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# THE INFLUENCE OF LOCATION AND PRODUCT QUALITY ON CUSTOMER LOYALTY AT AYU CIREBON FASHION STORE

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**Abstract:**  
This study analyzes the influence of location and product quality on customer loyalty at Toko Busana Ayu Cirebon, a Muslim fashion MSME. In a competitive business landscape, understanding the factors driving customer loyalty is crucial. Using a quantitative method with a survey approach, 96 consumer respondents of Toko Busana Ayu in Cirebon were selected through purposive sampling. Primary data were collected via a Likert questionnaire, supported by secondary data. Data analysis involved validity, reliability, classical assumptions, multiple linear regression, coefficient of determination, and t and F tests. The results showed that location and product quality individually and simultaneously had a positive and significant effect on customer loyalty. Partially, location (t=2.079; p=0.040) and product quality (t=9.528; p=0.000) significantly influenced loyalty. Simultaneously, both variables (F=78.080; p=0.000) were also significant. The coefficient of determination ( $R^2$ ) of 0.627 indicated that 62.7% of the variation in customer loyalty was explained by location and product quality. These findings emphasize the crucial role of strategic location and superior product quality in building customer loyalty among Muslim fashion MSMEs. This research contributes to the marketing and MSME literature and offers practical implications for business owners.

**Keywords:** Location, Product Quality, Customer Loyalty, MSMEs, Muslim Fashion.

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, contributing significantly to job creation, the supply of local products, and income equality. Amidst global economic challenges and increasingly fierce competition, MSMEs are required to innovate and create effective marketing strategies to attract consumers continuously. Sector growth.

Table 1. Number of MSMEs in West Java

Regency/City	Year 2021	Year 2022	Year 2023
Bogor	45013	43138	35524
Sukabumi	51796	51307	42155
Cianjur	44089	36331	49395
Bandung	40136	41220	46614
Garut	62842	69365	41183
Tasikmalaya	46132	77632	46827
Ciamis	29628	30454	33831
Kuningan	16180	11317	16485
Cirebon	18053	21939	24534
Majalengka	26634	33468	25413
Sumedang	19160	24739	21735



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Indramayu	16481	18946	13178
Subang	18014	16958	13321
Purwakarta	14504	13486	12415
Karawang	14239	15410	23253
Bekasi	20610	19111	23795
Bandung Barat	22366	20213	28536
Pangandaran	12906	32043	25842
Kota Bogor	5669	4620	11509
Kota Sukabumi	5392	5787	3505
Kota Bandung	22230	18174	38058
Kota Cirebon	4767	4335	3899
Kota Bekasi	10824	8971	15156
Kota Depok	13916	11429	15180
Kota Cimahi	6552	6087	8020

Based on Table 1, in Cirebon Regency, the number of MSMEs has increased annually, from 18,053 in 2021 to 24,534 in 2023. This increase indicates significant growth in the MSME sector in Cirebon Regency.

Toko Busana Ayu is a small and medium-sized enterprise (SME) specializing in Muslim clothing, specifically gamis (dresses) and koko (clothes), located in Arjawinangun District, Cirebon Regency. The store offers a diverse selection of clothing, featuring high-quality materials, competitive prices, and friendly service. In addition to direct sales, Busana Ayu actively markets its products through social media and online platforms.

However, Toko Busana Ayu faces challenges related to its location. Based on the results of a pre-survey conducted with respondents, perceptions of the store's location were less than positive.

**Table 2.** Pre-Survey Respondent Results

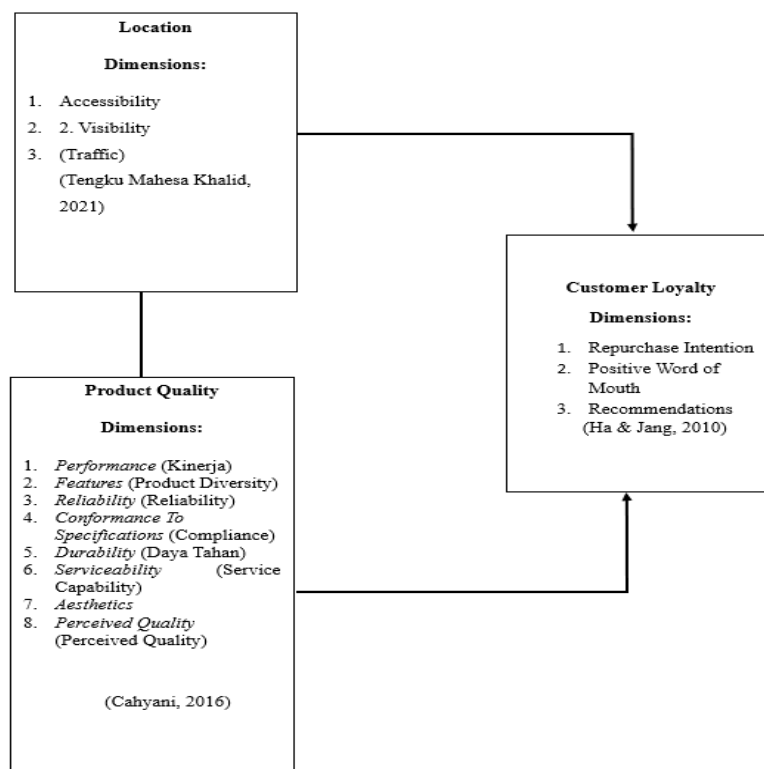
Statement	Yes	No
The location of Ayu Fashion Store is easy to reach by private or public vehicles.	32,3%	67,7%
Ayu Fashion Store displays attractive products	93,5%	6,5%
The shop's location is strategic because it is on a route frequently passed by vehicles.	32,3%	67,7

Based on Table 1.2, only 32.3% of respondents stated that the location of Ayu Fashion Store is easily accessible by private or public transportation, and only 32.3% considered the store's location strategic because it is located on a frequently traveled route. It contrasts with the positive perception of product display, where 93.5% of respondents stated that Ayu Fashion Store displays attractive products.

Customer loyalty is crucial for companies amidst intense business competition. Loyalty reflects a consumer's long-term commitment to a brand or store, manifested in repeat and consistent purchasing patterns (Tjiptono in Maisaroh & Nurhidayati, 2021). Maintaining customer loyalty provides long-term and cumulative strategic benefits for the company. In the context of Toko Busana Ayu, despite having loyal customers, increased competition from similar stores and the convenience of online shopping can reduce purchase frequency if the quality or price of similar products is more attractive. Therefore, this study is highly relevant to analyze the extent to which location and product quality factors influence customer loyalty.



Based on the background description, the framework for this research can be described as follows:



**Figure 1.** Thinking Framework

Based on the above framework, the research hypotheses are formulated as follows:

- H1: Location is suspected to have a positive and significant effect on customer loyalty at Toko Busana Ayu Cirebon.
- H2: Product quality is suspected to have a positive and significant effect on customer loyalty at Toko Busana Ayu Cirebon.
- H3: Location and product quality are suspected to simultaneously have a positive and significant effect on customer loyalty at Toko Busana Ayu Cirebon.

This study aims to:

- Analyze the influence of location on customer loyalty at Ayu Cirebon Fashion Store.
- Analyze the influence of product quality on customer loyalty at Ayu Cirebon Fashion Store.
- Analyze the influence of location and product quality simultaneously on customer loyalty at Ayu Cirebon Fashion Store.
- Identify the criteria for each studied variable.

## METHODS

**Research Design.** This research uses a quantitative method with a survey approach. Quantitative methods were chosen because they allow for the collection of numerical data that can be statistically analyzed to test formulated hypotheses and illustrate the causal relationship between independent and dependent variables (Sugiyono, 2021; Hirose & Creswell, 2023).



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**Population and Sample.** The research population is the people of Cirebon City who are consumers of Toko Busana Ayu Cirebon, Sumber Cirebon Branch. Because the population size is unknown (infinite population), the sampling technique used is nonprobability sampling with a purposive sampling method. The sample size is determined using the Lemeshow formula (1997):

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

Description:

n: number of samples

z: z-score at 95% confidence = 1.960

p: maximum estimate = 0.5 = 0.25

d: sampling error = 10% = 0.01

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times (0,25)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04 = 96$$

Based on the results of the data calculation, the sample of respondents for this study was adjusted to 96 people.

- Residents of Cirebon City who have made at least one purchase at the Ayu Cirebon Fashion Store, Sumber Cirebon Branch.
- Respondents aged 15 years and over were deemed capable of answering and understanding each question.

**Research Design.** This study employed a quantitative method with a survey approach. This method was chosen because it allows for the testing of previously formulated hypotheses through statistical analysis and is capable of describing the causal relationship between independent and dependent variables (Sugiyono, 2021; Hair et al., 2023). This approach also allows for the collection of numerical data that can be analyzed objectively and measurably.

**Population and Sample.** The population of this study was the Cirebon City community who are consumers of Toko Busana Ayu Cirebon, the Sumber Cirebon branch. Because the population size is unknown (infinite population), the sampling technique used was nonprobability sampling with a purposive sampling method. The sample size was determined using the Lemeshow (1997) formula:

With:



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- : number of samples
- : Z-score at 95% confidence = 1.96
- : maximum estimate = 0.5
- : sampling error = 10% = 0.1

Based on this calculation, the number of respondents is 96. The purposive sampling criteria include:

1. Residents of Cirebon City who have made at least one purchase at the Ayu Cirebon Fashion Store, Sumber Cirebon Branch.
2. Respondents aged 15 years and over are considered capable of answering the questions and understanding each statement.

**Research Variables and Measurement.** This research involves three main variables:

- Location (X1): An independent variable defined as a combination of physical location and strategic distribution channel decisions for delivering services to consumers (Tengku Mahesa Khalid, 2021). The dimensions measured include Accessibility, Visibility, and Traffic.
- Product Quality (X2): An independent variable referring to product characteristics that are able to satisfy consumer needs (Cahyani, 2016). The dimensions measured include Performance, Features (Product Variety), Reliability, Conformance to Specifications, Durability, Serviceability, Aesthetics, and Perceived Quality.
- Customer Loyalty (Y): A dependent variable defined as a firm commitment to repurchase or use a product/service consistently in the future, regardless of situational influences and marketing efforts (Ha & Jang, 2010). The dimensions measured include Repurchase Intention, Positive Word of Mouth, and Recommendations.

Primary data was collected through a questionnaire using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

**Data Collection Techniques.**

- Primary Data: Obtained directly from respondents through questionnaire distribution. This questionnaire was designed to measure respondents' perceptions of location, product quality, and customer loyalty variables using a Likert scale.
- Secondary Data: Obtained from relevant scientific journals, reference books, and previous research reports. Secondary data was used to strengthen the primary data analysis and understand historical trends (Rose et al., 2024; Sugiyono, 2021).

**Data Analysis Techniques.** Data analysis was conducted using IBM SPSS 25 software and included several stages:

1. Instrument Testing:
  - Validity Test: Measures the instrument's accuracy in measuring the intended variables. The questionnaire is declared valid if the calculated r value is greater than the calculated r value (Ghozali, 2011). With an N=96 and r=0.05, the r value is 0.200.
  - Reliability Test: Measures the instrument's consistency. The instrument is declared reliable if the Cronbach's Alpha ( $\alpha$ ) value is greater than 0.70 (Sugiyono, 2021).
2. Classical Assumption Test: Ensures that the multiple linear regression model meets the basic requirements (Sugiyono, 2021).
  - Normality Test: Tests whether the data is normally distributed using the Kolmogorov-Smirnov test. Data are considered normal if the Asymp. Sig. (2-tailed) value is  $> 0.05$ .

- Linearity Test: Tests the linear relationship between the independent and dependent variables through scatterplot analysis. A random distribution pattern of points indicates linearity.
  - Multicollinearity Test: Tests for the presence or absence of a high correlation between the independent variables. Multicollinearity is not present if the Tolerance value is > 0.1 and the VIF is < 10.
  - Heteroscedasticity Test: Tests for equality of residual variances. Heteroscedasticity is not present if the points on the scatterplot are randomly distributed without a specific pattern.
  - Autocorrelation Test: Tests the correlation between residuals at different periods using the Durbin-Watson test (DW test). No autocorrelation occurs if the DW value is in the range  $dU < DW < 4-dU$ .
3. Multiple Linear Regression Analysis: Used to determine the effect of independent variables on dependent variables. The regression model used is:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$$

Where Y is Customer Loyalty,  $\alpha$  is a constant, and  $\beta$  is the regression coefficient,  $X_1$  is Location,  $X_2$  is Product Quality, and e is the error.

**Hypothesis Testing.**

- T-Test (Partial): Tests the effect of each independent variable individually on the dependent variable. The hypothesis is accepted if the Sig. value is <0.05 and the calculated t-test is > the t-table.
- F-Test (Simultaneous): Tests the effect of all independent variables simultaneously on the dependent variable. The hypothesis is accepted if the Sig. value is <0.05 and the calculated F-test is > the F-table.

**RESULT AND DISCUSSION**

This study involved 96 respondents, consumers of Ayu Fashion Store in Cirebon City. Respondent characteristics were identified by gender and age to provide a comprehensive demographic picture.

**Table 3.** Respondent Characteristics by Gender

Gender	Number of Respondents	Presentation
Male	48	50%
Female	48	50%
<b>Total</b>	<b>96</b>	<b>100%</b>

Source: Google Form 2025 Processing Results

Table 3 shows that the respondents to this study consisted of 48 men (50%) and 48 women (50%). This balanced distribution indicates that Toko Busana Ayu appeals equally to both genders.

**Table 4.** Respondent Characteristics by Age

Age	Number of Respondents	Presentation
< 17	9	9,4%
18-25	55	57,3%
26-35	27	28,1%
> 36	5	5,2%



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Based on Table 4, the majority of respondents (57.3%) were in the 18-25 age group, followed by those aged 26-35 (28.1%). It indicates that Toko Busana Ayu's primary customers are individuals in the productive and younger age range, who may be more active in shopping for Muslim fashion.

**Validity and Reliability Test.** Validity testing was conducted to ensure that each item in the questionnaire accurately measured the intended variable. The validity criterion was  $r\text{-count} > r\text{-table}$ . With 96 respondents and a significance level of 5% (0.05), the  $r\text{-table}$  value ( $df = N-2 = 94$ ) was 0.200. The results of the validity test are presented in Table 5.

**Table 5.** Validity Test Results

NO	Variable	Statement Items	r- Count	r- Table	Information
1.	Location	X1.1	0.486	0.200	Valid
		X1.2	0.646		Valid
		X1.3	0.476		Valid
		X1.4	0.511		Valid
		X1.5	0.585		Valid
		X1.6	0,552		Valid
		X1.7	0,556		Valid
		X1.8	0,531		Valid
		X1.9	0,553		Valid
2.	Product Quality	X2.1	0,723	0.200	Valid
		X2.2	0,631		Valid
		X2.3	0,455		Valid
		X2.4	0,457		Valid
		X2.5	0,476		Valid
		X2.6	0,547		Valid
		X2.7	0,466		Valid
		X2.8	0,529		Valid
		X2.9	0,614		Valid
3.	Customer Loyalty	X2.10	0,547	0.200	Valid
		Y.1	0,818		Valid
		Y.2	0,689		Valid
		Y.3	0,688		Valid

Source: Data Processing Results with IBM SPSS 25

Table 5 shows that all statement items for the variables Location (X1), Product Quality (X2), and Customer Loyalty (Y) have calculated  $r\text{-values}$  greater than the table  $r\text{-value}$  (0.200). Thus, all instruments are declared valid, and the data obtained are suitable for use in the analysis process.

**Reliability Test:** A reliability test was conducted to determine the consistency of the measuring instrument. The reliability criterion is Cronbach's Alpha ( $\alpha$ )  $> 0.70$ . The reliability interval criteria are presented in Table 6.

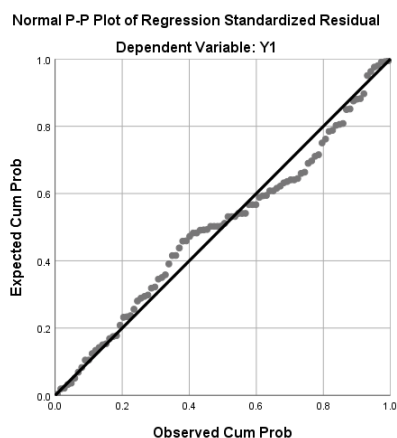
**Table 6.** Reliability Criteria Interval

No	Interval	Criteria
1	1,000 – 0,800	Very high
2	0,799 - 0,600	Tall
3	0,599 – 0, 400	Currently
4	0,399 – 0,200	Low



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Source: IBM SPSS 25 Processing Results  
**Figure 2.** Linearity Test Results

Based on Figure 2, it can be seen that the data points are randomly distributed above and below the zero line (0) on the Y-axis, without forming any particular pattern (e.g., wavy or widening). This random distribution pattern indicates that the relationship between the independent variables (Location and Product Quality) and the dependent variable (Customer Loyalty) is linear. Thus, the linearity assumption is met, and the resulting regression model can be declared linear.

**Multicollinearity Test:** A multicollinearity test is conducted to determine whether there is a high correlation between the independent variables in the regression model. A good regression model should be free of multicollinearity. The criteria used are a Tolerance value  $> 0.1$  and a VIF value  $< 10$ . The results of the multicollinearity test are presented in Table 9.

**Table 9.** Multicollinearity Test Results

		Coefficients <sup>a</sup>			
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t
		B		Beta	Sig
1	(Constant)	1.422	.823		1.727
	X1	.053	.026	.153	2.079
	X2	.216	.023	.702	9.528

a. Dependent Variable: Y1

Source: Results of IBM SPSS 25 processing

Based on Table 9, the results of the multicollinearity test show:

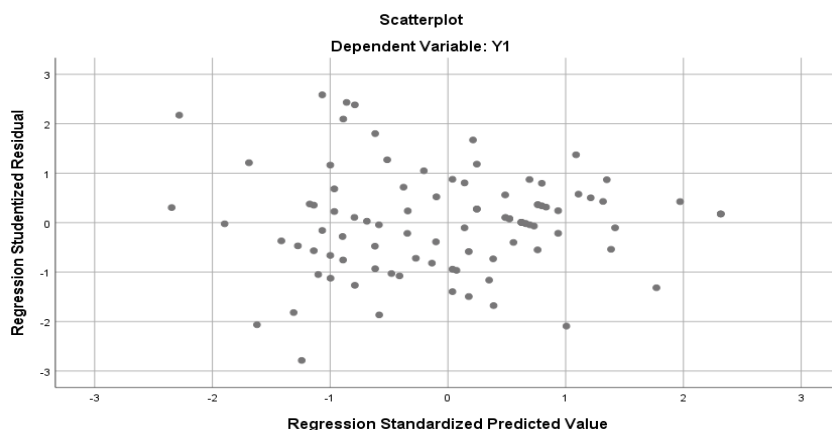
- For the Location variable (X1), the Tolerance value is 0.639 ( $> 0.1$ ) and the VIF value is 1.564 ( $< 10$ ).
- For the Product Quality variable (X2), the Tolerance value is 0.923 ( $> 0.1$ ) and the VIF value is 1.083 ( $< 10$ ). Since all Tolerance values are  $> 0.1$  and all VIF values are  $< 10$ , it can be concluded that there is no multicollinearity problem among the independent variables in this regression model.

**Heteroscedasticity Test.** The heteroscedasticity test is conducted to determine whether the residual variance of the regression model is constant (homoscedasticity) or not constant (heteroscedasticity). A good regression model should be free from heteroscedasticity. The test is



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conducted by examining the scatterplot graph between the ZPRED (standardized predicted value) and SRESID (standardized residual) values.



Source: IBM SPSS 22 Processing Results

**Figure 3.** Heteroscedasticity Test Results

Based on Figure 3, it can be seen that the points are randomly distributed above and below the number 0 (zero) on the Y-axis, and do not form a specific pattern (e.g., a cone-shaped, widening, or narrowing pattern). This random distribution pattern indicates that there is no heteroscedasticity in this study, meaning the residual variance is constant.

**Autocorrelation Test:** The autocorrelation test aims to determine whether there is a correlation between the nuisance error in period  $t$  and the nuisance error in the previous period ( $t-1$ ). The test is conducted using the Durbin-Watson (DW) test. The results of the autocorrelation test are presented in Table 10.

**Table 10.** Autocorrelation Test Results

Model Summary <sup>b</sup>					
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.580 <sup>a</sup>	.337	.323	2.21331	1.910

a. predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: IBM SPSS 25 Processing Results

Based on the autocorrelation test results in Table 4.15, the Durbin-Watson value is 2.037. With a sample size of 91 and 3 independent variables, the lower limit (dL) value is 1.578, and the upper limit (dU) value is 1.715.

**Hypothesis Testing.** A t-test (partial test) was conducted to determine whether the independent variables, Location and Product Quality, have a partial and significant effect on the dependent variable, Customer Loyalty.

**Table 11.** Results of Hypothesis 1 Test (H1)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig



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		B		Beta		
1	(Constant)	1.422	.823		1.727	.087
	X1	.053	.026	.153	2.079	.040
	X2	.216	.023	.702	9.528	.000

b. Dependent Variable: Y1

Source: Results of IBM SPSS 25 processing

Based on Table 4.18, for the Location variable (X1):

- t-count = 2.079
- Significance value = 0.040
- t-table value (df=93,  $\alpha = 0.05$ ) = 1.98761

Because the significance value (0.040) < 0.05 and the t-count (2.079) > t-table (1.98761), H0 is rejected and H1 is accepted. These results indicate that location has a positive and significant effect on customer loyalty at the Ayu Cirebon Fashion Store. It means that the more strategic and accessible the store location, the higher the customer loyalty. This finding aligns with previous research by Trianisa Aldina Fitri (2025), which also found a positive and significant effect on customer loyalty, particularly in the Muslim fashion variable. Ease of access, visibility, and convenient traffic around the store contribute to positive customer experiences, which in turn increase customer loyalty.

**Table 12.** Results of Hypothesis 2 (H2) Test

		Coefficients <sup>a</sup>			t	Sig
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients		
		B		Beta		
1	(Constant)	1.422	.823		1.727	.087
	X1	.053	.026	.153	2.079	.040
	X2	.216	.023	.702	9.528	.000

c. Dependent Variable: Y1

Source: Results of IBM SPSS 25 processing

Based on Table 4.19, for the variable Product Quality (X2):

- t-count = 9.528
- Significance = 0.000
- t-table (df=93,  $\alpha = 0.05$ ) = 1.98761

Because the significance value (0.000) < 0.05 and the t-count (9.528) > t-table (1.98761), H0 is rejected and H2 is accepted. These results indicate that Product Quality has a positive and significant effect on Customer Loyalty at Toko Busana Ayu Cirebon. It means that the better the product quality offered (including material, design, durability, and trend suitability), the more likely customers are to shop and recommend the store to others. Their satisfaction with the products purchased strongly influences customer loyalty. This finding aligns with research by Novia et al. (2023) and Putri et al. (2021), which emphasizes that customer satisfaction with the quality of Ariab Ariab products is the main factor in building long-term loyalty.

F Test (Simultaneous Test) The F test is conducted to determine whether all variables simultaneously (the same variables) have a significant effect on the dependent variable.

**Table 13.** F Test Results for Hypothesis 3 (H3)

		ANOVA <sup>a</sup>		
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Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	231.409	2	115.704	78.080	.000 <sup>b</sup>
	Residual	137.813	93	1.482		
	Total	369.222	95			

a. Dependent Variable: Y1

b. predictors: (Constant), X2, X1

Source: Results of IBM SPSS 25 processing

Based on Table 13:

- F-calculated value = 78.080
- Significance value = 0.000
- F-table value (df1=2, df2=93,  $\alpha$  =0.05) = 3.09

Because the significance value (0.000) <0.05 and the F-calculated value (78.080) > F-table (3.09), H0 is rejected and H3 is accepted. These results indicate that location and product quality simultaneously have a positive and significant effect on customer loyalty at Toko Busana Ayu Cirebon. The combination of a strategic location and good product quality can create a positive experience that encourages customer loyalty. The interaction between these two variables forms a strong overall perception of the store, which impacts repeat purchasing behavior and recommendations. These findings support the argument that an effective marketing strategy must consider various elements of the marketing mix in an integrated manner to achieve optimal customer loyalty.

## CONCLUSION

Based on the analysis conducted, it can be concluded that:

- Location has a positive and significant influence on customer loyalty at Toko Busana Ayu Cirebon. It indicates that ease of access, visibility, and traffic conditions around the store play a significant role in building customer loyalty.
- Product quality has a positive and significant influence on customer loyalty at Toko Busana Ayu Cirebon. Aspects such as product performance, variety, reliability, fit, durability, service, aesthetics, and perceived quality collectively contribute to increased loyalty.
- Location and product quality simultaneously have a positive and significant influence on customer loyalty at Toko Busana Ayu Cirebon. The combination of these two factors synergistically creates a satisfying customer experience and encourages long-term loyalty.

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