

The Influence of Product Quality and Store Atmosphere on Customer Satisfaction

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Abstract

Study This aiming For know influence quality products and atmosphere shop to satisfaction customers . Data collection was conducted through qualitative methods, namely by distributing questionnaires to customers. The sample in this study was 50 respondents. The results of the analysis using multiple linear regression obtained the results that product quality and store atmosphere simultaneously influence customer satisfaction. This is indicated by the Fcount value (58.713) > Ftable (3.20) and the sig value is smaller than the probability value of 0.05 or $0.000 < 0.05$, then hypothesis one in this study is accepted. The product quality variable partially does not have a significant effect on customer satisfaction. This is indicated by the Tcount value (-1.075) < Ttable 1.677 with a sig value of $0.288 > 0.05$. So hypothesis two in this study is not accepted. The store atmosphere variable partially has a significant effect on customer satisfaction. This is evidenced by the Tcount value of 10.754 > 1.677 and a sig value of $0.000 < 0.05$. So hypothesis three is accepted. Based on the determination coefficient value, it can be concluded that the product quality and store atmosphere variables have an influence of 71.4%, while the remaining 28.6% is influenced by other variables that were not studied.

1. Introduction

The increasingly dynamic business world today presents both challenges and threats for business owners in their efforts to win the competition and ensure the sustainability of their companies. In this era of rapid development, people's needs—ranging from primary to secondary and tertiary—have become more diverse and complex. One of the rapidly growing sectors is the fashion industry. Particularly among young people, fashion has become a form of self-expression and a symbol of keeping up with current trends. Many youths strive to be trendsetters by dressing uniquely and creatively, making fashion an inseparable part of their identity.

In such a competitive environment, product quality becomes a crucial factor for companies aiming to compete in the market. Along with improvements in public education and economic conditions, consumers are becoming more critical and selective in choosing products. They expect high quality that matches the price they pay.

Additionally, the store atmosphere plays a significant role in shaping the consumer's shopping experience. It includes all the aesthetic and emotional elements perceived through the five senses that can influence consumer behavior. A well-designed store atmosphere can create a strong emotional connection with consumers and encourage repeat visits. Store layout, interior design, lighting, music, and cleanliness contribute to building a pleasant environment that supports customer satisfaction.

Today, many consumers even choose certain retail outlets, such as "distro" stores, not only because of the products but also because they enjoy the store atmosphere. A comfortable and engaging store environment becomes one of the key factors in attracting and retaining customers.

Customer satisfaction is a vital element for business success. Satisfied customers are likely to become loyal customers and promote the brand through word-of-mouth. Therefore, businesses must consistently maintain product quality and enhance the store atmosphere to

meet customer expectations and strengthen long-term business sustainability.

Initial observations at the research location revealed that although the clothing store offers relatively good product quality, improvements are still needed. Moreover, the store atmosphere lacks comfort due to an untidy product arrangement, which makes it difficult for customers to browse. This aspect must be addressed, as customer satisfaction significantly supports business continuity.

In building a sustainable business, stores must strive to fulfill consumer needs by ensuring product quality, comfort, and a pleasant shopping experience. By providing adequate facilities and an inviting atmosphere, the store can meet consumer expectations and ultimately foster satisfaction and loyalty.

2. Literature Review

2.1 Quality Product

A quality product is a product's ability to perform its function, which includes durability, reliability, accuracy, ease of operation and repair, as well as other beneficial attributes. Product quality is implemented through specific standard processes aligned with actual performance and suitability.

According to Kotler and Armstrong (2021), product quality refers to the value a product possesses that can satisfy consumers both physically and psychologically. This value is reflected in the attributes and characteristics inherent in a good or service.

Based on the definitions provided by various experts, it can be concluded that product quality is a fundamental element for a company in achieving customer satisfaction and determining its success.

2.2 Factors Influencing Product Quality

Product quality may vary among companies due to several influencing factors, which determine whether the product meets established standards or not. These factors include:

a. Human Resources:

The role of employees significantly affects product quality. Therefore, attention must be given to aspects such as training, motivation, social security, and welfare to ensure the human element positively contributes to quality.

b. Management:

The responsibility for product quality lies within specific groups or departments in the company. Effective coordination among these functional groups and other departments is essential to maintain a harmonious work atmosphere and prevent disruption, enabling the company to uphold and improve product quality.

c. Financial Resources:

The company must allocate sufficient financial resources to maintain or improve product quality. This includes expenses for maintenance, equipment repair, and product rework if necessary.

d. Raw Materials:

Raw materials are a critical factor influencing product quality. Quality control over raw materials is essential, involving source selection, purchase documentation, material inspection upon receipt, and proper storage, all to minimize the possibility of using substandard materials.

e. Machinery and Equipment:

The machinery and equipment used in production directly impact the quality of products. Outdated or inefficient machinery can lead to poor-quality products and low efficiency, increasing production costs and reducing market competitiveness.

2.3 Store Atmosphere

Store atmosphere is an important aspect for business owners to consider. It refers to the overall impression created by the store layout, decoration, and surrounding environment. A pleasant store atmosphere influences customers' emotions, making them feel happy and encouraging them to return. Creating a supportive store atmosphere requires adequate design, including storefront layout, entrance design, customer circulation, and

more. Store atmosphere is experienced psychologically by consumers and forms impressions even before they enter the store. It influences their comfort and enjoyment while shopping.

According to Utami (2020), store atmosphere is a combination of physical characteristics such as architecture, layout, lighting, displays, color, temperature, music, and aroma that together create an image in the consumer's mind. Utami and Kamalia (2020) also state that these features contribute to building a mental image when consumers visit. In conclusion, store atmosphere is a set of characteristics created to emphasize beauty and comfort for customers. A good store atmosphere enhances customer satisfaction.

According to Levy and Weitz in Wibowo (2021), store atmosphere involves designing the environment through visual communication, lighting, color, music, and fragrance to stimulate customers' perceptions and emotional responses, ultimately influencing buying behavior. The indicators include:

a. Lighting:

Used to illuminate products, lighting contributes to a joyful atmosphere and positively impacts consumer purchasing behavior.

b. Product Layout:

Neat and organized product placement on shelves enhances the store's visual appeal. Cleanliness and neatness attract customers to approach displays and feel comfortable staying longer, increasing the likelihood of purchase.

c. Room Temperature:

Room temperature plays a vital role in creating a comfortable shopping atmosphere, helping customers feel at ease while inside the store.

d. Fitting Room Facilities:

Having a fitting room is important, as it allows customers to try on products, influencing their purchasing decision.

e. Store Design and Color Scheme:
The design and color of the store

significantly influence customer perception. These elements form the first impression and are essential to attracting customers visually.

2.4 Customer Satisfaction

The primary objective of a business is to provide customer satisfaction. To achieve this, companies must understand the evolving needs of consumers. Customer satisfaction arises when customers compare their purchase experience with their expectations. These expectations are shaped by prior experiences, word-of-mouth recommendations, marketing communications, and competitor offerings. Achieving customer satisfaction provides several benefits, including stronger customer relationships and positive word-of-mouth that benefits the company.

According to Suprapti (2021), customer satisfaction is the overall attitude shown by customers toward a product after using or consuming it. From a managerial perspective, maintaining and improving customer satisfaction is crucial. Customer satisfaction results when the selected purchase option meets or exceeds expectations. Dissatisfaction occurs when the outcome falls short of those expectations.

3. Research Methods

3.1 Data Types and Sources

1. Data Types

This study uses qualitative data. Qualitative data refers to data that cannot be measured or calculated numerically, but can provide additional insights for the researcher. The type of data in this qualitative research consists of answers obtained through interviews conducted by the researcher with respondents.

2. Data Sources

The data sources used in this study consist of:

a. Primary Data

Primary data refers to information obtained directly during data collection. In this study, the primary data includes direct interviews with employees and the owner of Irisana

Clothing Store in Palopo City, as well as field observations.

b. Secondary Data

Secondary data refers to information obtained indirectly during data collection. In this study, the secondary data includes journals, the profile of the Irisana store, and related documentation.

3.2 Data Analysis Techniques

Data analysis is the process of systematically searching for and organizing data obtained from interviews, field notes, and documentation. This process involves categorizing the data, breaking it into units, identifying patterns, selecting key aspects to study, and drawing conclusions that are easy to understand.

1. Descriptive Analysis

Descriptive analysis is used to describe respondents' responses to the factors influencing purchasing decisions, based on questionnaires distributed using a Likert scale. The scale consists of:

- **Strongly Agree**
- **Agree**
- **Slightly Agree**
- **Disagree**
- **Strongly Disagree**

According to Melisa (2021), responses from the questionnaire are assigned scores as follows:

- **SS (Strongly Agree) = 5**
- **S (Agree) = 4**
- **CS (Slightly Agree) = 3**
- **TS (Disagree) = 2**
- **STS (Strongly Disagree) = 1**

Interval = Highest Score (5) - Lowest Score (1) = 4 / 5 categories = 0.8

Category Scale:

- **1.00 – 1.80 = Strongly Disagree (STS)**
- **1.81 – 2.60 = Disagree (TS)**
- **2.61 – 3.40 = Slightly Agree (CS)**
- **3.41 – 4.20 = Agree (S)**
- **4.21 – 5.00 = Strongly Agree (SS)**

4. Research Results

4.1. Research Results

1. Respondent Characteristics

This section explains the results of the research that has been conducted and processed to identify the influence of product quality and store atmosphere on customer satisfaction. The researcher distributed 50 questionnaires to customers at the store. The questionnaire included questions related to gender, age, education, occupation, and income. The profile data of the respondents are explained as follows:

a. Gender

Table 1. Respondents Based on Gender

Gender	Frequency (people)	Percentage (%)
Male	6	12%
Female	44	88%
Total	50	100%

Source:

**Processed Data
(2024)**

Based on Table 1, it can be concluded that out of 50 respondents, the majority were female (44 respondents or 88%). This shows that women tend to shop more at this clothing store as it is considered an elite and comfortable place to shop, particularly favored by teenagers and adults. Male customers numbered only 6 (12%) due to the store primarily offering women's fashion products.

b. Age

Table 2. Respondents Based on Age

Age Group	Frequency (people)	Percentage (%)
12–21 years	14	28%
22–32 years	25	50%
33–43 years	9	18%
44–54 years	2	4%
>55 years	0	0%
Total	50	100%

Source:

**Processed
Data (2024)**

Table 2 shows that the largest age group among the customers is 22–32 years

(50%). This indicates that the store mainly attracts young adults, as it offers clothing that aligns with the tastes and fashion preferences of this age group.

c. Education

Table 3. Respondents Based on Education Level

Education Level	Frequency	Percentage (%)
Elementary School	0	0%
Junior High School	0	0%
Senior High School	24	48%
Diploma (D3)	0	0%
Bachelor/Master/Ph D (S1/S2/S3)	26	52%
Total	50	100%

Source: Processed Data (2024)

According to Table 3, most respondents have a Bachelor's degree or higher (26 people or 52%), followed by senior high school graduates (24 people or 48%). This suggests that customers are generally educated, and fashion awareness is relatively high among them.

d. Occupation

Table 4. Respondents Based on Occupation

Occupation	Frequency (people)	Percentage (%)
Students	34	68%
Civil Servants	2	4%
Entrepreneurs	4	8%
Housewives	10	20%
Total	50	100%

Source: Processed Data (2024)

Table 4 shows that most respondents are students (34 respondents or 68%). This indicates that the store's modern clothing appeals mainly to the younger student demographic.

e. Income

Table 5. Respondents Based on Income Level

Income Level	Frequency (people)	Percentage (%)
< Rp3,000,000	41	82%
> Rp3,000,000	9	18%
Total	50	100%

Source:

Processed Data (2024)

Table 5 indicates that most respondents (82%) have an income below Rp3,000,000. This implies that the store's pricing aligns with the income levels of the majority of its customer base.

2. Descriptive Variables of the Study

According to Sugiyono (2022), descriptive statistics are used to analyze and present data in a way that describes the characteristics without making generalized conclusions. The descriptive analysis was used to explain the variables in this study, which are product quality (X1) and store atmosphere (X2) as independent variables, and customer satisfaction (Y) as the dependent variable.

a. Product Quality (X1)

Table 6. Average Customer Response on Product Quality Indicators

No	Indicator	Average Score	Interpretation
1	Performance	3.38	Fairly Agree
2	Features	4.26	Strongly Agree
3	Compliance	3.94	Agree
4	Durability	4.26	Strongly Agree
5	Reliability	3.97	Agree
6	Aesthetics	4.24	Strongly Agree
7	Quality	3.91	Agree

Average	3.99	Agree
Source:		
Prosesse		
d Data		
(2024)		

From Table 6, it is concluded that the indicators with the highest average scores are "Features" and "Durability" (both at 4.26), indicating these aspects significantly influence customer satisfaction with the products at Irish Store, Palopo City. The lowest score was for "Performance" (3.38), falling in the "Fairly Agree" category.

3. Validity and Reliability Tests

To ensure that the research instruments are accurate and reliable, a validity and reliability test was conducted using SPSS version 20.

a. Validity Test

The validity test measures the accuracy of the instruments. An instrument is considered valid if the item correlation coefficient (r count) is greater than 0.30 or the critical value from the r table. The following are the validity test results:

Table. Validity Test – Product Quality (X1)

All 21 items showed r count $>$ r table (0.361), hence all are valid.

Table. Validity Test – Store Atmosphere (X2)

All 12 items showed r count $>$ r table (0.361), hence all are valid.

Table. Validity Test – Customer Satisfaction (Y)

All 9 items showed r count $>$ r table (0.361), hence all are valid.

b. Reliability Test

The reliability test assesses the consistency of the instrument. A variable is considered reliable if Cronbach's Alpha $>$ 0.6.

Product Quality (X1)

Cronbach's Alpha	Number of Items
0.922	21

The Cronbach's Alpha value of 0.922 indicates excellent reliability.

Store Atmosphere (X2)

Cronbach's Alpha Number of Items

0.907 12

This value also indicates high reliability for the store atmosphere variable.

4.2 Discussion

The results of this study reveal that both product quality and store atmosphere significantly influence customer satisfaction at the clothing store. This finding supports the notion that in the retail industry, particularly in fashion, customer satisfaction is not solely determined by the quality of the product, but also by the physical environment in which the product is offered. A pleasant and appealing store atmosphere can enhance the shopping experience and evoke positive emotional responses, leading to increased satisfaction.

However, when examined partially, the results indicate that product quality alone does not have a significant effect on customer satisfaction. This may be due to the customers' expectations being unmet or because the product quality is perceived as average or similar to that of competitors. It could also suggest that customers value the overall shopping experience more than the physical product itself. As such, the second hypothesis is rejected.

In contrast, the store atmosphere was found to significantly and positively influence customer satisfaction when tested partially. This finding supports the third hypothesis and highlights the importance of visual merchandising, cleanliness, lighting, layout, and overall aesthetics of the store environment. A well-maintained and attractive store creates a comfortable and inviting space for customers, making them more likely to return and recommend the store to others.

These findings are in line with previous studies such as those by Koller and Armstrong (2021), and Utami and Kamalia (2020), who emphasized the psychological and experiential aspects of retail environments in shaping

customer satisfaction. Therefore, it is evident that to build strong customer relationships and loyalty, clothing stores must focus not only on improving the intrinsic quality of their products but also on enhancing the overall atmosphere of their stores.

5. Conclusion

5.1 Conclusion

Based on the data obtained from the study results, it can be concluded that:

1. Product quality and store atmosphere have a significant influence on customer satisfaction in clothing stores.
2. Product quality does **not** have a significant influence on customer satisfaction in clothing stores. This means that the second hypothesis is rejected.
3. Store atmosphere has a partially significant influence on customer satisfaction in clothing stores. This means that the third hypothesis is accepted.

5.2 Suggestions

Based on the results and conclusions obtained from this study, the following suggestions are proposed:

1. Based on this study, it is known that performance and interior aspects have the lowest scores compared to other indicators. Therefore, it is expected that the quality performance of the products available in the clothing store can be further improved according to customer needs, so that customer satisfaction increases and they are more likely to choose to shop at the store. The interior of the Irliana store also needs serious attention to attract customers to visit and make in-store purchases.
2. The clothing store management is expected to maintain product quality and store atmosphere for their customers, since features, durability, and exterior aspects received the highest scores compared to other indicators in this study.
3. For future researchers, it is recommended to conduct further studies by deepening or developing the research variables with

larger samples and populations. Such assessments are expected to produce new findings that will be useful for the development of entrepreneurial knowledge.

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