Analysis of the Effect of Product Quality Factors, Product Style, Product Price, Brand Image, Service Quality and Store Environment against Brand Loyalty of Zara Customers in Surabaya

Ni Nyoman Novi Santi Dewi[1], Ronald Suryaputra[2], Oliandes Sondakh[3]

[1] Master of Management Student at Pelita Harapan University, Surabaya 60234, Indonesia

[2,3] The Lecturer of Master of Management at Pelita Harapan University, Surabaya 60234, Indonesia

ABSTRACT: People in Indonesia are currently very easy to follow the existing fashion trends with a variety of products and fashion models, to complement their appearance every day to make it more attractive and stylish. Currently, in Indonesia, fashion retail has become increasingly diverse with the emergence of new brands starting from domestic brands to foreign brands. One of the foreign retailers that has enlivened the competition between retailers, especially in the fashion sector in Indonesia, is Zara. The purpose of this study was to determine the effect of product quality, product style, product price, brand image, service quality and store environment of brand loyalty. The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of product quality, product style, product price, brand image, service quality and store environment so asto increase Brand Loyalty for Zara customers in Surabaya. This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 125 respondents with the characteristics of male and female respondents aged 18-60 years, and has visited Zara's store at least two years. The results showed that Product Quality with regression coefficient of 0.464; Product Style with regression coefficient of 0.370, Product Price with regression coefficient of 0.723, and Service Quality with regression coefficient of 0.256, positive and significantly affect Brand Loyalty; Brand Image with regression coefficient of 0.044 and Store Environment with regression coefficient of 0.042, positive and not significantly affect Brand Loyalty.

KEYWORDS: Product Quality, Product Style, Product Price, Brand Image, Service Quality, Store Environment, And Brand Loyalty

I. INTRODUCTION

People in Indonesia are currently very easy to follow the existing fashion trends with a variety of products and fashion models, to complement their appearance every day to make it more attractive and stylish. Along with the development of the current era of globalization, the fashion industry has undergone many changes from year to year. Consumer needs for goods and services are increasing and developing very rapidly along with the development of increasingly complex human needs. Currently, in Indonesia, fashion retail has become increasingly diverse with the emergence of new brands starting from domestic brands to foreign brands. All fashion retail companies compete with each other to dominate market share (Fasha & Madiawati, 2019). According to the survey results from the Central Statistics Agency (BPS), it can be seen that the fashion industry contributes 56 percent of the creative industries from total exports compared to other sub-sectors (Hananto, 2017). This is because consumer needs for fashion are increasingly diverse and increasing. If a company wants its product or brand to continue to be in demand by consumers from time to time, then the company must have the right marketing strategy. In today's highly competitive market, brands have a very important role for the survival of a company. Marketing in the future will pay more attention to competition between brands, namely competition to win consumers through brands (Kottler and Keller, 2013).

The rapid development of technology and industry has an impact on the business world today, especially in the fashion sector. Currently, clothing is not only used as a primary need, but also has another function, namely as a reflection of the personality of the person who wears it. In the Indonesian market, there are many clothing products from local brands to products from abroad that are mushrooming and dominating the market. These products have their own uniqueness and characteristics so that they can compete with competitors. With the wide choice of products offered, consumers must be more careful and careful in making choices when shopping (Angelina, 2020).

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With the proliferation of fashion retail in Indonesia, this shows that Indonesia has not escaped the fever of fashion industry trends that are currently growing rapidly in various parts of the world. The growth of market share in Indonesia is very promising because the fashion industry in Indonesia is very broad. The city of Surabaya is one of the cities with the most fashion retail targets, this is because Surabaya is one of the big cities with the development of the fashion world and prestige which is part of the lifestyle trend of dressing for the people of Surabaya. There are 200 fashion brands that have joined the Surabaya fashion industry, both locally and internationally, which always provide updates on the latest trends in fashion that make the people of Surabaya now considered fashionable. This has encouraged various fashion retail companies to develop their markets in Indonesia, one of which is Zara who chose Surabaya as one of the marketing centers for the East Java region (Kanalsatu, 2018).

II. LITERATURE REVIEW

Product Quality

According to Tjiptono (2007), product quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. Anwar (2015) argues that product quality is the quality of a product that is acceptable to consumers in accordance with the wishes and needs of consumers. According to Assauri (2015), product quality is a statement of the level of ability of a particular brand or product in carrying out the expected or desired function. Meanwhile, Oetarjo & Prasetyo (2017) argue that product quality is a condition in which consumers feel that they are suitable for a product or in accordance with the wishes that are expected to meet their needs. **H1: Product Quality has a significant effect on Brand Loyalty**

Product Style

According to Kim et al., (2016) product style is a product that is used to provide psychological comfort and aesthetic fulfillment, fulfill functional comfort, and efficiency at the same time. Kotler and Keller (2009) define product style as the style of a product that affects the appearance, taste, and function of the product based on consumer needs. Khoei (2014) explains that product style is the details, lines, and silhouettes that make up the visual appearance of a product. According to David (2009) product style is an attempt to increase sales through product improvement or current product development. Meanwhile, Sutojo (2009) explains that product style is a product style that distinguishes the company's products from competing products. **H2: Product Style has a significant effect on Brand Loyalty**

Product Price

According to Kotler and Armstrong (2013), product price is the amount of money charged for a product (goods or services), or the amount of value that must be paid by consumers in order to get the benefits of the product. Philip Kotler (2012) suggests that the product price is the amount of value that consumers must pay to own or benefit from a product or service. Meanwhile, Dimyati and Subagio (2016) explain product price as a very important aspect for customers because it will be a guide to measure the suitability of the product benefits received by the sacrifices that have been given both in the form of goods and services. **H3 : Product Price has a significant effect on Brand Loyalty**

Brand Image

Farzin and Fattahi (2018) define brand image as the attributes and benefits associated with a brand that make the brand special and different from its competitors. According to Tjiptono (2015) brand image is a consumer's belief in a certain brand so that consumers make repeated purchases of that brand. Keller (2013) suggests that Brand Image is a consumer's perception of a brand that can be reflected through brand associations in the consumer's memory. Meanwhile, Aaker in Mohammad Rizan (2012) explains that brand image is a set of brand associations that are formed and embedded in the minds of consumers. **H4: Brand Image has a significant effect on Brand Loyalty**

Service Quality

According to Tjiptono (2002), service quality is the fulfillment of customer needs and desires as well as the accuracy of delivery to balance customer expectations. According to Rasyid (2017), service quality is the result of customer assessment of the difference between expectations and the perceived reality of a service that customers receive from service providers (companies), both in part and in whole. Rahman et al., (2020) define service quality as an important factor that is able to provide satisfaction for consumers related to the results of word of mouth behavior such as complaints, recommendations and exchanges or transfers. Meanwhile, according to Dennisa & Santoso (2016) service quality is a very important thing for companies, because good service quality in a company will create satisfaction for its consumers and cause consumers to make repeated purchases.
H5: Service Quality has a significant effect on Brand Loyalty

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Store Environment

According to Gillbert (2013), said that the store environment is a combination of planned physical messages or store atmosphere can be described as changes to the planning buying environment that produce special emotional effects that can cause consumers to make purchases. According to Berman and Evans (2001) store environment is a situation where a store can create and maintain an atmosphere that refers to the physical characteristics of the store and leaves a good impression on consumers. Berman and Evan (2012), define a store environment as a physical characteristic of a store that can show the image (impression) of the store so that it can attract consumer interest.

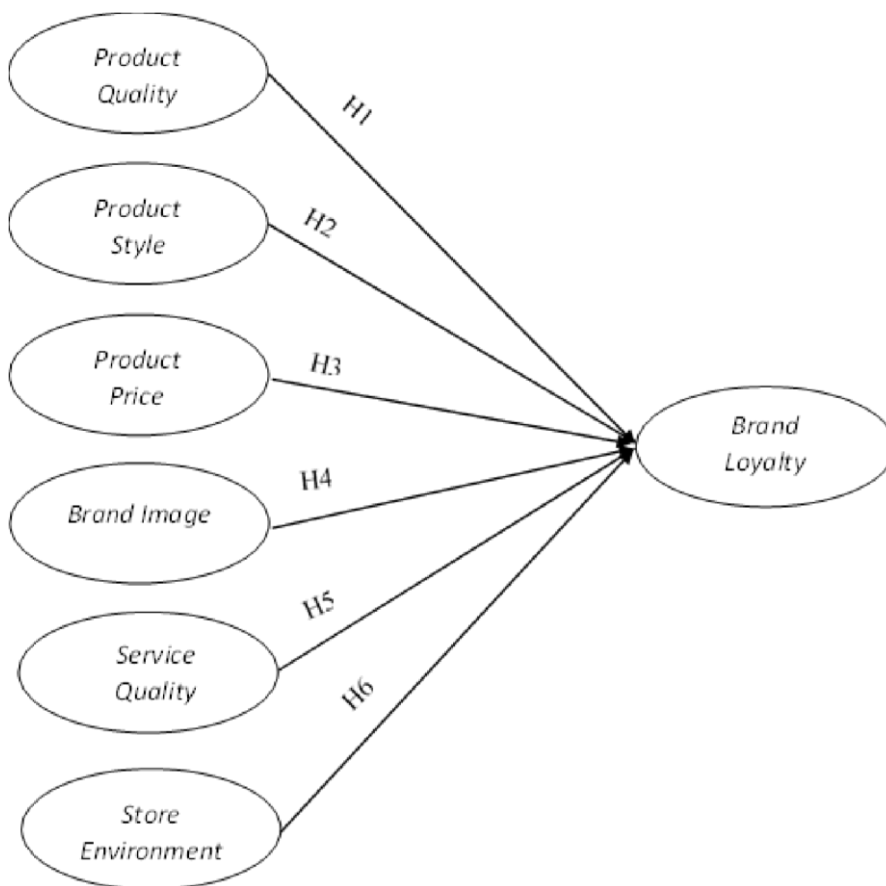**H6: Store Environment has a significant effect on Brand Loyalty**

Research Model

Figure 2.1 Research Model

III. RESEARCH METHODS

This study uses causality research, because this research develops a previous research model to test the research hypotheses determined based on the literature review to answer the problems identified in the previous chapter. Causality research is defined as a research that aims to identify causal relationships (Zikmund et al., 2009). This study uses quantitative research methods, where this method is a scientific approach to managerial and economic decision making. Quantitative methods are used because they can obtain analytical results accurately when used according to the rules, can measure the interaction of the relationship between two or more variables and can simplify the reality of complex and complicated problems in a model (Syamrilaode, 2011). This study uses a method that will refer to references that can carry out a simultaneous analysis process that is related to a multivariable research model, namely the Structural Equation Model (SEM) using AMOS 22.0 software. It is hoped that this research model is able to explain the relationship between variables in order to understand the factors that influence the Brand Loyalty of Zara customers in Surabaya as well as make an implication whose results will approach the requirements of a measurement that will be described through a research design. Population is the whole of a group of people, events, or things that the researcher wants to investigate (Sekaran, 2006). Sugiyono (2010) explained that the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that have been determined by researchers to be studied and then used to draw conclusions. The population is the entire data that will be of concern to us in a predetermined

scope and time (Margono, 2010). The population theory according to Sukmadinata (2011) states that the population is a large group and area that is the scope of our research. Arikunto (2006) revealed that the population is the entire research subject. Populations with certain characteristics are finite in number and some are infinity (Hartono, 2011). From some of these definitions, it can be concluded that the population is an area that has been determined to be studied and studied so that conclusions can be drawn from the results of the research. The population that will be used in this study are consumers who make purchases of Zara products in Surabaya. The sample according to Sugiyono (2010) is part of the number and characteristics possessed by the population. Meanwhile, according to Sekaran (2006), the sample is a subset or subgroup of the population. If the research has a large population, but has limited funds, manpower, and time in conducting the research, a sampling technique will be used, so that generalizations can be made to the population that has been determined by the researcher. Sampling can be done by two methods, namely probability sampling and non-probability sampling (Sekaran, 2006). The sampling method that will be used in this research is Non-Probability Sampling. The non-probability sampling method was used because the population who had bought Zara products was not known with certainty. This study uses a questionnaire as the main tool in the data collection process. In this study, the researcher also used the snowball sampling technique, where in this technique the researcher chose respondents who would assist the researcher in distributing and filling out the questionnaire so that it could be done quickly and precisely. Snowball sampling technique is used in this study by distributing questionnaires to be distributed to Zara customers who have purchased Zara products that were selected as samples. The area used as a place for distributing questionnaires is the city of Surabaya, so that the respondents selected are in accordance with what is expected.

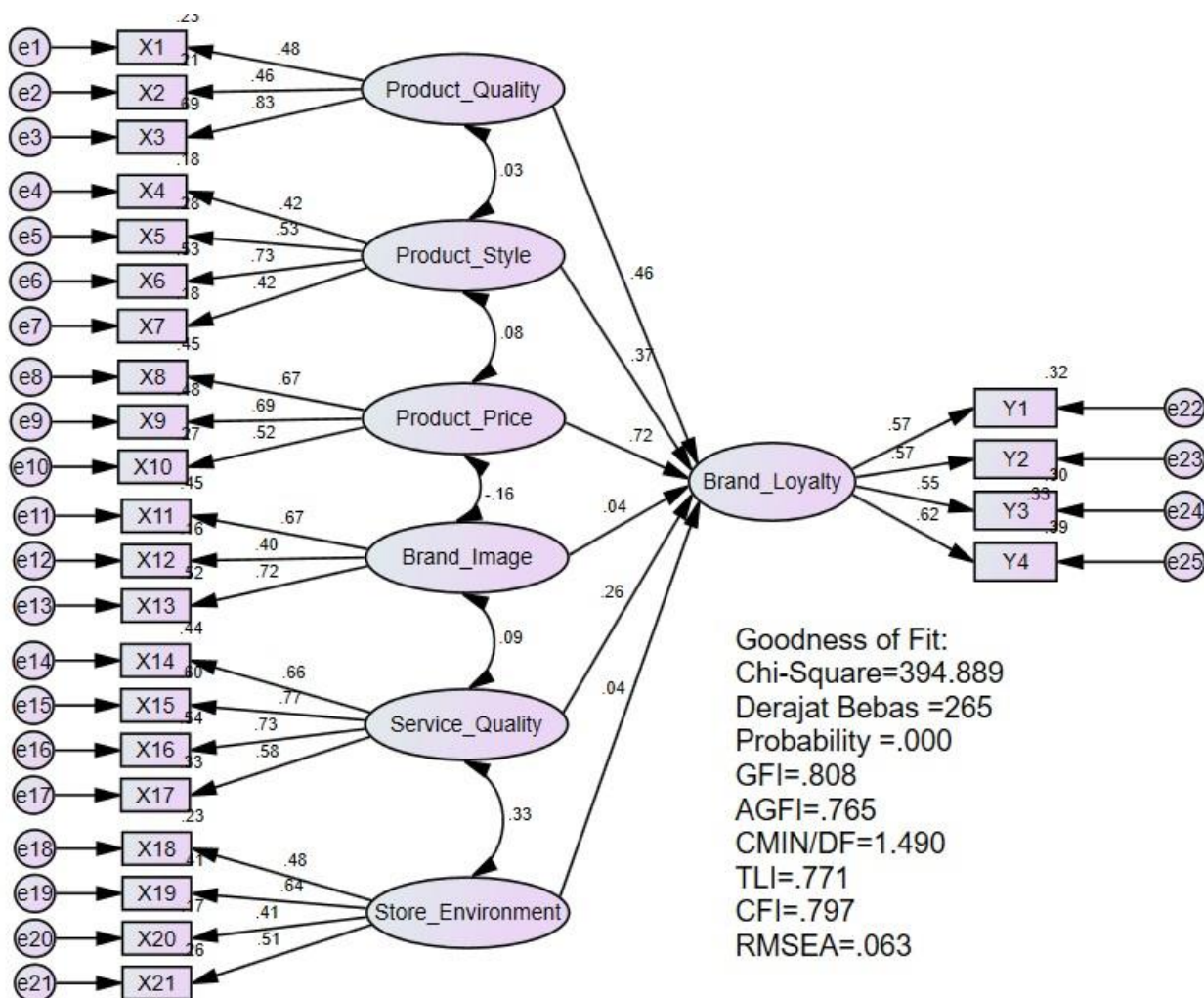## IV. RESULT AND DISCUSSION
Results

Figure 4.1 Full Structural Model

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Table 4.1 Regression Weight Full Structural Equation Model

			Estimate	S.E.	C.R.	P	Std. Estimate
Brand_Loyalty	<---	Product_Quality	.329	.115	2.859	.004	.464
Brand_Loyalty	<---	Product_Style	.342	.122	2.804	.005	.370
Brand_Loyalty	<---	Product_Price	.505	.132	3.824	***	.723
Brand_Loyalty	<---	Brand_Image	.023	.066	.351	.726	.044
Brand_Loyalty	<---	Service_Quality	.155	.078	2.001	.045	.256
Brand_Loyalty	<---	Store_Environment	.053	.180	.296	.767	.042
X3	<---	Product_Quality	1.000				.829
X2	<---	Product_Quality	.560	.163	3.447	***	.463
X1	<---	Product_Quality	.504	.135	3.741	***	.482
X10	<---	Product_Price	1.000				.520
X9	<---	Product_Price	1.189	.258	4.607	***	.692
X8	<---	Product_Price	1.189	.277	4.290	***	.668
X16	<---	Service_Quality	1.000				.733
X15	<---	Service_Quality	1.032	.150	6.882	***	.773
X14	<---	Service_Quality	.984	.153	6.413	***	.661
X13	<---	Brand_Image	1.000				.722
X12	<---	Brand_Image	.549	.181	3.036	.002	.402
X11	<---	Brand_Image	.796	.264	3.019	.003	.675
X6	<---	Product_Style	1.000				.730
X5	<---	Product_Style	.723	.235	3.076	.002	.528
X4	<---	Product_Style	.518	.162	3.203	.001	.419
X20	<---	Store_Environment	1.000				.415
X19	<---	Store_Environment	1.469	.556	2.642	.008	.642
X18	<---	Store_Environment	1.106	.431	2.563	.010	.484
X7	<---	Product_Style	.516	.206	2.507	.012	.419
X17	<---	Service_Quality	.689	.125	5.495	***	.575
X21	<---	Store_Environment	1.647	.583	2.826	.005	.515
Y1	<---	Brand_Loyalty	1.000				.566
Y2	<---	Brand_Loyalty	1.069	.202	5.287	***	.573
Y3	<---	Brand_Loyalty	.914	.179	5.094	***	.548
Y4	<---	Brand_Loyalty	1.572	.297	5.286	***	.622

Table 4.2 Hypothesis Test Results

Hipotesis	Analisis
H1 : *product quality* memiliki pengaruh signifikan terhadap *brand loyalty*	Diterima
H2 : *product style* memiliki pengaruh signifikan terhadap *brand loyalty*	Diterima
H3 : *product price* memiliki pengaruh signifikan terhadap *brand loyalty*	Diterima
H4 : *brand image* memiliki pengaruh signifikan terhadap *brand loyalty*	Ditolak
H5: *service quality* memiliki pengaruh signifikan terhadap *brand loyalty*	Diterima
H6: *store environment* memiliki pengaruh signifikan terhadap *brand loyalty*	Ditolak

DISCUSSION

H1: Product Quality has a significant effect on Brand Loyalty

Product Quality is formed by indicators of Zara products having comfortable materials to use, Zara products having many attractive color choices and Zara products having guaranteed product quality. While Brand Loyalty is formed by indicators that customers will repurchase Zara products in the future, customers will recommend Zara products to their families, customers will say positive

things about Zara products to others, and customers consider themselves loyal to Zara products. The estimated parameter between product quality and brand loyalty shows significant results in a positive direction with a value of C.R = 2.859 and a regression coefficient of 0.464 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 1 (H1) is accepted.

H2: Product Style has a significant effect on Brand Loyalty

Product Style is formed by indicators that Zara products have various types of attractive styles, Zara products have trendy designs, Zara products are fashionable designs and Zara products provide cool clothes. Brand Loyalty is formed by indicators that customers will repurchase Zara products in the future. In the future, customers will recommend Zara products to their families, customers will say positive things about Zara products to others, and customers consider themselves loyal to Zara products. The estimated parameter between product style and brand loyalty shows significant results in a positive direction with a value of C.R = 2.804 and a regression coefficient of 0.370 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 2 (H2) is accepted.

H3: Product Price has a significant effect on Brand Loyalty

Product Price is formed by indicators that Zara products have the best prices, Zara products have affordable prices, and Zara products have attractive price discounts. Brand Loyalty is formed by indicators that customers will repurchase Zara products in the future, customers will recommend Zara products to their families, customers will say positive things about Zara products to others, and customers consider themselves loyal to Zara products.

The estimated parameter between product price and brand loyalty showed significant positive results with a value of C.R = 3.824 and a regression coefficient of 0.723 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 3 (H3) is accepted.

H4: Brand Image has a significant effect on Brand Loyalty

The brand image formed by the indicator Zara is a well-known brand, the Zara brand image reflects a quality brand, and the Zara brand is a trusted brand. Brand Loyalty is formed by indicators that customers will repurchase Zara products in the future, customers will recommend Zara products to their families, customers will say positive things about Zara products to others, and customers consider themselves loyal to Zara products.

The estimated parameter between brand image and brand loyalty shows a positive and insignificant result with a value of C.R = 0.351 and a regression coefficient of 0.044 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 4 (H4) is rejected.

H5: Service Quality has a significant effect on Brand Loyalty

Service Quality is formed by indicators of employees at Zara stores having a neat appearance, employees at Zara stores are friendly, employees at Zara stores are very knowledgeable about the products offered and employees at Zara stores are always ready to help me. Brand Loyalty is formed by indicators that customers will repurchase Zara products in the future, customers will recommend Zara products to their families, customers will say positive things about Zara products to others, and customers consider themselves loyal to Zara products. The estimated parameter between service quality and brand loyalty shows significant results in a positive direction with a value of C.R = 2.001 and a regression coefficient of 0.256 with an acceptable standard hypothesis, namely C.R. ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 5 (H5) is accepted.

H6: Store Environment has a significant effect on Brand Loyalty

Store Environment is shaped by indicators that Zara stores have an affordable location, Zara stores have an attractive interior appearance, Zara stores have fun color designs and Zara stores have good shelving arrangements. While Brand Loyalty is formed by indicators that customers will repurchase Zara products in the future, customers will recommend Zara products to their families, customers will say positive things about Zara products to others, and customers consider themselves loyal to Zara products. The estimated parameter between Store Environment and brand loyalty showed positive and insignificant results with a CR value of 0.296 and a regression coefficient of 0.042 with an acceptable standard hypothesis, namely CR≥ ±2.00 with a significance level of <0.05 (5%), it can be said that hypothesis 6 (H6) is rejected.

V. CONCLUSION

This model was developed in the framework of research on Brand Loyalty Zara in Surabaya. This research model is formed from the relationship of influence between product quality, product style, product price, brand image, service quality and store environment on brand loyalty.

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Table 5.1 Managerial Implications

Research Now	Managerial Implications
Product Quality is one of the elements that is the focus in the process to increase Brand Loyalty	Increase the types of materials used, such as using natural, artificial, and synthetic materials follow color trends that exist every year such as lilac, sage green, magenta, and others which are not only neutral colors maintain the quality of the products that have been used
Product Style is one of the elements that is the focus in the process to increase Brand Loyalty	by increasing collabs with top designers hold fashion show events to produce new designs that are more fashionable and find out what clothing trends will be booming next produce clothes with new styles such as vintage, retro, streetwear, and so on add a theme to each product, for example the theme of Halloween, summer, autumn and so on following the existing season.
Product Price is one element that is the focus in the process to increase Brand Loyalty	maintain affordable product prices so that they remain a plus compared to other brands maintain its current price with good product quality offer promotions such as buy 1 get 1, or special coupons that can be claimed on their special day.
Brand Image is one of the elements that is the focus in the process to increase Brand Loyalty	maintain its products to continue to gain customer trust as a high-end fashion brand with the best quality maintain a strict quality control process so that no reject products pass for sale sponsor major events or use top artists for promotional media maintain advertisements showing that the ingredients of Zara products are not only luxurious, but of the best quality
Service Quality is one of the elements that is the focus in the process to increase Brand Loyalty	implement SOPs that are required to smile and greet customers politely improve product knowledge of Zara's employees, by routinely conducting training and testing product knowledge provide more uniforms for employees so that employees don't use the same uniforms so they don't get dirty easily. increase th e number of employees to be placed at certain points in the store in order to reach all customers who need assistance.
Store Environment is one of the elements that is the focus in the process to increase Brand Loyalty	improve shelf layout by paying more attention to ergonomics and science take advantage of its location inside the mall, by choosing a store location that is close to the center of the crowd in the mall add a spot for trending photos to attract customers to shop at Zara stores.

RECOMMENDATION

Looking at the results of existing research where there are still many limitations to the research conducted by the author, the recommendations that can be conveyed by the author are as follows:

1 Seeing the limitations of the research object that only took respondents, namely Zara consumers in Surabaya, it is hoped that future research using the same or modified model can be applied to different objects to get more general results on the factors that affect Brand Loyalty.

2 Further research is expected to be able to complement the existing variables in this research so that it can further refine the understanding of the factors that influence Brand Loyalty, such as customer satisfaction, entertainment, repurchase intention, brand attitude, etc.

3 Further research can be developed by connecting the factors that influence Brand Loyalty based on the average income of the object customer to be studied. Future research can also expand the scope of respondents to be studied, or conduct their research in areas and objects that are different or similar to the research that has been carried out at this time. So that further research is carried out to provide a broad overview of Brand Loyalty.

4   In addition, it is also expected to be able to use the Structural Equational Model (SEM) but by using Lisrel software or Statistical Analysis System (SAS) in further research.
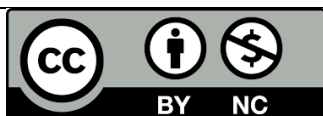
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