

The Influence Brand Equity And Store Atmosphere In Consumer Loyalty Through Consumer Satisfaction At Jember Urban Store

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Abstract

This Study aims to test the effect of brand equity, store atmosphere on consumer loyalty through consumer satisfaction at the urban store Jember. The data for this study were obtained from distributing questionnaires to the research object with a sampling technique using purposive sampling. This type of research is quantitative. The sample used in this study was consumers of the urban store Jember with a total of 50 respondents. Data analysis used validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, path analysis, determination coefficient test using the SPSS 25 program. The results of this study indicate that brand equity, store atmosphere directly significant to consumer loyalty at the urban store Jember.

Keywords: Brand Equity, Store Atmosphere, Consumer Satisfaction, Consumer Loyalty

Introduction

In the current era of globalization, the mobile phone business has experienced rapid growth in various regions of Indonesia. This development of the mobile phone business has led to the emergence of new competitors entering the existing market segments, forcing existing businesses that have positioned their mobile phone products or brands to compete in order to maintain a positive perception in the minds of consumers. As a result, consumers should not be influenced by new products entering the market when making purchasing decisions. Influencing consumer perception in purchasing decisions is not easy for a business player, so they must think of strategies that can attract consumer attention in their purchasing decisions.

One way to achieve competitive advantage in maintaining customer loyalty is by creating a good brand image in the eyes of customers. In order to build brand image and loyalty, companies can develop store atmosphere. Berman and Evan (2014) state that store atmosphere includes various interior displays, exterior, layout, internal store traffic, comfort, air quality, service, music, uniforms, product length, and so on, which create appeal for consumers and stimulate the desire to purchase.

Through a deliberately created atmosphere, the company strives to communicate information related to services, prices, and product availability. Although there are many factors influencing consumer satisfaction, it cannot be denied that brand equity is also an important element in influencing consumer loyalty. With the added value that a product has and the strength of that brand's value, it will create a strong positive perception in the minds of consumers, so that in making purchasing decisions, consumers are not influenced by new products that appear in the market.

One of the valuable assets of a company is having a strong brand equity. The stronger the brand equity, the greater the appeal to invite consumers to buy or consume the products offered by the company. Therefore, purchasing decision-making is greatly influenced by the brand and the consumer's perception of that brand. A company with a strong brand will also have strong brand equity.

In addition to brand equity, manufacturers must design the shopping environment within a store by determining the physical characteristics of the store through the arrangement and selection of merchandise activities. The resulting shopping environment will ultimately create the store image,

generating an attractive and pleasant impression for consumers that can influence their emotions during the purchasing process. While this may seem to have a small influence, the element known as store atmosphere is indeed very useful in affecting consumers' feelings when making purchases. As Levy and Weitz (2001) stated, customer purchasing behavior is also influenced by the store atmosphere. In consumer purchasing decisions, customers not only respond to the goods offered but also respond to a pleasant shopping environment.

Alongside brand equity and store atmosphere, business actors are required to understand the attitudes of consumers in the market so that they can determine which strategies to design to attract consumer attention in their purchasing decisions. By knowing consumer attitudes, business actors can learn what consumers like and dislike. This is as stated by Setiadi (2008), who said that attitudes are studying consumers' tendencies to evaluate consistently both what is liked and what is not liked.

Based on previous research results that found no significant effect from the independent variable on the dependent variable, the research was conducted by: Adi Santoso (2016). The research results showed that product quality, brand trust, and purchasing decisions, while brand image had no significant effect on brand loyalty and purchasing decisions, while brand loyalty had a significant positive effect on consumers' purchasing decisions. Research by Dimas Aprianda (2024). The results showed that product quality, brand equity, consumer perception, store atmosphere, and service quality simultaneously had a positive and significant effect on purchasing decisions at the HP store Pondok Cendana Rantauprapat. Research by Maikel Marchall (2015). The research results showed that brand equity and store atmosphere had a significant effect on purchasing decisions, while consumer attitudes did not have a significant effect partially.

Based on the observations of the researchers at Urban Store Jember, there is a fluctuation in the number of visitors and the level of repeat purchases in recent periods. This indicates the need for an in-depth evaluation of the factors influencing consumer loyalty. This research aims to comprehensively analyze how brand equity and store atmosphere contribute to consumer loyalty through customer satisfaction. By understanding the dynamics of the relationship between brand equity, store atmosphere, satisfaction, and consumer loyalty, Urban Store Jember can devise more targeted marketing strategies.

This research is expected to not only provide theoretical contributions but also offer practical implications that can be used as a reference for strategic decision-making in efforts to improve retail business performance. Therefore, this study is important to conduct in order to provide a deep understanding of the factors that influence consumer loyalty in the context of the fashion retail business in the Jember area.

Many mobile phone stores in Jember have their own distinct characteristics to attract a large number of customers, such as creating a certain atmosphere or offering something that visitors can see. This is evidenced by the many people taking photos at the places they visit to post on their social media or just for personal collection.

One of the businesses in Jember is Urban Store, a mobile phone business operated by Urban Store. Urban Store is a mobile phone store that offers a variety of brands needed by consumers. Urban Store was established in 2019 and started operating in the city of Jember, and it has also spread to several towns in Jember. One of them is Jalan Mastrip, where Urban Store entered the market in the East Java region in 2021.

Urban Store sells products such as Apple, Samsung, Xiaomi, Vivo, and Oppo. The hallmark of Urban Store is its attractive and unique store appearance, a variety of products offered, and a simple store layout. The store's ambiance at Urban Store is arranged as best as possible to create comfort in shopping so that consumers feel satisfied. The target market of Urban Store ranges from middle-class consumers, as the middle-class market demands high-quality and affordable products to meet their lifestyle.

By continuously advertising to build brand equity, Urban Store has the opportunity to become number one in the Top Brand Award. This shows that brand equity significantly influences consumer loyalty. Companies that successfully build strong brand equity will create a positive perception of the brand among consumers, attracting them in their purchasing decisions. Then, after consumers feel satisfied, consumer loyalty will naturally develop, and the company will gain long-term profits.

Methods

This research was conducted at a mobile phone store located at Jl. Kalimantan No. 27, Summersari District, Jember Regency. Urban Store Jember is one of the mobile phone stores in Jember that sells a variety of mobile phones such as Apple, Xiaomi, Samsung, Vivo, and Oppo. In its marketing, Urban Store uses social media, including Instagram, Facebook, and Shopee. Urban Store Jember was founded in 2018.

Perjalanan dari toko ini bermula pada usaha yang hanya dilakukan di rumah. Suatu ketika pemilik toko Urban Store meminjam modal ke Bank yang digunakan untuk menyewa sebuah ruko dan menjadi toko pertama yaitu Urban Store yang berada di Jalan Jl. Kalimantan. Berdirinya toko Urban Store ini telah menginjak usia 5 tahun dan telah memiliki cabang yang terletak di Jl Mastrip. Pada toko cabang Mastrip ini didirikan tahun 2021.

Urban Store itself is a mobile phone store that has a variety of brands needed by consumers. Urban Store was founded in 2019 and started operating in the city of Jember; furthermore, Urban Store has also spread to several cities in Jember. One of them is on Mastrip Street, where Urban Store entered the market in East Java in 2021. Urban Store sells products such as Apple, Samsung, Xiaomi, Vivo, and Oppo. The hallmark of Urban Store is its attractive and unique store appearance, diverse products, and simple store layout. The store atmosphere at Urban Store is arranged as best as possible to create a comfortable shopping experience so that consumers feel satisfied. The target market for Urban Store is consumers in the middle class, as this market segment demands high-quality and affordable products to meet their lifestyle.

The subject of this research is a mobile phone store located in the city of Jember, namely Urban Store. By observing the consumers who keep coming in and the high level of business competition in modern retail companies today, the company must enhance the uniqueness of its products so that the public and consumers will remain loyal and satisfied with Urban Store products, as well as having a good brand in the future. In this research, the researcher focuses on the topic of all consumers who shop at Urban Store, not only from the student demographic but also from other segments of society. This is because many people are fond of products from well-known brands that are relatively inexpensive, as well as the comfortable store atmosphere that allows customers to make purchases.

The mobile phone store at Urban Store Jember not only serves customers in the offline store, but also caters to customers through the online store on social media such as Instagram, Facebook, WhatsApp, and on marketplaces like Shopee and Tokopedia. The offline store of Urban Store Jember operates from 10:00 AM to 10:00 PM, following the operational hours in the city of Jember. The online store, however, does not have operational hour restrictions as social media and marketplaces can be accessed 24 hours a day.

From day to day, the store is getting busier and the revenue generated is quite sufficient to recruit employees and increase the stock of goods, such as providing mobile phone services, accessories, and a complete range of new mobile phone brands. Until now, Urban Store has grown rapidly and is frequently visited by consumers from all walks of life. In that store, there is no organizational structure because it is privately owned and all employees have equal standing. Urban Store is now also an official dealer of 'APPLE' mobile phones, an IOS phone that is popular among today's society, both young and old.

Results and Discussion

Descriptive statistics of each variable are used to determine the diversity of respondents based on gender and age. This is expected to provide a clear picture of the respondents' conditions and their relationship. The descriptive data of the respondents is as follows:

Table 1. Respondent Gender

Gender	Number	percentage
Male	21	52,5%
Female	19	47,5%
Total	40	100%

Source: data processed 2025

Based on the characteristics of the respondents' gender in table 4.1, it shows that the number of male respondents is 21 people with a percentage of 52.5%, and the number of female respondents is 19 people with a percentage of 47.5%.

Table 2. Age of Respondents

Gender	Number	percentage
20 – 27	25	62,5%
28 – 35	11	27,5%
>35	4	10%
Total	40	100%

Source: data processed 2025

Based on the age characteristics of the respondents in table 4.2, it shows that the number of respondents aged between 20 – 27 years is 25 people with a percentage of 62.5%, respondents aged between 28 – 35 years is 11 people with a percentage of 27.5%, and respondents aged over 35 years is 4 people with a percentage of 10%.

This analysis is conducted to obtain an overview of respondents' answers to the items used to measure the Store Atmosphere variable, as shown in the table below:

Table 3. Frequency Distribution of Respondents' Answers to Store

question	Answer Respondent										Modus
	5	%	4	%	3	%	2	%	1	%	
1	6	15	27	67,5	5	12,5	1	2,5	1	2,5	4
2	10	25	27	67,5	3	7,5	0	0	0	0	4
3	12	30	26	65	1	2,5	0	0	1	2,5	4
4	13	32,5	24	60	3	7,5	0	0	0	0	4

Source: data processed 2025

Based on the table 3 above, it can be observed that the highest assessments regarding the Store Atmosphere variable are as follows: the percentage of responses on the store front indicator is 67.5%, the item layout indicator is 67.5%, the store decoration indicator is 65%, and the store layout indicator is 60%. Therefore, the percentages of each indicator in the assessment criteria indicate agreement that the Store Atmosphere at Urban Store Jember is good and meets consumer expectations.

Widagdo (2021) explains that an instrument is said to be good if it is valid and reliable. Therefore, validity and reliability tests are conducted first on the research instrument. The instrument used in this research is a questionnaire with closed statements. The number of samples taken in this validity and reliability test is 40 consumers. The questionnaire is directly given by the researcher to the consumers. The validity test is useful to know the validity of the suitability of the questionnaire used by the researcher in measuring and obtaining data from the respondents. The basis for decision-making in the validity test is valid if the value ($r_{count} < 0.05$). The r table with respondents $N = 40$ at a significance level of 5% in the r table statistic distribution gives a value of r table of 0.312. Looking at the sig value, it is valid if the sig value < 0.05 and not valid if the sig value > 0.05 .

Table 4. Results of Validity Test

Question	Person Correlation	r table	Sig	Explanation
X1.1	0,650	0,312	0,000	Valid
X1.2	0,854	0,312	0,000	Valid
X1.3	0,799	0,312	0,000	Valid

X1.4	0,834	0,312	0,000	Valid
X2.1	0,715	0,312	0,000	Valid
X2.2	0,821	0,312	0,000	Valid
X2.3	0,726	0,312	0,000	Valid
X2.4	0,615	0,312	0,000	Valid
Z1	0,778	0,312	0,000	Valid
Z2	0,823	0,312	0,000	Valid
Z3	0,728	0,312	0,000	Valid
Z4	0,731	0,312	0,000	Valid
Z5	0,654	0,312	0,000	Valid

Source: data processed 2025

From the table above, it can be seen that all statement items have a calculated r value greater than the table r value of 0.312, which means that the research instrument can be considered valid. The significance level shows a sig value below 0.05, which also confirms that each statement item is valid, so the existing statement items are able to represent the variables being measured.

The normality test of the data is conducted by determining whether in regression, the dependent variable, independent variable, and/or both have a normal or approximately normal data distribution (Santoso, 2004). The normality test is performed using the Kolmogorov-Smirnov test by measuring if the resulting value is less than 0.05, it is considered not normal; conversely, if the obtained result is more than 0.05, it is stated to be normal, and the results are as follows:

Table 5. Normality Test

N		40
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,17649944
Most Extreme Differences	Absolute	,112
	Positive	,112
	Negative	-,093
Test Statistic		,112
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: data processed 2025

This section explains the calculation of the Brand Equity variable (X1) and Store Atmosphere (X2) which have direct and indirect effects on consumer loyalty (Y), through the intervening variable of consumer satisfaction (Z). The Path Diagram resulting from the path coefficient testing is presented as follows:

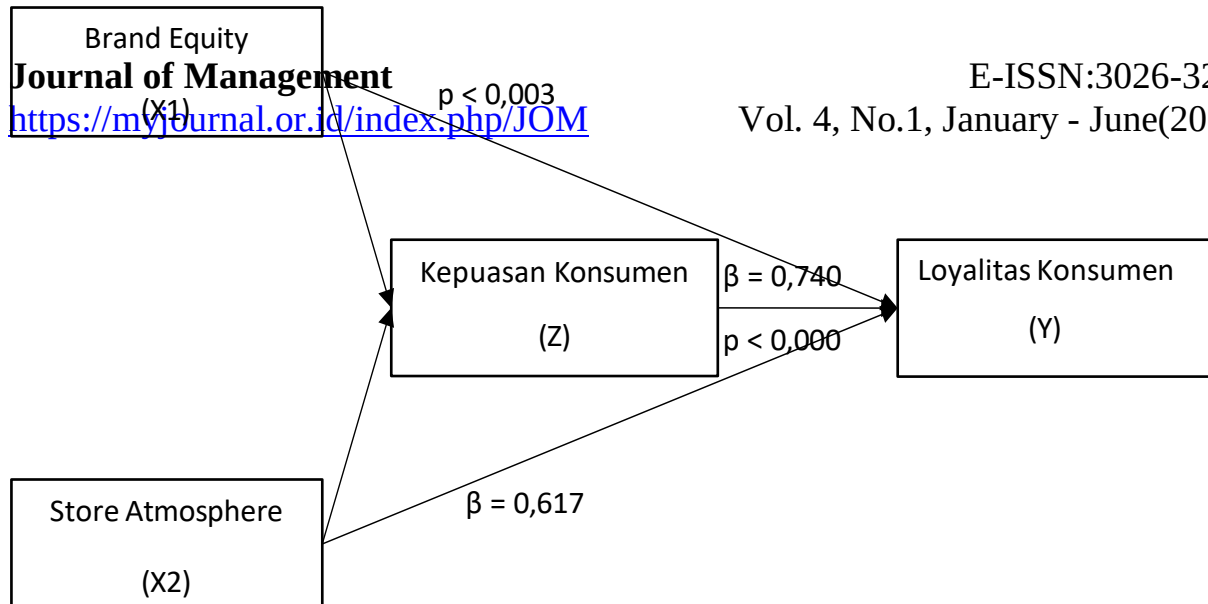


Image 1. Path Analysis Results

Z satisfaction = $0.304 \text{ Brand Equity} + 0.650 \text{ Store Atmosphere}$. Y Consumer Loyalty = $0.278 \text{ Brand Equity} + 0.617 \text{ Store Atmosphere} + 0.740 \text{ Consumer Satisfaction}$

Conclusion

Based on the findings of the research that have been outlined, the conclusions in this study are as follows:

1. Brand equity has a positive and significant effect on consumer satisfaction. Therefore, Urban Store Jember must maintain the already good brand equity in order to enhance consumer satisfaction in Urban Store Jember.
2. Store atmosphere has a positive and significant effect on consumer satisfaction. It can create a store ambience that is good and in line with consumer preferences. Attractive displays, pleasant aromas and music, appropriate lighting, and good layout.
3. Brand equity has a positive and significant effect on consumer loyalty. Iphone product store that has a good image in the community, thus able to enhance consumer loyalty.
4. Store atmosphere has a positive and significant effect on consumer loyalty. This indicates that a well-created store atmosphere can enhance consumer loyalty, and satisfied consumers will become loyal.
5. Customer satisfaction has a positive and significant influence on customer loyalty. This means that satisfied customers will be loyal and make Urban Store their only destination for purchasing iPhones.
6. Brand equity positively affects customer loyalty through customer satisfaction. Urban Store can maintain the loyalty given to customers because they prefer good service, and if the service provided is even better, customers will show even greater loyalty as seen from customer visits.
7. Store atmosphere positively influences customer loyalty through customer satisfaction. The store atmosphere directly impacts the increase in customer loyalty. Customers who feel satisfied will choose Urban Store in Jember as their favorite place to buy iPhones, and ultimately, customer loyalty will be created.

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