

The Influence of Product Quality, Service Quality, and Price on Customer Loyalty at Bandung Fashion Store, Pasir Pengaraian

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Abstract

This study aims to analyze the effect of product quality, service quality, and price on customer loyalty at Bandung Fashion Store, Pasir Pengaraian, Rokan Hulu Regency. The research employs an associative quantitative approach, with a sample of 100 customers determined through purposive sampling and the Slovin formula from a population of 11,329 buyers over 2023–2025. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression, following validity, reliability, and classical assumption tests. The results show that product quality has a positive and significant partial effect on customer loyalty ($t = 3.113$; $\text{sig.} = 0.002$), service quality has a positive and significant partial effect ($t = 18.926$; $\text{sig.} = 0.000$), and price has a positive and significant partial effect ($t = 10.862$; $\text{sig.} = 0.000$). Simultaneously, product quality, service quality, and price have a significant effect on customer loyalty ($F = 483.669$; $\text{sig.} = 0.000$), with an Adjusted R Square of 0.936, indicating that the three variables jointly explain 93.6% of the variance in customer loyalty. These findings suggest that service quality is the most dominant driver of loyalty at Bandung Fashion Store, followed by price and product quality, and offer practical implications for strengthening staff responsiveness during peak hours, maintaining fabric-durability quality control, and expanding budget-friendly product options to sustain and grow the store's loyal customer base.

Introduction

The business world continues to grow more competitive in today's era of globalization, requiring every industry to optimize its performance to remain competitive in the market. Companies must design robust marketing strategies capable of generating customer satisfaction and sustaining their position amid business competition. Among the sectors experiencing rapid growth and intense competition today is the fashion industry, characterized by numerous businesses offering broadly similar products, yet varying considerably in the quality of goods and services provided.

Fashion business operators are accordingly required to develop strategies capable of attracting consumers to purchase the products and services offered, in order to compete effectively and maintain an edge over competitors. Fashion businesses must continually innovate and deliver excellent service so that consumers feel satisfied with the products or services they purchase, ultimately fostering customer loyalty. Product quality is one avenue for building that loyalty: Kotler (2020) defines product quality as the total characteristics of a product or service bearing on its ability to satisfy stated or implied needs. Perceived service quality, following Keller (2023), is defined as consumers' perception of a product or service's overall quality or superiority relative to alternatives, grounded in consumers' own subjective evaluation of the quality they have experienced.

At Bandung Fashion Store, the products sold carry well-regarded brands, presenting customers with a wide range of models and satisfying product quality — conditions expected to foster customer satisfaction and repeat purchase, or loyalty. Customer loyalty is critical for every business operator: loyal customers will continue to purchase and use products from a given store or boutique, with loyalty arising from customer satisfaction with product quality, perceived service quality, and fashion involvement. Beyond this, customer loyalty generates a customer commitment to sustaining a long-term relationship in the form of loyalty.

Data from the Bandung Fashion Store owner in Pasir Pengaraian, Rokan Hulu Regency, show that store revenue has fluctuated and declined over 2023–2025, as summarized in Table 1.

Table 1. Bandung Fashion Store Revenue, Pasir Pengaraian, 2023–2025

Year	Revenue (IDR)
2023	663,767,000
2024	455,212,700
2025	385,673,000
Total	1,504,652,700

Source: *Bandung Fashion Store, Pasir Pengaraian, 2025*.

Table 1 shows that Bandung Fashion Store's revenue in Pasir Pengaraian, Rokan Hulu Regency, has fluctuated and declined from 2023 to 2025, with the lowest revenue recorded in 2025 at IDR 385,673,000, against the highest in 2023 at IDR 663,767,000.

Table 2. Number of Buyers at Bandung Fashion Store, Pasir Pengaraian, 2023–2025

Year	Number of Buyers
2023	4,999
2024	3,234
2025	3,096
Total	11,329

Source: *Bandung Fashion Store, Pasir Pengaraian, 2023–2025*.

Table 2 shows that the number of buyers over 2023–2025 totaled 11,329 and fluctuated irregularly each year. This declining buyer trend is a notable phenomenon worth investigating, given that fashion-sector sales in Pasir Pengaraian remain fairly substantial overall, even as Bandung Fashion Store has experienced a yearly decline in visitors. Accordingly, this study seeks to identify the underlying cause — whether the community's dissatisfaction relates to product quality, perceived service quality, fashion involvement, or price at Bandung Fashion Store.

Given this background, and the practical significance of understanding what drives customer loyalty amid Bandung Fashion Store's declining customer base, this study examines the effect of product quality, service quality, and price on customer loyalty at Bandung Fashion Store, Pasir Pengaraian, both partially and simultaneously.

Literature Review and Hypotheses Development

Marketing

Marketing, following Tjiptono (2021), is the extent to which an organization succeeds in realizing its objectives, determined by the organization's ability to identify the needs and wants of its target market and to deliver superior value relative to competitors. Alma (2020) further defines marketing as the effort to provide and deliver goods and services that meet consumer needs, underscoring the broad scope marketing occupies in supporting business success.

Product Quality

Product quality, following Kotler (2020), is the total characteristics of a product, reflecting the extent to which it can deliver benefits consistent with customer expectations and thereby generate customer satisfaction. Habibah (2020) similarly frames product quality as the totality of a product's attributes as they have been developed and aligned with customer expectations,

emphasizing the level of product superiority in meeting consumer wants relative to competing products. Saidani and Arifin (2022) found that stronger perceived product quality is associated with higher customer loyalty, a finding supported by Novianti et al. (2018), who identified product quality as a consistent key factor in customer retention. This study measures product quality through indicators drawn from Garvin (2020): features (secondary characteristics or accessories), reliability (low likelihood of damage or failure in use), and conformance to specifications.

Service Quality

Perceived service quality is a differentiating dimension among businesses; Stefano et al. (2020) argue that service quality is shaped by the interaction between experienced service and expected service, while Tjiptono (2021) frames quality service as service that meets or exceeds what customers expect. The classic SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988) measures service quality across five dimensions, including responsiveness, assurance, empathy, reliability, and tangibles, and remains an important foundation for understanding perceived service quality from the consumer's perspective. In the fashion retail context, Jahanshahi et al. (2021) find that positively perceived service quality directly contributes to customer satisfaction and loyalty in the retail sector. This study measures service quality through three indicators following Tjiptono (2021): responsiveness and speed of service (customers should not need to wait long for service), staff friendliness (assurance and the emotional comfort customers experience in interacting with staff), and staff attentiveness (empathy, or the extent to which staff can attend personally and sincerely to each customer's specific needs).

Price

Following Kotler and Armstrong (2020), price is measured through three indicators: price affordability (the extent to which a store's prices are within target consumers' reach, which need not mean "cheap" but rather aligned with customer expectations and budget constraints, so that customers feel confident purchasing when prices are perceived as affordable); price-quality conformity (customers' rational evaluation of the amount spent relative to the benefit or quality received, feeling satisfied and judging the price reasonable when material quality, stitching, or durability is proportionate to the price paid); and price competitiveness (how attractive a store's prices are relative to competing stores selling similar products in the same area).

Customer Loyalty

Kotler and Keller (2020) define customer loyalty as a customer's strong commitment to a brand, reflecting one of the most valuable brand assets a business can hold, while Ali Hasan (2023) frames customer loyalty as key not merely to short-term but to sustained business success. Sari and Yuniati (2016) found that product quality, perceived service quality, and price are the primary determinants shaping customer loyalty in the fashion retail sector, a finding echoed by Hendarsono and Sugiharto (2023), who found that positive customer shopping experiences — including product quality and service quality — significantly contribute to building long-term customer loyalty. This study measures customer loyalty through three indicators following Tjiptono, as cited in Sangadji and Sopiah (2023): repeat purchase (behavioral commitment to transact again in the future); strong brand preference (the attitudinal and emotional dimension of loyalty toward a store, reflecting an emotional bond formed through past satisfaction and creating immunity to competitor appeals); and brand recommendation to others (the highest level of customer loyalty, in which a satisfied customer voluntarily serves as a brand advocate, confident the store will not disappoint those to whom they recommend it).

Relationships Among Variables

Product and service quality together shape consumer satisfaction, which in turn shapes loyalty: as Naser et al. (2021) note, customer satisfaction depends considerably on the level of product quality offered, and stronger product quality thereby raises satisfaction and, ultimately, loyalty; correspondingly, when service quality improves, customers become more loyal to a given

fashion store. Price similarly plays an important role in shaping purchase decisions and loyalty: when a store's prices are perceived as fair and proportionate to the value received, customers tend toward repeat purchase, whereas prices perceived as excessive relative to benefit received tend to push customers toward competing stores — making competitive pricing an important strategy for sustaining customer loyalty.

Conceptual Framework

Based on the theoretical review above, the conceptual framework of this study describes the relationship between product quality (X1), service quality (X2), and price (X3) as independent variables, and customer loyalty (Y) as the dependent variable, as presented in Figure 1.

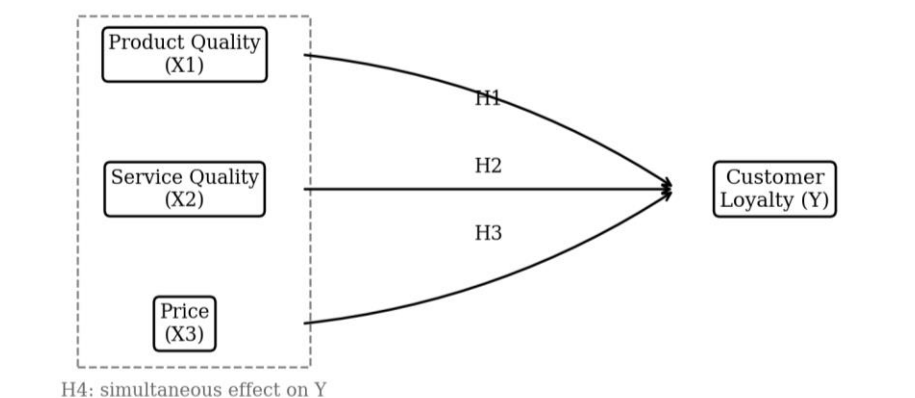


Figure 1. Conceptual Framework of the Study

Hypotheses Development

Product quality is theorized to shape customer loyalty because the physical and functional superiority of a product forms the primary foundation for generating sustained customer satisfaction; consistent with Kotler and Keller (2020), reliable fulfillment of quality expectations builds deep customer trust and encourages the retention that drives long-term loyalty. This is supported by Saidani and Arifin (2022) and Novianti et al. (2018), who found product quality to have a significant partial effect on customer loyalty. Based on this, the following hypothesis is proposed:

H1: Product quality has a positive and significant effect on customer loyalty.

Service quality is theorized to shape loyalty because positive interpersonal interaction and smooth transaction processes build customers' emotional connection and satisfaction; as Kotler and Keller (2020) emphasize, excellent service is a critical instrument for generating customer value, and service that exceeds expectations stimulates the high satisfaction that translates directly into loyalty commitment. This is supported by the SERVQUAL tradition (Parasuraman et al., 1988) and by Jahanshahi et al. (2021), who found service quality to positively and significantly affect customer loyalty in retail settings. Based on this, the following hypothesis is proposed:

H2: Service quality has a positive and significant effect on customer loyalty.

Price is theorized to shape loyalty because it represents a direct financial sacrifice customers weigh against perceived value; following Kotler and Keller (2020), price is not merely a numeric figure but a key determinant of perceived value, with prices perceived as fair, competitive, and proportionate to product benefit generating the satisfaction that drives repeated purchase. This is supported by prior findings that price significantly affects customer loyalty in retail and fashion settings. Based on this, the following hypothesis is proposed:

H3: Price has a positive and significant effect on customer loyalty.

Product quality, service quality, and price are theorized to jointly shape customer loyalty because together they form a complete, integrated shopping-experience ecosystem; consistent with Kotler and Keller's (2020) marketing-mix integration concept, long-term customer loyalty is the end result of the total customer experience, built on a strong value proposition combining quality

products, satisfying service, and rational pricing. Based on this, the following hypothesis is proposed:

H4: Product quality, service quality, and price simultaneously have a positive and significant effect on customer loyalty.

Research Methods

This study employs an associative research design to examine the effect of product quality, service quality, and price on customer loyalty through hypothesis testing, conducted at Bandung Fashion Store, located on Jalan Tuanku Tambusai, Simpang Supra, Pasir Pengaraian, Rokan Hulu Regency, from January to July 2026.

The study population comprised 11,329 buyers over the 2023–2025 period. The sample was determined through non-probability purposive sampling, based on the criteria of having purchased from Bandung Fashion Store at least twice, shopping directly at the store's physical outlet, being at least 17 years of age, and having made a purchase within the past six months. Using the Slovin formula at a 10% margin of error ($n = N / (1 + N \cdot e^2)$), the calculated sample size was 99.23, rounded to 100 respondents — a sample size regarded as adequate for business surveys under Hair (2023).

Data comprised qualitative data (questionnaire responses on product quality, perceived service quality, fashion involvement, price, and customer loyalty) and quantitative data (numerical figures such as customer counts requiring further analysis), drawn from primary sources (questionnaires and interviews with Bandung Fashion Store customers) and secondary sources (sales volume and customer data). Data were collected through observation, a structured Likert-scale questionnaire (1–5), and interviews.

The research instrument was tested through a validity test (Pearson correlation, comparing the calculated r -value against the critical r -value at a 5% significance level) and a reliability test (Cronbach's Alpha, with a coefficient of 0.60 or higher regarded as reliable). Data were analyzed through descriptive analysis using the Respondent Achievement Level (TCR); classical assumption tests, including normality (Kolmogorov-Smirnov), multicollinearity (tolerance and VIF), and heteroscedasticity (scatterplot); multiple linear regression with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$; the coefficient of determination (R^2); and hypothesis testing through the t -test (partial, $\alpha = 5\%$) and F -test (simultaneous, 95% confidence level), using SPSS 21.

Results and Discussion

Validity and Reliability Tests

All 24 questionnaire items across the four variables were declared valid, with calculated r -values exceeding the table r -value of 0.1966 ($df = 98$; $\alpha = 5\%$): product quality items ranged from 0.706 to 0.822, service quality items from 0.736 to 0.885, price items from 0.330 to 0.805, and customer loyalty items from 0.462 to 0.767. The reliability test produced Cronbach's Alpha values of 0.870 for product quality, 0.922 for service quality, 0.676 for price, and 0.686 for customer loyalty, all exceeding the 0.60 threshold and confirming the instrument's reliability.

Respondent Characteristics

Of the 100 respondents, the majority were female (76%) compared with male respondents (24%). By age, most respondents were 20–29 years old (50%), followed by 30–39 years (20%), under 20 years (15%), 40–49 years (12%), and 50 years or older (3%). By primary occupation, students formed the largest group (42%), followed by private-sector or state-owned enterprise employees (18%), civil servants (8%), government-contract employees (5%), and military/police personnel (3%), with the remainder in other occupations.

Classical Assumption Tests

The Kolmogorov-Smirnov normality test produced an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), indicating normally distributed residuals (mean = 0.0000000; SD = 0.58289114). The multicollinearity test showed tolerance values above 0.10 and VIF values below 10 for all three

independent variables (product quality: tolerance = 0.216, VIF = 4.626; service quality: tolerance = 0.620, VIF = 1.614; price: tolerance = 0.182, VIF = 5.490), indicating the regression model is free from multicollinearity. The heteroscedasticity test, examined through a scatterplot of standardized residuals (SRESID against ZPRED), showed points randomly scattered above and below zero without a discernible pattern, indicating no heteroscedasticity in the model.

Multiple Linear Regression Analysis and Hypothesis Testing

The multiple linear regression analysis produced the equation $Y = 0.924 + 0.140X_1 + 0.432X_2 + 0.669X_3$, as detailed in Table 3. The positive constant of 0.924 indicates the baseline value of customer loyalty when all three independent variables are held at zero. All three regression coefficients were positive, with price contributing the largest coefficient (0.669), followed by service quality (0.432) and product quality (0.140).

Table 3. Multiple Linear Regression and t-Test Results

Variable	B	t-value	Sig.	Description
Constant	0.924	1.373	0.173	—
Product Quality (X1)	0.140	3.113	0.002	Significant
Service Quality (X2)	0.432	18.926	0.000	Significant
Price (X3)	0.669	10.862	0.000	Significant

Source: SPSS 21 processed data, 2026. Table t-value = 1.98447; $\alpha = 0.05$.

Table 4. Coefficient of Determination Results

R	R Square	Adjusted R ²	Std. Error of the Estimate
0.968	0.938	0.936	0.592

Source: SPSS 21 processed data, 2026.

Table 5. F-Test Results (ANOVA)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	508.404	3	169.468	483.669	0.000
Residual	33.636	96	0.350	—	—
Total	542.040	99	—	—	—

Source: SPSS 21 processed data, 2026. Table F-value = 2.70.

The t-test results show that product quality has a calculated t-value of 3.113, exceeding the table t-value of 1.98447, with a significance of 0.002 (< 0.05), so H1 is accepted: product quality has a significant positive partial effect on customer loyalty. This finding is consistent with Amalia (2017), Dewi (2022), Koesharijadi et al. (2023), Febriani and Cipta (2023), Desy et al. (2024), and Novi et al. (2024). Service quality has a calculated t-value of 18.926, exceeding the table t-value, with a significance of 0.000 (< 0.05), so H2 is accepted: service quality has a significant positive partial effect on customer loyalty, consistent with Amalia (2017), Koesharijadi et al. (2023), Febriani and Cipta (2023), Desy et al. (2024), and Adhya and Anton (2024). Price has a calculated t-value of 10.862, exceeding the table t-value, with a significance of 0.000 (< 0.05), so H3 is accepted: price has a significant positive partial effect on customer loyalty, consistent with Febriani and Cipta (2023), Novi et al. (2024), and Adhya and Anton (2024).

The F-test produced a calculated F-value of 483.669, exceeding the table F-value of 2.70, with a significance of 0.000 (< 0.05), so H4 is accepted: product quality, service quality, and price simultaneously have a significant effect on customer loyalty, consistent with Amalia (2017), Febriani and Cipta (2023), and Adhya and Anton (2024). The Adjusted R Square of 0.936 indicates that the three variables jointly explain 93.6% of the variance in customer loyalty, with the remaining 6.4% explained by factors outside the model, such as store location, promotion, and store atmosphere.

Discussion: Product Quality

The product quality variable achieved an overall mean of 4.08 with a Respondent Achievement Level (TCR) of 81.6% (good category). The highest-rated item concerned completeness of color and size variation (84.6%), reflecting the store's adaptiveness in stocking fashionable clothing favored by female and younger customers, while the lowest-rated item concerned long-term material durability (79.4%), plausibly because verifying physical durability requires extended use, leading respondents to rate this dimension somewhat more conservatively relative to the product's price class. Product quality at Bandung Fashion Store is thus rated as strong in meeting customers' visual and trend expectations; management is encouraged to maintain this strength in product variation while continuing to strengthen quality control over long-term fabric durability, so that customers' longer-term physical satisfaction is consistently preserved.

Discussion: Service Quality

The service quality variable achieved an overall mean of 3.95 with a TCR of 79% (good category). The highest-rated item concerned staff friendliness — warm smiles and courteous manner (79.4%) — an important first impression for female customers in particular, while the lowest-rated item concerned full attentiveness to individual customer shopping preferences (78.4%), plausibly because staff attention is divided across many customers during peak hours. Overall, service at Bandung Fashion Store meets a good standard, particularly in courtesy and basic friendliness; the store is encouraged to evaluate operational staffing or add backup staff during busy periods so that personal attentiveness to each customer can be sustained more consistently across all conditions.

Discussion: Price

The price variable achieved an overall mean of 4.08 with a TCR of 81.7% (good category). The highest-rated item concerned price conformity with the product's aesthetic value (84.6%, very good category), as customers felt the amount spent was well-proportioned to the fashionable, elegant clothing models offered, while the lowest-rated item concerned general price affordability (78%), reflecting that the customer base is dominated by lower-income students, for whom certain clothing collections can still feel relatively demanding on their budget. Bandung Fashion Store's pricing policy has thus been broadly successful in balancing product aesthetic quality with competitive promotional programs; the store is advised to maintain this pricing strategy while expanding product variation at lower price points to better accommodate the purchasing power of its largest customer segment, students.

Discussion: Product Quality, Service Quality, and Price on Customer Loyalty

The customer loyalty variable achieved an overall mean of 4.02 with a TCR of 80.47% (good category). The highest-rated item concerned willingness to recommend the store to family and friends (84.6%), shaped by satisfaction from repeated shopping experiences and the close-knit social ties characteristic of the Pasir Pengaraian community, while the lowest-rated item concerned deep emotional attachment to the store (78%), reflecting that younger fashion consumers tend to be dynamic and open to alternative competing stores. Overall, customer loyalty at Bandung Fashion Store has formed strongly, particularly in voluntary word-of-mouth advocacy; to deepen loyalty beyond repeat purchase into more exclusive emotional attachment, management is encouraged to develop special appreciation programs such as a membership card system or reward points to retain long-standing customers.

Taken together, the combination of product quality, service quality, and price plays a substantial role in locking in customer loyalty because the three together form a complete, evenly balanced shopping-experience ecosystem. Consistent with Kotler and Keller's (2020) marketing-mix integration concept, long-term customer loyalty is the outcome of the total customer experience built upon a strong value proposition — the alignment of quality products, satisfying service, and rational pricing. When Bandung Fashion Store succeeds in simultaneously offering on-trend, quality clothing, friendly and responsive service, and budget-conscious pricing, this

combination generates the strong customer satisfaction that not only drives repeat purchase but also voluntary recommendation within customers' social circles.

Implication and Conclusion

Conclusion

Based on the analysis and discussion, it can be concluded that: (1) product quality has a positive and significant effect on customer loyalty at Bandung Fashion Store, Pasir Pengaraian; (2) service quality has a positive and significant effect on customer loyalty; (3) price has a positive and significant effect on customer loyalty; and (4) product quality, service quality, and price simultaneously have a positive and significant effect on customer loyalty, together explaining 93.6% of its variance.

Implications and Recommendations

The store is advised to be more selective in supplier selection and to tighten quality control when receiving goods, with particular attention to fabric durability and stitching quality, so that even affordably priced products retain their physical quality and resist damage or fading after repeated washing. The store should evaluate staff scheduling and consider adding part-time staff during weekends or peak hours, alongside periodic training on empathy so that staff can attend evenly and attentively to each customer's specific needs even during busy periods. Given that the largest customer base consists of budget-constrained students, the store is advised to create a dedicated budget-friendly corner offering fashionable clothing collections priced under IDR 150,000, sustaining this segment's purchasing power without compromising margins on premium collections. To strengthen younger customers' emotional brand attachment and reduce switching to competitors, the store is advised to launch a formal membership program (physical or digital Member Card) offering exclusive benefits such as redeemable shopping points, birthday discounts, or early access to new collections. Future researchers interested in consumer behavior and fashion retail marketing are encouraged to incorporate additional or alternative independent variables, such as digital marketing/social media marketing, store atmosphere, or brand image, for a more comprehensive understanding of the factors shaping customer loyalty in fashion retail.

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