

The Influence of Product Quality, Store Atmosphere, Digital Promotion and Price on Customer Loyalty at the Asean Electronics and Furniture Store, South Labuhanbatu Regency

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Abstract

This study aims to determine the influence of product quality, store atmosphere, digital promotion, and price on customer loyalty at the Asean Electronics and Furniture Store in South Labuhanbatu Regency. The sample size was 100 respondents, namely consumers of Asean stores. This study uses validity tests, reliability tests, classical assumption tests, multiple linear regression tests, t tests, F tests, and coefficients of determination using SPSS 27. The study was conducted to examine how independent variables influence dependent variables and the percentage level of influence of research variables by distributing research questionnaires to respondents and conducting tests. The results of the study indicate that all independent variables influence the dependent variable with all calculated t values > t table and significant values < 0.05 with a determination level of 0.480 or 48.00% providing a positive and significant influence.

Keywords: *Product Quality, Store Atmosphere, Digital Promotions, Price And Customer Loyalty*

INTRODUCTION

In the context of increasingly fierce market competition and changing consumer behavior, retaining loyal customers has strategic advantages for ensuring long-term growth. Loyal customers tend to make repeat purchases, providing a sustainable source of revenue. Studies show that the cost of retaining customers is significantly lower than attracting new ones. Amidst the competitive retail market, maintaining a loyal customer base can help Asean Elektronik dan Perabut withstand pressure from similar stores.

However, Asean Elektronik dan Perabut faces various challenges in maintaining customer loyalty. One major issue is increasing competition from online stores offering lower prices and aggressive promotions. Many customers are turning to digital platforms due to ease of access, product variety, and more competitive pricing. This forces brick-and-mortar stores like Asean Elektronik dan Perabut to seek strategies to increase customer loyalty to avoid losing market share. According to a study by Nguyen et al. (2020), personalized strategies and omnichannel shopping experiences can help brick-and-mortar stores compete with e-commerce in maintaining customer loyalty.

Furthermore, inconsistent product quality can be a barrier to building customer loyalty. Products that do not meet customer expectations can lower customer satisfaction levels and lead them to turn to competitors. Therefore, maintaining high product quality and meeting customer needs is a challenge for this store. Tjiptono & Chandra (2019) stated that high product quality tends to increase customer loyalty because it meets expectations and creates a positive experience. Consistent product quality that meets customer needs increases satisfaction, which ultimately drives customer loyalty. This is supported by research by Kim & Peterson (2021), which shows that customer satisfaction acts as a mediator between product quality and customer loyalty in the retail sector.

Another aspect of concern is the store atmosphere. An unattractive layout, poor shopping comfort, and unfriendly staff can diminish positive customer experiences. In retail, store atmosphere plays a crucial role in creating a pleasant shopping experience and increasing the

likelihood of repeat customers. According to research by Baker et al. (2022), store atmosphere factors such as lighting, music, and staff interaction have a significant impact on customer loyalty and retention.

Digital promotions are also a factor that requires attention. Even though promotion through social media and e-commerce is increasingly widely used, there are still limitations in implementing digital marketing strategies in Electronic and Electronic Markets. Not all customers receive clear information regarding the promotions or loyalty programs offered, so the effectiveness of digital marketing strategies is not yet optimal in attracting and retaining customers. Study from Dwivein et al. (2020) shows that the effectiveness of digital marketing in attracting and retaining customers is highly dependent on appropriate communication and two-way interactions through social media.

Product price is also a factor that has a big influence on customer loyalty. If the price offered is not competitive or not commensurate with the quality of the product, customers tend to look for other alternatives. Therefore, the strategy of adjusting prices by considering market competitiveness and customer needs is a challenge in itself for this shop. According to research by Kotler et al. (2021), value-based pricing strategies (value-based pricing) have been proven to increase customer satisfaction and loyalty compared to cost-based strategies or competitors. Trends show that consumers are now more selective, prioritizing price, product quality and shopping experience. Customer loyalty provides competitive advantage, especially when consumers recommend a store to friends and family. Loyal customers are less likely to buy higher value products or try new products on offer. For example, customers who are satisfied with electronic services may also buy household furniture from the same store. This increases customer lifetime value

In areas such as South Labuhan Batu, the trust factor is the main key in determining the shop chosen by consumers. Good product quality is the main key to retaining customers. Customers will continue to choose products

RESEARCH METHODS

Type of Research

This research uses a quantitative approach which uses numerical data to answer research questions. The quantitative approach aims to measure variables objectively and test the relationship or influence between variables.

Population and Sample

The population of this research is consumers who visit Asean Electronics and Furniture Stores in South Labuhanbatu Regency. According to Sugiono (2019), purposive sampling (or purposive sampling) is a sampling technique by selecting samples based on specific criteria that are relevant to research objectives. sampling technique using certain criteria or random sampling, with a total of 100 respondents.

Data Types and Data Sources

Primer Data: data collected through sioner cakes which are distributed toconsumersn who visitthe shop. 2. Financial Data: data obtained from other sources, such as daily/monthly reports for Electronics and Furniture Stores

Research Variables

In this case, the free variables are Product Quality (X1), Store Atmosphere (X2), Digital Promotion (X3) and Price (X4). According to Sugiyono (2019), a related variable (dependent variable) is a variable that is influenced or which is the result, due to the existence of independent variables. The variable that is tied to this research is Consumer Loyalty n (Y).

Research Instruments

A questionnaire consisting of relevant questions to measure the influence of each variable on consumer satisfaction. - 5-point Likert Scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) to measure respondents' perception of these factors.

F. Data Collection Techniques

Distribute the cake to consumers who visit the shop, either directly or through online surveys and direct observation at the location to understand the consumer's experience.

Data Analysis Techniques

Validity and Reliability Test to ensure the quality of research instruments. Correlation Test (Pearson Correlation) or Regresi to analyze the relationship between 1 independent and dependent variables. T test or ANOVA to determine the significance of the influence of each factor on consumer satisfaction.

RESULT AND DISCUSSION

Respondent Characteristics

The character of respondents describes the division of types of respondents based on sex and age, the results of distributing the questionnaire are obtained by the character of respondents research as follows:

Tabel 1
Description of Respondent Characteristics Based On Gender

		Gender			
		Frequency	Percent	Valid percent	Cumulative Percent
Valid	Men	40	40,00	40,00	40,00
	Women	60	60,00	60,00	100
Total		100	100	100	100

Source: Primary Data (2025)

Based on the table above, it is known that the majority of research respondents are representatives of the female gender, namely 60 people or 60.00%.

Tabel 2
Description of respondent characteristics based on age

		Age			
		Frequency	Percent	Valid percent	Cumulative Percent
Valid	< 25 Year	73	79,35	79,35	79,35
	>25 Year	27	20,65	20,65	100
Total		100	100	100	100

Source: Primary Data (2025)

Based on the table above, it is known that the majority of research respondents are respondents who are under 25 years old, namely 73 people or 79.35%.

Research result

The research instrument is obtained from the results of distributing the research cake and tested using the SPSS application, to test the feasibility of the research variables being researched, the test instrument is as follows.

Tabel 3
Instrument Quality Test Results

Variables	Validity test			Information	Reliability	
	No items	R count	R table		Cronbach alpha	Information
Product quality	1	.267	0,207	Valid	0,810	Reliable
	2	.431	0,207	Valid		
	3	.512	0,207	Valid		
	4	.231	0,207	Valid		
	5	.347	0,207	Valid		
	6	.445	0,207	Valid		
	7	.489	0,207	Valid		
Shop atmosphere	1	.478	0,207	Valid	0,733	Reliable
	2	.533	0,207	Valid		
	3	.510	0,207	Valid		
	4	.433	0,207	Valid		
	5	.509	0,207	Valid		
	6	.599	0,207	Valid		
	7	.433	0,207	Valid		
	8	.590	0,207	Valid		
	9	.443	0,207	Valid		
Digital promotion	1	.522	0,207	Valid	0,814	Reliable
	2	.343	0,207	Valid		
	3	.246	0,207	Valid		
	4	.473	0,207	Valid		
	5	.343	0,207	Valid		
	6	.246	0,207	Valid		
	7	.443	0,207	Valid		
Price	1	.500	0,207	Valid	0,729	Reliable
	2	.345	0,207	Valid		
	3	.666	0,207	Valid		
	4	.540	0,207	Valid		
Customer loyalty	1	.341	0,207	Valid	0,814	Reliable
	2	.440	0,207	Valid		
	3	.539	0,207	Valid		
	4	.443	0,207	Valid		
	5	.489	0,207	Valid		
	6	.510	0,207	Valid		

Source: Primary Data (2025)

From the data above, it can be seen that all calculated r values are > the t table value (0.207) so that all statements are declared valid and have a Cronbach alpha value above 0.60 so that all research variables are declared reliable.

Classic Assumption Test Results

1. Normality Test

The normality test is a test of the distribution of research data, the normality test is as follows:

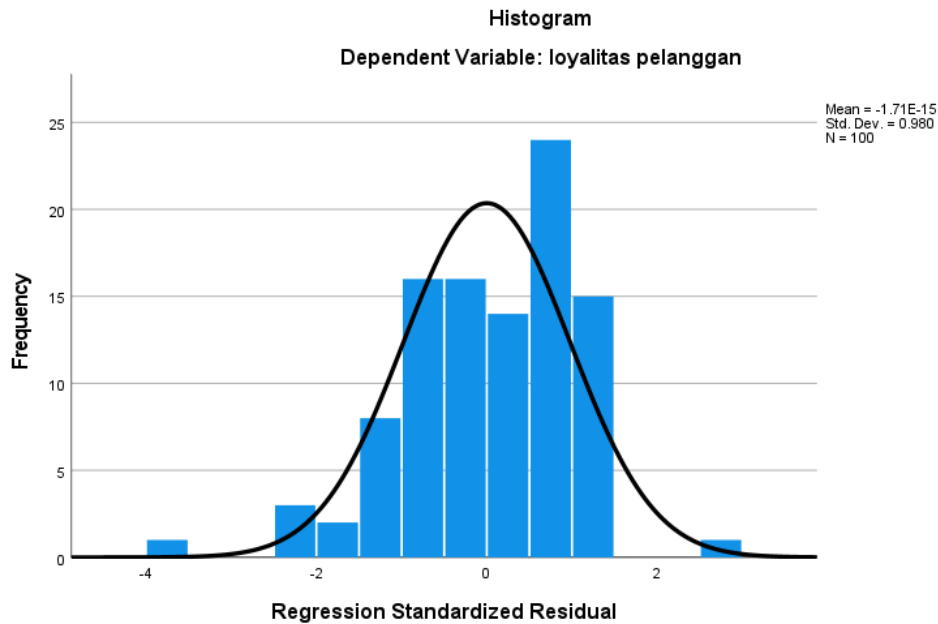


Figure 1

Normality test

Knowing whether the sample data is normal or not is the goal of normality analysis. From the data above, it can be seen that the graph forms a neat pattern and forms a bell. This indicates that the data is normally distributed. The graph results indicate that the data distribution is normally distributed with the resulting graph being neat and not forming random data distribution.

Multicollinearity Test

The multicollinearity test in this test is as follows:

Tabel 4. Multicollinearity Test Coefficients^a

Model	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product quality	.095	10.573
	Store atmosphere	.192	5.197
	Digital promotions	.168	5.969
	Price	.155	6.441

Source: Processed data (2025)

From the table above, it can be seen that the tolerance value for each variable is greater than 0.1 and the vif value is less than 10, so that the research results are free from multicollinearity elements.

Heteroscedasticity Test

The heteroscedasticity test is depicted in graphical form, the test is as follows:

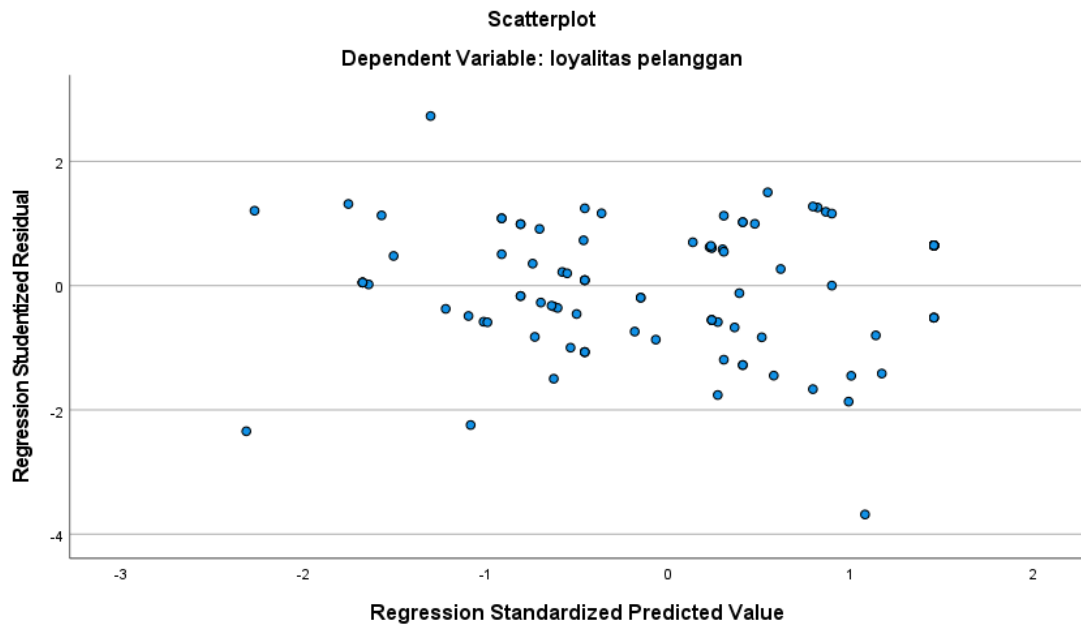


Figure 2

Heteroscedasticity Test

The image above shows a balanced distribution of data and does not form a special pattern so that all research variables pass the heteroskedasticity test.

Multiple Linear Analysis

Multiple linear regression analysis is carried out to see the value of the equation based on the constant values in the table, the results of the research are as follows:

Tabel 5
Multiple Linear Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.484	2.437		1.430	.156
Product quality	.455	.225	.477	2.024	.046
Store atmosphere	.432	.134	.531	3.216	.002
Digital promotions	-.371	.165	-.397	-2.244	.027
Price	.062	.255	.045	.244	.808

Source: Primary data (2025)

$$Y = 3,484 + 0,455 (X_1) + 0,432 (X_2) + -0,371 (X_3) + 0,062 (X_4)$$

1. The constant value in the regression equation is 3.484, meaning that the constant value of each variable has not yet undergone change.
2. The coefficient of product quality assessment regression shows a positive relationship with customer loyalty with a coefficient of value of 0.455.
3. The regression coefficient of store atmosphere shows a positive relationship with customer loyalty with a coefficient of value of 0.432.
4. The coefficient of distribution of digital promotions shows a positive relationship with customer loyalty with a coefficient of value of -0.371.

5. The price regression coefficient shows a positive relationship to customer loyalty with a coefficient value of 0.062.

Partial Test (T Test)

Partial testing is carried out to partially test the research variables with the following research results:

Tabel 6. Uji Parsial Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.484	2.437		1.430	.156
Product quality	.455	.225	.477	2.024	.046
Store atmosphere	.432	.134	.531	3.216	.002
Digital promotions	-.371	.165	-.397	-2.244	.027
Price	.062	.255	.045	.244	.808

Source: primary data (2025)

1. The test results for So ho is rejected and ha is accepted.
2. The test results for So ho is rejected and ha is accepted.
3. The test results for So ho is rejected and ha is accepted.
4. The test results for So ha is rejected and h0 is accepted.

ANOVA Test

ANOVA testing is carried out to simultaneously test the research variables with the following research results:

Tabel 7. Simultaneous Test (Uji f) ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	268.437	4	67.109	23.849	.000 ^b
Residual	267.323	95	2.814		
Total	535.760	99			

Source: primary data (2025)

The results of the study show that the calculated f value is greater than the f table value ($23.849 > 2.48$) with a significant value of 0.000 which is smaller than 0.005. This shows that the simultaneous testing has a positive and significant effect.

Determinant

The determinant test was conducted to see the overall results of the research conducted, with the following results:

Tabel 8. Determinan Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.501	.480	1.677

Source: primary data (2025)

The final result of the research is that the independent variable has an influence of as much as 0.480 or as much as 48.00% and the remainder is influenced by other supporting factors such as discounts, location, etc.

Discussion

1. Product quality has a positive and significant effect on customer loyalty.
The test result for X1 is 2.024, t-table 1.987 (t-count > t-table), with a significance value of $0.046 < 0.05$. Therefore, Ho is rejected and Ha is accepted.
2. Store atmosphere has a positive and significant effect on customer loyalty.
The test result for X2 is 3.216, t-table 1.987 (t-count > t-table), with a significance value of $0.002 < 0.05$. Therefore, Ho is rejected and Ha is accepted.
3. Digital promotion has a positive and significant effect on customer loyalty. The test results for X3 are -2.244, t-table 1.987 (calculated t > t-table), with a significance value of $0.027 < 0.05$. Therefore, Ho is rejected and Ha is accepted.
4. Price has a positive and significant effect on customer loyalty.
The test results for X4 are 0.244, t-table 1.987 (calculated t > t-table), with a significance value of $0.808 > 0.05$. Therefore, Ha is rejected and Ho is accepted.
5. Product quality, store atmosphere, digital promotions and prices have a positive and significant effect on customer loyalty

The research results show that the f calculation value is greater than the f table l value ($23.849 > 2.48$) with a significant value of 0.000 which is smaller than 0.005. This shows that the testing collectively has a positive and significant influence. The final result of the research is that the independent variables have an influence of as large as 0.480 or as large as 48.00% and the remainder is influenced by other supporting factors. such as discounts, location, etc.

CONCLUSION

The results of the study show that all independent variables have an influence on the dependent variable with all calculated t values > t table and a significant value <0.05 with a determination level of 0.480 or 48.00% providing a positive and significant influence.

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