellence influences customer loyalty. Both investigations were carried out in Peru, however, the research presented by authors Castro et al. [7], was located in the Ancash region, while the thesis presented was in the Comas district. It should be noted that both investigations have a quantitative approach. The sample selected by authors Castro et al. [7], amounted to 45 retailers in the textile sector, while this study used a sample of 120 loyal customers in the commercial sector. Regarding the results, authors Castro et al. [7], used the Pearson square statistical test, obtaining a bilateral significance result of 0.01; this research used the bilateral ordinal regression statistics, with a significance of 0.000.

V. CONCLUSIONS

1. Service excellence significantly influences customer loyalty in a grocery store in Comas, 2025; this was validated using ordinal regression (two-tailed asymptotic significance = 0.000; Nalgelkerke's pseudo $r^2 = 0.751$).
2. Service excellence significantly influences customer service in a grocery store in Comas, 2025; this was validated using ordinal regression (two-tailed asymptotic significance = 0.000; Nalgelkerke's pseudo $r^2 = 0.670$).
3. Service excellence significantly influences customer interest in a grocery store in Comas, 2025; this was validated using ordinal regression (two-tailed asymptotic significance = 0.000; Nalgelkerke's pseudo $r^2 = 0.553$).
4. Service excellence significantly influences customer desire in a grocery store in Comas, 2025; this was validated using ordinal regression (two-tailed asymptotic significance = 0.000; Nalgelkerke's pseudo $r^2 = 0.698$).
5. Service excellence significantly influences customer action in a grocery store in Comas, 2025; this was validated using ordinal regression (two-tailed asymptotic significance = 0.000; Nalgelkerke's pseudo $r^2 = 0.800$).

VI. RECOMMENDATIONS

First. The general manager of the grocery store is recommended to conduct employee training so they can demonstrate excellent service and thus generate customer loyalty at the current location. This scientific study provides

sufficient evidence to support the argument that this strategy could have a positive impact on customers.

Second. The general manager is recommended to design a plan to ensure that service excellence is a key factor for customers. This research identified that high-quality service is perceived as customer loyalty, which is critical to maintaining customer traffic at the store under study.

Third. The general manager is recommended to engage customers through campaigns with offers and discounts to achieve customer loyalty and thereby highlight service excellence. This research presents sufficient information to demonstrate that the aforementioned strategy could have a significant impact on customers.

Fourth. The general manager is recommended to implement a marketing plan to generate customer interest, as this creates an emotional connection. The study presented provides sufficient arguments to demonstrate that the strategy would have a favorable impact on customers, as it generates customer loyalty and demonstrates excellent service.

Fifth. The general manager is recommended to implement training on how to maintain customer service from start to finish so that the actions they take with customers build loyalty. This research clearly and concisely explains that the proposed strategy would generate a positive impact on customers.

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