

The Effect of Product Innovation, Service Quality, and Store Atmosphere on Consumer Loyalty at Puri Kawan Lodtundu Gianyar Regency

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ARTICLE INFO

DOI: 10.32832/jm-uika.v15i2.15030

Article history:

Received:

29 Agustus 2023

Accepted:

21 September 2023

Available online:

5 Juni 2024

Keywords:

Product Innovation;

Service Quality;

Store Atmosphere;

Consumer Loyalty.

ABSTRACT

Currently, economic progress in Indonesia is slowly starting to have an impact on the lives of its people. An increase in people's social and economic status also results in changes in behavior and lifestyle, these changes will ultimately influence taste satisfaction with a product. In order to be able to compete, survive, and grow, companies are required to be able to fulfill the wants and needs of society, which are oriented towards customer satisfaction and make consumers loyal to the company. Therefore, consumer loyalty has a big impact on the profitability of the company itself, because the more often consumers make repeat purchases, the company can predict the profitability obtained to develop future sales strategies. Good service provides an unforgettable shopping experience that makes consumers loyal. The ability of a company to provide and create a comfortable atmosphere will affect consumer loyalty to the company. The purpose of this study was to determine the effect of product innovation, service quality and store atmosphere on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. The sampling technique in this study used a random sampling method by determining the number of samples using the slovin formula. The analysis technique used in this study is multiple linear regression analysis, coefficient of determination, statistical analysis t test and F test. The results prove that product innovation, service quality and store atmosphere have a positive and significant effect on consumer.

1. INTRODUCTION

People want quality products and services that suit their needs. In order to be able to compete, survive, and grow, companies are required to be able to fulfill the wants and needs of society, which are oriented towards customer satisfaction and make consumers loyal to the company. According to Tjiptono (2017) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive trait in long-term purchases. According to Gani et al., (2022) consumer loyalty is an attitude of loving a product which can then create a deep commitment to repurchase consistently despite the influence of situations or potential marketing efforts that can cause disloyal customers. From this explanation, it can be interpreted that, consumer loyalty is someone committed to consuming an item or service continuously and repeatedly.

Product development is not an easy thing, every company wants to develop product innovation which eventually becomes a necessity for the company to be able to survive and develop. According to Putri Hardiati Rukmana (2019) the success of the company's system in the future will depend a lot on the company's ability to present attractive, competitive products and provide quality according to the needs of society. According to Gani et al., (2022) claims that product innovation is a process in bringing new technology used to develop the product. Product innovation must be a priority for the company, because innovation has an important role in a competitive market, therefore a company must be able to continuously make new innovations. According to Amir (2018) Product innovation is any activity that cannot be produced with just one trial, but rather a long and cumulative process. Loyalty from consumers arises from consumers' love for the company's products, therefore companies are required to continue to produce new products with creative innovations so that consumers do not feel bored and continue to make repeat purchases. According to Putri Hardiati Rukmana (2019) product innovation is very important for companies to survive and compete with other companies. As is the case with Puri Kawan Lodtunduh where the products in Puri Kawan are more products from outside than the original products with their own design, therefore the role of product innovation has not been applied by Puri Kawan.

Good service provides shopping experiences that cannot be forgotten because of this that usually makes consumers loyal to a company's brand. According to Wijaya & Bernardo, (2022) Service quality is an effort to fulfill consumer needs and desires according to consumer expectations to increase satisfaction. According to Alsukri et al., (2022) Service quality is all forms of service performed by an organization or company to meet customer needs and expectations. Service quality provides an impetus to strengthen the relationship between the company and its customers. According to Putri Hardiati Rukmana (2019) The quality of the services provided, then indirectly consumer loyalty will be realized. According to Lupiyoadi (2016) Service quality is how far the difference is between reality and expectations for the services they receive or obtain. Consumer loyalty in making repeat purchases is influenced by

the quality of service of employees who greet them in a friendly manner, because for consumers shopping in a comfortable atmosphere, the intention to make repeat purchases is high. However, at Puri Kawan Lodtunduh, it turned out that some consumers said that the service provided was not optimal, especially when asking about the availability of clothing sizes, the response was not very friendly. Therefore the quality of service is also the key to the success of the company.

The ability of a company to provide and create a comfortable atmosphere will affect consumer loyalty to the company. This shows that there is a relationship between Store Atmosphere and consumer loyalty. According to Utami (2010) states store atmosphere is the creation of an atmosphere means the design of the environment through visual communication, lighting, colour, music, and fragrances to design customer emotional and perceptual responses and to influence customers in the process of buying goods. According to Pahlewi et al., (2022) by creating a good store atmosphere, it is hoped that it will result in desired shopping results such as a great desire to buy, especially as consumers feel happy and at home staying in the store. The atmosphere of the store greatly contributes to giving consumers a sense of comfort in shopping, because the better the atmosphere of the store in shopping, it will increase consumer loyalty in repeat shopping because a comfortable store atmosphere provides a pleasant shopping experience for consumers. Besides that according to Suryana & Haryadi,(2019) revealed that the store atmosphere includes various layouts, interior, exterior, store internal traffic, comfort, air, service, music, uniform, length of goods and so on. These evoke attraction to consumers and arouse the desire to buy However, at Puri Kawan Lodtunduh, it turned out that the store atmosphere was not very conducive, such as air conditioning which was not optimal in providing a feeling of comfort while shopping. This was stated by one of the consumers who shopped that the shop atmosphere when shopping was very hot and too cramped to move.

Puri Kawan Lodtunduh, Gianyar Regency, is a shop that sells various kinds of clothing, more precisely selling various Balinese traditional clothing, where Balinese traditional clothing is synonymous with religious ceremonial activities in Bali which are regularly held. In an effort to achieve maximum profit, it is important for Puri Kawan to maintain consumer loyalty so that they always make continuous purchases. However, after observing that there is a phenomenon of a decrease in the number of sales at Puri Kawan, for more details, it can be seen in the following table:

Table 1. Sales Achievement Data at Puri Kawan Lodtunduh, Gianyar Regency.

Year	Sales Targets (Rp)	Achievement (Rp)	Percentage (%)
2018	660.000.000	712.678.000	108
2019	720.000.000	702.563.000	97
2020	600.000.000	563.839.000	93
2021	500.000.000	422.554.000	84
2022	500.000.000	403.322.000	80

Source: Puri Kawan Lodtunduh (2023)

Based on the data in table 1 above, it can be seen that sales at Puri Kawan Lodtunduh, Gianyar Regency, can be seen that the highest sales occurred in 2018 at 108% and the lowest sales occurred in 2022 at 80%. The decline in sales achievement at Puri Kawan Lodtunduh, Gianyar Regency, was of course triggered by several factors, one of which was the impact of the Covid-19 pandemic, because people were not free to make transactions or other activities because during the Covid-19 pandemic many people experienced termination of employment by. Because of this, people have no income, so this can reduce consumer loyalty to Puri Kawan.

In addition, there are other factors that are due to decreased consumer loyalty. This is reflected in the decline in sales that occurs periodically from 2019-2022. The decline in consumer loyalty was caused by companies that did not pay attention to product innovation, service quality, and store atmosphere at Puri Kawan Lodtunduh, Gianyar Regency. Based on previous research references, there are still research gaps such as research conducted by Tehuayo (2021), Aryoni (2019), Ambitan (2021), Esha (2022), Gani et al., (2022) and Rahmawati (2022) which proves that product innovation has a positive and significant effect on consumer loyalty. Different results found by Sabaru et al. (2022) which proves that product innovation does not affect consumer loyalty. Research conducted by Hermanto et al. (2019), Sugiarsih (2019), Madiawati (2020), Gani et al., (2022), Muhtarom et al., (2022), Wijaya & Bernardo, (2022), Alsukri et al., (2022) and Dewi (2020) which proves that service quality has a positive and significant effect on consumer loyalty. Different results found by Wahyudi & Budiarti (2019) which proves that service quality has no effect on consumer loyalty. Research conducted by Irfan (2021), Prasyanti et al. (2021), Ariningtyas (2020), Intan et al. (2021), Pahlewi et al., (2022), Suryana & Haryadi, (2019) and Budi (2022) which proves that store atmosphere has a positive and significant effect on consumer loyalty. Different results found by Megayani et al. (2021) which proves that store atmosphere has no effect on consumer loyalty.

Hypothesis Development

1. Effect of Product Innovation on Consumer Loyalty

Loyalty from consumers arises from consumers' love for the company's products, it is important for companies to maintain consumer loyalty so that consumers continue to make more purchases, therefore companies are required to continue to produce new products with creative innovations so that consumers do not feel bored and continue to make repeat purchases. according to Amir (2018) Product innovation is any activity that cannot be produced with just one trial, but rather a long and cumulative process. As with the research conducted by Tehuayo (2021), Aryoni (2019), Ambitan (2021), Esha (2022), Gani et al., (2022) and Rahmawati (2022) which proves that product innovation has a positive and significant effect on consumer loyalty.

H1: There is a positive and significant influence of product innovation on consumer loyalty at Puri Kawan Lodtunduh Gianyar Regency

2. The Effect of Service Quality on Consumer Loyalty

Consumer loyalty in making repeat purchases is influenced by the quality of service of employees who greet them in a friendly manner, because for consumers shopping in a comfortable atmosphere, the intention to make repeat purchases is high. According to Lupiyoadi (2016) Service quality is how far the difference is between reality and expectations for the services they receive or obtain. Good service provides a shopping experience that can't be forgotten because that usually makes consumers loyal to a company's brand. As with the research conducted by Hermanto et al. (2019), Sugiarsih (2019), Madiawati (2020), Gani et al., (2022), Muhtarom et al., (2022), Wijaya & Bernardo, (2022), Alsukri et al., (2022) dan Dewi (2020) which proves that service quality has a positive and significant effect on consumer loyalty.

H2: There is a positive and significant influence of service quality on consumer loyalty in Puri Kawan Lodtunduh, Gianyar Regency.

3. The effect of store atmosphere on consumer loyalty

The ability of a company to provide and create a comfortable atmosphere will affect consumer loyalty to the company. This shows that there is a relationship between Store Atmosphere and consumer loyalty. According to Utami (2010) stating Store Atmosphere is the creation of an atmosphere means that the design of the environment through visual communication, lighting, color, music, and fragrance to design the emotional and perceptual responses of customers and to influence customers in the process of buying goods. As with the research conducted by Irfan (2021), Prasyanti et al. (2021), Ariningtyas (2020), Intan et al. (2021), Pahlewi et al., (2022), Suryana & Haryadi, (2019) dan Budi (2022) which proves that store atmosphere has a positive and significant effect on consumer loyalty.

H3: There is a positive and significant store atmosphere effect on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency.

2. RESEARCH METHODS

Based on the problems studied, the research design used in this study is a quantitative study. Quantitative research is research conducted by collecting data using survey methods. According to Sugiyono (2018) Associative research is a research problem formulation that asks the relationship between two or more variables. The total population in this study were all consumers who had membership at Puri Kawan Lodtunduh, Gianyar Regency, totaling 332 consumers and the sample was determined using a simple random sampling technique with the slovin formula as a determinant of the number of samples. The sample size to be studied is as follows:

$$n = \frac{N}{N.e^2+1} \dots\dots\dots(1)$$

Information:

- n = Number of Samples
- N = Sum of Population

e = The desired critical value (error limit) is 10%

From the formula above, the following numbers are obtained:

$$n = \frac{332}{332.0,1^2+1} \dots\dots\dots(1)$$

$$n = \frac{332}{332.0,01+1}$$

$$n = \frac{332}{4,32}$$

$$n = 76,85$$

So the number of samples in this study were 77 consumers who have membership at Puri Kawan Lodtunduh, Gianyar Regency. Determining the critical value of 10% was carried out for reasons of time and cost limitations which did not allow researchers to examine all respondents.

3. RESULTS & DISCUSSION

In the early stages of the analysis process, calculations were carried out based on the raw data obtained. In the data tabulation, the Microsoft Excel program computer assistance was used, then in data processing the SPSS Version 26 for windows program was used. The following are the output results from the data processing carried out, namely as follows:

Table 2. Validity Test Results

Variable	Indicator	Pearson Correlation	R-Table	Conclusion
Product Innovation	X1.1	0.771	0.300	Valid
	X1.2	0.796		
	X1.3	0.799		
Service quality	X2.1	0.635	0.300	Valid
	X2.2	0.692		
	X2.3	0.733		
	X2.4	0.615		
	X2.5	0.741		
Store Atmosphere	X3.1	0.709	0.300	Valid
	X3.2	0.779		
	X3.3	0.726		
Consumer Loyalty	Y1	0.687	0.300	Valid
	Y2	0.769		
	Y3	0.729		
	Y4	0.526		

Source: Primary data processed (2023)

The analysis results prove that all statement items are valid because the correlation coefficient value is greater than 0.300.

Table 3. Reliability Test Results

Variabel	Alpha Cronbach	Standard Alpha Cronbach	Information
Product Innovation (X1)	0,692	0,6	Reliabel
Service quality (X2)	0,709	0,6	Reliabel
Store Atmosphere (X3)	0,678	0,6	Reliabel
Consumer Loyalty (Y)	0,614	0,6	Reliabel

Source: Primary data processed (2023)

The results of the analysis show that the values of all independent variables are greater than 0.6. This can be understood by all reliable independent variables.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		77
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.46440925
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.050
Test Statistic		.088
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Primary data processed (2023)

The results of the analysis show that the research data is normally distributed because the asym sig value is greater than 0.05.

Table 5. Multikolonierity Test Results

Coefficients ^a	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Innovation (X1)	.365	2.738
Service quality (X2)	.417	2.400
Store Atmosphere (X3)	.597	1.676

Source: Primary data processed, 2023

The results of the analysis show that the research data is normally distributed because the asym

sig value is greater than 0.05.

Table 6. Heteroscedasticity Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	-.344	.382		-.901	.371
1	Product Innovation	-.059	.037	-.288	-1.600	.114
	Service quality	.085	.026	.560	3.328	.231
	Store Atmosphere	-.022	.038	-.080	-.565	.573

a. Dependent Variable: Abs_Res

Source: Primary data processed (2023)

The results of the analysis proved that there were no symptoms of heteroscedasticity in this study because the sig value was greater than 0.05.

Table 7. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.589	.654		.901	.371
	Product Innovation	.472	.063	.457	7.441	.000
	Service quality	.117	.044	.154	2.680	.009
	Store Atmosphere	.637	.066	.465	9.672	.000

a. Dependent Variable: Loyalitas Konsumen

Source: Primary data processed (2023)

The results of the analysis provide the following information:

- The constant value (a) has a positive value of 0.589. The positive sign means that it shows a unidirectional effect between the independent variable and the dependent variable. This shows that if all the independent variables which include product innovation (X1), service quality (X2) and store atmosphere (X3) are 0 percent or do not change, then the value of consumer loyalty (Y) is 0.589.
- The regression coefficient value for the product innovation variable (X1) is 0.472. This value indicates a positive influence between product innovation variables (X1) and consumer loyalty (Y). This means that if the product innovation variable (X1) increases by 1%, then the consumer loyalty variable (Y) will increase by 0.472. Assuming that other variables remain constant.

- c. The regression coefficient value for the service quality variable (X2) is 0.117. This value indicates a positive influence between service quality variables (X2) and consumer loyalty (Y). This means that if the service quality variable (X2) increases by 1%, then the consumer loyalty variable (Y) will increase by 0.117. Assuming that other variables remain constant.
- d. The regression coefficient value for the stored atmosphere variable (X1) is 0.637. This value shows a positive influence between the store atmosphere variable (X1) and consumer loyalty (Y). This means that if the store atmosphere variable (X1) increases by 1%, then the consumer loyalty variable (Y) will increase by 0.637. Assuming that other variables remain constant.

Analysis Results of Coefficient of Determination Calculation shows that the contribution of product innovation, service quality and store atmosphere to consumer loyalty is 89.9% and the remaining 11.1% is influenced by other variables.

Table 8. Results of Statistical Analysis Test t

Coefficients ^a		Unstandardized Co-		Standard-		Sig.
		efficients	efficients	Beta	t	
Model	B	Std. Error	Beta	t	Sig.	
1 (Constant)	.589	.654		.901	.371	
Product Innovation	.472	.063	.457	7.441	.000	
Service quality	.117	.044	.154	2.680	.009	
Store Atmosphere	.637	.066	.465	9.672	.000	

a. Dependent Variable: Consumer Loyalty

Source: Primary data processed (2023)

H₁: There is an influence of product innovation on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. Based on the results of the analysis of the product innovation variable, it has a t-value of 7.441, which is greater than the t-table of 1.664. This means that product innovation has a significant effect on consumer loyalty. The regression coefficient value for the product innovation variable is 0.472 meaning that product innovation has a positive and partially significant effect on consumer loyalty. This means that the proposed alternative hypothesis is accepted.

H₂: There is an influence of service quality on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. Based on the results of the analysis of the service quality variable, it has a t value of 2.680, which is greater than the t table of 1.664. This means that service quality has a significant effect on consumer loyalty. The regression coefficient value for the service quality variable is 0.117 meaning that service quality has a positive and partially significant effect on customer loyalty. This means that the proposed alternative hypothesis is accepted.

H₃: There is an influence of store atmosphere on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. Based on the results of the analysis of the variable store atmosphere, it has a calculated t value of 9.672 which is greater than the t table of 1.664. This means that the store atmosphere has a significant effect on consumer loyalty. The regression coefficient value for the store atmosphere variable is 0.637 meaning that the store atmosphere has a positive and partially significant effect on consumer loyalty. This means that the proposed alternative hypothesis is accepted.

Table 9. Results of Statistical Analysis Test F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.492	3	48.831	217.470	.000 ^b
	Residual	16.391	73	.225		
	Total	162.883	76			

Source: Primary data processed (2023)

F test can be done by comparing the significance value ≤ 0.05 , then the hypothesis is accepted. Based on the table above the results of the analysis show a significant value of 0.000 & It;0.05. This means that product innovation, service quality and store atmosphere simultaneously have a positive and significant effect on consumer loyalty.

Based on the results of the data analysis that has been done, it can be proven that product innovation has a positive and significant effect on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. This means that if product innovation is getting better, consumer loyalty will also increase, in accordance with the conditions that occurred at Puri Kawan Lodtunduh, Gianyar Regency, where consumer loyalty decreased due to product innovation that was less than optimal. This result is also reinforced by the findings from research conducted by Tehuayo (2021), Aryoni (2019), Ambitan (2021), Esha (2022), Gani et al., (2022) and Rahmawati (2022) which proves that product innovation has a positive and significant effect on consumer loyalty.

Based on the results of data analysis that has been done, it can be proven that service quality has a positive and significant effect on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. This means that if the quality of service is getting better, consumer loyalty will also increase, in accordance with the conditions that occurred at Puri Kawan Lodtunduh, Gianyar Regency, where consumer loyalty decreases due to less than optimal service quality. This result is also reinforced by the findings from research conducted by Hermanto et al. (2019), Sugiarsih (2019), Madiawati (2020), Gani et al., (2022), Muhtarom et al., (2022), Wijaya & Bernardo, (2022), Alsukri et al., (2022) dan Dewi (2020) which proves that service quality has a positive and significant effect on consumer loyalty.

Based on the results of data analysis that has been done, it can be proven that store atmosphere has a positive and significant effect on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency. This means that if the store atmosphere is getting better, then consumer loyalty will also increase, in accordance with the conditions that occurred at Puri Kawan Lodtunduh, Gianyar Regency, where consumer loyalty decreased due to a less good store atmosphere. This result is also reinforced by the findings from research conducted by Irfan (2021), Prasyanti et al. (2021), Ariningtyas (2020), Intan et al. (2021), Pahlewi et al., (2022), Suryana & Haryadi, (2019) dan Budi (2022) which proves that store atmosphere has a positive and significant effect on consumer loyalty.

4. CONCLUSION & SUGGESTION

Based on the descriptions that have been presented on the collected research data, several conclusions can be drawn as follows: Product innovation has a positive and significant effect on consumer loyalty in Puri Kawan Lodtunduh Gianyar Regency, Service quality has a positive and significant effect on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency, and Store atmosphere has a positive and significant effect on consumer loyalty at Puri Kawan Lodtunduh, Gianyar Regency.

Suggestion. As for suggestions from researchers regarding the results of this study to be used as input and consideration for interested parties, as follows:

1. For the management of Puri Kawan Lodtunduh, Gianyar Regency, the authors suggest paying more attention to product innovation, service quality and store atmosphere because based on the results of research that the authors have conducted, it proves that product innovation, service quality and store atmosphere can increase consumer loyalty in shopping at Puri Kawan Lodtunduh Gianyar regency.
2. For future researchers, the results of this study can be used as comparison material and reference for research and as material for consideration to further deepen further research, by being able to research and examine more deeply other factors not examined in this study that can affect consumer loyalty besides innovation. product, service quality and store atmosphere, given the resulting coefficient of determination of 89.9% while the remaining 10.1% there are other variables not examined in this study such as price, promotion, product quality and others.

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