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# The Influence of Store Atmosphere, Customer Value and Halal Labeled Products on Customer Loyalty with Customer Satisfaction as a Mediating Variable at Miss Glam Padang City

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**Abstract:** This study aims to determine the effect of store atmosphere, customer value and halal labeled products on customer loyalty with customer satisfaction as a mediating variable at Miss Glam Padang City. The method used in this research is quantitative. The number of samples used was 150 samples. Sampling is done with purposive sampling technique. Sample collection was carried out using a questionnaire via google form and questionnaire. The data analysis method used to prove the correctness of the hypothesis is carried out using Structural Equation Modeling (SEM) through Smart PLS version 4 software. From the results of hypothesis testing, it is found that store atmosphere has no significant effect on customer loyalty, customer value has a significant effect on customer loyalty, halal labeled products have no significant effect on customer loyalty, store atmosphere has no significant effect on customer satisfaction, customer value has a significant effect on customer satisfaction, halal labeled products have a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, store atmosphere has no significant effect on customer loyalty mediated by customer satisfaction, customer value has a significant effect on customer loyalty mediated by customer satisfaction, and halal labeled products have a significant effect on customer loyalty mediated by customer satisfaction.

**Keyword:** store atmosphere, customer value, halal labeled products, customer loyalty, customer satisfaction

## INTRODUCTION

Indonesia has great potential in business, supported by a population of 275.77 million (Badan Pusat Statistik, 2022). Many companies are developing new concepts to attract customers, especially in the retail sector. Retailers must create a comfortable shopping experience for customers. In addition to economic aspects, fierce competition and lifestyle changes make emotional aspects such as prestige and shopping experience important to increase customer loyalty (Pratiwi & Kusyana, 2023). In recent decades, the cosmetics retail

business in Indonesia has grown rapidly. The growth of Indonesia's cosmetics industry is mainly triggered by the increasing number of cosmetics consumers in the country. In 2021, the cosmetics business increased 20.6% from the previous year to 819, and in July 2022 it increased to 913 (Balai POM Padang, 2020). Miss Glam, a cosmetic outlet in Padang City, provides a variety of cosmetic and skincare products and collaborates with local brands. The outlet opened on June 26, 2020 and operates under PT. Bersama Glam Indo Jaya. Miss Glam continues to grow by opening a new, bigger outlet at Jalan Damar No.65, Olo, Padang City. Apart from cosmetics, they now also sell accessories, luxury perfumes, photo box, and fashion from Bangkok. One of the prominent marketing strategies is the collaboration with famous influencers such as Fadil Jaidi, Tasya Farasya, Aurel Hermansyah, and Aliyah Masaid to expand their reach and increase brand awareness.

Customer satisfaction and loyalty are key in business, especially in retailing cosmetic products that are experiencing increased competition. Customer satisfaction is the key to business success, as satisfied customers tend to become loyal, which in turn increases company profitability (Zephan, 2018). Customer satisfaction acts as a mediating variable that affects the relationship between certain factors and customer loyalty. This means that customer satisfaction can be a mechanism of influence on loyalty. Customer satisfaction also strengthens the impact of independent variables on loyalty. Customer satisfaction is an important way for companies to build long-term relationships with consumers and few companies succeed without stable relationships (Park et al., 2020).

In addition to establishing good relationships and creating loyalty, attracting customers can be done through a comfortable store arrangement. Many companies implement a system of arranging the location and atmosphere of the store to provide comfort. The atmosphere of the place and the cleanliness of the environment are the main considerations for customers when shopping, which in marketing science is known as atmosphere (Ralahallo et al., 2020). If the store atmosphere is well implemented, customer satisfaction will also increase. With a more supportive store atmosphere, it will create better comfort felt by customers, so that this comfort can increase customer satisfaction (Rafika & Yulhendri, 2020). Research conducted by Madiawati (2023) which says that store atmosphere has a significant influence on customer loyalty. According to Pratama & Dewi (2022) store atmosphere has a significant and positive influence on customer loyalty through satisfaction.

In addition to store atmosphere, the concept of customer value is of interest to academics because it is considered important in a company's competitive strategy and marketing activities. A strong focus on customer value helps companies form a sustainable competitive advantage, as providing better value increases the likelihood of purchase, repurchase, and positive word-of-mouth communication (Clow & Baack, 2018). According to Abadi et al., (2020) proves that customer value has a positive and significant effect on customer loyalty and customer value has a positive and significant effect on customer loyalty through customer satisfaction.

Over time, Muslim women in Indonesia have become more selective in choosing cosmetic products, with product safety and halalness being key considerations. However, consumer perceptions vary, with some considering halal labeling very important, while others do not (Yusuf et al., 2019). Bashir (2019) explains that the inclusion of a halal label or logo on packaging can attract consumer attention, so they choose to make purchases and according to Akbar et al., (2023) the halal label has a significant effect on customer loyalty. Hasibuan et al., (2021) found that consumer loyalty is influenced by consumer satisfaction with halal-labeled products very significantly.

## **METHOD**

Explanatory research is the type of research used to explain the position of the variables studied as well as the relationship between one variable and the other through the

testing of hypotheses that have been formulated. The research method is an explanatory survey that advances quantitative methods. The research uses hypothesis testing. (Sekaran & Bougie, 2016). A causal study is a study that tests whether one variable causes another variable to change or not, or, in other words, is able to state that exogenous variables cause endogenous variables to change, carried out to determine the cause-and-effect relationship. (Sekaran & Bougie, 2016). Based on the time horizon, this study uses cross sectional. According to Sekaran & Bougie (2016) this study using Time Horizon can be done with data that is collected only once, this study can also be called a one-shoot study. The process of setting the study or study setting of this research is non-situation or non-contrived where it is not done in a particular situation such as after a disaster, crisis and so on.

## RESULTS AND DISCUSSION

The survey questionnaire was distributed to respondents who were 150 consumers who were shopping for cosmetic products sold by Miss Glam Jalan Damar Kota Padang. Sampling was done using the purposive sampling method with the criterion that the respondents wanted to have been shopping for a cosmetics product sold by Ms Glam jalan Damar kota Padang more than 2 times because respondents that had been shopping over 2 times had sufficient experience to give a more accurate assessment and they had a wider experience base compared to those who were only shopping once. Then at least age 17 which is considered to be the age when one begins to have better maturity and decision-making ability and can begin to evaluate shopping experience and make more rational decisions related to loyalty to a store. Thus, the respondent who meets the criteria will continue to fill in the next questionnaire question.

Of the total 150 respondents, the characteristics of respondents based on age are dominated by the range between 17 years and 25 years, which is 79.3%. Characteristics of respondents based on gender, dominated by female respondents totaling 135 people or 90%. The characteristics of respondents based on religion show that consumers that respondents are predominantly Muslim as many as 144 people with a percentage of 96%. Characteristics of respondents based on marital status are dominated by 129 unmarried respondents. Characteristics of respondents based on the last education level are dominated by their last education Bachelor (S1) as many as 119 people (79.3%). The characteristics of respondents based on employment are dominated by students, namely 52 people (34.7%). Characteristics of respondents based on income are dominated by Rp. 1,000,001 - Rp. 2,500,000 as many as 42 people (28.4%). Then, the frequency of respondents who shop at the Miss Glam store on Jalan Damar Padang City in the last 1 year is dominated by respondents who have made purchases 3 to 5 times, namely 56 people (37.3%) who generally buy more than one product or type of cosmetics, where the most respondents buy Make Up Products and Skin Care Products as many as 30 people (20%).

The validity test was conducted on 150 respondents with the aim of measuring whether the questionnaire was valid or not. To test convergent validity, the outer loading indicator value  $>0.7$  is used. Evaluation of discriminant validity can be done using the Average Variance Extracted (AVE) method for latent variables, the AVE value describes the amount of variable diversity that can be owned by a latent construct. A minimum AVE value of 0.5 indicates a good measure of discriminant validity. The value of discriminant validity is seen by paying attention to the cross loading value. The cross loading value aims to assess the level of adequacy of discriminant validity for each construct, by comparing the correlation between constructs. Then, testing discriminant validity using the square root of AVE is seen in the Fornell - Larcker Criterium test results which show that all variables have good discriminant validity. So it can be concluded that each construct is at high validity and feasible in research. Finally, testing discriminant validity using the square root of the AVE

seen in the Heterotrait-Monotrait Ratio (HTMT) test results shows the HTMT value below 0.90 for the variable pair, so discriminant validity is achieved.

The reliability test shows the extent to which the measuring instrument is reliable or trustworthy. The reliability test in this study uses the Composite Reliability and Cronbach Alpha coefficient measurement techniques. Composite reliability is said to be better if it has a composite reliability value >0.7. The reliability test can be strengthened by using the Cronbach alpha value. A variable is declared reliable if it has a Cronbach alpha value >0.7. All data analyzed in this study have met the validity and reliability tests so that further tests can be carried out. By dropping or deleting the loading factor value which is still below 0.70. In this study, 2 instrument deletions were carried out, namely SA 2, CV 7, CV 8 because the loading factor value was <0.70 then CV 6, CV 2, CV 10 so that the Fornell - Larcker test was valid, so that the final outer loading results were obtained as follows:

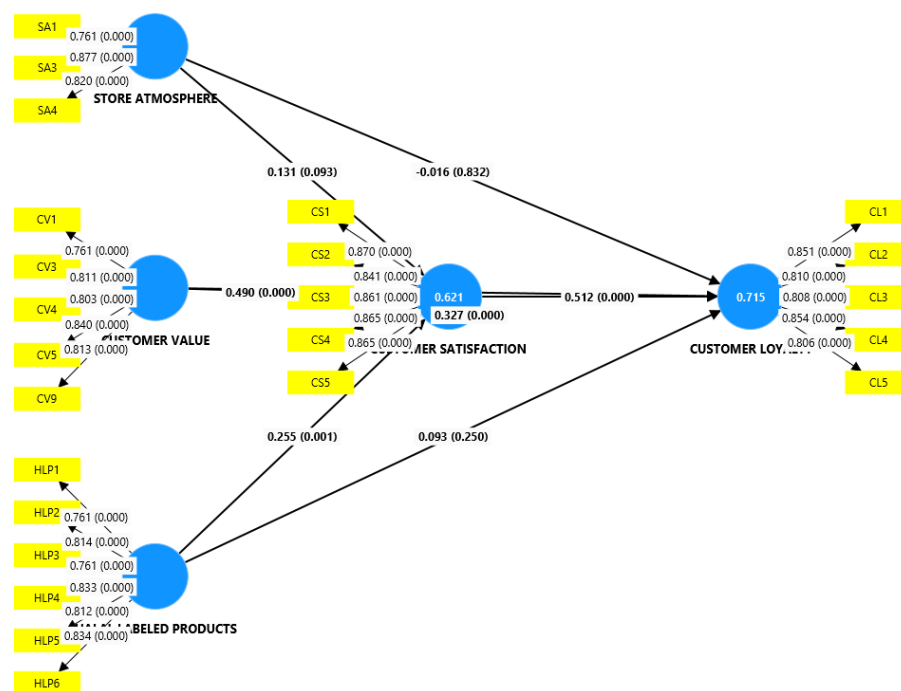


Figure 1. Bootstrapping output after dropping  
Source: Data processing from SmartPLS (2024)

In testing the structural model (Inner model), before testing the hypothesis of the structural model, it is necessary to see whether there is multicollinearity between variables, namely with the inner VIF statistical measure. The estimation results show the inner VIF value <5, so the level of multicollinearity between variables is low. These results strengthen the results of parameter estimation in SEM-PLS are robust (unbiased). Then, the R-square value for the customer loyalty variable is 0.715, which means that the ability of store atmosphere, customer value, halal labeled products in explaining customer loyalty is 71.5%, while the remaining 28.5% is explained by other variables outside this study. The R-square value for the customer satisfaction variable is 0.621, which means that the ability of store atmosphere, customer value, halal labeled products to explain customer satisfaction is 62.1%, while the remaining 37.9% is explained by other variables outside this study.

To see whether or not the proposed hypothesis is accepted, it is necessary to test the hypothesis using the Bootstrapping function in SmartPLS 4.0. The hypothesis is accepted or rejected can be seen in the t-statistic test value. If the T statistic value is above 1.96 (t table) and the significance (p value) is smaller than 0.05, the hypothesis is accepted (Hair et al., 2017).

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CUSTOMER SATISFACTION → CUSTOMER LOYALTY	0.512	0.506	0.087	5.885	0.000
CUSTOMER VALUE → CUSTOMER LOYALTY	0.327	0.328	0.093	3.514	0.000
CUSTOMER VALUE → CUSTOMER SATISFACTION	0.490	0.488	0.072	6.844	0.000
HALAL LABELED PRODUCTS → CUSTOMER LOYALTY	0.093	0.097	0.081	1.151	0.250
HALAL LABELED PRODUCTS → CUSTOMER SATISFACTION	0.255	0.256	0.078	3.248	0.001
STORE ATMOSPHERE → CUSTOMER LOYALTY	-0.016	-0.013	0.076	0.212	0.832
STORE ATMOSPHERE → CUSTOMER SATISFACTION	0.131	0.133	0.078	1.678	0.093
CUSTOMER VALUE → CUSTOMER SATISFACTION → CUSTOMER LOYALTY	0.251	0.246	0.052	4.785	0.000
HALAL LABELED PRODUCTS → CUSTOMER SATISFACTION → CUSTOMER LOYALTY	0.131	0.130	0.047	2.773	0.006
STORE ATMOSPHERE → CUSTOMER SATISFACTION → CUSTOMER LOYALTY	0.067	0.067	0.041	1.643	0.100

From the table above, it can be seen that the first hypothesis is to test the effect between store atmosphere on customer loyalty. From this analysis, it is found that store atmosphere does not have a significant effect on customer loyalty for Miss Glam Jalan Damar Kota Padang consumers, thus the first hypothesis is rejected. The results of this study are in line with the research of Nurhaliza & Wicaksana (2023) who found that even though a store has a good store atmosphere, it cannot significantly increase customer loyalty. This means that store atmosphere does not have a significant effect on customer loyalty and shows that store atmosphere does not play an active role in customer loyalty. However, this result is not in accordance with the research of Gunawan et al., (2023) where the results obtained state that store atmosphere has a significant effect on customer loyalty.

Based on the results of the analysis of the second hypothesis test, namely testing the influence between customer value on customer loyalty. From this analysis, it is found that customer value has a significant effect on customer loyalty in Miss Glam Jalan Damar Kota Padang consumers, thus the second hypothesis is accepted. This shows that the more customer value increases, the more customer loyalty increases for Miss Glam Jalan Damar Kota Padang consumers. The results of this study are supported by the results of research by (Ihsan et al., 2023) which states that customer value has a positive and significant effect on customer loyalty.

From the analysis of the third hypothesis test, namely testing the influence between halal labeled products on customer loyalty. From this analysis, it was found that halal labeled products did not have a significant effect on customer loyalty for consumers of Miss Glam Jalan Damar Padang City, thus the third hypothesis was rejected. The results of this study are in line with Syahzarni (2023) which found that halal labeled products have no significant effect on customer loyalty and show that halal labeled products do not play an active role in customer loyalty. However, these results are not in accordance with the research of Olyvia & Darwanto (2023) where the results obtained state that halal labeled products have a significant effect on customer loyalty.

The fourth hypothesis test is to test the effect between store atmosphere on customer satisfaction. From this analysis, it was found that store atmosphere had no significant effect on customer satisfaction for Miss Glam Jalan Damar Kota Padang consumers, thus the fourth

hypothesis was rejected. This indicates that the store atmosphere does not make a significant contribution to increasing customer satisfaction for Miss Glam Jalan Damar Kota Padang consumers. The results of this study are in line with the research of Rijali & Rahmawati (2022) which states that store atmosphere has no significant effect on customer satisfaction and shows that store atmosphere does not play an active role in customer satisfaction. However, these results are not in accordance with the research of Gunawan et al., (2023) which states that store atmosphere has a significant effect on customer satisfaction.

Based on the results of the fifth hypothesis test analysis, namely testing the effect between customer value on customer satisfaction. From this analysis, it is found that customer value has a significant effect on customer satisfaction in Miss Glam Jalan Damar Kota Padang consumers, thus the fifth hypothesis is accepted. This shows that the more customer value increases, the more customer satisfaction increases for Miss Glam Jalan Damar Kota Padang consumers. The results of this study are supported by the results of research by Utama et al., (2021) which states that customer value has a positive and significant effect on customer satisfaction.

From the analysis of the sixth hypothesis test, namely testing the influence between halal labeled products on customer satisfaction. From this analysis, it is found that halal labeled products have a significant effect on customer satisfaction in Miss Glam Jalan Damar Padang City consumers, thus the sixth hypothesis is accepted. This shows that the more halal labeled products increase, the more customer satisfaction increases for Miss Glam Jalan Damar Kota Padang consumers. The results of this study are supported by the results of research by Abelmar et al., (2024) which states that halal labeled products have a positive and significant effect on customer satisfaction.

The seventh hypothesis test is to test the effect between customer satisfaction on customer loyalty. From this analysis, it is found that customer satisfaction has a significant effect on customer loyalty in Miss Glam Jalan Damar Kota Padang consumers, thus the seventh hypothesis is accepted. This shows that the more customer satisfaction increases, the more customer loyalty increases for Miss Glam Jalan Damar Kota Padang consumers. The results of this study are supported by the results of research by Erikson & Salim (2023) which states that customer satisfaction has a positive and significant effect on customer loyalty.

Based on the results of the eighth hypothesis test analysis, it shows that indirectly store atmosphere has no significant effect on customer loyalty at Miss Glam Jalan Damar Padang City which is mediated by customer satisfaction, thus the eighth hypothesis is rejected. This shows that customer satisfaction as a mediating variable cannot mediate the effect of store atmosphere on customer loyalty. The results of this study are in accordance with Saputri (2022) which states that a good store atmosphere does not guarantee the creation of customer satisfaction and customer loyalty. So that the store atmosphere does not have a significant effect on customer loyalty mediated by customer satisfaction.

The ninth hypothesis test shows that indirectly customer value has a significant effect on customer loyalty at Miss Glam Jalan Damar Padang City which is mediated by customer satisfaction, thus the ninth hypothesis is accepted. It can be interpreted that customer loyalty increases along with the increase in customer value through customer satisfaction. Thus, the value perceived by consumers of Miss Glam cosmetic products plays an important role in shaping consumer satisfaction, which in turn affects consumer loyalty to Miss Glam. The results of this study are supported by Ihsan et al., (2023) which states that customer value positively affects customer loyalty through customer satisfaction.

Last, the tenth hypothesis test shows that indirectly halal labeled products have a significant effect on customer loyalty at Miss Glam Jalan Damar Padang City which is mediated by customer satisfaction, thus the tenth hypothesis is accepted. It can be interpreted that customer loyalty increases along with the increase in halal labeled products through

customer satisfaction. In the research of Hasibuan et al., (2021) it was found that consumer loyalty is influenced by consumer satisfaction with halal-labeled products very significantly.

## CONCLUSION

1. Store atmosphere has no significant effect on customer loyalty at Miss Glam on Damar Street, Padang City. This indicates that the store atmosphere does not make a significant contribution to increasing customer loyalty for Miss Glam on Damar Street, Padang City consumers. Consumers are more concerned with finding the right product at the right price than enjoying the store atmosphere.
2. Customer value has a significant effect on customer loyalty at Miss Glam on Damar Street, Padang City. Miss Glam Jalan Damar Kota Padang cosmetic products have good quality and come from well-known brands that have been recognized for their quality so that they can create customer loyalty.
3. Halal labeled products have no significant effect on customer loyalty at Miss Glam on Damar Street, Padang City. This indicates that halal labeled products do not make a significant contribution to increasing customer loyalty for Miss Glam Jalan Damar Kota Padang consumers. Consumers do not pay much attention or consider the MUI halal label on cosmetic products important. Consumers may be accustomed to using cosmetic products from brands that do not have the MUI halal label but still feel satisfied with their quality and safety and they may not feel the need to switch to halal-labeled products.
4. Store atmosphere has no significant effect on customer satisfaction at Miss Glam on Damar Street, Padang City. This indicates that the store atmosphere does not make a significant contribution to increasing customer satisfaction for Miss Glam Jalan Damar Kota Padang consumers. Consumers are more focused on getting the products they need quickly and efficiently. Their limited shopping experience makes consumers pay less attention to store atmosphere as a significant factor in determining satisfaction.
5. Customer value has a significant effect on customer satisfaction at Miss Glam on Damar Street, Padang City. Consumers see and get value in the products they buy and use. The cosmetic products offered by Miss Glam on Jalan Damar Padang City have fulfilled the benefits desired by consumers.
6. Halal labeled products have a significant effect on customer satisfaction at Miss Glam on Damar Street, Padang City. The halal label from a trusted institution such as MUI is proof that the product has gone through a strict inspection process, so that consumers feel safe and confident that the product is free from prohibited ingredients. This sense of security and trust is the main key to customer satisfaction, because they do not need to doubt the halalness of the products used.
7. Customer satisfaction has a significant effect on customer loyalty at Miss Glam on Damar Street, Padang City. When consumers feel that all their needs and expectations are met, consumers will feel high satisfaction. This feeling of satisfaction not only makes consumers want to return to shopping, but also encourages consumers to share these positive experiences with friends and family.
8. Store atmosphere has no significant effect on customer loyalty through customer satisfaction at Miss Glam on Damar Street, Padang City. Miss Glam stores have not been able to create an atmosphere that fully meets consumer expectations. The perceived comfort is not enough to make consumers feel completely relaxed and enjoy the shopping experience, which ultimately affects the level of customer satisfaction and loyalty.
9. Customer value has a significant effect on customer loyalty through customer satisfaction at Miss Glam on Damar Street, Padang City. The value received by

consumers directly triggers an overall feeling of satisfaction, which reflects their evaluation of product use. When consumer satisfaction reaches an optimal level, this will encourage the formation of loyalty.

10. Halal labeled products have a significant effect on customer loyalty through customer satisfaction at Miss Glam Damar Street, Padang City. Satisfaction resulting from using halal products creates positive feelings and trust in Miss Glam on Damar Street, Padang City which ultimately encourages consumer loyalty.

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