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Niat Pembelian Kembali Konsumen *Smartphone* (Studi pada Konsumen Generasi Z)

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ABSTRACT

This study involved 182 respondents from Generation Z in Jakarta, aged between 10 and 25 years old, who use smartphones. The purpose of this research is to examine how brand trust, customer satisfaction, and self-congruence influence their intention to repurchase smartphones. This study employs a quantitative approach, with data collection instruments using questionnaires distributed online. The research data was then processed using the SmartPLS version 3. The results of the study indicate that brand trust, customer satisfaction, and self-congruence have a positive and significant effect on the intention of Generation Z consumers in Jakarta to repurchase smartphones.

Keywords: *Brand Trust; Customer Satisfaction; Self-Congruity; Repurchase Intention*

ABSTRAK

Penelitian ini melibatkan 182 responden dari generasi Z di Jakarta, yang berusia antara 10 dan 25 tahun dan menggunakan *smartphone*. Tujuan dari penelitian ini adalah untuk melihat bagaimana kepercayaan merek, kepuasan pelanggan, dan kesesuaian diri memengaruhi niat mereka untuk membeli *smartphone* lagi. Penelitian ini menggunakan pendekatan kuantitatif, dengan instrumen pengumpulan data menggunakan kuesioner yang disebarkan secara *online,* kemudian data penelitian diolah menggunakan program *SmartPLS* Versi 3. Hasil penelitian menunjukkan bahwa kepercayaan merek, kepuasan pelanggan, dan kesesuaian diri memiliki efek positif dan signifikan terhadap niat konsumen untuk membeli *smartphone* pada generasi Z di Jakarta.

Kata Kunci: Kepercayaan Merek; Kepuasan Pelanggan; Kesesuaian Diri; Niat Membeli Kembali

PENDAHULUAN

Saat ini, *smartphone* menjadi salah satu kebutuhan primer masyarakat. Hal ini dikarenakan fitur-fitur yang terdapat pada *smartphone* dapat mempermudah aktivitas masyarakat. Dilansir dari Statista (2022), bahwa jumlah pengguna *smartphone* di Indonesia diperkirakan akan terus tumbuh dari tahun 2017 sampai tahun 2026. Namun, dilansir dari Kontan.co.id bahwa pasar *smartphone* di Indonesia mengalami penurunan pada kuartal II 2023 (Handoyo, 2023). Dengan adanya penurunan penjualan, setiap perusahaan atau *brand* harus memperhatikan faktor-faktor yang dapat meningkatkan kembali penjualan, salah satunya adalah niat pelanggan untuk membeli kembali (*repurchase intention*) *smartphone* dari *brand* mereka. Ruslim (2024) dalam penelitiannya meneliti tentang kaitan antara kepuasan dengan minat beli, dalam penelitiannya kepuasan merupakan sebuah faktor determinan yang dapat menentukan minat beli terhadap suatu produk. Maka dari itu pengaruh faktor-faktor yang berorientasi pada konsumen terhadap *repurchase intention* penting untuk diperhatikan oleh perusahaan.

Keyakinan pelanggan terhadap suatu merek (*brand trust*) adalah faktor utama yang memengaruhi keinginan pelanggan untuk membeli barang lain dari merek tersebut. Menurut penelitian yang dilakukan oleh Goh *et al.* (2016), kepercayaan merek meningkatkan niat untuk membeli kembali (*repurchase intention*). Selain *brand trust*, kepuasan konsumen juga sangat penting dalam meningkatkan niat pembelian kembali konsumen. Jika konsumen puas dengan produk dari suatu *brand* tentu niat pembelian kembalinya meningkat. Adekunle dan Ejechi (2018) melakukan penelitian mengenai salah satu faktor yang memengaruhi *repurchase intention* yaitu *customer satisfaction*. Hasil penelitian menunjukkan bahwa kepuasan pelanggan meningkatkan niat untuk membeli kembali (*repurchase intention*). Kesesuaian citra diri konsumen dengan merek tersebut (*self-congruity*) juga perlu diperhatikan dalam meningkatkan *repurchase intention*. Menurut penelitian yang dilakukan oleh Ebrahim *et al.* (2016), *self-congruity* memiliki pengaruh yang signifikan dan positif terhadap tujuan pembelian kembali. Oleh karena itu, *self-congruity* juga harus dipertimbangkan untuk mencapai tujuan pembelian kembali.

TINJAUAN PUSTAKA

Repurchase Intention

Menurut Ibzan *et al.* (2016), pembelian kembali digambarkan sebagai tindakan nyata pelanggan dalam membeli atau menggunakan produk itu lagi. Goh *et al.* (2016) menyatakan bahwa *repurchase intention* merupakan suatu waktu di mana konsumen memulai upaya untuk membeli lagi *brand*, produk, atau layanan yang sama. Jadi, dapat disimpulkan bahwa niat pembelian kembali adalah suatu waktu di mana konsumen akan melakukan pembelian kembali sebuah produk atau layanan yang sama.

Brand Trust

Menurut Wei *et al.* (2022), *brand trust* adalah kesediaan seseorang untuk mengandalkan suatu merek berdasarkan keyakinan yang dihasilkan dari kredibilitasnya. Deka *et al.* (2019) menjelaskan bahwa *brand trust* merupakan kesediaan konsumen untuk mempercayai suatu merek beserta segala risiko yang menyertainya. Ruslim (2024) mendefinisikan *brand trust* merupakan kesediaan konsumen terhadap suatu merek untuk memberikan kepercayaan berdasarkan kegunaan produk merek tersebut dan segala risiko yang terkait dengannya. Dengan demikian, dapat disimpulkan bahwa *brand trust* merupakan

kesediaan individu terhadap suatu merek untuk mempercayai merek tersebut berdasarkan keyakinan pada kegunaan produk tersebut beserta risiko yang terkait dengannya.

Customer Satisfaction

Menurut Schiffman dan Wisenbilt (2019), *customer satisfaction* adalah persepsi pelanggan terhadap kinerja suatu produk atau jasa tentang harapan pelanggan. Sedangkan menurut Murali *et al.* (2016), *customer satisfaction* mengacu pada tingkat dari hasil yang dirasakan konsumen dibandingkan dengan ekspektasi mereka. Dengan demikian, dapat disimpulkan bahwa kepuasan pelanggan adalah tingkat persepsi dari hasil yang dirasakan konsumen terhadap kinerja dari suatu produk atau jasa dibandingkan dengan ekspektasi mereka.

Self-congruity

Menurut Sirgy *et al.* (2018), *self-congruity* merupakan proses psikologis di mana konsumen membandingkan persepsinya tentang citra merek dengan konsep pada diri mereka sendiri. Klipfel *et al.* (2014) menjelaskan bahwa *self-congruity* merupakan sejauh mana kecocokan antara kepribadian *brand* dengan konsep diri. Dengan demikian, dapat disimpulkan bahwa *self-congruity* adalah proses psikologis konsumen tentang kecocokan kepribadian merek dengan konsep diri mereka sendiri.

Kaitan antara *Brand Trust* dengan *Repurchase Intention*

Menurut Subawa *et al.* (2020) tentang pengaruh kepercayaan merek terhadap niat pembelian ulang pengguna OVO di Denpasar juga menunjukkan bahwa kepercayaan merek memiliki efek yang positif dan signifikan terhadap niat pembelian ulang konsumen *smartphone* di Malaysia. Selanjutnya, penelitian yang dilakukan oleh Dharmayana dan Rahanatha (2017) menemukan bahwa kepercayaan merek memiliki efek positif dan signifikan terhadap keinginan pelanggan Denpasar untuk kembali membeli Luwak *White Koffie*. Sehingga dapat dirumuskan hipotesis pertama dalam penelitian ini adalah:

H1: *Brand trust* memiliki pengaruh yang positif terhadap *repurchase intention*.

Kaitan antara *Customer Satisfaction* dengan *Repurchase Intention*.

Saputra dan Zai (2022) meneliti tentang pengaruh kepuasan terhadap niat pembelian kembali pada pengguna *e-commerce* di Batam, dalam penelitiannya, kepuasan memiliki pengaruh positif terhadap niat pembelian kembali. Menurut penelitian yang dilakukan oleh Febrini *et al.* (2019), *customer satisfaction* memiliki pengaruh yang positif dan signifikan terhadap *repurchase intention* konsumen Warung Kopi Klotok di Yogyakarta. Hal ini juga didukung oleh penelitian Ruslim (2024) yang dalam penelitiannya meneliti pengaruh kepuasan terhadap minat beli konsumen produk minuman soda merek "CC". Hasil penelitiannya ditemukan hasil bahwa kepuasan memiliki pengaruh positif terhadap minat beli. Sehingga dapat dirumuskan hipotesis kedua dalam penelitian ini adalah:

H2: *Customer satisfaction* memiliki pengaruh yang positif terhadap *repurchase intention*.

Kaitan antara *Self-Congruity* dengan *Repurchase Intention*

Menurut penelitian sebelumnya yang dilakukan oleh Goh *et al.* (2016), *self-congruity* memiliki efek positif yang signifikan terhadap keinginan untuk membeli kembali *smartphone* oleh pelanggan Malaysia. Menurut penelitian yang dilakukan oleh Ebrahim *et al.* (2016), *self-*

congruity berdampak positif dan signifikan terhadap keinginan untuk membeli kembali telepon genggam oleh pengguna Mesir. Safitri dan Riptiono (2020) melakukan penelitian mengenai pengaruh *self-congruity* terhadap *repurchase intention* konsumen *smartphone* Vivo di Kabupaten Kebumen, penelitian ini menemukan bahwa konsistensi diri memiliki efek positif dan signifikan terhadap keinginan untuk membeli kembali. Sehingga dapat dirumuskan hipotesis ketiga dalam penelitian ini, yaitu:

H3: *Self-congruity* memiliki pengaruh yang positif terhadap *repurchase intention.*

Berdasarkan penjelasan di atas maka model penelitian ini adalah sebagai berikut:
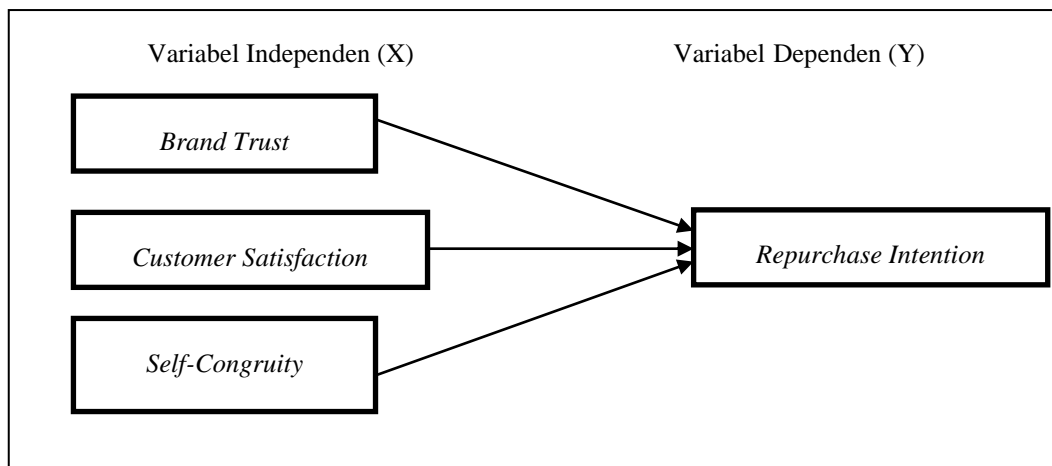
Gambar 1. Model Penelitian
Sumber: Diadaptasi dari Goh *et al.* (2016)

METODE PENELITIAN

Fokus penelitian adalah seluruh pengguna atau konsumen *smartphone* di Indonesia. Sampel terdiri dari 182 orang yang berusia 10 hingga 25 tahun (generasi Z) yang menggunakan atau membeli *smartphone* di Jakarta. Metode *purposive sampling non-probability* digunakan untuk pengambilan sampel. Subjek penelitian dibagi berdasarkan usia, jenis kelamin, pembelian *smartphone* dalam dua belas bulan terakhir, dan penggunaan pesan teks *smartphone* yang aktif. Data dikumpulkan melalui kuesioner yang dinilai dengan skala *Likert* dengan rentang skala 1 sampai 5 (sangat tidak setuju sampai sangat setuju).

Dalam penelitian ini, data diproses menggunakan program *SmartPLS* versi 3.0 karena dengan *software* ini, data kuantitatif yang dikumpulkan menggunakan kuesioner akan disyaratkan bahwa data yang akan diolah tersebut sudah harus memenuhi uji *outer model* (validitas dan reliabilitas) kemudian baru akan dilanjutkan dengan *inner model*.

Berikut operasionalisasi variabel yang digunakan pada penelitian ini:

Tabel 1. Operasionalisasi Variabel

Variabel	Indikator	Acuan (diadaptasi dari)
Brand Trust	1. Saya percaya dengan kualitas *software* yang diberikan oleh produsen *smartphone* saya. 2. Saya percaya dengan kualitas layanan yang	Goh *et al.* (2016)

Variabel	Indikator	Acuan (diadaptasi dari)
	diberikan oleh produsen *smartphone* saya. 3. Secara keseluruhan, saya percaya dengan *brand smartphone* yang saya gunakan. 4. Produk lain (selain *smartphone*) yang diproduksi oleh brand smartphone yang saya gunakan tidak bertentangan dengan ekspektasi saya.	
Customer Satisfaction	1. *Smartphone* saya memiliki fungsi yang sesuai dengan harapan saya. 2. Saya bisa mendapatkan informasi yang memuaskan melalui penggunaan *smartphone* saya. 3. Saya bisa mendapatkan layanan yang memuaskan melalui penggunaan *smartphone* saya. 4. Secara keseluruhan, saya puas dengan *smartphone* saya. 5. Menggunakan *smartphone* dari *brand* yang saat ini saya gunakan membuat saya lebih senang. 6. Keputusan saya dalam menggunakan *smartphone* saya adalah keputusan yang bijak.	Goh *et al.* (2016) dan Lee (2020)
Self-Congruity	1. Orang yang seumuran dengan saya memiliki *smartphone* dengan *brand* yang sama. 2. Saya dapat mengenali orang yang lebih menyukai *brand* tertentu. 3. Citra seorang pengguna *brand smartphone* tertentu umumnya sesuai dengan cara saya memandang diri saya sendiri. 4. *Brand* ini mencerminkan siapa diri saya.	Goh *et al.* (2016) dan Ebrahim *et al.* (2016)
Repurchase Intention	1. Kemungkinan, saya akan terus membeli *smartphone* dari *brand smartphone* yang saat ini saya gunakan di masa mendatang 2. Saya akan merekomendasikan *brand smartphone* yang saya gunakan saat ini kepada orang yang meminta pendapat saya mengenai *smartphone* 3. Saya akan mendorong teman dan kerabat saya untuk menggunakan *brand smartphone* yang saya gunakan saat ini. 4. Saya berniat untuk terus membeli smartphone dari *brand smartphone* saya saat ini 5. Saya akan sangat menyarankan orang lain untuk membeli *brand smartphone* saya saat ini	Adekunle & Ejechi (2018)

HASIL DAN PEMBAHASAN

Hasil Uji Statistik

Setelah dilakukan uji validitas (konvergen dan diskriminan) dan uji reliabilitas, seluruh indikator pada kuesioner harus sudah memenuhi persyaratan. Ada pun uji validitas konvergen yang dilakukan adalah dengan melihat nilai *loading factor* dari setiap indikator harus lebih besar 0,708 dan nilai AVE harus lebih besar dari 0,5. Namun, pada uji *loading* factor, indikator *brand trust* ke-4, indikator *customer satisfaction* ke-2 dan indikator *self-congruity* ke-1 harus dihapus karena nilainya di bawah 0,708. Sedangkan untuk uji validitas diskriminan menggunakan *cross loadings* yang dilihat dari nilai konstruk pada setiap indikator harus lebih besar dari yang lain, serta uji HTMT yang mengharuskan nilainya di

bawah 0,85. Sedangkan untuk uji reliabilitas, mengharuskan nilai *Cronbach's Alpha* harus lebih besar dari 0,6 dan nilai *composite reliability* harus lebih besar dari 0,7 (Hair *et al.,* 2022).

Uji Hipotesis (uji sig)

Berikut adalah hasil pengujian hipotesis pada penelitian ini:

Tabel 2. Hasil Pengujian Hipotesis

Variabel	Nilai	Keterangan	Kesimpulan
Brand Trust -> Repurchase Intention	*Original sample:* 0,158	Positif	H1 didukung
	p-values: 0,040	Signifikan	
Customer Satisfaction ->	*Original sample:* 0,396	Positif	H2 didukung
Repurchase Intention	*p-values*: 0,000	Signifikan	
Self-Congruity ->	*Original sample:* 0,350	Positif	H3 didukung
Repurchase Intention	*p-values*: 0,000	Signifikan	

Berdasarkan tabel 2 di atas, dapat dilihat bahwa seluruh nilai *path coef.* pada pengujian ketiga hipotesis di atas bernilai positif dan juga nilai sig. bernilai di bawah 0,05. Maka dapat disimpulkan bahwa ketiga hipotesis tersebut memiliki pengaruh yang positif signifikan, yang berarti ketiga hipotesis dalam penelitian ini didukung.

Uji Koefisien Determinasi atau *R Square* (R^2)

Nilai *R Square* adalah 0,558. Ini adalah hasil dari uji koefisien determinasi. Ini berarti bahwa variabel-variabel kepercayaan merek, kepuasan pelanggan, dan kesesuaian diri dapat menjelaskan sekitar 55,8% dari variasi dalam tujuan pembelian. Sementara itu, variabel lain yang tidak diteliti dalam penelitian ini adalah 44,2% dari variasi dalam tujuan pembelian pengguna *smartphone* generasi Z. Sebagai hasil dari analisis ini, dapat disimpulkan bahwa variabel endogen dipengaruhi secara signifikan oleh semua variabel eksogen.

Diskusi

Hipotesis pertama (H1) menunjukkan bahwa kepercayaan merek memiliki efek yang positif dan signifikan terhadap keinginan untuk membeli kembali, berdasarkan hasil pengujian hipotesis. Dengan demikian, dapat disimpulkan bahwa H1 didukung dalam penelitian ini. Hasil ini juga sejalan dengan penelitian-penelitian sebelumnya yang dilakukan oleh Subawa *et al.* (2020), serta Dharmayana dan Rahanatha (2017) yaitu variabel *brand trust* merupakan variabel yang memiliki efek positif yang signifikan terhadap keinginan untuk membeli kembali (*repurchase intention*). Maka dari itu, kepercayaan merek (*brand trust*) sangat penting untuk diperhatikan dalam meningkatkan *repurchase intention*.

Hasil pengujian hipotesis kedua (H2) menunjukkan bahwa kepuasan pelanggan memiliki dampak yang signifikan dan positif terhadap niat untuk membeli kembali (*repurchase intention*). Oleh karena itu, dapat disimpulkan bahwa H2 didukung dalam penelitian ini. Temuan ini konsisten dengan penelitian sebelumnya yang dilakukan oleh Saputra dan Zai (2022), Febrini *et al.* (2019), dan Ruslim (2024) dimana hasil dari penelitian-

penelitian ini juga menyatakan bahwa kepuasan pelanggan (*customer satisfaction*) berdampak positif dan signifikan terhadap keinginan untuk membeli kembali (*repurchase intention*). Hal ini menunjukkan bahwa faktor kepuasan konsumen (*customer satisfaction*) sangat penting untuk diperhatikan dalam meningkatkan *repurchase intention*.

Hasil pengujian hipotesis ketiga (H3) dari penelitian ini menunjukkan bahwa kesesuaian (*self-congruity*) diri memiliki efek yang positif dan signifikan terhadap keinginan untuk membeli kembali (*repurchase intention*). Dengan demikian, dapat disimpulkan bahwa H3 diterima dalam penelitian ini. Selain itu, temuan ini sejalan dengan penelitian sebelumnya oleh Goh *et al.* (2016), Ebrahim *et al.* (2016), dan Safitri dan Riptiono (2020), yang menemukan bahwa *self-congruity* memiliki efek positif dan signifikan terhadap keinginan untuk membeli kembali (*repurchase intention*). Maka dapat disimpulkan bahwa faktor *self-congruity* juga harus diperhatikan dalam meningkatkan *repurchase intention*.

KESIMPULAN DAN SARAN

Penelitian ini memiliki beberapa keterbatasan dari ruang lingkup penelitian yang dibatasi hanya pada di area Jakarta, dengan jumlah responden hanya sebesar 182 responden, serta variabel eksogen dalam penelitian ini hanya dibatasi dari 3 variabel eksogen yaitu *brand trust, customer satisfaction, self-congruity*. Berdasarkan hasil diatas, maka dapat dilihat bahwa H1 didukung dalam penelitian ini, pada variabel *brand trust* memiliki pengaruh positif terhadap *repurchase intentuion,* oleh karena itu variabel *brand trust* sangat penting untuk diperhatikan seperti dari sisi kualitas *software* serta kualitas layanan yang diberikan. Pada uji H2 juga didukung dalam penelitian ini pada variabel *customer satisfaction*, dalam penelitian ini pada variabel *brand trust* memiliki pengaruh positif terhadap *repurchase intentuion*, oleh karena itu variabel kepuasan konsumen (*customer satisfaction*) sangat penting untuk diperhatikan, seperti *smartphone* yang memiliki fungsi sesuai harapan pelanggan, serta mendapatkan informasi yang memuaskan melalui penggunaan *smartphone*nya. Hasil dari pengujian H3 juga didukung dalam penelitian ini pada variabel *self-congruity*, oleh karena itu variabel *self-congruity* sangat penting untuk diperhatikan, seperti mempertahankan citra *brand* yang sudah adakarena sudah mampu mencerminkan dengan konsumennya. Untuk penelitian mendatang, disarankan untuk mempertimbangkan penggunaan variabel-variabel tambahan yang mungkin memengaruhi *repurchase intention* seperti variabel *price sensitivity* (Ruslim *et al.,* 2023), *eWOM* (Sari dan Ruslim, 2024) agar dapat lebih menjelaskan faktor yang memengaruhi *repurchase intention*.

LAMPIRAN

Tabel 3. Hasil *Output* Uji Validitas (AVE) dan Reliabilitas (*Cronbach's Aplha* dan *Composite Reliability*)

Construct Reliability and Validity

	Cronbach's ...	rho_A	Composite ...	Average Va...
Brand Trust	0.856	0.856	0.912	0.776
Customer S...	0.886	0.917	0.916	0.687
Repurchase ...	0.916	0.918	0.937	0.750
Self Congrui...	0.820	0.881	0.889	0.729

Tabel 4. *Outer Loadings*

Outer Loadings

	Brand Trust	Customer S...	Repurchase...	Self Congru...
BT1	0.889			
BT2	0.880			
BT3	0.874			
CS1		0.838		
CS3		0.804		
CS4		0.859		
CS5		0.892		
CS6		0.744		
RPI1			0.857	
RPI2			0.831	
RPI3			0.898	
RPI4			0.853	
RPI5			0.890	
SC2				0.768
SC3				0.893

Tabel 5. *Outer Loadings* (lanjutan)

Outer Loadings

	Brand Trust	Customer S...	Repurchase...	Self Congru...
BT2	0.880			
BT3	0.874			
CS1		0.838		
CS3		0.804		
CS4		0.859		
CS5		0.892		
CS6		0.744		
RPI1			0.857	
RPI2			0.831	
RPI3			0.898	
RPI4			0.853	
RPI5			0.890	
SC2				0.768
SC3				0.893
SC4				0.895

Tabel 6. HTMT

Discriminant Validity

	Brand Trust	Customer S...	Repurchase...	Self Congru...
Brand Trust				
Customer S...	0.786			
Repurchase ...	0.671	0.701		
Self Congrui...	0.535	0.472	0.645	

Tabel 7. *Cross Loadings*

Discriminant Validity

	Brand Trust	Customer S...	Repurchase...	Self Congru...
BT1	0.889	0.599	0.530	0.417
BT2	0.880	0.592	0.528	0.393
BT3	0.874	0.624	0.511	0.431
CS1	0.583	0.838	0.520	0.325
CS3	0.563	0.804	0.430	0.318
CS4	0.569	0.859	0.502	0.353
CS5	0.623	0.892	0.715	0.431
CS6	0.496	0.744	0.449	0.266
RPI1	0.494	0.617	0.857	0.483
RPI2	0.528	0.566	0.831	0.452
RPI3	0.508	0.543	0.898	0.586
RPI4	0.506	0.515	0.853	0.484
RPI5	0.537	0.574	0.890	0.542
SC2	0.255	0.289	0.320	0.768
SC3	0.441	0.382	0.510	0.893

Tabel 8. *R Square*

R Square

	R Square	R Square A...
Repurchase ...	0.558	0.551

Tabel 9. Uji Hipotesis

Path Coefficients

	Original Sa...	Sample Me...	Standard D...	T Statistics (...	P Values
Brand Trust ...	0.158	0.160	0.077	2.059	0.040
Customer S...	0.396	0.394	0.077	5.160	0.000
Self Congrui...	0.350	0.354	0.057	6.098	0.000

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THE INFLUENCE OF COUNTRY OF ORIGIN (JAPAN), BRAND IMAGE, PRICE PERCEPTION AND PERCEIVED QUALITY TOWARDS REPURCHASE INTENTION: EVIDENCE FROM UNIQLO BRAND IN INDONESIA

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ABSTRACT

Indonesia is one of the countries with abundant population growth, as well as Indonesia is concluded as one of the countries with the most fashion users and buyers around the world. However, according to the data of sales revenue from Uniqlo in Indonesia, customers from Indonesia only contributed a little revenue towards global sales of Fast Retailing Co. or it is also called Uniqlo. This statement contradicted the point that Indonesia as one of the most fashion consumers around the world. This research aims to determine the effect and influence of country of origin, brand image, price perception, and perceived quality on repurchase intention in Uniqlo stores in Indonesia, Jakarta. This research uses explanatory research with a quantitative approach, the object of this research is people who have at least bought Uniqlo's product more than once. The non-probability purposive sampling method was used on 200 respondents who lived in Indonesia and had purchased products from Uniqlo at least more than once. Online questionnaires were employed as the research tool for the data. The results showed that H_1 Country of origin has a significant and positive effect towards repurchase intention is rejected, H_2 Brand image has a significant and positive effect towards repurchase intention is accepted, H_3 Price perception has a significant and positive effect towards repurchase intention is accepted, and H_4 Perceived quality has a significant and positive effect towards repurchase intention is accepted. For future research, some variables such as loyalty, satisfaction, and convenience can be added to the model to predict repurchase intention.

Keywords: Country Of Origin; Brand Image; Price Perception; Perceived Quality; Repurchase Intention

INTRODUCTION

As globalization grows among the countries of the world, an evolution begins in the world of economy as well as world markets. Barriers among the competitors are open to compete in an international scale. Globalization pushes lots of stores starting from the fashion industry and many more to compete with others from other nations, as technology and businesses are advancing around the globe, expansion becomes an inevitable activity to survive and gain more capital as well as capacity. Expansion is a type of business activity that focuses on the growth of the business itself by increasing the amount of capital and production capacity by adding units for diverse production needs as well as the use of acquisition or merger processes with several other businesses (M Maulidya et al., 2023). In this era of globalization, the Indonesian fashion industry has become one of the sectors that is growing rapidly in the current era of globalization and is increasingly seen as a potential economic force. However, with the increasing pace of competition and the development of dynamic consumer trends, fashion industry players in Indonesia are faced with serious challenges in maintaining their competitiveness (Sjoraida et al., 2024).

To this day fashion has become one of the trendiest things among us. Trend fashions are beginning to thrive to fulfill as well as follow the fashion industry by demanding what a customer wants. Therefore, in this modern era, there are various designs as well as choices beyond the fashion industry. They started with trends and comfort. But the thing that makes the fashion industry thrive among all the other industries is its customers. Customers play a major role in the fashion industry, as they will determine how well a store develops in the modern era. The better the choice variety of clothes given to the customers their purchase intention might also high. So, repurchase intention is what drives the customers to buy something they want again, they have the intention and determination whether they want to purchase it or not. Repurchase Intention is the definition of a situation where a customer is willing and intending to engage in future transactions regarding the same brand that they purchased earlier. Purchase intention is the consumer's anticipated or planned future behavior and attitude to implement it. Purchase intention is an idea such as, "I should do . . . ", "I will do . . . ", or "I will . . . ". So, purchase intention is defined as the possibility of purchasing a service or product in the future or as a subjective purchase probability based on the level of planning the purchase action (Dincer & Dincer, 2023).

Inside the fashion industry, there is one fashion industry and retail store that comes from Japan, the only store as well as corporation that has achieved top sales in the top 50 of top fashion industries in the world. Unique Clothing Warehouse or now the society refers to Uniqlo Co., LTD which is now concluded as one of the biggest stores and one of the most successful stores in the fashion industry. The word Uniqlo comes from the first store called Unique Clothing Warehouse that is established by Tadashi Yanai in Hiroshima Prefecture in 1984. Now, Uniqlo has become one of the best and leading fashion stores around the globe with the concept of comfortable.

However, strong competitors will always be around the corner, as competitors around the globe will also compete with each other. For example, the main competitors of Uniqlo are H&M as well as Zara. What differentiates Uniqlo from both H&M and Zara is the concept of comfortability, as H&M and Zara compete in terms of trend fashion. Uniqlo is an example of a fast fashion business that is currently growing competing to present the latest fashion models to meet the demand of the consumer. The data that is shown below is the rankings of apparel around the globe. A study conducted by Rizaldy et al. (2023) by using qualitative method into five fast fashion Inditex (ZARA), Fast Retailing Co. Ltd (UNIQLO), Gap Inc (GAP), Hennes

& Mauritz AB (H&M), dan Urban Outfitters Inc (Urban Outfitters) showed how this industry face fierce competition.

Based on data in 2022, a decrease in sales revenue happened to Uniqlo from the year 2021. In 2021, Uniqlo achieved several sales of $13,071M however as stated from the data above, in 2022 Uniqlo has only achieved sales of $9,640M. This indicated that there has been a decrease in sales of Uniqlo of approximately 26.25% from the year 2021 to 2022. This means that there is a decrease also in purchase intention regarding Uniqlo because there is a connection and relation between purchase intention and sales revenue. However, according to the data of sales revenue from Uniqlo in Indonesia, customers from Indonesia only contributed a little revenue towards global selling of Fast Retailing Co.

It is stated in the data above that it is indeed Uniqlo's sales performance in Indonesia shows progression every year. However, the number is still far from other Asian country that has reaching above 50 billion every year. So, based on this data, the researcher is interested in conducting a study on the repurchase intention of Uniqlo based on the perspective of Indonesia's customers. 164 respondents will be conducted to carry out the research. As the problems have been stated above, the dependent variable is based on purchase intentions. If the purchase intention increases, then the sales revenue of Uniqlo will also increase. 3 factors are related to purchase intention of Uniqlo, these factors are Country of Origin, Brand Image and Price Perception.

Based on the stated of facts above, researcher is interested to do research about the influence of Country of Origin (Japan), Brand Image and Price Perception towards Purchase Intention with the subject based on the sales revenue of Uniqlo around the world.

LITERATURE REVIEW

Pratiwi & Ardani (2021) conducted research on Japanese cars in Indonesia to explain the role of brand image mediating the influence of country of origin (COO) on purchase intention on Honda brand cars in Denpasar. This research was conducted by involving 100 respondents using a purposive sampling method. The result showed that Country of origin has a positive and significant effect on the purchase intention on Honda brand cars in Denpasar, as well as Brand image. Brand image positively and significantly mediates the influence of country of origin on the purchase intention of Honda brand cars in Denpasar. The results in this study mean that consumers see Japan as a car publishing country as a developed country that has a good reputation, is innovative, and can design cars well. This shows that the consumer's view of the country-of-origin image influences consumer purchase intention towards Honda brand car products in Denpasar City.

Research on Japan television manufacturers as a first-mover country of television manufacturers is supposed to be able to lead the market share in Indonesia, has proved the influence of consumer perception about the COO, product quality, and customer value to product purchase intention of Japanese television. The results show that the country of origin Japan and product quality have a positive influence on purchase intention, while customer value has a positive influence on purchase intention and the effect is quite high (Sari et al., 2014).

The country of origin of the brand is perceived by consumers as a country with advanced, prestigious and creative designs. Thus, the country of origin is considered as an external brand link, therefore, customers will develop a favorable or unfavorable association with the brand image originating from that country (Hien et al., 2020). Hien et al conducted a study using Country of Origin variables to test its influence on customer purchase intention in the

household electrical appliance industry. The results showed that Country of Origin, brand image, brand evaluation, and purchase intention were statistically significant in the purchase intention of the household electrical appliance industry in the Vietnamese market. Consumers care about the whereabouts of the products and where the products are made. A study conducted Bhattacharya et al. (2022) by examining the influence of COO on consumer privacy, trust and purchase intention on online retailing in India. The findings suggest that COO influences consumer privacy, trust and purchase intention. This study further found that the privacy practices of online retailers positively impact consumer trust. Trust acts as a mediating factor in influencing purchase intention.

Another research was conducted by Furqon & Abdurrahman (2022) about the influence of country of origin on repurchase intention in "Hoka-Hoka bento". Furqon stated that country of origin has a positive effect and is significant towards repurchase intention. As it is stated country origin is one of the fundamental elements, thus, consumers will gain higher repurchase intention from before because they know the origin country of their products is better than the other competitors.

H1: Country of origin has a positive effect on repurchase intention.

According to Sihombing et al. (2023) brand image is a public perception of a company or product and plays a very important role in the consumer purchasing decision process. A good brand image can increase consumer desire in purchasing decisions for a product. The brand image also helps a product to get its consumers because it will certainly result in brand perceptions that exist in consumers being good and the result consumers feel confident in making product purchasing decisions.

Research conducted on purchase intention of Honda brand cars in Denpasar by Pratiwi & Ardani (2021) showed that Brand image positively and significantly mediates the influence of country of origin on the purchase intention of Honda brand cars in Denpasar. Another research conducted by Hadiyono & Palumian (2019) regarding the influence of brand image towards repurchase intention. The research is conducted at Starbucks in Surabaya city, it is stated that brand image is significant towards repurchase intention, the better and well-known a brand image it will also generate a high percentage of consumer repurchase intentions. The same result showed that Brand image dan facility have positive impact toward repurchase intention for Oasis Coffee Shop in Indonesia (Azizah & Hartono, 2022). Another research conducted by Furqon & Abdurrahman (2022) about the influence of country of origin on repurchase intention in "Hoka-Hoka bento". Furqon stated that brand image has a positive effect and is significant towards repurchase intention. Brand image is hat make a product differ from its competitors, by gaining a good and better brand image, it will affect the repurchase decision from consumers to buy the same product with the same brand.

H2: Brand image has a positive effect towards repurchase intention.

A study aims to examine the mediating role of perceived value, perceived quality, and perceived price in the relationship between attitude and purchase intention in the context of Indian organic food product. It was found that Perceived price and quality were identified as important mediators in this relationship (Pant et al., 2024). Research conducted by Bahasuan & Sienatra (2021) regarding the influence of price perception towards repurchase intentions on consumers in Surabaya Leather. Bahasuan stated that price perception has a significant effect and plays an important role in repurchase intention. Jessica & Hermeindito (2024) researched

the creative industry by analyzing the influence of brand image, price perception, and word-of-mouth on purchase intentions for Lunio products. The study concludes that price perceptions have an impact on consumers' intentions to purchase Lunio Design products, Brand image is a significant variable that influences consumers' intentions to purchase Lunio Design products.

Another research that is conducted by Krisna et al. (2023) regarding to the influence of price perception towards repurchase intention on customers stated that price perception has a positive and significant effect on repurchase intentions. Price perception is one of the elements of the marketing mix, the price itself plays an important role in determining the value of a product. Consumers tend to choose products with a low and fair price that meets their expectations. However, a high price of products may also gain customers' interest if it meets their expectation which will lead to consumers repurchase intention. H3: Price perception has a positive effect towards repurchase intention.

Pant et al. (2024) conducted a study that aims to examine the mediating role of perceived quality, and perceived price in the relationship between attitude and purchase intention in the context of Indian organic food products. It was found that Perceived price and quality were identified as important mediators in this relationship.

According to Firmansyah (2019) stated that there is one particular thing that needs to be remembered perceived quality is a perception of the consumers. And that is why perceived quality can't be stated objectively. In addition, the customer's perceptions will involve what is important to customers, because each customer has a different interest in certain products or services. Therefore, perceived quality is the domain of customer's interest and subjectivity (customer-based). Research to determine the effect of price perception, product quality and customer satisfaction on repurchase interest in Suckling Pig Putra Celagi, with the research sample being customers of Suckling Pig Putra Celagi. The results of the study indicate that product quality has a positive and significant effect on repurchase interest (Krisna et al., 2023).

Research conducted on perceived quality towards repurchase intention in *"Shopee"* application, stated that perceived quality has a positive as well as a significant effect towards repurchase intention. The high and low perception of quality will determine to the high and low consumer repurchase intention (Japarianto & Koharyanto, 2020). Another research conducted by Gultom et al. (2021) regarding the influence of perceived quality towards repurchase intentions on *"DBD Powder"* in Medan, stated that perceived quality has a positive and significant effect on customer's repurchase intentions. Another research conducted by Pratama & Suryadi (2021) regarding to the influence of perceived quality on repurchase intention based on the study of sports accessories *"Specs"* in Malang City, stated that perceived quality has a positive and significant effect on repurchase intentions. Based on the previous studies above, this concludes that the better the perceived quality in a product the higher the chance of consumer repurchase intention as quality will always be what a consumer seeks in products they find.

H4: Perceived quality has a positive effect towards repurchase intention.

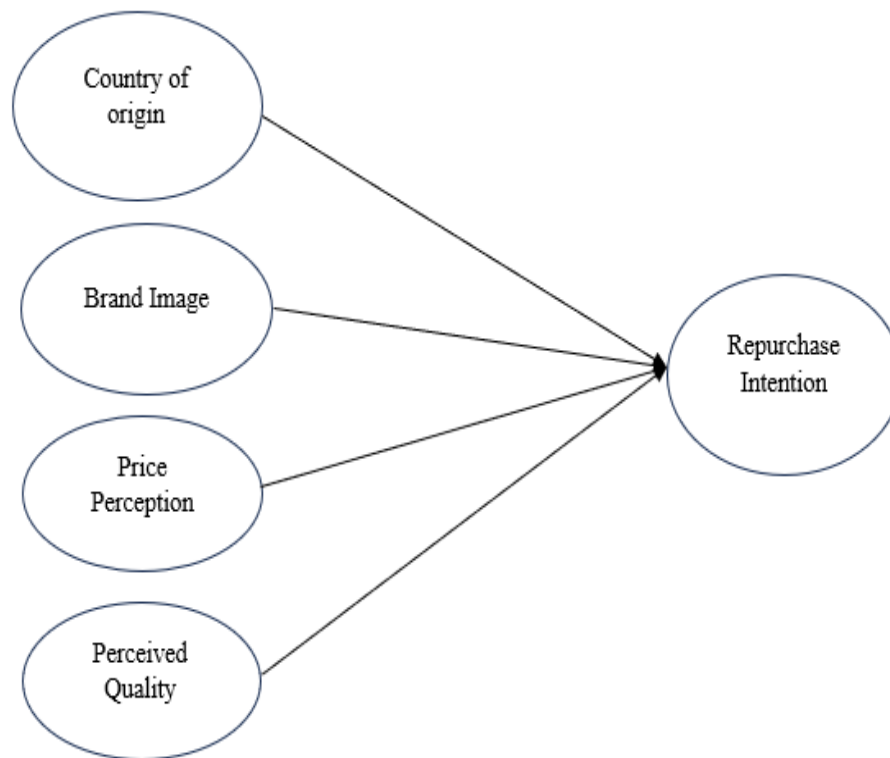Thus, the research model is as follows:

Figure 1. Research Model

RESEARCH METHOD

Explanatory research is used for this study, for customers of Uniqlo who reside in Jabodetabek. The object of this research is the Uniqlo store that opened in Indonesia. Sekaran & Bougie (2016) stated that the unit of analysis is used to conclude as it can determine the level of aggregation, which are the customers as the individual's unit of analysis. In this research, a quantitative approach is used to measure the relationship between repurchase intention, country of origin, brand image, price perception, and perceived quality. The quantitative research used is survey methods which undergo distribution in online questionnaires.

A study conducted by Sekaran & Bougie (2016) stated that there are 4 types of measurement of scale. Those are nominal, ordinal, interval, and ratio. For this research, an interval measurement of scale is used with the rating scales using the Likert Scales. A Likert Scale is still debatable as it is in the interval or in the ordinal category of measurement of scale. But Likert Scale likely belongs to the interval measurement of scale. Likert Scale has the definition of to test how strongly a research subject will be by using "Agree" or "Disagree" regarding to the statements that are given on a five-point scale.

In general, there are 2 types of sampling which are probability and non-probability sampling. The sampling that is used for this research is non-probability sampling because of the unavailable list and the series of names in order for the data collection. For non-probability sampling, there are 2 common types of sampling namely, convenience and purposive sampling. This study uses purposive sampling as the population to fulfill as the population is people who have bought the product from Uniqlo at least more than once. For the sample size, according to Kock & Hadaya (2018) in "Minimum sample size estimation in PLS-SEM: The inverse

square root and gamma-exponential methods" using the inverse square root method, a minimum sample was determined at the number of 160 samples. So, for this research, will have a minimum sample of 160.

This study uses a primary data collection method to undergo the research process. The data that is gained and obtained through the questionnaires will be statistically analyzed. The data then is processed and estimated using inductive statistics, by using the tools of Structural Equation Modelling (SEM) to determine the interconnection within the variables in the research. In data processing, Outer and Inner Model Structural Model testing is carried out.

RESULTS AND DISCUSSION

The target population of this research is Indonesian customers who are familiar with the Japanese fashion brand called Uniqlo. It is known that UNIQLO does not define its target customers in terms of gender, age, or ethnicity. It targets all people. Apparel makers often focus on specific designs to satisfy their target customers, but UNIQLO serves a wide range of customers by offering high-quality, casual basics. The wide range of products offered by UNIQLO includes apparel for men, women, and children. The casual category includes items like shoes, undershirts, underpants, and even coats in addition to T-shirts, sweaters, and slacks. The items are multicolored and have a simple style in Porter Prize Organizing Committee 2009 (Roll, 2021). Therefore, for this research, the data or respondents taken are not segmented.

The online questionnaire distribution was done in Indonesia in the Jakarta area (Jakarta, Bogor Depok, Tangerang, and Bekasi). The profiles of the respondents are age, gender, and income. 200 respondents are available, 109 of them are female with a percentage of 54.5% while 91 of them are male with a percentage of 45.5%. The respondents Jakarta, Bogor, Depok, Tangerang, and Bekasi). The monthly income of the respondents are as follows: 13.5%, of respondents, have a monthly income of <Rp 1.000.000, 44.5% monthly income is from Rp 1.000.000 – Rp 5.000.000, 22% of respondents have a monthly income of Rp 5.000.000 – Rp 10.000.000, 11.5% respondents have monthly income of Rp 10.000.000 – Rp 15.000.000, and the rest 8.5%. of respondents have a monthly income of >Rp 15.000.000. This means that most consumers are in the middle-income level group.

For the outer and inner models, all tests meet the requirements, thus reliable and valid, and no multicollinearity. For the Coefficient of determination (R^2) can be seen in the table below. Predictive Relevance test (Q^2) for purchase intention is relevance.

Table 1. Coefficient of Determination (R^2)

Variables	R^2	Results
	R^2	
Repurchase Intention	0.431	Medium

As it is stated in the table above, consists of the value of the Coefficient of Determination (R^2) from each of the variables that are available in the research. For the repurchase intention variable, it is stated from the table above the coefficient of determination value is 0.431 which means that 43.1% can be explained by the repurchase intention variable while the rest 56.9% will be explained outside of this research. It can be stated that this research can be described as medium or moderate based on the coefficient of the determination value. Coefficient of Determination can lead to an adjustment when an exogenous component is removed from the model, R^2 changes; the more R^2 changes, the less variance in the variable that factor can account

for. A research model's bias with regard to predictors is penalized by the presence of an adjusted R^2. The table below shows the adjusted Coefficient of Determination.

Table 2. Coefficient of Determination Adjusted (R^2 Adjusted)

Variables	R^2 R^2 Adjusted	Results
Repurchase Intention	0.420	Medium

One-tailed hypothesis has been applied for hypothesis testing for the direct effect, with a significance level of 0.05. The T-Statistic needs to be greater than 1.645 and consists of a path coefficient according to the available hypothesis. The table below shows the direct hypothesis effect.

Table 3. Hypothesis Testing Direct Effect

Hypothesis	Reliability				
	Original Sample	T-Statistics	Sig P- Value	Hypothesis Analysis	Conclusion
H_1: Country of origin has a positive impact towards repurchase intention	0.071	0.886	0.188	Not Significant	Not Supported
H_2: Brand image has a positive effect towards repurchase intention	0.132	1.692	0.045	Significant	Supported
H3: Price perception has a positive effect towards repurchase intention	0.298	4.066	0.000	Significant	Supported
H4: Perceived quality has a positive effect towards repurchase intention	0.357	4.465	0.000	Significant	Supported

Based on the result testing from the hypothesis of "Country of origin has a positive impact towards repurchase intention" stated that the original sample has a value of 0.071 which performs as an indicator of the relationship between country of origin towards repurchase intention is positive. However, it is not supported by the value of T-Statistics the value of 0.886 whereas the value is lower than 1.645, followed by the P-value of 0.188 which is also higher than 0.05. In conclusion, regarding the test result, hypothesis 1 is rejected while hypothesis 0 is accepted which leads to the indication there is no significant and positive effect between country of origin and repurchase intention. Concerning this result, some previous studies vary from China for Xiaomi, America for Maybelline, and Japan for Hoka-Hoka Bento, and one of the research projects conducted which is in line with the hypothesis about Xing Fu Tang also showed that the country of origin is not significant and positive towards repurchase intention. These results are similar to this research conducted on Uniqlo as a fashion brand from Japan. It is assumable, the country of origin is not the variable that customers look into first, customers tend to look into price, quality, and brand image first even though it is supported by one of the indicators "Japan is an innovative country in terms of manufacturing." This statement has an average respondent's answer of strongly agree but the result will stay the same that, country of origin does not have a positive effect and is not significant towards repurchase intention for Uniqlo products.

Brand image has a positive impact on repurchase intention, with a value of 0.132 and supported by the value of T-Statistics with the value of 1.692 whereas the value is larger than

1.645, followed by the P-Value of 0.045 which is also lower than 0.05. Price perception has a positive impact towards repurchase intention" stated that the original sample has the value of 0.298 which performs as an indicator of the relationship between price perception towards repurchase intention is positive, supported with the value of T-Statistics with the value of 4.066 whereas the value is larger than 1.645, followed with the P-Value of 0.000 which is also lower than 0.05. Perceived quality has a positive impact towards repurchase intention" stated that the original sample has the value of 0.357 which performs as an indicator of the relationship between perceived quality towards repurchase intention is positive, supported with the value of T-Statistics with the value of 4.065 whereas the value is larger than 1.645, followed with the P-Value of 0.000 which is also lower than 0.05.

CONCLUSION

Three of the four existing hypotheses are significant, and one is not. H_1 Country of origin has a significant and positive effect towards repurchase intention is rejected, H_2 Brand image has a significant and positive effect towards repurchase intention is accepted, H_3 Price perception has a significant and positive effect towards repurchase intention is accepted, and H_4 Perceived quality has a significant and positive effect towards repurchase intention is accepted.

As it is stated by the results above, some implications will be concluded as suggestions from a managerial perspective. It is stated in this study that one of the hypotheses which is the brand image variable is not significant and hurts repurchase intention for fashion brand Uniqlo in Jakarta, Indonesia. It is assumable that when people in Indonesia especially in Jakarta, prefer the other variable as their major aspect before repurchasing something it is concluded that brand image will not always affect repurchase intention. However, as stated from the results of the respondents, their average response for each of the indicators for brand image, the total average mean value is 4.363 which is a part of the agreed category.

The highest mean value in this variable of 4.590 with the questionnaire statement of "Uniqlo brands are easy to pronounce" and it is considered as an "agree" category. Uniqlo's competitors as well such as Zara, Hennes & Mauritz (H&M). Zara and H&M were fast-fashion and well-known companies that prevailed around the world first other than Uniqlo and there is no denying the fact that Uniqlo's brand image competed with both Zara and H&M. Zara first opened in Indonesia on 18 August 2005 in Plaza Indonesia, Jakarta. This first grand opening of Zara has given a good impression towards the brand Zara has also expanded 15 other stores in Indonesia and nominated as one of the most popular fashion brands, which implemented a luxurious clothing experience tailor-made in Spain, as Zara was first built is a city called La Coruna in Spain. As for H&M, its first store opened in Indonesia at Gandaria City, Jakarta on 9 October 2013 and it is stated as an immediate success and has become one of the main competitors of international fashion brands in Indonesia. As for Uniqlo, Uniqlo first opened in Lotte Mall Ciputra World on June 22, 2013. Which, year after year, after Uniqlo opened in Jakarta and started opening in other cities, Uniqlo has become one of the most famous fast fashion brands after Zara and H&M.

Therefore, for Uniqlo to maintain its brand image for a distinguished amount of repurchase intention, Uniqlo needs to differentiate itself from other brands such as Zara and H&M, whereas one method is to emphasize its unique value proposition. Such as their Japanese heritage as it is known Uniqlo is one of the brands from Asia that entered the top 10 best fast fashion products in the world. Elevate and implement their quality commitment towards their products or its sustainability practices. For instance, Uniqlo can launch a campaign that

highlights the use of Japanese high-quality fabric as well as craftsmanship. It is also one of the possibilities for Uniqlo to partner up with the environmental government to promote its commitment to sustainability. By developing a more distinctive brand image full of aspiration, creating marketing campaigns, conducting partnerships with different fashion influencers in Indonesia as well as collaborating with other brands. For instance, Uniqlo could launch a campaign that emphasizes featuring a stylish and edgy look that is created by its in-house design team or partner up with other fashion influencers for a new collection for younger target markets which will attract more customers. Uniqlo also needed to ensure that its brand image is in line and well aligned with its target markets. Market research is needed to gain a better understanding of their customers' needs and wants. Which will lead to developing a brand image that resonates together with them. For instance, to target young customers, an edgy and trendsetting collection is needed.

APPENDIX

Table 4. Construct Reliability and Validity

Variables	AVE	
	AVE	Composite Reliability
Country of Origin (COO	0.685	0.812
Brand Image (BI)	0.632	0.774
Price Perception (PP)	0.767	0.868
Perceived Quality (PQ)	0.594	0.814
Repurchase Intention (RI)	0.565	0.838

Table 5. Outer Loadings

	Country of Origin	
Indicator	Outer Loading	Categories (>0,7)
COO1	0.778	Valid
COO4	0.811	Valid
	Brand Image	
Indicator	Outer Loading	Categories (>0,7)
BI5	0.777	Valid
BI6	0.875	Valid
	Price Perception	
Indicator	Outer Loading	Categories (>0,7)
PP5	0.844	Valid
PP6	0.907	Valid
	Perceived Quality	
Indicator	Outer Loading	Categories (>0,7)
PQ5	0.752	Valid
PQ7	0.794	Valid
PQ9	0.766	Valid
	Repurchase Intention	
Indicator	Outer Loading	Categories (>0,7)
RI1	0.745	Valid
RI3	0.723	Valid
RI5	0.751	Valid
RI6	0.785	Valid

Table 6. Discriminant Validity – Cross Loading

Indicators	Cross Loadings	Rule of Thumb	Brand Image Model Evaluation
BI6	0.777	>0.7	Valid
BI5	0.875		Valid
Indicators	Cross Loadings	Rule of Thumb	Country of Origin Model Evaluation
COO1	0.778	>0.7	Valid
COO4	0.811		Valid
Indicators	Cross Loadings	Rule of Thumb	Price Perception Model Evaluation
PP5	0.844	>0.7	Valid
PP6	0.907		Valid
Indicators	Cross Loadings	Rule of Thumb	Perceived Quality Model Evaluation
PQ5	0.752	>0.7	Valid
PQ7	0.794		Valid
PQ9	0.766		Valid
Indicators	Cross Loadings	Rule of Thumb	Repurchase Intention Model Evaluation
RI1	0.745	>0.7	Valid
RI3	0.723		Valid
RI5	0.751		Valid
RI6	0.785		Valid

Table 7. Heterotrait-Monotrait Ratio

	COO	PP	PQ	HTMT RI
BI				
COO	0.794			
PP	0.409	0.761		
PQ	0.846	0.842	0.531	
RI	0.648	0.716	0.672	0.799

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THE INFLUENCE OF FOOD QUALITY, PRICE, LOCATION, AND ENVIRONMENT ON CONSUMER SATISFACTION AT DAJA HOUSE RESTAURANT, LAMPUNG

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ABSTRACT

This study aims to analyze the influence of food quality, price, location, and environment on consumer satisfaction at Daja House Restaurant in Lampung City. The study was conducted with customers who had visited the restaurant at least three times within a six-month period. The research used a quantitative method with purposive sampling, targeting Daja House Restaurant customers. Data was collected through questionnaires distributed via Google Forms. A total of 55 valid responses were received. The data was then processed using SmartPLS 4.0 software for testing indicator validity, variable reliability, and the research model using R^2. The results showed that food quality had no significant effect on consumer satisfaction. However, location and environment were found to have a positive influence on consumer satisfaction, and price also had a positive effect on consumer satisfaction. Based on these findings, the study recommends that the restaurant's management pay more attention to the location and environment in terms of the restaurant's facilities and atmosphere to attract more consumers. In addition, the price should remain affordable to maintain consumer satisfaction. Therefore, the management should continue to ensure that the prices offered to consumers are reasonable.

Keywords: Quality of Food; Location and Environment; Price; Consumer Satisfaction

INTRODUCTION

The food industry, particularly the restaurant sector, in Lampung City has experienced rapid growth in recent years. However, despite this growth, Daja House Restaurant, which has been operating since 2021, is now facing significant challenges. Data shows that, over the past six months, the restaurant has seen a decline in both revenue and the number of visitors. This situation indicates that there is an issue that needs to be addressed promptly in order for the restaurant to survive and succeed amid the increasing competition in the food industry.

To tackle these challenges, there are several important aspects that Daja House Restaurant must pay attention to. First, the quality of products and services is key to improving consumer satisfaction. Studies show that consumers are generally more satisfied when they receive high-quality products and services. Therefore, the restaurant must ensure consistency in providing good food and beverages, while also offering friendly and efficient customer service.

Additionally, understanding consumer needs and preferences is crucial. Knowing what customers want, the restaurant can offer products and services that better align with their expectations, which in turn enhances customer satisfaction.

Moreover, providing extra value to customers is an effective strategy. In the midst of tough competition, restaurants need to find ways to offer more "value" to their customers. This can be achieved through special promotions, offers, or added services that enhance the overall consumer experience.

Building customer loyalty is also an important goal. High-quality service can help build customer loyalty. Satisfied customers are more likely to return and recommend the restaurant to others, which will help expand the customer base.

Finally, optimizing the quality of products should remain a priority. The restaurant needs to continue striving to improve the quality of its food and beverages to meet consumer expectations. Paying attention to feedback, making necessary adjustments, and continuously improving can help boost overall customer satisfaction.

By focusing on these factors and taking the appropriate actions, Daja House Restaurant can overcome the challenges it faces, improve customer satisfaction, and foster customer loyalty. This will help the restaurant stay competitive and grow in the increasingly competitive food industry.

LITERATURE REVIEW

From the information provided, it is clear that food quality, price, location, and consumer satisfaction all play a very important role in the success of a restaurant. Below are several key points derived from the information:

1. Quality Of Food
-   Research by Ryu et al. (2012) shows that food quality plays a significant role in consumers' purchase decisions. Factors such as taste, aroma, and presentation are key elements in determining product quality.
-   Clark (2017) emphasizes that food quality not only influences consumer satisfaction but also helps build the restaurant's reputation.
2. Price
-   Tjiptono (2008) and Laksana (2008) state that price is a critical factor for consumers when making purchasing decisions. Pricing decisions must strike a balance between the company's profitability and the value perceived by consumers.

- Price also has a broad impact on the economy, as explained by Tjiptono (2008).
3. Location and Environment
- Lupiyoadi (2001) and Soriano (2002) highlight the importance of selecting a strategic location and creating an attractive physical environment to appeal to consumers.
- The physical environment, including factors such as color, aroma, and interior layout, also influences consumers' emotions and behavior, as discussed by Baker et al. (1994) and Turley & Milliman (2000).
4. Consumer Satisfaction
- Hansenmark & Albison (2004) and Bitzer & Zeithaml (2003) explain that consumer satisfaction occurs when their expectations are met after using a product or service. Consumer feedback provides valuable insights that can help a company improve its products and services.
- Rahayu et al. (2023) show that increasing consumer satisfaction can have a positive impact on company performance, including higher revenue, improved operational efficiency, and better performance outcomes.

By considering all of these factors, Daja House Restaurant can take strategic steps to improve the quality of its products and services, adjust prices to reflect the value perceived by consumers, choose a strategic location, and consistently monitor and enhance customer satisfaction. This will help the restaurant not only survive but also thrive amid increasing competition in the food industry.

RESEARCH METHOD

The research method used in this study is a quantitative approach, which is commonly employed to describe various aspects of social knowledge. Quantitative methods allow researchers to examine the status of groups of people, conditions, systems of thought, or events within a specific time frame, as well as to test existing research (Sugiyono, 2021).

Data collection was carried out by distributing scales to the study subjects. The scale used was direct and closed-ended. The population in this study consists of all consumers who visited Daja House Restaurant in Lampung within the past six months. Although the total population could be identified, not all consumers were willing to participate as respondents, due to potential constraints such as distance, work commitments, or lack of interest in participating in the study. From this population, a sample was taken, specifically visitors who had visited Daja House Restaurant at least three times during the last six months, with an age range of 15 years and above.

The data collection technique involved distributing an online questionnaire using Google Forms. By using this technique, the researcher was able to obtain representative data from respondents who met the sample criteria. The distributed questionnaires contained structured questions to collect data about the variables being studied, such as food quality, price, location, environment, service quality, and consumer satisfaction.

The data analysis technique used in this study involves determining the sample size, ensuring that the sample selected aligns with the established criteria. For multivariate research using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method, it is recommended to calculate the minimum sample size using the Power Analysis method (Hair et al., 2019; Hair et al., 2022). Power analysis helps determine the adequate sample size needed to achieve sufficient statistical power for hypothesis testing.

To perform power analysis, software tools such as G*Power can be used (Memon et al., 2020). G*Power is a widely used software tool that calculates the required sample size based on

statistical methods. By using G*Power, researchers can calculate the necessary sample size to achieve the desired confidence level and obtain valid and reliable results from data analysis using PLS-SEM:
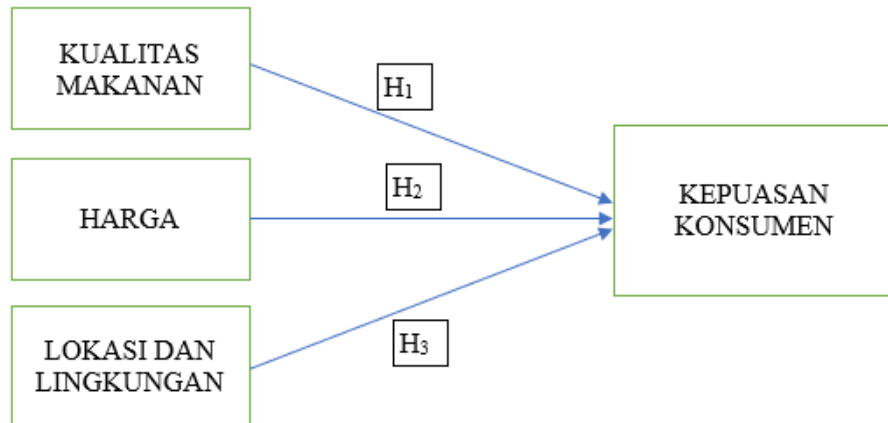

Figure 1. Research Model

- H$_1$: Food quality has a positive effect on consumer satisfaction at Daja House Restaurant, Lampung City
- H$_2$: Price has a positive effect on consumer satisfaction at Daja House Restaurant, Lampung City
- H$_3$: Location and environment have a positive effect on consumer satisfaction at Daja House Restaurant, Lampung City

RESULTS AND DISCUSSION

The results of the analysis in this research include both outer model and inner model analyses. In the outer model analysis, the components analyzed are outer loading, composite reliability, and Average Variance Extracted (AVE). Meanwhile, in the inner model analysis, the analysis includes Variance Inflation Factor (VIF), R², f², and path coefficients.

Outer Loading

Table 1. Outer Loading

	Customer Satisfaction	Food Quality	Location & Environment	Price
CS1	0.764			
CS2	0.742			
CS3	0.762			
CS4	0.733			
CS5	0.808			
FQ2		0.445		
FQ3		0.699		
FQ4		0.808		
FQ5		0.807		
LE1			0.818	

	Customer Satisfaction	Food Quality	Location & Environment	Price
LE2			0.687	
LE4			0.618	
P1				0.656
P2				0.845
P3				0.852
P4				0.845
FQ1		0.741		

Source: SmartPLS Version 4.0

From the table above, it can be seen that all indicators are acceptable and can proceed to the next stage of the research. However, there are several indicators that need to be removed due to their outer loading values being below 0.4, specifically LE3, LE5, and P5.

Composite Reliability and AVE

Table 2. Construct Validity and Reliability

	Composite reliability (RHO_C)	Average variance extracted (AVE)
Customer Satisfaction	0.874	0.581
Food Quality	0.833	0.508
Location & Environment	0.753	0.508
Price	0.878	0.646

Source: SmartPLS Version 4.0

From the table above, it can be seen that all the variables used in the research are acceptable and valid, as the AVE (Average Variance Extracted) values are above 0.5 and the composite reliability (RHO_C) values are above 0.7.

VIF

Table 3. VIF

	VIF
CS1	1,821
CS2	1,700
CS3	1,671
CS4	1,975
CS5	2,225
FQ2	1,310
FQ3	1,671
FQ4	1,680
FQ5	1,459
LE1	1,155
LE2	1,188

	VIF
LE4	1,088
P1	1,415
P2	2,119
P3	2,224
P4	1,983
FQ1	1,621

Source: SmartPLS Version 4.0

From the table above, it can be seen that all the indicators are acceptable, as their values are below 5.

Coefficient Determinant (R^2)

Table 4. Analysis Coefficient Determination (R^2)

	R-square	R-square adjusted
Customer Satisfaction	0.533	0.505

Source: Results Processing Data Using SmartPLS Version 4.0

Based on the table above, the R^2 value is 0.533, which means that 53.3% of the variation in consumer satisfaction can be explained by the combined variables of food quality, price, location, and environment. The remaining 46.7% can be explained by other variables not included in this study. The obtained R^2 value falls into the moderate category.

Effect Size ($f2$)

Table 5. Analysis Effect Size ($f2$)

	Customer Satisfaction	Food Quality	Location & Environment	Price
Customer Satisfaction				
Food Quality	0,000			
Location & Environment	0.105			
Price	0.399			

Source: Results Processing Data using SmartPLS Version 4.0

Based on Table 4.5 above, the effect size for the food quality variable on consumer satisfaction is 0.000, for the location and environment variables on consumer satisfaction is 0.105, and for the price variable on consumer satisfaction is 0.399. These results indicate the strength of each variable's effect. A value of 0.399 represents a strong effect, while values of 0.105 and 0.000 indicate weak effects.
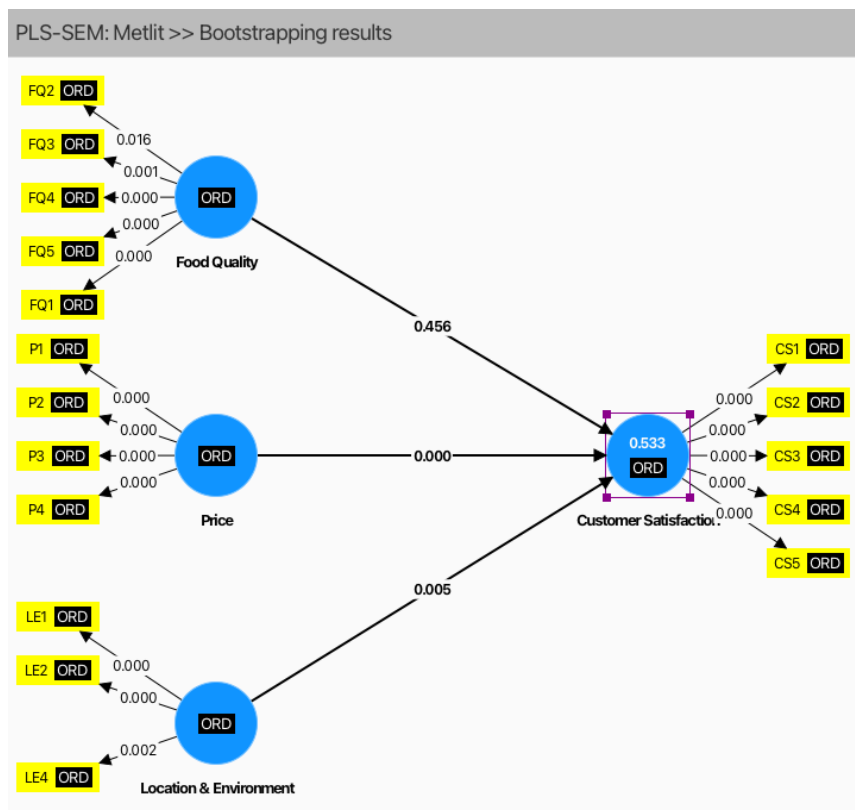
Test Hypothesis

Figure 2. Screen Shot of SmartPLS Path Coefficient
Source: Results Processing Data using SmartPLS Version 4.0

Table 6. Paths Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Food Quality -> Customer Satisfaction	0.016	0.058	0.145	0.112	0.456
Location & Environment -> Customer Satisfaction	0.255	0.264	0.099	2,576	0.005
Price -> Customer Satisfaction	0.566	0.540	0.130	4,360	0,000

Source: Results Processing Data using SmartPLS Version 4.0

First Test Hypothesis

H_1: Food quality has a positive influence on consumer satisfaction at Daja House Restaurant, Lampung City

Based on the results in Table 4.6 above, it can be seen that the effect of food quality on consumer satisfaction has a t-statistic value of 0.112, which is smaller than 1.64, and a p-value of 0.456, which is greater than 0.05. Therefore, it can be concluded that the first hypothesis is not supported. This means that food quality does not have a significant influence on consumer satisfaction.

Second Test Hypothesis

H$_2$: Price has a positive effect on consumer satisfaction at Daja House Restaurant, Lampung City

Based on the results in Table 4.6 above, it can be seen that the effect of location and environment on consumer satisfaction has a t-statistic value of 4.360, which is greater than 1.64, and a p-value of 0.000, which is smaller than 0.05. Therefore, it can be concluded that the second hypothesis is supported. This means that location and environment have a positive effect on consumer satisfaction.

Third Test Hypothesis

H$_3$: Location and environment have a positive influence on consumer satisfaction at Daja House Restaurant, Lampung City

Based on the results in Table 4.6 above, it can be seen that the effect of price on consumer satisfaction has a t-statistic value of 2.576, which is greater than 1.64, and a p-value of 0.005, which is smaller than 0.05. Therefore, it can be concluded that the third hypothesis is supported. This means that prices have a positive effect on consumer satisfaction.

CONCLUSION

a. Food quality does not have a significant influence on consumer satisfaction
b. Location and environment have a positive and significant influence on consumer satisfaction
c. Prices have a positive and significant influence on consumer satisfaction

Suggestion

Based on the research results, discussion, and conclusions, the following recommendations are made:

a. For Daja House Restaurant, Lampung City
    Daja House Restaurant should focus on the importance of location, environment, and price, as these factors significantly influence consumer satisfaction. Paying attention to these variables can help improve customer experience and retention

b. For Other Researchers
    Other researchers can build upon the findings of this study for comparative purposes, including expanding the research by adding other independent variables. They could also consider incorporating moderate and intervening variables to provide further insights, thus contributing to the academic field.

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THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMPTIVE BEHAVIOR OF GENERATION Z

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ABSTRACT

This study aims to analyze the impact of social media influencers on the consumptive behavior of Generation Z. A quantitative approach was employed, involving 53 respondents from Generation Z who actively use social media. Data were collected through questionnaires and analyzed using the Statistical Package for the Social Sciences (SPSS). The results indicated a significant influence of exposure to social media influencer content on the increase in consumptive behavior among Generation Z. Factors such as the frequency of viewing influencer content, the level of engagement with the content, and trust in influencers were positively correlated with the respondents' consumptive behavior. These findings suggest that social media influencers play a crucial role in shaping consumption behavior among Generation Z, providing important insights for marketers and researchers to understand consumer behavior dynamics in the digital era.

Keywords: Social Media Influencers; Consumptive Behavior; Generation Z; SPSS; Consumer Behavior

INTRODUCTION

Entering the current era of globalization, many changes have occurred in every structure of life which has caused many changes and impacts on human life today, one of which is technological progress (Afandi et al., 2021). Related to technological advances, many social media platforms have developed and are used by various levels of society. With this technology, many various services or content are offered by each social media platform and have spread widely among the public. Many people use social media facilities, one of which is to "share" moments or achievements, and even to do business.

Related to the phenomenon of globalization and technological advances, many people use it as a means and facility for doing business, and one of the digital marketing strategies to get lots of enthusiasts and buyers, many social media actors use the services of an "influencer", who has a reputation and a good name in the community to introduce and market the products being sold. This digital marketing strategy using the services of an influencer is called endorsement. The definition of an Influencer is a person who is liked by several people or consumers who can influence consumer behavior and actions positively (Rahayu & Mulyaningsih, 2021). Apart from that, social media users are now dominated by generation Z.

Moreover, generation Z are people who lived in the 1995-2010 period. This was also confirmed by a researcher named (Oustin & Habiburahman, 2023). Generation Z is nicknamed the internet generation, which is very different from the previous generation, namely the millennial generation, namely people who lived in the era of 1977- 1994. Compared to the millennial generation, generation Z is very closely related to the internet and current technological developments and is known as a creative generation. Not only that, but generation Z is also the generation that is following this era of sophisticated progress, making the majority of generation Z consumers (Oustin & Habiburahman, 2023).

LITERATURE REVIEW

This research is intended to determine the influence or impact of social media influencers on the consumer behavior of generation Z. The approach applied is a quantitative approach with a descriptive survey. Apart from that, this research also aims to determine the influence of social media use on generation Z's consumptive behavior. The use of social media with a certain level of intensity can be a factor that underlies a teenager's tendency to behave consumptively, and this cannot be separated from the influence of the teenager's social environment. or what is usually called conformity (Khrishananto & Adriansyah, 2021).

The following are some definitions of the variables taken for this research:

Influencers

Influencer is a person who is liked by several people or consumers who can influence consumer behavior and actions positively (Rahayu & Mulyaningsih, 2021).

Social media

Social media is a communication platform that can be used without meeting in person but can be done by utilizing communication technology connected to the internet. This social media offers many various facilities that can be used anywhere (Oustin & Habiburahman, 2023).

Consumptive behaviour

Consumptive behavior is the behavior of purchasing goods at a certain intensity and based on desire, not based on need (Fitriyani et al., 2013).

Generation Z

According to Khrishananto & Adriansyah (2021) generation Z is more active and has a lot of contact with cyberspace because they have been familiar with technology since childhood. This makes people in generation Z people who are technologically savvy and creative. Several characteristics that can be seen from generation Z are the habit of buying goods that are only used for appearance or prestige, apart from that, generation Z follows a model that advertises their social group and wants to try several different products (Khrishananto & Adriansyah, 2021). It was also found from previous research that the factors that influence influencer interactions with social media users are trust factors, brand image factors, and influencer factors.

Trust

Trust or confidence in the online shop platform is a factor that must be available to consumers. The success of the purchasing process on the online shop platform is influenced by the trust factor (Nurcahyo et al., 2017). Consumer trust is the consumer's point of view who will assess the ability of a seller in experience so that consumer expectations and satisfaction can be met (Nurcahyo et al., 2017).

Brand Image

Brand image is the image contained in a particular brand or brand as a reflection of the brand concerned (Pandiangan et al., 2021).

Social Media Influencers

The definition of influencer itself according to Putri (2023) is a person who has an influence that is believed by a number of people on social media that the views they believe in are correct. Influencers also have a large number of followers on social media (Putri, 2023).

RESEARCH METHOD

The methodology used for this research is to use quantitative methods to describe various approaches developed in the field of social science. Sugiono added that quantitative research methods can also be used to conduct research on a group, certain conditions, thought patterns, or events at a certain time and to prove research that previously existed.

To complete the data collection process, the author used a scale that was centered on the scale and distributed to research subjects. Therefore, the nature of this research is direct and closed. The criteria for participants in this research were generation Z who were born between 1995-2010, or aged 14–28 years. The method that the author uses to collect data is by distributing questionnaires online using the Google Form application. The choice of this application was based on seeing that many people are comfortable using google forms to fill in answers because it is more practical. Furthermore, after distributing this questionnaire, the author also conducted interviews with several people to get answers that were clearer and more understandable for research.

Not only that, but the author also analyzed the data using a validity test with the help of Pearson Correlation calculations which, if a significant correlation coefficient is achieved, the

research can be said to be valid, and the reliability test refers to Cronbach's Alpha with a value as low as 0.5.

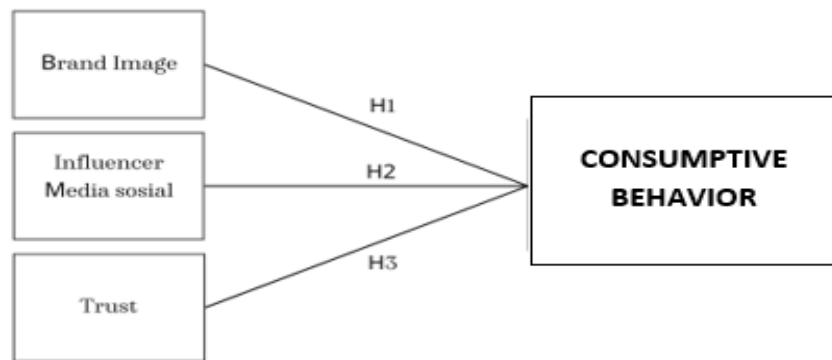From this research, the following hypothesis can be drawn:

Figure 1. Research Model

H1: Brand image has a significant effect on consumer behavior in generation Z.
H2: Instagram influencers have a significant influence on consumer behavior in generation Z.
H3: Trust has a significant influence on consumer behavior in generation Z

RESULTS AND DISCUSSION

Based on the results of the research that has been carried out and distributed, the author asks questions about gender, age and employment status in order to find out the personal data of the respondents. From this research, there were a total of 54 respondents, and 53 respondents were eligible to be tested, because there was 1 respondent who was not generation Z. From the respondents' answers, 98.1% were 14–28 years old and 98.1% were 14-28 years old. year there is 1.9%. There are 100% of those who actively use social media who actively use social media platforms. And from the respondents' answers, as many as 98.1% admitted that they had shopped via online shop platforms in the last 6 months.

From the questionnaire distributed, it was found that the male gender was 49.1%, and the female gender was 50.9%. Respondents who already had their own income were 50.9% and those who did not have their own income were 49.1%. And the work that respondents do is 56.6% who dominate as students, 13.2% as private employees, 11.3% as civil servants, 5.7% as entrepreneurs and the remaining 13.2% whose profession is unknown.

Validity and Reliability Test

The validity of the measuring scale used in this research was assessed using the Part Whole technique. This means that research using the influencer variable validity test on social media has been compiled with a validity range of 0.445–0.673. Test the validity of the brand image, trust and consumer behavior variables in just 1 round and no items were dropped.

Meanwhile, test the validity of the social media influencer variable through 2 rounds of test stages. The first round found validity and reliability tests which stated that there was 1 item that had failed. The validity of the social media influencer variable has been established with a validity range.

Researchers also obtained an Alpha-Cronbach reliability value for the brand image variable of 0.701, the social media image variable of 0.751, the trust variable of 0.727, and the

consumer behavior variable of 0.677. The following are details of the validity and reliability tests for each variable:

Table 1. Case Processing Summary

	N	%
Case Valid	53	100.0
Excluded	0	0
Total	53	100.0

Table 2. Reliability Statistics

Cronbach's	No Item
.701	5

Table 3. Nem-Total Statistics

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
BI1	14.06	3.093	.394	.678
BI2	14.51	3.063	.413	.670
BI3	14.75	2.843	.398	.686
BI4	14.55	2.945	.617	.594
BI5	14.58	3.094	.518	.631

Table 4. Reliability Statistics

Cronbach's	No Item
.751	4

Table 5. Nem-Total Statistics

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
IMS2	11.43	3.020	.607	.662
IMS3	11.36	2.965	.673	.629
IMS4	12.79	2.821	.445	.774
IMS5	12.02	3.288	.515	.711

From the table above, it is found that the validity and reliability values of each variable have been found to be valid and reliable.

Test Assumptions

Researchers carried out data analysis using assumption tests to determine the normal distribution of data items and the correlation between variables. This assumption test is carried out by carrying out normality tests and linearity tests.

Normality Test

This test is carried out to determine the distribution of data that has been carried out within a normal curve or within a curve that does not match. Testing at this stage uses the Kolmogorov-Smirnov Test, and the data will be said to be normal if it has a significance value > 0.05.

And the following are the normality values obtained after data processing:

a. The results of the normality test on the brand image scale found a significant value of 0.431 (sig>0.05), so it can be said that the data distribution for the brand image variable is normally distributed.

b. The results of the normality test on the social media influencer scale found a significant result of 0.108 (sig>0.05) so it can be said that the data distribution for the social media influencer variable is normally distributed.

c. The results of the normality test on the trust scale found a significant result of 0.004 (sig>0.05) so it can be explained that the distribution of the trust variable data is not normally distributed.

d. The results of the normality test on the consumer behavior scale found a significant result of 0.555 (sig>0.05) so it can be explained that the distribution of social media image variable data is normally distributed.

The following is a table of the normality test results for each variable:

Table 6. Brand Image Variable Normality Test Table

		Total _BI	Total_PK
N		53	53
Normal Parameters[a,b]	Mean	18.11	16.13
	Std. Deviation	2.091	2.682
Most Extreme Differences	Absolute	.120	.109
	Positive	.109	.109
	Negative	-.120	-.084
Kolmogorov-Smirnov Z		.873	.793
Asymp. Sig. (2-tailed)		.431	.555

Table 7. Social Media Influencer Normality Test Table

		Total _IMSP 2	Total_PK
N		53	53
Normal Parameters[a,b]	Mean	15.87	16.13
	Std. Deviation	2.228	2.682
Most Extreme Differences	Absolute	.166	.109
	Positive	.094	.109
	Negative	-.166	-.084
Kolmogorov-Smirnov Z		1.209	.793
Asymp. Sig. (2-tailed)		.108	.555

Table 8. Variable Normality Test Table

		Total _T	Total_PK
N		53	53
Normal Parameters[a,b]	Mean	18.96	16.13
	Std. Deviation	2.009	2.682
Most Extreme Differences	Absolute	.243	.109
	Positive	.190	.109
	Negative	-.243	-.084
Kolmogorov-Smirnov Z		1.772	.793
Asymp. Sig. (2-tailed)		.004	.555

Linearity Test

The linearity test is carried out to provide an understanding of whether each variable studied has an appropriate or linear relationship or is not appropriate/non-linear.

1. Based on the calculations carried out, it was found that the significance value of the brand image variable with consumer behavior was 0.006 (sig<0.05) so it could be said that the two variables had a linear relationship.
2. Based on the calculations carried out, it was found that the significance value of the social media influencer variable with consumer behavior was 0.095 (sig<0.05) so it could be said that the two variables had a non-linear relationship.
3. Based on the calculations carried out, it was found that the significance value of the trust variable with consumer behavior was 0.031 (sig<0.05) so it could be said that the two variables had a linear relationship.

The following is a table of linearity test results:

Table 9. Brand Image Linearity Test Table on Consumer Behavior

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.140	8.320	1	51	.006	7.430	480

Table 10. Linearity Test for Social Media Influencers on Consumer Behavior

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.054	2.888	1	51	.095	11.710	.279

Table 11. Trust Linearity Test Table on Consumer Behavior

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.088	4.939	1	51	.031	8.611	.397

CONCLUSION

This interesting result was carried out to study and assess the impact of social media influencers on consumer behavior in generation Z. Then, this research also focused on research into 3 main factors, namely Brand image, influencer and Trust which are linked in detail in consumer behavior, and targets of respondents in generation Z.

Based on this research, it can be seen and proven that brand image and trust factors greatly influence generation Z in making purchasing decisions. From these two factors, it can also be agreed that brand image revolves around the uniqueness of a product and the popularity of that product. Meanwhile, trust is closely related to credibility, trust and honesty in a brand.

Meanwhile, regarding the social media influencer factor , the results of the research above can prove that social media influencers do not influence buyer decision factors or consumer behavior of generation Z, because the significance value of the social media influencer variable with consumptive behavior is 0.095 (sig<0.05) so it can be said that the

two variables have a relationship that is not in line or is not linear. Moreover, Generation Z's wise attitude in sorting out all kinds of promotions carried out by influencers does not have much influence on consumer behavior.

Of the three factors studied, only 2 factors were found that could influence a person's behavior in having a consumer desire in generation Z, namely the brand image and trust factors. It can be concluded that Generation Z does not really consider the credibility and reputation of influencers and also pays attention to the image of a brand.

Therefore, it is very important for the seller to continue to carry out marketing strategies wisely. By knowing the results of this research, researchers hope that this research can be used as a guide or benchmark for sellers to be able to organize marketing strategies in business, determine consumer targets, and be able to get maximum results from the business they run.

Suggestion

For future researchers, it would be better if they could research the types of products or services that are most popular and those that are not popular even though they have used the services of influencers. This could provide an interesting new insight that we have not yet explored in this research.

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SERVICE QUALITY AND CONSUMER PATRONAGE IN ROBAN STORES, AWKA ANAMBRA STATE-NIGERIA: CONTENT ANALYSIS

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ABSTRACT

This study explores the relationship between service quality and consumer patronage at Roban Stores, Awka, Anambra State, Nigeria, employing a qualitative research approach through content analysis. Service quality is conceptualized as the provider's ability to meet customer expectations and enhance business performance through dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Consumer patronage is defined as the consistent preference of consumers to repeatedly choose a particular firm's products or services over competitors', influenced by factors including product quality, price competitiveness, customer service, and overall satisfaction. The study investigates these dynamics at Roban Stores, high lighting factors such as quality products, competitive pricing, excellent customer service, strategic location, diverse product offerings, promotional activities, store ambiance, word-of-mouth, loyalty programs, and social media presence as crucial in shaping consumer perceptions and fostering patronage. Findings underscore the significance of managing service quality to enhance customer satisfaction and loyalty, recommending strategies for continuous improvement to sustain competitive advantage in the retail market.

Keywords: Service Quality; Consumer Patronage; Robban Stores; Customer Satisfaction

INTRODUCTION

In today's competitive business environment, according to Vu (2021), quality service and customer satisfaction are crucial factors that determine the success and longevity of any organization. One such organization that has consistently prioritized quality services and consumer patronage is Roban Stores, located in Awka, the Southeast of Nigeria. As a leading retail store in the region, Roban Stores has built a reputation for providing exceptional services and products to its customers. Since its inception in the early 1990s, the store has grown significantly, adapting to the changing dynamics of consumer needs and the economic landscape (Anwatu, 2021). On the 27th of October 2016 Roban Stores officially opened their new superstore in Awka, Anambra State. The retail industry in Nigeria has undergone considerable transformation over the past few decades, driven by economic reforms, technological advancements, and shifts in consumer behavior (Ibukunoluwa, 2021). Roban Stores has navigated these changes through strategic expansion, diversification of product offerings, and a commitment to customer satisfaction. Roban Stores was founded by Sir. Robert Anwatu, an entrepreneur with a vision to provide quality and affordable goods to the residents of Awka and its surrounding areas. The store's strategic location in the heart of Awka, coupled with its emphasis on sourcing products directly from manufacturers and wholesalers, established a foundation for its early success. Over the years, Roban Stores has expanded its product range to include groceries, electronics, clothing, and home appliances, positioning itself as a comprehensive retail destination for a diverse customer base.

Service quality is a vital element that significantly influences consumer patronage, particularly in service-oriented industries such as hospitality and fast food. According to Onyeonoro et al. (2024), high service quality ensures that customers have a positive experience, leading to increased satisfaction, loyalty, and repeat patronage. The dimensions of service quality, including reliability, responsiveness, empathy, and assurance, play a critical role in shaping customer perceptions of value. When consumers perceive service quality to be high, they are more likely to trust the business, feel valued, and return for future services. In highly competitive sectors, such as the fast-food industry, the delivery of superior service quality becomes indispensable. Etuk et al. (2023) argued that the capacity of fast-food businesses to consistently meet or exceed customer expectations is a crucial determinant of their success. Given the characteristics of the fast-food market, which include high customer turnover and low brand loyalty, businesses must prioritize the quality of services they offer. A commitment to exceptional service quality not only fosters customer satisfaction but also enhances loyalty. Loyal customers are more likely to become repeat patrons, providing a stable revenue stream and contributing to the business's long-term success. Furthermore, positive customer experiences can lead to word-of-mouth referrals, which are invaluable in attracting new customers in a competitive market.

The retail industry is one of the most competitive and dynamic sectors in the world, with businesses constantly striving to stay ahead of the competition by providing high-quality products and services to their customers (Assosia, 2024). In Nigeria, the retail industry is also a significant contributor to the country's economy, with millions of people relying on it for their daily needs. Retailing involves the sale of goods and services to the end consumer and plays a crucial role in the economy by linking producers with consumers (Hameli, 2018). In recent years, the competitive landscape of the retail industry has become increasingly complex. Retailers are now required to deliver high-quality services to differentiate themselves from competitors and ensure customer satisfaction (Homburg et al., 2017). Service quality in retail entails various dimensions, including reliability, responsiveness, assurance, empathy, and

tangibles (Pakurár et al., 2019). These dimensions collectively determine the overall shopping experience and influence customer perceptions and behaviors.

The turn of the millennium brought significant technological advancements that reshaped the retail environment globally (Zhang, 2021). Roban Stores embraced these changes by adopting point-of-sale systems, inventory management solutions, and establishing an online presence. These technological integrations not only enhanced the customer experience but also expanded the store's reach beyond Awka. Despite the recognized importance of service quality, there is limited empirical research on how it specifically affects consumer patronage in the context of Roban Stores in Awka. Given the competitive pressures and the need for sustainable growth, understanding the nuances of this relationship is critical for the store's management. This study addresses this gap by employing content analysis to examine customer feedback and reviews, providing a detailed assessment of the impact of service quality on consumer patronage at Roban Stores.

LITERATURE REVIEW

Conceptualization of Service Quality and Consumer Patronage

In our rapidly changing world, where choices abound, understanding service quality and consumer patronage is more essential than ever. As consumers, we all know the feeling of walking into a store or using a service and expecting more than just a transaction; we seek connection, care, and a memorable experience. Businesses today face the challenge of not only meeting these expectations but exceeding them to stand out in a crowded market. Ramya et al. (2019) defines service quality as the service provider's capability to efficiently satisfy customers, thereby enhancing overall business performance. Service quality encompasses the provider's competence in meeting customer expectations, ensuring prompt and effective service delivery, and consistently improving customer satisfaction levels. This efficiency not only meets immediate customer needs but also contributes to long-term business success by fostering loyalty, positive word-of-mouth, and sustained profitability. Vu (2021) states that service quality is often regarded as the result of a service delivery system, playing a key role in shaping consumer satisfaction, perceptions, and opinions. These perceptions are influenced by multiple factors, such as the reliability of the service, the responsiveness of staff, the level of empathy demonstrated, and the overall tangibility of the service environment. Consumer expectations, prior experiences, and external references also contribute significantly to how service quality is evaluated, ultimately affecting customer loyalty and retention. According to Ali et al. (2021), service quality in the service industry is defined as the degree to which businesses prioritize meeting customer requirements, building trust, and fulfilling customer expectations regarding products and services. This approach emphasizes understanding and addressing customer needs consistently, which in turn influences customer satisfaction and loyalty. High-quality service is seen as essential for fostering customer trust and ensuring long-term business success by exceeding customer expectations.

Service quality, according to Kankam (2023), refers to the degree to which a business meets or exceeds customer expectations. It is understood as a multidimensional construct, emphasizing that fulfilling customers' needs is central to service quality. The SERVQUAL model, often used as a foundation for assessing service quality, highlights six key components: dependability, responsiveness, assurance, access, empathy, and tangibles. These dimensions help businesses evaluate how well they align with customer expectations across different service aspects. Ighomereho et al. (2022) explain that service quality is essentially the gap between what customers expect and what they actually experience. It involves a subjective

comparison, where customers evaluate the perceived performance of a service against their preconceived expectations. If the service delivered meets or exceeds expectations, customers perceive the quality as high. Conversely, if it falls short, the quality is perceived as low. This concept highlights the importance of understanding customer expectations and ensuring service delivery aligns with or surpasses those standards to enhance customer satisfaction.

According by Susilowati & Yasri (2018), service quality can be defined as the overall impression that consumers form regarding the extent to which a service meets their expectations. It encompasses various dimensions such as reliability, responsiveness, assurance, empathy, and tangibles, which collectively influence consumers' perceptions and satisfaction with the service experience. Susilowati & Yasri (2018) define service quality as the customer's perception of the service component of a product. It encompasses the evaluation of how well a service meets or exceeds customer expectations. Service quality is not only crucial for meeting customer satisfaction but also plays a pivotal role in shaping customer perceptions, loyalty, and overall satisfaction levels with the product or service offered. Service quality represents the discrepancy between customers' expectations of the service they anticipate receiving and their perceptions of what they actually experience (Susilowati & Yasri, 2018). This evaluation encompasses multiple dimensions where customers assess the reliability, responsiveness, assurance, empathy, and tangibles offered by the service provider. It is not merely a comparison of expected versus received service; rather, it serves as a critical gauge of customer satisfaction and loyalty. Effective management of service quality involves understanding and addressing these gaps to enhance overall customer experiences and maintain competitive advantage in the marketplace.

Hu et al. (2009) assert that quality of service or product plays a pivotal role in enhancing customer satisfaction. They argue that high service quality not only boosts customer satisfaction but also plays a critical role in effectively managing a company's global delivery system for its offerings. The relationship between customer satisfaction and service quality is dynamic and mutually reinforcing over time. Moreover, service quality acts as a key determinant influencing future purchase behaviors, thereby underlining its significance in fostering customer loyalty and driving overall business success. By consistently delivering high-quality services or products, organizations can not only meet but exceed customer expectations, leading to sustained competitive advantage and enhanced brand reputation in the global marketplace. Therefore, investing in service quality is not only beneficial for immediate customer satisfaction but also crucial for long-term business growth and profitability.

On the other hand, Adiele et al. (2015) define customer patronage as the steadfast commitment of consumers to repeatedly purchase products or services from a specific firm, despite the availability of alternative offerings from competitors. This loyalty reflects a deep-seated preference for the quality, reliability, and overall value provided by the firm. Customer patronage is not merely a transactional relationship but signifies a mutual trust and satisfaction that develops over time between the consumer and the business. Central to customer patronage is the concept of repeat purchasing behavior, where customers consistently choose to buy from a particular company rather than exploring other options in the market. This behavior is often driven by positive past experiences, perceived superior product attributes, exceptional customer service, or unique brand identity that resonates with the consumer's values and preferences. Faajir & Nyagba (2022) define patronage as the extent to which a customer consistently chooses to purchase from a specific service provider over time. This concept goes beyond mere transactional interactions; it encompasses the customer's loyalty and emotional connection to the brand or service.

Njelita & Anyasor (2020) describe customer patronage as the process through which customers engage in the purchase of goods and services from vendors, whether these vendors are individual businesses or larger corporations. This relationship is characterized by an exchange wherein customers spend their money with the expectation of receiving tangible benefits or satisfaction in return. The nature of this transaction is influenced by various factors, including the perceived value of the product or service, the quality of customer service, the reputation of the vendor, and the overall shopping experience. Power & Odiri (2023) define a customer's patronage as the behavior of an individual who purchases goods or services primarily for personal consumption. This behavior reflects a fundamental aspect of consumer interaction with businesses, as customers engage with organizations based on a range of motivations. Consumers often patronize products or services after evaluating the expected benefits they will receive from their purchases. These benefits can include quality, price, convenience, brand reputation, and customer service. The decision to patronize a particular organization is influenced by the perceived value these benefits offer, leading consumers to choose one product or service over another. Consequently, understanding the factors that drive customers' patronage becomes essential for organizations aiming to enhance their offerings and build customer loyalty.

According by Adiele et al. (2015), customer patronage is defined as a deeply held commitment on the part of consumers to consistently repurchase a firm's products or services, even when faced with competitive offerings from other companies. This commitment reflects a strong preference and loyalty towards the firm, influenced by positive experiences, perceived value, and satisfaction derived from the products or services provided. Customer patronage goes beyond mere repeat purchases; it embodies a relationship built on trust, reliability, and mutual benefit. Consumers who patronize a particular firm often do so because they perceive the firm's offerings to be superior in meeting their needs or desires compared to alternatives available in the market. This perception is shaped by various factors, including product quality, pricing, customer service, brand reputation, and overall experience. Customer patronage is characterized by a willingness to advocate for the firm, recommending its products or services to others based on personal satisfaction and trust in the brand. This advocacy can significantly impact the firm's reputation and market positioning, contributing to sustained competitive advantage and long-term profitability.

Anyadighibe et al. (2023) discussed the concept of patronage as a significant factor influencing organizational commitment. They argue that patronage arises from an individual's desire to align themselves with an organization, which can stem from two main sources: the organization's service quality and the perceived qualities of that service. When individuals experience high service quality, characterized by reliability, responsiveness, empathy, assurance, and tangible elements, they are more likely to develop a positive association with the organization. This positive experience fosters a sense of loyalty, encouraging patrons to continue their engagement with the organization.

Customer patronage can be understood as a direct extension of customer satisfaction (Udo et al., 2024). When customers are satisfied with their experiences, whether through product quality, service, or overall interaction with a brand, they are more likely to return and engage in repeat purchases. This satisfaction fosters a sense of loyalty, making customers feel valued and appreciated. As a result, satisfied customers not only make repeated transactions but also become advocates for the brand, recommending it to others and contributing to positive word-of-mouth marketing. Thus, customer satisfaction serves as a foundational element in building and maintaining customer patronage, driving long-term business success and fostering a strong customer-brand relationship.

Udo et al. (2024) emphasized that a company's dedication to satisfying its customers is instrumental in fostering consumer loyalty towards a brand, product, or service. This highlights the crucial role that customers and their continued patronage play in the success of a brand. He identified several key factors that influence customer patronage, including the economic environment, which affects consumer spending power; the actions of competitors, which can sway customer preferences; and social and psychological influences, which shape consumer behaviors and motivations. The attributes of a product or service, such as quality and unique features, significantly impact customer satisfaction and loyalty. Marketing strategies, including product development, pricing, distribution, and promotional activities, are also vital in shaping consumer perceptions and encouraging loyalty. Thus, customer patronage is vital for a firm's ongoing business operations, providing a foundation for stability and market share growth. By consistently meeting customer expectations through well-planned strategies, a company can ensure sustained patronage, which is essential for its long-term success and competitive edge in the market.

Theoretical Foundation

The theory adopted for study was Service Quality Model (SERVQUAL), developed by Parasuraman, Zeithaml, and Berry in 1985, is widely used to assess and measure service quality. The SERVQUAL model includes a gap analysis that assesses discrepancies between customer expectations and their actual perceptions of service quality. It utilizes five dimensions—Reliability, Assurance, Tangibles, Empathy, and Responsiveness—to evaluate service performance (Ali et al., 2021). The model's perception-expectation gap specifically aims to gauge how closely service delivery meets customer expectations, crucial for identifying areas needing improvement in service provision. SERVQUAL's dimensions: Tangibles, Reliability, Responsiveness, Assurance, And Empathy, provide a structured approach to assess the service experience at Roban Stores. The tangibles dimension examines the physical infrastructure, brands, supply chain, products and services of the store, its layout, and most importantly, the overall capacity of the human resources. For Roban Stores, this could mean evaluating the store's ambiance, cleanliness, and the professionalism of its employees. Reliability focuses on whether Roban Stores delivers on its promises consistently and accurately. This includes aspects like product availability, pricing accuracy, and timely service. Customers are likely to patronize Roban Stores more frequently if they can rely on consistent service delivery. Responsiveness refers to the willingness and ability of Roban Stores' staff to assist customers promptly and effectively. Quick response times to customer inquiries, helpfulness in resolving issues, and accessibility of staff can significantly enhance customer satisfaction and loyalty.

RESEARCH METHOD

For this study, we chose a scoping review approach, which is crucial for achieving our research goals. This method allows us to gather and synthesize secondary data from various trustworthy sources to develop meaningful findings. Scoping reviews are particularly effective for collating information on specific topics, giving us a well-rounded view of the subject. We took care to source our secondary data from reputable academic repositories, ensuring we avoided any irrelevant documents. This attention to detail helps to enhance the reliability and validity of the materials we selected. We also made use of online publications to streamline our data extraction process. As we analyzed the results and discussions, we examined the key variables of interest within their thematic contexts. This analysis offers valuable insights into

how service quality impacts consumer patronage at Roban Stores. Located right next to the Central Bank of Nigeria and easily accessible via the Enugu-Onitsha Expressway, Roban Stores is in a prime spot that makes it convenient for residents, travelers, and tourists. This strategic location likely plays a significant role in attracting consumers to the store.

Factors that Influence Consumer Patronage at Roban Stores, Awka

The study by Iloke & Oguegbe (2024) investigated the influence of public awareness and product quality on customer loyalty among consumers in Awka metropolis, Anambra state. They conducted their research with 200 participants and utilized measures such as the advertising effectiveness scale, Quality of Products Scale (QPS), and Customer Loyalty Scale (CLS). Three hypotheses were tested, all of which were supported by the data: firstly, public awareness significantly predicted customer loyalty; secondly, product quality also significantly predicted customer loyalty; and thirdly, public awareness and product quality together had a joint significant prediction on customer loyalty. The study recommended enhancing marketing campaigns across various media channels to increase public awareness and educate consumers about product features and benefits, aiming to strengthen customer loyalty. An online review conducted by AFRICABZ.COM highlights several key factors responsible for patronage at Roban Store:

1. Quality of Products: The quality of products offered by Roban Stores is paramount in building trust and satisfaction among customers. High-quality merchandise not only meets but exceeds customer expectations, setting Roban Stores apart from its competitors in terms of reliability and customer confidence.
2. Price Competitiveness: In the competitive retail landscape, price plays a crucial role, especially for price-sensitive customers. Roban Stores' strategy of maintaining competitive pricing ensures that budget-conscious shoppers find value in their purchases, thereby attracting a broad customer base looking for affordability without compromising on quality.
3. Customer Service: Excellent customer service is a cornerstone of Roban Stores' success. Every interaction with customers is seen as an opportunity to enhance the shopping experience. Friendly, knowledgeable staff who go the extra mile to assist customers create a positive atmosphere that encourages repeat visits and builds long-term loyalty.
4. Location and Accessibility: The strategic location of Roban Stores in Awka ensures convenient access for shoppers. Being centrally located and easily accessible by both public and private transport contributes to higher foot traffic, allowing Roban Stores to capitalize on its prime location to attract a steady flow of customers.
5. Product Variety: Roban Stores offers a wide range of products to cater to diverse customer needs and preferences. The extensive product variety ensures that customers can find everything they need in one place, enhancing convenience and satisfaction. This comprehensive selection also positions Roban Stores as a preferred shopping destination for a wide demographic.
6. Promotions and Discounts: Regular promotions, discounts, and special offers are effective strategies employed by Robban Stores to stimulate sales and encourage impulse purchases. These attractive deals not only draw in cost-conscious shoppers but also create excitement and urgency among customers, boosting sales volume during promotional periods.
7. Store Ambiance: The ambiance and atmosphere within Roban Stores play a crucial role in shaping the overall shopping experience. A pleasant and welcoming environment with clean, well-organized displays, comfortable shopping aisles, and soothing background music makes shopping enjoyable. This positive ambiance fosters a sense of relaxation and

satisfaction among customers, contributing to increased loyalty and positive word-of-mouth.

8. Word-of-Mouth: Positive reviews and recommendations from satisfied customers significantly influence potential shoppers' decisions. Strong word-of-mouth referrals, both offline and online, serve as powerful endorsements for Roban Stores, attracting new customers who trust the firsthand experiences and recommendations of others.

9. Loyalty Programs: Roban Stores' loyalty programs are designed to reward repeat customers and foster long-term loyalty. These programs offer incentives such as discounts, exclusive offers, and rewards points for purchases, encouraging customers to return for future shopping needs. By recognizing and appreciating customer loyalty, Roban Stores builds stronger relationships and enhances customer retention.

10. Social Media Presence: Maintaining an active and engaging presence on social media platforms is essential for Roban Stores to connect with tech-savvy customers. Social media channels provide opportunities to showcase new products, announce promotions, interact with customers directly, and receive feedback. This digital engagement helps Roban Stores build brand awareness, reach a wider audience, and stay relevant in an increasingly digital marketplace.

By effectively balancing these factors—quality products, competitive pricing, exceptional customer service, strategic location, diverse product offerings, attractive promotions, inviting store ambiance, positive word-of-mouth, rewarding loyalty programs, and robust social media presence—Roban Stores can continue to attract and retain a loyal customer base in Awka, fostering sustained business growth and success.

In a related study, Okoro et al. (2019) conducted a study in Enugu metropolis to identify factors influencing shoppers' patronage of shopping malls. They used a survey method with a target population of adults aged 18 years and above, resulting in a sample size of 596 respondents. Their findings, analyzed using Structural Equation Modeling (SEM) in AMOS version 25.0, showed that while distance and customer service do not significantly influence shoppers' patronage, convenience, socialization, and exploration play crucial roles. Specifically, convenience, socialization, and exploration were found to significantly impact shoppers' decisions to patronize shopping malls in Enugu metropolis. Based on these results, the study recommends that mall management focus on enhancing facilities that improve convenience and social interaction to attract more shoppers.

Based on the study by Okoro et al. (2019), several factors influence shoppers' patronage of shopping malls in Enugu metropolis:

1. Convenience: Convenience refers to how easily accessible and user-friendly the shopping mall is for shoppers. Factors such as location, parking facilities, ease of navigation within the mall, and availability of essential services (like restrooms and food courts) contribute to convenience. Shoppers are more likely to patronize malls that offer convenience in terms of accessibility and amenities.

2. Socialization: Socialization involves the social aspects of shopping, including opportunities for social interaction, meeting friends or acquaintances, and engaging in leisure activities within the mall. Shopping malls that provide spaces for socializing, such as cafes, seating areas, and events, attract shoppers who value social engagement as part of their shopping experience.

3. Exploration: Exploration refers to the variety and novelty of offerings within the shopping mall. It includes the diversity of stores, product range, entertainment options (like cinemas or arcades), and overall experiential elements that encourage shoppers to explore different

parts of the mall. Malls offering unique experiences, and a wide range of choices tend to attract shoppers looking for new discoveries and experiences.

4. Distance: While the study found that distance does not significantly influence shoppers' patronage in Enugu metropolis, it typically refers to the physical proximity of the mall to shoppers' residences or frequent locations. Generally, closer proximity reduces travel time and effort, making it more likely for shoppers to visit the mall regularly.

5. Customer Service: Despite the study's findings that customer service does not significantly impact patronage, good customer service remains a fundamental aspect of overall shopping satisfaction. It includes aspects such as courteous staff, efficient problem-solving, and responsiveness to customer needs. Positive customer service experiences can enhance shoppers' overall perception of the mall and encourage repeat visits.

Quality Services Offered by Roban Stores, Awka

In an online review conducted by AFRICABZ.COM on forty (40) customers of Roban Stores Awka indicates that the quality of services offered by Roban Stores in Awka, Anambra State, Nigeria, is indeed a mixed bag. On one hand, the store prides itself on delivering excellent customer service and meeting set goals, which suggests a strong commitment to customer satisfaction and a focus on high-quality service. This dedication likely contributes to increased customer loyalty and repeat business, essential elements for success in the retail industry. Additionally, Roban Stores aims to provide a seamless shopping experience by being a one-stop destination for a wide range of products, including groceries, confectionery pastries, sports goods, fashion items, perfumes, and more. This convenience is attractive to customers, as it allows them to find everything they need in one location, thereby enhancing the store's appeal and drawing a broad customer base. However, despite these positive aspects, there are criticisms about poor management, which is crucial for maintaining smooth operations and ensuring overall customer satisfaction. Ineffective management can lead to operational inefficiencies and a decline in service quality, impacting the store's reputation. Furthermore, reports of rude staff, particularly in the bakery area, indicate a potential gap in customer service training and employee engagement. Rude interactions can deter customers from returning and damage the store's image. Addressing these issues through regular training programs and fostering a positive work culture is essential to improve the overall shopping experience.

Micheal & Ifunanya (2022) conducted a study on product quality and customer loyalty in selected fast moving consumer goods firms in Anambra State, Nigeria, with a particular focus on Stanel Group of Companies (Awka), Shoprite Nigeria Ltd (Onitsha), and Roban Stores (Awka). Their research sought to understand how product quality influences customer loyalty among these firms. The questionnaire used in their study included several key items designed to gauge customer perceptions and behaviors:

- The company's product brand performance is outstanding in the market.
- Their brand features are more desirable compared to other firms.
- I prefer their brands because they are more reliable and durable.
- Their products conform to standards.
- I consume their products more often.
- I would like to repeat my purchase because I trust their brands.
- I have been using this brand for a long time and do not intend to switch to similar brands available from other firms.
- I am likely to convince my friends to patronize this firm.

The analysis of the responses to these questions revealed a strong positive affirmation from customers regarding the quality of services provided by the retail outlets, including Roban Stores. The findings suggest that customers perceive the product brands from these firms as superior in performance and more desirable compared to competitors. Additionally, the reliability and durability of these brands contribute significantly to customer preference and repeated purchases. Customers also indicated a high level of trust in the brands, with many expressing long-term loyalty and no intention of switching to other brands. This loyalty is further reinforced by their willingness to recommend these brands to friends, indicating a high level of customer satisfaction and advocacy.

The study by Anetoh (2016) investigates the dimensions of service quality and their impact on customer patronage in grocery services in Anambra State, Nigeria. It identifies a gap in previous research methodologies and conceptualizations using the SERVPERF model. The research employed a descriptive survey design with a sample of 156 customers from ten grocery outlets. Data collection was through structured questionnaires validated for reliability, achieving a Cronbach's Alpha of 0.997. Analysis using Pearson correlation coefficients indicated strong positive relationships between service dimensions (reliability, assurance, tangibility, empathy, responsiveness) and customer patronage. The findings suggest significant correlations, highlighting the importance of service quality in influencing customer behavior in grocery services in Nigeria.

Iloke & Oguegbe (2024) explored how public awareness and product quality predict customer loyalty among consumers in Awka metropolis, Anambra State. The study involved 200 participants and utilized measures such as advertising effectiveness, a Quality of Products Scale (QPS), and a Customer Loyalty Scale (CLS). The findings showed that public awareness significantly predicted customer loyalty ($\beta = .238$, $p < .05$), and product quality also had a significant impact on customer loyalty ($\beta = .390$, $p < .05$). Additionally, the combined effect of public awareness and product quality on customer loyalty was statistically significant ($F = 22.49$, Adjusted $R^2 = .245$, $p < .001$). These results suggest that both factors, individually and together, influence consumer loyalty in the region. The study recommended that businesses implement effective marketing strategies, utilizing various channels like social media, television, radio, and billboards to enhance public awareness and educate consumers about product features and benefits.

Okoro (2021) conducted a study on consumer purchase decision-making at store retailers, with a focus on Roban Stores' operations in Abakaliki (Ebonyi State), Enugu (Enugu State), and Nnewi (Anambra State), all in southeastern Nigeria. The study aimed to investigate consumer purchasing decisions, preferences, and reasons for choosing products from the wide variety offered at these stores. Two hypotheses were tested, and chi-square analysis was used to evaluate the results. The study found that consumers' preferences for the product range in Roban Stores reflected satisfaction, convenience, loyalty, and staff commitment. The study's methodology involved administering 120 questionnaires to consumers, with 103 returned, and 30 questionnaires to Roban Stores personnel across the three locations. Data analysis was conducted using tables and percentages. Key findings indicated that Roban Stores attracted a high number of active consumers, with the majority of their workforce being under 30 years old, contributing to the store's stability and growth. The study concluded that consumer satisfaction with the variety of products offered positively influenced Roban Stores' development. Recommendations included hiring more educated staff to match the growing number of educated consumers and expanding operations to other cities in the region and beyond to increase patronage.

Iwuchukwu et al. (2023) conducted a study to assess the conformity of five brands of vegetable oil sold in Roban stores, Awka, to the standards set by the National Agency For Food And Drug Administration And Control (NAFDAC). The brands examined were Sunchi Soya Oil (CBI), Carlini Pure Canola Oil (ABI), Lassa Vegetable Oil (NEI), Golden Penny Pure Soya Oil (NMN), and Active Pure Vegetable Oil (JGO). The analysis of physical properties—specific gravity (0.65-0.92), refractive index (1.33-1.54), and viscosity (50.55-80.44 mPa·s)—revealed significant differences ($p \leq 0.05$) across the brands, with most values below NAFDAC's standards, except for CBI, which met the required specific gravity (0.91-0.92) and refractive index (1.46-1.48). All samples, however, complied with the NAFDAC viscosity standard of ≥ 0.2 mPa·s. The study further examined the chemical properties, including saponification number (145-190 mg KOH/g), iodine value (0.90-8.86 mgI2/g), and peroxide value (1.70-7.48 meq/kg), all of which conformed to NAFDAC standards. Additional properties analyzed, such as free fatty acid, pH, base value, and impurity level, though not regulated by NAFDAC, were also within acceptable ranges. Overall, the findings indicated that the oils were of good quality and safe for consumption.

Anionwu (2019) examined the success factors of retail businesses among Micro, Small, And Medium Enterprises (MSMEs) in Awka, Anambra State, Nigeria. The study focused on the impact of market, organizational, and regulatory drivers on retail business success. Using a descriptive survey of 277 retail MSME owners and structured questionnaires, the research employed descriptive statistics and t-tests to analyze the data. Key findings revealed that market drivers such as the availability of brands, selling price, location, long opening hours, and customer ratings significantly influence business success. Organizational drivers, including location security, human resource management, corporate reputation, and fast service, were also pivotal, with a mean score of 3.78. In terms of regulatory drivers, business ownership structure and compliance with professional standards emerged as major influences. The study recommends that retail business managers should focus on these key success factors, developing strategies that emphasize quality service, legal compliance, optimal location, and strong corporate management to maintain a competitive edge.

The study by Nwangwu et al. (2024) examined the predictive role of service quality on online shopping preferences in Anambra State, Nigeria. It involved 329 adults from Awka, Nnewi, and Onitsha, with a demographic breakdown of 116 males (35.3%) and 213 females (64.7%), aged 18 to 51 years, and a mean age of 39.45 (SD = 9.19). The researchers used purposive and incidental sampling methods, along with the quality of service scale and online shopping preference scale to collect data. Employing a correlational design and multiple linear regression statistics, the results indicated that dimensions of quality service, such as tangibles ($\beta = -3.49$), reliability ($\beta = -3.07$), and responsiveness ($\beta = -.24$), had significant positive effects on online shopping preferences. In contrast, assurance ($\beta = .67$) and empathy ($\beta = .49$) negatively predicted online shopping preferences ($p < .05$). The findings suggest that online retailers should enhance their service quality—particularly tangibles, reliability, responsiveness, assurance, and empathy—to attract and retain consumers.

The paper by Mbamalu & Okeke (2021) evaluated the relationship between e-service quality and customer satisfaction regarding Point-Of-Sale (POS) systems in Anambra State, Nigeria. The study was guided by two specific objectives and two hypotheses, employing a quantitative research design with a sample of 380 bank account holders using POS services. Data collection was primarily through questionnaires, and the analysis involved descriptive statistics, including frequencies and mean scores, along with Pearson Product Moment Correlation to test hypotheses at a significance level of 0.05. The findings revealed that about half of the respondents were comfortable with POS services in Awka and expressed confidence

in the operators' policies, indicating a perception of trustworthiness. However, less than half (45.2%) found the POS systems user-friendly. The study established a significant relationship between reliability and customer satisfaction (p=0.00, <0.05) and between trust and customer satisfaction (p=0.00, <0.05).

Jacobs (2022) conducted a study on the challenges and prospects of e-commerce and retail business in Awka South L.G.A., focusing on the effects of e-marketing and e-trade on retail operations. Using a structured questionnaire, data was collected from staff at selected firms, with a population of 3,085 retail businesses registered with the National Association of Small and Medium Scale Enterprises (SMEs) in Anambra State. A sample size of 552 was determined using the Borg & Gall formula, and purposive sampling techniques were employed. The study utilized innovation diffusion theory as a theoretical framework, with data analyzed through percentage tables and ANOVA to test research hypotheses. Findings revealed that both e-marketing and e-trade significantly influenced retail business in Awka South. The study recommended that government and private organizations enhance infrastructure and technology, improve high-speed information networks, and recruit IT-skilled personnel to foster e-commerce growth. It also suggested that regulations for electronic approval processes, consumer protection, and e-commerce legal frameworks be standardized to boost user confidence in e-commerce.

The study by Ogbunankwor & Madumere (2023) explores the factors that influence consumer choices in retail outlets in Nigeria, highlighting that many retail businesses struggle to sustain themselves due to a lack of understanding of consumer preferences. The research focuses on three key attributes: customer service, product quality, and store location. Using a convenience sample of 138 retailers in Awka metropolis, South-East Nigeria, the study employed multiple regression analysis with SPSS Version 20.0 at a 5% significance level. The findings reveal that all three factors significantly influence consumer choice, with customer service being the most impactful, followed by store location and product quality. The study concludes that consumer patronage is crucial for the success of retail businesses. It recommends that retailers invest in technology to enhance customer purchasing experiences and improve customer service support.

Omeje & Olise (2022) explored the role of customer satisfaction as a mediator in the relationship between relationship marketing and customer loyalty among commercial bank customers in Awka, Anambra State. The study emphasizes that the banking industry's success relies on building a strong customer base and maintaining positive customer relationships. It investigates how relationship marketing dimensions—trust, commitment, communication, and conflict handling—affect customer loyalty. Data from 691 respondents were analyzed using SPSS version 17. The findings reveal that these dimensions significantly influence customer loyalty, with customer satisfaction playing a crucial mediating role. The study concludes that banks should prioritize customer satisfaction through effective relationship marketing to foster customer loyalty and encourage ongoing patronage.

Mbazor & Okeke (2019) examined the effect of perceived service quality dimensions on customer loyalty within the telecom industry, particularly focusing on the GSM subsector. Utilizing a survey research design, they gathered data from 246 respondents across three major urban areas in Anambra State—Awka, Onitsha, and Nnewi—using structured questionnaires. The analysis, conducted through descriptive statistics and multiple linear regression, revealed that four out of five service quality constructs—tangibility, reliability, assurance, and responsiveness—significantly influenced customer loyalty in the GSM sector. In contrast, the dimension of empathy, while positively correlated, was not statistically significant. The study recommended that GSM service providers enhance the consistency of their service offerings

and improve responsiveness to customer requests to foster loyalty. Additionally, it suggested directions for further research and highlighted the implications for GSM company management.

RESULTS AND DISCUSSION

The findings regarding the quality of services provided by Roban Stores in Awka paint a clear picture that highlights both the store's strengths and areas that could benefit from enhancement. An online review conducted by AFRICABZ.COM, featuring feedback from forty customers, reveals a dual narrative that offers important observations into the shopping experience. On one hand, many customers expressed genuine appreciation for the store's outstanding customer service. They frequently mention the staff's friendliness and willingness to go the extra mile to assist shoppers, which speaks volumes about the store's commitment to fostering a welcoming atmosphere. This focus on customer satisfaction is particularly significant in the competitive retail environment, where positive interactions can lead to increased customer loyalty and repeat business. As noted by Iloke & Oguegbe (2024), a strong emphasis on service quality can be a key differentiator for retailers, making it essential for Roban Stores to maintain and build upon this strength. However, the review also uncovers areas needing improvement. While many customers are satisfied, there are also mentions of occasional stock shortages and long wait times during peak hours. These challenges can detract from the overall shopping experience and may lead to frustration among customers who expect a seamless visit. Addressing these issues will be vital for Roban Stores as it strives to enhance its service quality and ensure that every aspect of the shopping journey meets or exceeds customer expectations.

Strengths of Robban Stores

Roban Stores has set its sights on becoming a one-stop shopping destination, offering a wide array of products that cater to every customer's needs. From groceries and delectable confectionery pastries to sports equipment, trendy fashion items, and alluring perfumes, the store creates a vibrant marketplace under one roof. This ambitious vision not only enhances customer convenience but also attracts a diverse customer base, significantly boosting foot traffic and, ultimately, sales (Micheal & Ifunanya, 2022). In today's fast-paced world, consumers increasingly seek the convenience of finding everything they need in one place. Roban Stores embraces this retail trend by creating a seamless shopping experience, ensuring that customers can easily browse and purchase items without the hassle of visiting multiple stores. This alignment with current market demands for accessibility and ease is essential for attracting and retaining customers (Okoro, 2021). By offering such a broad range of products, Roban Stores not only simplifies the shopping process for its customers but also fosters a sense of community. Shoppers can enjoy a lively atmosphere where they can discover new products and engage with knowledgeable staff. This personal touch enhances customer loyalty, making them more likely to return for their diverse shopping needs. In essence, Roban Stores is not just about selling products; it's about creating an enjoyable and efficient shopping experience that resonates with the modern consumer's lifestyle.

Customer Loyalty and Satisfaction

Research conducted by Micheal & Ifunanya (2022) paints a compelling picture of customer perceptions regarding product quality at Roban Stores, positioning it as superior to that of its competitors. Their findings delve into various dimensions that influence customer

loyalty, including brand performance, reliability, and durability. Customers have voiced high levels of trust in the brand, which suggests a strong foundation of long-term loyalty—an essential component for sustaining business growth.

This trust and reliability are not just abstract concepts; they manifest in tangible outcomes. The ability of Roban Stores to foster such trust correlates directly with customer satisfaction and advocacy. Many customers are willing to recommend the store to friends and family, indicating that their positive experiences translate into a powerful word-of-mouth endorsement. This kind of advocacy is invaluable, as it not only attracts new customers but also strengthens the existing customer base. Further supporting this view, findings from Iloke & Oguegbe (2024) highlight that public awareness and product quality are pivotal in shaping customer loyalty. Their study provides statistical evidence underscoring a robust connection between these factors and consumer behavior, reaffirming the notion that both dimensions are critical for maintaining a loyal customer base. Given these insights, it becomes evident that effective marketing strategies are vital for enhancing public awareness of Roban Stores' offerings. The researchers recommend utilizing diverse marketing channels to educate consumers about the quality and reliability of the store's products. By increasing visibility and promoting their strengths, Roban Stores can further solidify its reputation and enhance customer loyalty, ensuring continued growth in a competitive market. This strategic focus on marketing, combined with the existing trust and satisfaction among customers, could pave the way for the store to maintain its leading position in the retail sector.

Areas for Improvement

While Roban Stores showcases several positive attributes, it is essential to address some critical concerns that have emerged regarding its management practices. These criticisms indicate that inadequate management can significantly undermine the store's operational efficiency and overall service quality. For instance, ineffective management often manifests in ways that directly impact customer satisfaction, leading to a negative perception of the store and potentially harming its reputation (Iwuchukwu et al., 2023). One particularly troubling aspect has been the reported instances of rude behavior among staff members, especially in the bakery section. Such negative interactions not only sour the customer experience but also highlight a pressing need for enhanced training in customer service. When customers encounter unhelpful or discourteous staff, it creates a barrier to repeat patronage, as many shoppers are inclined to take their business elsewhere in search of a more positive shopping environment (Anionwu, 2019). To remedy this situation, Roban Stores must invest in regular training programs that emphasize customer service excellence and foster a positive work culture. This approach would not only empower employees to interact more effectively with customers but also help create a more welcoming atmosphere in the store, ultimately enhancing the overall shopping experience. Further emphasizing the importance of service quality, research conducted by Anetoh (2016) highlights the critical relationship between various dimensions of service quality—namely reliability, assurance, tangibility, empathy, and responsiveness—and customer patronage within grocery services. The significant correlations found in this study underscore the necessity for Roban Stores to prioritize these service dimensions. By focusing on these areas, the store can cultivate customer loyalty, thereby enhancing patronage and ensuring a more sustainable business model.

Product Quality Compliance

In the quest to ensure high product quality at Roban Stores, the study conducted by Iwuchukwu et al. (2023) meticulously evaluated a selection of vegetable oil brands available

on the shelves. This evaluation focused on the compliance of these products with the rigorous standards established by the National Agency for Food and Drug Administration and Control (NAFDAC). The research highlighted a generally positive outcome, with most brands meeting the required standards. However, the study did uncover some discrepancies that raised concerns about a few specific brands. Such evaluations are not merely academic exercises; they play a crucial role in protecting consumers. By scrutinizing product quality and ensuring compliance with established safety standards, retailers like Roban Stores can build and maintain customer trust. The implications of product quality extend beyond mere compliance; they are integral to customer satisfaction. As emphasized by Mbamalu & Okeke (2021), the assurance of safety and quality directly influences consumers' perceptions of a brand. When customers feel confident that the products they purchase are safe and reliable, it fosters loyalty and enhances their overall shopping experience. This study not only serves as a reminder of the importance of adherence to regulatory standards but also underscores the responsibility of retailers to prioritize the safety and well-being of their customers. By addressing discrepancies and promoting transparency in product quality, Roban Stores can reinforce its commitment to consumer health and satisfaction, ultimately contributing to a positive shopping environment.

Consumer Preferences and Decision-Making

Okoro (2021) conducted a thorough examination of consumer preferences and purchasing decisions, revealing that the diverse array of products available at Roban Stores plays a significant role in fostering customer satisfaction and loyalty. The study highlighted that customers are not only pleased with the extensive product range but also highly value the dedication and commitment exhibited by the store's staff, particularly the younger employees. This alignment of staff engagement with the store's growth path is essential for cultivating a positive shopping experience and encouraging repeat business. Despite these strengths, Nwangwu et al. (2024) highlights a crucial challenge facing retail Stores: the rapid shift towards online shopping. As consumer behavior evolves, it is imperative for the store to enhance its service quality dimensions, including responsiveness and reliability, to maintain a competitive edge in the dynamic retail environment. This perspective resonates with the insights shared by Jacobs (2022), who advocates for the integration of e-marketing strategies into retail operations. By adopting such strategies, Roban Stores could significantly expand its market reach and better cater to the needs of a tech-savvy consumer base, ultimately positioning itself for sustained growth in an increasingly digital world.

CONCLUSION

The analysis of Roban Stores in Awka underscores the store's dual narrative of strengths and areas needing improvement within its service quality and operational practices. Customers have expressed high levels of satisfaction with the friendly and supportive staff, reinforcing the store's commitment to exceptional customer service. This aspect is particularly valuable in a competitive retail environment, as positive interactions are crucial for fostering customer loyalty and encouraging repeat business. The store's diverse product range further enhances its appeal, making it a convenient one-stop shopping destination that caters to various consumer needs. However, the findings also reveal critical areas for improvement. Issues such as stock shortages, long wait times, and reports of rude staff behavior in certain sections highlight the necessity for better management practices and employee training. Addressing these challenges is essential for maintaining a positive customer experience and upholding the store's reputation. Moreover, the evaluation of product quality compliance indicates that while the majority of

items meet safety standards, ongoing scrutiny is necessary to ensure consistency and reliability. Retailers like Roban Stores have a responsibility to prioritize product safety, which directly influences consumer trust and satisfaction. As consumer preferences evolve, particularly with the growing trend towards online shopping, Roban Stores must adapt by enhancing its service quality dimensions and considering the integration of e-marketing strategies. By leveraging its strengths while simultaneously addressing weaknesses, Roban Stores can solidify its position in the retail sector and ensure long-term growth and customer loyalty. Ultimately, a focus on customer satisfaction, operational efficiency, and product quality will be vital for navigating the challenges of a dynamic retail landscape and for fostering a loyal customer base in the years to come.

RECOMMENDATIONS

To ensure sustained growth and competitive advantage, Roban Stores should implement the following recommendations:

1. Roban Stores must prioritize continuous staff development through comprehensive training programs. This will not only enhance the skills and capabilities of the employees but also ensure exceptional customer service. Well-trained staff can effectively meet and exceed customer expectations, leading to increased satisfaction and repeat patronage.

2. Implementing robust management practices is crucial for operational efficiency and organizational success. Roban Stores should adopt a proactive management approach, focusing on strategic planning, performance monitoring, and resource optimization. Effective management will enable the store to swiftly respond to market changes, streamline operations, and drive sustainable growth.

3. To stay ahead in the competitive retail market, Roban Stores should continuously enhance the shopping experience for its customers. This includes maintaining a clean and welcoming store environment, ensuring product availability, and offering a diverse product range. Additionally, leveraging technology to improve convenience, such as through efficient checkout processes and personalized shopping experiences, will significantly boost customer satisfaction and loyalty.

4. Roban Stores should conduct regular assessments to identify and address any challenges that may hinder its performance. By leveraging its strengths, such as a loyal customer base and strategic location, the store can create targeted strategies to overcome obstacles and capitalize on opportunities. This proactive approach will position Roban Stores as a preferred shopping destination.

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