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## The Influence Of Service Quality, Customer Trust, And Customer Satisfaction On Uniqlo's Customer Loyalty

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### Abstract

This research is purposed to examine the relationship between service quality, customer trust, and customer satisfaction on Uniqlo customer loyalty. The analysis unit in this research is the individual, namely customers who have made purchases at Uniqlo more than three times. The data collecting technique in this study were a survey method with the collecting tool being a questionnaire. The results of this study are service quality, customer trust, and customer satisfaction towards customer loyalty.

Keywords: *Service Quality, Customer Trust, And Customer Satisfaction, Customer Loyalty, Uniqlo.*

### Abstrak

Penelitian ini bertujuan untuk menguji hubungan antara kualitas layanan, kepercayaan pelanggan, dan kepuasan pelanggan terhadap loyalitas pelanggan Uniqlo. Unit analisis dalam penelitian ini adalah individu yaitu pelanggan yang melakukan pembelian di Uniqlo lebih dari tiga kali. Teknik pengumpulan data dalam penelitian ini adalah metode survei dengan alat pengumpulan berupa kuesioner. Hasil dari penelitian ini adalah kualitas pelayanan, kepercayaan pelanggan, dan kepuasan pelanggan terhadap loyalitas pelanggan.

Kata kunci: *Kualitas Layanan, Kepercayaan Pelanggan, Dan Kepuasan Pelanggan, Loyalitas Pelanggan, Uniqlo.*

## INTRODUCTION

With the development of the times, the need for lifestyles also increases. With these developments, it gives influence on market competition when it comes to fashion. Competition for fashion products is currently quite tight both in terms of materials, models and brands. The wearer's identity may be hinted at by the clothing they are wearing. That's why many people really appreciate the modality of what they wear (Thomas Karlyle).

Based on the data from the Central Statistics Agency (BPS) for 2018, it stated that there were three creative sub-sectors that grew rapidly and became excellent during 2018, namely culinary at 66.67%, fashion at 15.01%, and crafts at 14.56%. This shows that Indonesian people are aware of fashion, so they want to look attractive and stylish by keeping abreast of developing fashion trends. In Indonesia, there are many multinational fashion businesses, this proves that the fashion industry in Indonesia is in great demand. (Paramita et al., 2020). Although Indonesia has a potentially large market,

Without the support of its customers, Uniqlo or other fast fashion retailer will not be able to endure and expand.

Sulibhavi and Shivashankar (2017) states because loyal customers frequently make repeat purchases, which can lead to continuous sales, they are seen as a strong asset for the continuity of sales, which is necessary to remain competitive among rivals. Even if situational factors and marketing initiatives may tempt customers to switch, customer loyalty is a firmly held commitment to purchase or repurchase a preferred good or service in the future (Kotler & Keller, 2016, p. 138).

A seller must also enhance the premium experience or service to outperform the competition by attracting devoted clients, as satisfied customers are more likely to return to the business (Keshavarz et al., 2016; Pratminingsih et al, 2018). High customer perceived service quality leads to customer satisfaction, in turn can bring to loyalty (Maklan et al., 2017). Consumer trust is highly expected if consumers feel confident that the products or services provided will have a good impact (Lau and Lee 1999). Consumer trust will provide personal benefits and benefits for both parties and will have a long-term impact on consumer loyalty to the company.

Customer loyalty does not happen just like that, customer loyalty is a conduct that develops from the general mindset of a devoted individual who must come to feel satisfied initially. (Olson, 2010), customer satisfaction will lead to customer loyalty (Irawan, 2003). According to Fandy Tjiptono (1996: 8) every organization that pays more attention to customer satisfaction will obtain some basic impacts, namely an increasingly positive company reputation in the mind of customers and the public, and could lead to the creation

of customer loyalty enabling companies to increase profits, so harmonious company relations company with its customers and encourage everyone in the work environment to work with a such a better purpose. Customers who are in love with the products or services given will tend to be loyal customers (Henriawan, 2015).

Currently, many fashion products have emerged, including Uniqlo. Uniqlo is a wholly owned, major casual apparel manufacturer and retailer brand by parent company Fast Retailing. Even though Uniqlo has been famous for a long time, the brand has only just entered the world of the Indonesian fashion industry in 2013. Apart from having 19 Global Flagship Stores, Currently, UNIQLO operates more than 1,700 locations in 17 different nations. Japan, Australia, Belgium, China, France, Germany, Hong Kong, Indonesia, Malaysia, the Philippines, Russia, Singapore, South Korea, Taiwan, Thailand, England, and America are all included. Now they have more than 400 outlets spread across Asia - Oceania is included in the big cities in Indonesia.

In making each of its products, Uniqlo does not only think about appearance, but they also apply advanced technologies in each process. They use Heattech technology, this technology can bind heat from the body so that you still feel warm in the cold surrounding air. So that Uniqlo is known to care about product functions and the comfort of its customers. In making each of its products, Uniqlo does not only think about appearance, but they also apply advanced technologies in each process. They use Heattech technology, this technology can bind heat from the body so that stay warm in the cold surrounding air. So that Uniqlo is known to care about the function of its products and the comfort of its customers.

However, based on retail sales data from various brands, it shows that UNIQLO's revenue has decreased in 2020. According to Handi in (Maulana & Suryana, 2019) states that a decrease in revenue data can be caused by customer dissatisfaction. Customers are satisfied when they purchase something, and vice versa. If a customer is unhappy, that indicates that they are not satisfied. Numerous consumer evaluations of UNIQLO fashion products are another sign of this decline in customer happiness. Additionally, UNIQLO already has a favorable reputation and a well-known brand name outside of Indonesia (Boyd, 2019) With this statement it can be concluded that there is customer dissatisfaction with UNIQLO fashion products.

Based on this research and phenomenon, there is continuity between Relationship with Colleagues and Job Satisfaction. So that makes researchers interested in researching the phenomenon of this gap and research gap with the title "The Influence of Service Quality, Customer Trust, and Customer Satisfaction on Uniqlo Customer Loyalty".

## Literature Review

### Service Quality

According to Goetsch and Davis (1994) in Tjiptono (Tjiptono, 2012: 152), Product, service, human resource, process, and environmental quality are all dynamic conditions that meet or exceed expectations. While quality by Kotler (2012: 49) is a service's overall qualities and qualities that have an impact on its capacity to meet explicit or implicit demands.

The definition of service quality according to Wyckof in Tjiptono (Tjiptono, 2014: 260) is the expected standard of perfection and the ability to manage this excellence to satisfy customer needs. In other words, there are two key factors: the service that is anticipated and the service that is really received. Thus, Service Quality can be interpreted as the degree of distinction between consumer perceptions or consumer expectations of the services received by consumers.

Zeithaml and Berry in (Tjiptono, 2012: 133), states that there are 5 dimensions of service quality which are a simplification of the ten dimensions of service quality :

- a. Reliability Has 2 main aspects, namely performance consistency and dependability. Reliability is based on the business's capacity to supply services accurately the first time around without making any mistakes and doing it within the specified time frame.
- b. Responsiveness (Responsiveness) Regarding the capacity and willingness of staff members to assist customers and reply to their inquiries, as well as to let them know when services will be offered and then deliver services promptly.
- c. Assurance, Specifically, customer confidence in the organization is influenced by employee behavior, and the corporation can provide customers a sense of security. Guarantee also refers to the fact that staff members are consistently courteous and knowledgeable about how to address issues or queries from customers.
- d. Empathy (Empathy) signifies that by giving customers individual attention and keeping convenient business hours, the company is aware of their difficulties and operates in accordance with their wishes.
- e. Tangible Regarding the company's physical facilities, tools, and materials' appeal, as well as the personnel's look.

### Customer trust

Trust is the ability of the firm to rely on its trading partners. It depends on a variety of intrapersonal and interorganizational variables, including skill, moral character, honesty,

and the perception of corporate responsibility Kotler & Kevin, (2016). Trust encompasses all consumer knowledge about products, features, and benefits as well as all consumer judgments made regarding such products. Building trust is crucial since it is the foundation for a brand's long-term sustainability. Customer trust is the result of an extended process. Building cooperative partnerships will be simpler if there is customer trust between the customer and the business (Nurhanah et al., 2019).

Indicators according to Doney & Cannon, (1997) there are four indicators of customer trust that is:

1. Reliability, The uniformity of a sequence of measurements called reliability. The goal of reliability is to assess how consistently a business has operated throughout the course of time.
2. Honesty How companies/marketers offer products or services that match the information given by the company/marketers to their customers.
3. Concern, Businesses or marketers who consistently provide excellent customer service, acknowledge client complaints, and prioritize the needs of their customers.
4. Credibility, a quality or capability of the business or marketer that fosters consumer confidence.

#### Customer satisfaction

The main objective of any firm is to satisfy its customers. Customer happiness can result in positive value or benefits for customers. The company, such as maintaining the relationship between company and the customers is a good start for repurchasing the products offered by the company to create customer loyalty, as well as forming recommendations from customers to other customers that will benefit the company. Thus, in an effort to meet customer satisfaction, companies are required to be more careful to find out shifts and changes in consumer needs and desires that can change at any time.

Kotler and Armstrong (2015) Describe the meaning of satisfaction, which is the degree to which a product's performance is regarded to be in line with what consumers expect. According to Tjiptono and Chandra (2012) customer satisfaction is a measurement of how well the services given by the company are able to match customer expectations. Kotler and Keller (2016) provide the same definition of satisfaction, stating that it is the degree of sentiments one experiences following performance or results that are changed to meet that person's expectations.

Forming Attributes of Customer Satisfaction Fandy Tjiptono in Faris (2008) describes several attributes of forming customer satisfaction that could be measured by:

- a. Overall Customer Satisfaction Asking the consumer directly about their level of satisfaction with the supplied good or service is the simplest way to gauge their level of contentment.
- b. Confirmation of Expectations Satisfaction could be measured by analyzing the suitability of consumer expectations or expectations with the product's actual performance.
- c. Interest in Repurchasing Customer satisfaction is behaviorally assessed by asking a customer if they plan to utilize the company's services and products again.
- d. Willingness to Recommend The degree to which customers are willing to urge friends and family members to utilize the same product that they have used is a key indicator of customer satisfaction. Usually this is known as Word of Mouth. Customers will tell or give positive things about the products they use to others.
- e. Customer Dissatisfaction Several other aspects that can be used in establishing customer satisfaction are examining aspects of customer dissatisfaction, for example complaints, product returns, warranties, product recalls from the market and consumers who stop using the product and switch to other products.

Factors Affecting Customer Satisfaction Stated by Irawan (2009) there are 5 factors that gives impact on customer satisfaction :

- a. Product Quality If the evaluation findings of the products a customer uses are of high caliber, they will be satisfied. Every effort is taken to obtain quality products since consumers demand it. Consumers will place more value on good products in their minds.
- b. Quality of Service Customers will be satisfied with a service's quality if they receive it well or in accordance with their expectations. Customers who are happy with their purchases are more likely to say they might buy the same good or service again.
- c. Emotional satisfaction is attained not as a result of the product's excellence but rather its social or self-worth (a person's self-confidence, where a person knows and understands what is best for himself and what action to take) It makes consumers happy with particular products. Customers who use a product from a certain brand that has a greater degree of satisfaction will feel proud and acquire confidence that other people would be impressed at them.
- d. Price Customers will receive more value from products that are of the same quality but cost less. Consumers are impacted by this factor in terms of expenditures incurred; typically, the higher a product's price, the higher the customer expectation value.
- e. Convenience Customers will be happier if the products are reasonably simple to use,

comfortable, and effective in getting goods or services.

## Customer loyalty

Understanding Consumer Loyalty Literally loyal means loyal, or loyalty is defined as loyalty. Loyalty develops naturally, not as a result of coercion, but upper level of consciousness. Consumer views are more likely to be influenced by actions taken to increase consumer pleasure. While the notion of customer loyalty places more emphasis on purchasing habits.

According to Tjiptono (2011) customer loyalty is characterized as a customer's dedication to particular companies, retailers, and suppliers, demonstrated by a regular pattern of repeat purchases and a particularly positive attitude. Another viewpoint was expressed by Kotler and Keller (2016), who defined loyalty as a firmly held commitment to continue buying or subscribing to a company's products even in the face of external influences and marketing initiatives that might tempt customers to switch to competing goods.

Indicators of Consumer Loyalty Griffin (2005) explains that there are four indicators of loyalty, namely:

- a. Repurchasing Regularly The manifestation of the behavior of decision-making units to make repeated and continuous purchases of the company's products, both goods and services selected. The level of satisfaction will influence customers to buy again.
- b. Purchasing across product lines That is, the desire to purchase more of the goods the business has to offer. Customers who are dependable and have trusted a corporation on one line are likely to do so on additional lines as well.
- c. Referring Products to Others When a customer is loyal to a product, the customer will voluntarily recommend the product that has been used to other people such as friends or closer relatives.
- d. Exhibits Immunity to Competitors' Attractiveness Loyal customers themselves will not readily or easily be influenced to be drawn to other similar products. Customers will remain loyal to the company's products they have chosen even though there are other companies that offer the same type of product.

## Hypothesis And Conceptual Framework Development

### Service Quality

According to Kotler (2012: 49) says that what is meant by quality is a product's or service's entire qualities and attributes that have an effect on its capabilities. In addition,

Tjiptono (2007:59), Service quality is the expected standard of excellence and the management of that standard to satisfy client needs. The gap between client expectations and the service they actually receive can be used to measure service quality. Based on research conducted by Putra (2013) which states that service quality has a good impact on customer loyalty. Similar findings were made in studies by Mahyuni (2014), Kheng (2010), and Wijaya (2017) who all made the same claim.

H1: Service quality has a positive effect on customer loyalty

#### Customer trust

Mowen and Meyerin Widiyanto (2013) said that consumer Consumers' awareness of products' features, benefits, and commitment to them constitutes their trust. As a result, great service quality fosters a sense of assurance that results in trust (Gefen, 2002). consumer loyalty is significantly impacted favorably by consumer trust, according to research done by Bahrudin (2015). In other words, greater client loyalty will result from greater consumer trust. Customer loyalty is also significantly positively impacted by customer satisfaction. Therefore, client loyalty would rise the higher the level of customer happiness.

H2: customer trust has a positive effect on customer loyalty

#### Customer satisfaction

Mowen and Minor (2002:89) consumer satisfaction is the general attitude consumers exhibit toward products or services after obtaining and using them. This is the experience of using or eating the products after purchase; customers will assess whether or not the performance of the product meets their expectations and will feel either positive, negative, or neutral feelings. The impression of happiness or discontent is affected by this emotional response either directly or indirectly.

According to Arora and Narula (2018) and Oliver (1997), customer satisfaction is defined as their emotional state and reactions to the actual performance and their expectations of a good or service. Moreover, according to Lee and Seong (2020), customer behavior is primarily predicted by customer satisfaction. Customers who are happy, believe that the services are valuable, and have a trustworthy attitude Supposed to have higher level of loyalty than those who are not in this psychological state H3: customer satisfaction has a positive effect on customer loyalty

## RESEARCH METHODS

This study is based on a modification of previous study by Amani Gratian Tegambwage with the title "Antecedents of customer loyalty in Islamic banking: evidence from Tanzania", further research was conducted by Qian Chen with the title "Can AI chatbots help retain customers? Impact of AI service quality on customer loyalty". This study seeks to determine how Uniqlo client loyalty is affected by service quality, customer satisfaction, and trust. The research design used is Hypothesis Testing because the purpose of this study is to test hypotheses which are presumptions or assumptions that must be tested through data or facts obtained through research (Dantes, 2012).

Quantitative research was used for this investigation. Quantitative research methodology generates data in the form of numbers, which are often evaluated using descriptive or inferential statistics. In other words, after processing the data, the effect on how the identified research problem is formulated is sought after (Silaen, 2018).

The analysis unit in this study is the individual, namely customers who have made purchases at Uniqlo more than three times. This research was conducted using the Questionnaire design method. The research data used in this study is cross sectional data because the data collection was carried out in a certain period.

The essential steps in research are data gathering strategies since getting data is what it's all about. If researchers don't know data collection techniques, they won't receive data that complies with standards (Sugiyono, 2018). To gain data, the authors used the primary data collection method where the Primary Data Source is the desired and necessary data source in the research obtained which is directly related to the object of research.

The questionnaire was the data collecting tool employed in this study's survey data gathering procedure. A questionnaire, in the words of Sugiyono (2010), is a method of gathering data in which respondents are given a list of questions or written statements to react to. The respondents of this research are Uniqlo customers. The questionnaire distributed contains the characteristics of the respondents and statements related to the variables to be studied, namely the effect of service quality, customer trust, and customer satisfaction on customer loyalty. The population in this research were customers who had made purchases at Uniqlo more than three times. The sampling technique being used was non-probability sampling, namely purposive sampling. The primary data is in the form of a questionnaire with the data collection method using field studies.

## RESULTS AND DISCUSSION

Four of the study's hypotheses make reference to earlier investigation by Ershadi et al. (2019). The following choice led to the use of a 5% (=0.05) error tolerance limit :

1. If the p-value is less than 0.05, Ho is disregarded, indicating a significant positive effect. The inferences made and the suggested course of action are supported.
2. Ho is accepted if the p-value is greater than 0.05, indicating that there is no substantial positive effect. The conclusions reached and the suggested course of action are unsupported.

Here is a table with the outcomes of the hypothesis test:

Table 1  
Hypothesis Testing Results

hypothesis	Estimates	P-Values	Decision
H1: Service quality has a positive influence on customer loyalty	0.283	0.000	Supported
H2: Customer trust has a positive influence on Customer loyalty	0.546	0.000	Supported
H3: Customer satisfaction has a positive influence on Customer loyalty	0.372	0.028	Supported

Based on the results of the hypothesis testing displayed in Table 1 above, it can be concluded that the results on the variable Service quality on Customer loyalty have positive and significant results because it has a positive estimate value and a p-value below 0.05; the variable value of Customer trust on Customer loyalty also has positive and significant results because it has a positive estimate value and a p-value below 0.05; and the variable Customer satisfaction has a po. then each variable's hypotheses are all confirmed.

## Discussion

The hypotheses proposed in the research and the discussion of each of these hypotheses are as follows:

Hypothesis 1: The first hypothesis tests the positive effect of service quality on customer loyalty

An estimate value of 0.283 and a p-value of 0.000, which is less than  $\alpha = 0.05$ , are derived from the results of testing this hypothesis, indicating that  $H_0$  is accepted, meaning that service quality positively influences customer loyalty. The findings of this study corroborate earlier research by Karim and Putra (2013), which found that customer loyalty is positively impacted by service quality.

Hypothesis 2: The second hypothesis tests the positive effect of customer trust on customer loyalty

From the results of testing this hypothesis, an estimate value of 0.546 is obtained and a p-value of 0.000 is less than  $\alpha = 0.05$  which indicates that  $H_0$  is rejected, It implies that consumer loyalty is positively impacted by customer trust. The findings of this study corroborate earlier research by Bahrudin (2015), which found that customer loyalty is positively impacted by consumer trust.

Hypothesis 3: The third hypothesis tests the positive effect of customer satisfaction on customer loyalty

From the results of testing this hypothesis, an estimate value of 0.372 is obtained and a p-value of 0.028 which is less than  $\alpha = 0.05$  which indicates that  $H_0$  is rejected, It implies that client loyalty is positively impacted by customer satisfaction. The findings of this investigation corroborate earlier work (Lee and Seong, 2020). This claims that client loyalty is positively impacted by customer satisfaction.

## CONCLUSION

From this research, it can be seen that service quality can be predicting customers loyalty positively and significantly, customer trust can can be predicting customers loyalty positively and significantly, customer satisfaction can positively and significantly predict customer loyalty. Researchers suggest, Company need forcontinue to maintain service quality, by providing the best possible service to customers. Companies can always pay attention to every product offered to customers so that customers trust the company, and

companies must also provide satisfaction to their customers by providing maximum services and products offered.

This will make the customer's mood better when shopping which will encourage the creation of other pleasant experiences so that Uniqlo customer loyalty will increase. The researcher also suggests for future researchers to be able to take advantage of the opportunity to expand on a wider topic of the variables that already studied in this study. and also make use of the ensuing chance to address any gaps and reinforce the study's conclusions.

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Uniqlo collaborated with KAWS artists to create t-shirt and tote bag designs.