Brand Image Linkage, Product Diversity and Store Atmosphere to Customer Loyalty in Fashion Shops in Bali

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Loyalty is created based on the experience of consumers buying and consuming products, the factors that influence the emergence of customer loyalty so that they can carry out the right strategy for the survival of the company. brand image, product variety, and store atmosphere. The purpose of this study was to analyze the effect of brand image, product variety, and store atmosphere on customer loyalty. The population of this study are consumers who come to shop at least 2 times. The sampling technique is purposive sampling, this method uses the census method with a total of 102 fashion shop owners. Samples in this study were 102 respondents, with multiple linear regression analysis. Results of this study brand image has a significant positive effect on customer loyalty, product variety has a significant positive effect on customer loyalty, store atmosphere has a significant positive effect on customer loyalty in fashion stores in Bali.

Keywords: Brand image, Product diversity, Store atmosphere and Customer loyalty.

INTRODUCTION

The growth of the retail business is growing rapidly in Indonesia, especially Bali. Modern retail prioritizes the concepts of comfort, safety, cleanliness, location, product quality, as well as product completeness and variety. This concept has had a major influence on the growth and development of the Indonesian retail industry, especially in Bali. Each company determines the best strategy to win the competition. Companies can win the competition by taking advantage of opportunities and implementing appropriate marketing strategies to dominate the market. Customers are assets that can determine a company's success in achieving its goals. To maintain business performance, many retailers try to provide satisfaction to retain their customers (Woen & Santoso, 2021). However, currently satisfying customers is not enough because customer satisfaction (Customer Satisfaction) does not always guarantee that customers will be loyal (Pawarti, et al., 2022). According to Muriza (2021), "product diversity is the number of choice items in each product category. Stores with a wide variety of products can be said to have good depth. According to Kotler and Keller in Jumarodin (2019), "product diversity is a collection of all products and goods offered by certain sellers to buyers."

Several study results state "The Effect of Quality, Price, and Product Diversity on Customer Loyalty" stating that product variety has a positive effect on customer loyalty (Rohmatwati, 2018), Wardhana (2017) states "that the store atmosphere has a positive effect on customer loyalty. According to Griffin in Almira (2021) "customer loyalty is a manifestation of the behavior of decision-making units to make continuous purchases of the goods/services of a selected company". According to Kotler and Keller (2016: 175), "loyalty or fidelity is defined as a deeply held commitment to buy or subscribe to certain products or services again in the future."

According to Sirgy, et al., (1997) states self-congruity as part of the suitability of self-image with the image of a product or brand. This occurs as an interaction between product or store image and self-image. The image of conformity affects consumer behavior both directly and indirectly through the functional aspects of products, brands, including fashion (Sirgy: 1997). self- congruity is the difference in value from brand

personality and consumer self-image to determine the incompatibility between self-image and brand personality (Kressmann, et al., 2011). Self-image is used to show the compatibility between two variables from the suitability of self-image with product image, brand image, or store image (Sirgy, et al., 1997), Some of the results of studies such as Lusi (2019) state that image and service have a significant effect on customer loyalty, while product variety does not have a significant effect on customer loyalty. Andjarwati and Cusniartiningsih (2018) state that brand imageand brand awareness have a positive and significant effect on customer loyalty. Anik and Eka (2018) state that brand awareness and brand image have a positive and significant effect on customer loyalty. Nurhasanah (2011:18) statesthat product diversity greatly influences consumer decisions. Hanura (2016) states that the store atmosphere has a positive and significant effect on customer loyalty. Tara (2018) states that the store atmosphere has a positive effect on customer loyalty. Based on these phenomena and research gaps, this research has a contribution in increasing customer loyalty to fashion stores

RESEARCH METHODOLOGY

This research is clarified with a research model so that it knows the determining variables of fashion stores in increasing customer loyalty. Based on this framework, it can be seen in more detail regarding the influence of brand image, product variety, and store atmosphere on customer loyalty, so a conceptual framework can be made in a schematic way in this study shown in Figure 1.1 below:

Figure 1.1 Research Concept The Influence of Brand Image, Product Diversity and Store Atmosphere Against Customer Loyalty
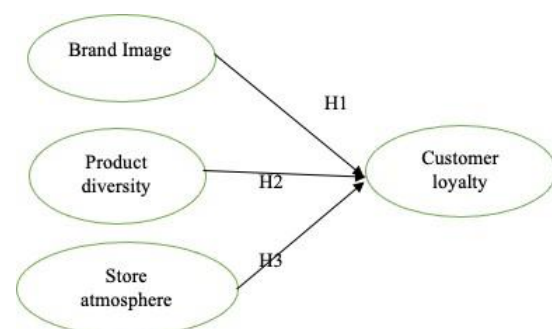
Source: researcher 2023

The hypothesis in this study

H1: Brand image has a significant positive effect on customer loyalty.

H2: Product diversity has a significant positive effect on customer loyalty

H3: Store Atmosphere Has a significant positive effect on Customer Loyalty

This research was conducted in Bali, where the object of research was the effect of brand image, product variety and store atmosphere on customer loyalty. This research method includes quantitative methods. The population in this study are consumers who have come to shop at the Kuta Fashion Store at least 2 times. is part of the number and characteristics possessed by the population (Sugiyono, 2016: 149). The sampling technique used in this study was purposive sampling. According to Sugiyono (2014: 122) purposive sampling is a sampling technique for data sources with certain consideration criteria, namely data sources are considered to know best about what is expected, making it easier for researchers to explore objects or social situations that being researched. This method uses a non-probabilistic sampling method with a total sample of 102 respondents. The analysis technique in this study is a multiple linear regression model. The multiple linear regression model in this study was used to determine the effect of brand image, product variety and store atmosphere on customer loyalty. Test Instruments in this study consisted of; The validity test was carried out by testing 30 respondents to the completed questionnaire and the instrument can be said to be valid if it meets the requirements if the correlation coefficient ≥ 0.30, as shown in Table 1.1 below

Table 1.1 Validity test

Variable	Indicator	*Person Correlation*	conclusion
Brand image (X1)	Reputation	0,648	Valid
	Credibility	0,520	Valid
	Attitude	0,601	Valid
	Attractiveness	0,850	Valid
Produc Diversity (X2)	Wide.	0,767	Valid
	Depth	0,746	Valid
	Breadth	0,651	Valid
	Product mix consistency	0,619	Valid
Store Atmosphere (X3)	Eksterior Desain eksternal	0,776	Valid
	Atmosphere/Ambience	0,834	Valid
	Store Planning.	0,740	Valid
Costmer Loyalty (Y)	Repeat purchase	0,715	Valid
	Brand consuming habits.	0,759	Valid
	Great passion for the brand.	0,698	Valid
	Brand standing.	0,728	Valid
	The belief that a particular brand	0,559	Valid

is the best brand	0,500	**Valid**

Reliability test is a tool for measuring questionnaires which are indicators of variables or constructs. The reliability test is shown in Table 1.2 below

Table 1.2

Reliability Test Results

Variable	Mark Cronbach's Alpha	Conslucion
Brand Image	0.646	**Reliabel**
Product Diversity	0.640	**Reliabel**
Shop Atmosphere	0.664	**Reliabel**
Customer loyalty	**0.726**	**Reliabel**

Characteristics of respondents based on gender dominated by women as many as 68 respondents. Characteristics of the age level are dominated by 21-30 years old as many as 44 respondents. Characteristics of education level is dominated by bachelor with a total of 54 respondents.

Table 1.3 Brand Image Variable Respondents Responses

No	Variable	**Statement**	Frequency of Respondents' Answers					Amount	Average	Criteria
			1	2	3	4	5			
		Reputation	0	2	20	65	15	399	3,91	**Good**
1	Brand Image (X1)	Credibility	0	0	21	75	6	393	3,85	**Good**
		Attitude	0	1	20	70	11	397	3,89	**Good**
		Attractiveness	0	0	23	66	13	398	3,90	**Good**
The overall average of Brand Image variables									3,89	Good

Based on the results of the respondents' assessment of the product diversity indicator (X2) with an average score of 3.97, the indicator with the largest value of breadth is that consumers recognize that the products sold at Fashion Stores in Bali have various types and enter into good intervals as shown in Table 1.4 following

Table 1.4 Respondents' Responses to Product Diversity

No	Variable	**Statement**	Frequency of Respondents' Answers					Amout	Avarage	Criteria
			1	2	3	4	5			

No	Variable	Statement	1	2	3	4	5	Amount	Average	Criteria
2	Product Diversity (X2)	Wide.	0	1	21	61	19	404	3,96	**Good**
		Depth	0	6	23	50	23	396	3,88	**Good**
		Breadth	0	1	10	75	16	412	4,04	**Good**
		Product mix consistency	0	1	20	61	20	406	3,98	**Good**
The overall average of Product Diversity variables									3,97	Good

Store atmosphere describes the respondents' assessment of the store atmosphere variable (X3) as shown in Table 1.5 below

Table 1.5 Respondents Response Store atmosphere

No	Variable	Statement	Frequency of Respondents' Answers					Amout	Avarage	criteria
			1	2	3	4	5			
3	Store Atmosphere (X3)	*Eksterior Desain eksternal*	0	6	24	55	17	389	3,81	**Good**
		Atmosphere/Ambience		5		61		390	3,82	**Good**
		Store Planning		3		56		381	3,74	**Good**
The overall average of the Store Atmosphere variable									3,79	Good

Customer loyalty in this study is shown in Table 1.6 below

Table 1.6. Response Respondents Customer Loyalty

No	Variable	Statment	Frequency of Respondents' Answers					Amout	Avarage	Criteria
			1	2	3	4	5			
4	Costmer Loyalty (Y)	Repeat purchase	0	0	17	66	19	410	4,02	**Good**
		Brand consuming habits.	0	0	23	63	16	401	3,93	**Good**
		Great liking for	0	0	21	62	19	406	3,98	**Good**
		brand.	0	3	19	60	20	403	3,95	**Good**
		Brand standing.	0	6	23	52	21	394	3,86	**Good**

The belief that a certain brand is a brand	0	1	8	80	13	411	4,03	Good
The overall average of the Customer Loyalty variable							3,96	Good

RESULTS AND DISCUSSION

Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.754	.391		1.926	.057		
	Brand Image	.287	.092	.259	3.118	.002	.851	**1.174**
	Product Diversity	.397	.076	.430	5.249	.000	.875	**1.142**
	Store Atmosphere	.137	.061	.185	2.253	.027	.872	**1.147**

a. Dependent Variable: Costmer Loyalty

Multiple linear regression analysis was used to test the effect of brand image, product variety, and store atmosphere on customer loyalty.

Multiple Linear Regression Equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0.754 + 0.287\,X_1 + 0.397\,X_2 + 0.137\,X_3 + e$$

Effect of brand image (X_1) on customer loyalty (Y)

Based on the results of multiple linear regression tests, it was found that the X1 beta value was 0.287 with a significance value of 0.002 <0.05. This shows that the brand image variable (X1) has a positive effect on the customer loyalty variable (Y) at the Bali Fashion shop. It is supported by the results of research conducted by Anik and Eka (2018) and Andjarwati and Cusniartiningsih (2018) which state that brand image and brand awareness have a positive and significant effect on customer loyalty.

The effect of product diversity on customer loyalty. Based on the results of multiple linear regression tests, it was found that the X2 beta value was 0.397 with a significance value of 0.000 <0.05. This shows that the product diversity variable (X2) has a positive effect on the customer loyalty variable (Y) at the Kuta Bali Fashion shop. Supported by the results of research conducted by Nurhasanah (2010) and Lusi (2019) which state that product variety has a positive and significant effect on customer loyalty.

Effect of store atmosphere (X3) on customer loyalty (Y) Based on the results of multiple linear regression tests, it was found that the X3 beta value was 0.137 with a significance value of 0.027 <0.05. This shows that the store atmosphere variable (X3) has a positive effect on the customer loyalty variable (Y) at Fashion Shops in Bali.

Supported by the results of research conducted by Wardhani, & Magnadi, (2016) and Tara, *et al.*, 2020 which state that the atmosphere of the store has a positive and significant effect on customer loyalty.

CONCLUSION

Brand image has a significant positive effect on customer loyalty at the Bali Fashion Store. The better the brand image in Fashion Shops in Bali, the higher the customer loyalty

Product diversity has a significant positive effect on customer loyalty. The more variety of products available at Fashion Shops in Bali with the variety of products being sold, consumers will come to shop and be loyal to Fashion Shops in Bali.

Store atmosphere has a significant positive effect on customer loyalty. It means that the nicer, neater and more comfortable shop atmosphere at Fashion Bali will make customers happy and loyal to the Bali Fashion Shop.

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