
ANALYSIS OF THE EFFECT OF SERVICE QUALITY, PRODUCT AVAILABILITY, LOCATION AND STORE ATMOSPHERE IN INCREASING CUSTOMER LOYALTY AT THE LABUHANBATU DISTRO INSTORE STORE



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Abstract

This study aims to analyze the influence of service quality, product availability, location, and store atmosphere in increasing customer loyalty at the Instore Distro Labuhanbatu Store. The background of this study is based on the increasingly fierce competition in the fashion retail business, so every business actor needs to pay attention to factors that can create a positive shopping experience and encourage the formation of customer loyalty. This study uses a quantitative method with a survey approach, involving customer respondents who have shopped at Instore Distro. Data were collected through questionnaires and analyzed using multiple regression techniques to determine the magnitude of the influence of each independent variable on customer loyalty. The results show that service quality, product availability, location, and store atmosphere have a positive and significant effect on customer loyalty. Friendly and professional service quality increases customer satisfaction, the availability of complete and appropriate products encourages repeat shopping interest, a strategic location facilitates accessibility, while a comfortable store atmosphere creates a pleasant shopping experience. Simultaneously, these four variables are proven to contribute to the formation of customer loyalty at the Instore Distro Labuhanbatu Store.

Keywords: Service Quality, Product Availability, Location, Store Atmosphere, Customer Loyalty

INTRODUCTION

In an era of intense business competition, the retail sector, particularly in-store distro stores, faces increasing challenges in attracting and retaining customers. One crucial factor in this business is customer loyalty, which is key to business sustainability. In-store distro stores in Labuhanbatu, which offer a variety of fashion products, need the right strategy to build and maintain customer loyalty to remain competitive in the market.

Several factors can influence customer loyalty, including service quality, product availability, location, and store atmosphere. Good service quality, such as friendly, responsive, and professional service, will provide a pleasant shopping experience for customers, increasing their likelihood of returning. The availability of a complete and high-quality product is also a crucial factor, as customers tend to be loyal to stores that consistently meet their needs.

Meeting consumer needs, especially among young people in the Labuhanbatu area, can be seen during major holidays. On major holidays, many young people feel the need to look special and different from ordinary days. They tend to choose more fashionable, new, and flashy clothing to show pride and celebrate these special occasions. Looking attractive is a way to demonstrate identity and social status among friends and family. Furthermore, young people are heavily influenced by popular fashion trends, whether through social media, influencers, or celebrities. On major holidays, they often purchase clothing or accessories that follow the latest trends to stay up-to-date and trendy. Instagram, TikTok, and other platforms are prime places to find inspiration when choosing outfits. Most young people buy new clothes to wear in photo shoots and share on social media. This makes them feel recognized or gain more attention from their online friends. Their social media appearance can be a way for them to show their happiness and success in celebrating special occasions.

On major holidays, many stores and fashion brands offer discounts or special collections. Young people often take advantage of this opportunity to purchase items they desire, whether clothes, shoes, or accessories, at more affordable prices. Sometimes, purchasing new clothes is also influenced by cultural and traditional factors. For example, during the Eid al-Fitr tradition, many families expect their children to wear new clothes as a symbol of purity and success after fasting. This phenomenon is even stronger among the younger generation, who want to follow tradition while adapting to emerging trends. Sometimes, young people engage in impulsive buying, especially when faced with enticing promotions or invitations from advertisements or friends. The desire to own new, more fashionable or "trendy" items often drives them to buy things even though they may not necessarily need them.

A strategic store location is crucial for attracting customers. A store that is easily accessible will provide greater convenience for customers. Furthermore, store atmosphere also plays a significant role in creating a pleasant shopping experience. A comfortable atmosphere, attractive interior design, and a supportive environment can increase customer satisfaction, which in turn can strengthen their loyalty to the store.

However, although the aforementioned factors are believed to influence customer loyalty, there is little research specifically analyzing how service quality, product availability, location, and store atmosphere interact to increase customer loyalty in in-store distro stores, particularly in the Labuhanbatu area. Therefore, this study aims to analyze the influence of

these factors on customer loyalty in in-store distro stores in Labuhanbatu, to provide deeper insights for store owners and managers in improving their strategies.

Customer loyalty emerges when customers are satisfied with the quality of the products offered by a company. Loyalty is the customer's commitment to repeat purchases of the company's products. Customer loyalty is a crucial factor in the continued growth of a company and increasing sales. Food businesses will gain significant profits when they are able to create customer satisfaction. Satisfied customers will build loyalty to the company.

One important factor in purchasing decisions is product availability when needed. Businesses must ensure the availability of a complete range of products so consumers can choose the products they desire based on their needs (Jandri et al., 2022). Product availability itself is a factor related to the ease of obtaining a product and everything needed to consume it (Sugiharto & Renata, 2020). A lack of product availability will lead to a negative perception among consumers, which will reduce trust in the product and lead to a preference for other alternatives (Steinhart & Mazursky, 2014). From the above description, it can be concluded that product availability guarantees the availability of a complete product according to consumer needs, while a lack of product availability leads to a decrease in consumer trust in the product.

Store atmosphere is the activity of designing an attractive store environment that leaves an impression on consumers. Syukri (2022) explains that designing a good store is like creating a compelling story for readers. A good store design will attract consumers' desire to learn more about everything the store has to offer. Store atmosphere can be created through lighting systems, layout arrangements, and good product arrangement that will attract consumers. Store atmosphere not only provides a pleasant shopping environment but can also add value to the products sold. Furthermore, store atmosphere will also determine the image of the place itself. A good place image can ensure the company's survival to survive the competition by forming loyal customers. Store atmosphere, as a means of communication that can have positive and profitable impacts, is made as attractive as possible. However, conversely, it may also hinder the purchasing process. A marketing process carried out is retail and aims to create comfort for consumers. At a minimum, consumers will feel at home when they are in that place, and this will encourage consumers to decide to purchase there. Based on the background of the problem above, the author is interested in conducting a study entitled Analysis of the Influence of Service Quality, Product Availability, Location, and Store Atmosphere in Increasing Customer Loyalty at the Labuhanbatu Distro In-Store Store.

The purpose of this study is to determine the effect of service quality on customer loyalty at the Labuhanbatu Distro In-Store Store, to determine the effect of product availability on customer loyalty at the Labuhanbatu Distro In-Store Store, to determine the effect of location on customer loyalty at the Labuhanbatu Distro In-Store Store, and to determine the effect of Service Quality, Product Availability, Location, and Store Atmosphere on Customer Loyalty at the Labuhanbatu Distro In-Store Store.

REVIEW OF LITERATURE

Service Quality

Service quality is an effort focused on meeting customer needs, requirements, and timely expectations. As stated by Kasmir (2017), service quality is the actions or deeds of an

individual or organization aimed at satisfying customers or employees. This satisfaction can be achieved if customer expectations are met.

Furthermore, according to Lewis & Booms (in Tjiptono 2020), service quality can be defined as a measure of how well the level of service provided meets customer expectations.

According to Mukarom & Laksana (2018), to measure the quality of service expected by customers, it is necessary to understand the criteria, dimensions, or indicators used by customers to assess the service. The five indicators of service quality are as follows:

1. Tangibility, namely, the physical appearance, equipment, personnel, and communication materials.
2. Reliability, namely, the ability to provide promised service accurately, on time, and dependably.
3. Responsiveness, namely the willingness to help customers by providing good and prompt service.
4. Empathy, meaning striving to understand and understand customer needs individually.
5. Assurance, meaning the knowledge and friendliness of personnel and their ability to be trusted and believed.

Product Availability

Product availability is a guarantee provided by business owners to consumers regarding the products offered to meet their desires and needs (Jandri et al., 2022). Product availability is an element of the distribution channel aimed at providing consumer satisfaction and increasing consumer purchasing interest (Apriando et al., 2019). From the above description, product availability can be defined as a business owner's guarantee of easy access to desired products, with the goal of increasing consumer satisfaction. According to Steinhart & Mazursky (2014), product availability can generate both positive and negative consumer perceptions. High product availability leads to positive consumer perceptions of ease of access, while low availability leads to negative consumer perceptions. This is typically found in commonly used products that focus on their functionality. Low product availability can also generate positive consumer perceptions. This is particularly true for products with high popularity and limited stock, which can increase consumer purchasing interest. According to (Kotler & Keller, 2021), product availability can be measured using the following indicators:

- a. Product variety, which refers to the types and characteristics of available products.
- b. Product quality, which refers to the quality of the products offered and the price offered.
- c. Product stock, which refers to the effort to provide product types and varieties according to market share.

Location

The definition of location is the various activities a company undertakes to make its products easily accessible and available to target consumers (Kotler & Keller, 2021). As a marketing mix variable, place plays a crucial role in helping companies ensure the effectiveness of their products, as the goal of distribution is to provide the goods and services consumers need and want at the right time and place. According to Lupiyoadi (2020), a strategic store location is crucial for attracting consumer interest and influencing purchasing decisions. A safe, comfortable, clean, busy, beautiful, and easily accessible location are some of the criteria consumers desire. Choosing the wrong location can have dire consequences for business development, as a difficult location can hinder consumers from easily making purchases. Location also plays a crucial role in determining sales success. Location refers to

various marketing activities aimed at promoting and facilitating the delivery or distribution of goods and services from producers to consumers. Determining a location that is easily accessible and visible will make it easier for consumers to learn about, observe, and understand the product or service being offered. An economically optimal location reduces the cost burden borne by a form of activity (Taan, Abdussamad, & Palangka, 2020). A business owner trying to determine the right location must consider the following location factors in making a decision: (1) market area, (2) market coverage, and (3) layout and design of the business premises. Business location is very important because it helps in determining the consumer mix and competition (Kasimin, 2017). Once a business location is selected, it will be difficult to move it. Because the decision to select a location is related to long-term commitments to capital-intensive aspects, a service provider must carefully consider and select a location that is responsive to future economic, demographic, cultural, and competitive changes. Location indicators according to Kotler & Keller (2021) are as follows: 1. Easy to reach 2. Easy to get to transportation 3. Ample parking space.

Store Atmosphere

According to Mamuya (2018), store atmosphere is a stimulus derived from symbols or ambiance that influences shoppers' emotions, helping them respond by making purchasing decisions. Kotler and Keller (2021) define store atmosphere as every store's physical layout that makes it easy or difficult to navigate. According to Tanjung (2020), store atmosphere is a crucial physical characteristic for any retail business. It can create a comfortable atmosphere that meets consumers' needs, making them want to linger in the store, which automatically and indirectly encourages them to make purchases. Six store atmosphere indicators were used in this study: 1. Store design and color; 2. Aroma; 3. Indoor temperature; 4. Lighting; 5. Music; 6. Layout.

Customer Loyalty

According to Tjiptono (2020), customer loyalty is often associated with repeat purchasing behavior. While the two are related, they are distinct. In the context of branding, for example, loyalty reflects a psychological commitment to a particular brand, while repeat purchase behavior involves solely purchasing the same brand repeatedly. Customer loyalty refers to a customer's devotion and attachment to a brand, product, or service. It describes the extent to which customers tend to choose and continue interacting with a company or brand rather than seeking alternatives in the market. Customer loyalty is the result of positive experiences, satisfaction, trust, and the relationship established between customers and the company (Hardianto et al., 2019). Several aspects influence customer loyalty. First, customer satisfaction is a crucial factor. If customers are satisfied with a company's products or services, they are likely to return to shop or use those services in the future. This satisfaction can include product quality, reasonable pricing, timely delivery, good customer service, and an overall pleasant experience. According to Purwanto (2016), consumer loyalty is evidence of a manufacturer's success in creating quality products and competing in the market. Indicators of customer loyalty according to Kotler and Keller (2021) are: 1) Repeat purchase, which is consumer loyalty to a product. 2) Retention, which is resistance to the influence of negative issues regarding the company. 3) Referrals, which are the total references to the company's existence.

RESEARCH METHOD

The type of research used in this study is quantitative associative research. Associative research is a research method that aims to determine the relationship between two or more variables. In this study, a theory can be developed that can function to explain, predict, and control a phenomenon. The purpose of this study is to determine the effect of independent variables (service quality, product availability, location, and store atmosphere) on the dependent variable (customer loyalty).

Research Population and Sample

A population is a generalized area consisting of subjects or objects with certain characteristics and qualities determined by a researcher to be studied and then conclusions drawn (Sugiyono, 2019). The population of this study was consumers who made purchases at Instore distro in Rantauprapat. A sample is a collection of the number and characteristics of a population or group of people (Sugiyono, 2019). The sample also consists of members selected from the total population. Because the population size is unknown, the Cochran formula (Sugiyono, 2019) was used to determine the sample size as follows:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n = number of samples

z = z-score at 95% confidence = 1.96

p = maximum estimate of 50% = 0.5

q = 1-p, the proportion of an event occurring. If p=0.5, then q=1-0.5 = 0.5

e = Margin of error or maximum tolerable error rate (10%) = 0.1

Based on the calculation above, the number of samples to be taken is as follows.

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

$$n = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,01}$$

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

$$n = 96,04$$

The calculation results show that the n obtained is 96.04 = 96 people, so in this study, the author took data from a sample of at least 96 people.

RESULTS AND DISCUSSION

Table 1
Results of the validity test of the research instrument

Variable	Indicator	Value r	Value r table	Information
Quality of Service (X ₁)	Question 1	0.596	0,367	Valid
	Question 2	0.660	0,367	Valid
	Question 3	0.583	0,367	Valid
	Question 4	0.684	0,367	Valid
	Question 5	0.591	0,367	Valid
	Question 1	0.597	0,367	Valid

Product Availability (X ₂)	Question 2	0.590	0,367	Valid
	Question 3	0.485	0,367	Valid
	Question 4	0.554	0,367	Valid
	Question 5	0.626	0,367	Valid
Location (X ₃)	Question 1	0.756	0,367	Valid
	Question 2	0.710	0,367	Valid
	Question 3	0.770	0,367	Valid
	Question 4	0.684	0,367	Valid
	Question 5	0.531	0,367	Valid
Store Atmosphere (X ₄)	Question 1	0.840	0,367	Valid
	Question 2	0.816	0,367	Valid
	Question 3	0.808	0,367	Valid
	Question 4	0.886	0,367	Valid
	Question 5	0.750	0,367	Valid
Customer Loyalty (Y)	Question 1	0.649	0,367	Valid
	Question 2	0.663	0,367	Valid
	Question 3	0.581	0,367	Valid
	Question 4	0.568	0,367	Valid
	Question 5	0.678	0,367	Valid

Table 2
Reliability of Research Instruments

Variable	Value	r	Information
Quality of service (X ₁)	0,779		Reliable
Product availability (X ₂)	0,765		Reliable
Location (X ₃)	0,795		Reliable
Store atmosphere (X ₄)	0,764		Reliable
Customer loyalty (Y)	0,780		Reliable

Source: Research Results, 2025

Based on Table 2, the reliability test shows that the calculated r value for each variable is greater than the table r value. Therefore, it can be concluded that all instruments in the study can be continued.

Table 3.
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.35422884

Most Extreme Differences	Absolute	.158	
	Positive	.110	
	Negative	-.158	
Test Statistic		.158	
Asymp. Sig. (2-tailed) ^c		<,001	
Monte Carlo Sig. (2-tailed) ^d	Sig.	<,001	
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.000

a. Test distribution is Normal.

Based on Table 3, it is known that the Asymp. Sig. (2-tailed) is 0.200 and above the significant value (0.05), thus the residual variable is normally distributed. The Kolmogorov-Smirnov Z value of 0.5 is less than 0.200, meaning there is no difference between the theoretical and empirical distributions, or in other words, the data is said to be normal.

Tabel 4
Multicollinearity Test Results

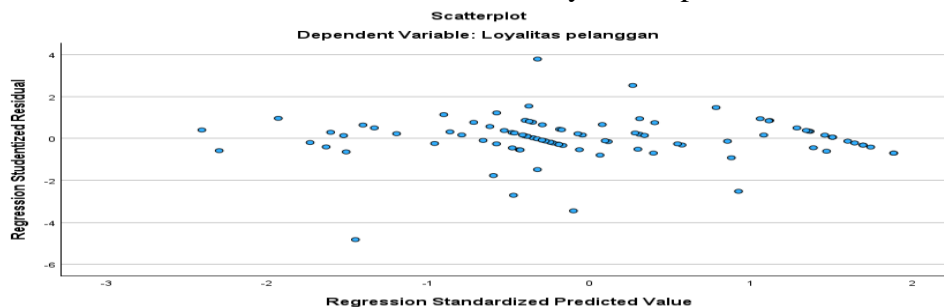
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality of service	.836	1.197
	Product availability	.692	1.444
	Location	.726	1.377
	Store atmosphere	.962	1.039

a. Dependent Variable: Customer loyalty

Table 4 shows that the VIF value of service quality (X1) is 1.197, product availability (X2) is 1.444, location (X3) is 1.377, and store atmosphere (X4) is 1.039 < 10, so there is no multicollinearity. From the Tolerance value of service quality (X1) is 0.836, product availability (X2) is 0.692, location (X3) is 0.726, and store atmosphere (X4) is 0.962 > 0.1, so there is no multicollinearity.

Figure 1.
Results of the Heteroscedasticity Scatterplot Test



Multiple linear regression analysis aims to determine the influence of independent variables on dependent variables. The results of multiple linear regression obtained using the SPSS version 25.00 program are shown in Figure 5 below:

Table 5
Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients Beta
1	(Constant)	5.715	1.734	
	Quality of service	.162	.058	.145
	Product availability	.789	.066	.682
	Location	.188	.050	.211
	Store atmosphere	.127	.053	.115

a. Dependent Variable: Customer loyalty

Based on the calculations in table 5, the following multiple linear regression can be obtained:

$$Y = 5.715 + 0,162X_1 + 0,789X_2 + 0,188X_3 + 0,127X_4$$

Description:

1. A constant of 5.715 means that if the service quality, product availability, location, and store atmosphere variables are 0, then customer loyalty is 5,332.
2. The service quality regression coefficient of 0.162 means that for every one-unit increase in service quality, customer loyalty increases by 0.162.
3. The product availability regression coefficient of 0.789 means that for every one-unit increase in product availability, customer loyalty increases by 0.789.
4. The location regression coefficient of 0.188 means that for every one-unit increase in location, customer loyalty increases by 0.188.
5. The store atmosphere regression coefficient of 0.127 means that for every one-unit increase in store atmosphere, customer loyalty increases by 0.127.

To test whether the proposed hypothesis is accepted or rejected, the t-statistic (t-test) is used. This test is conducted to determine how much influence the independent variables, namely product quality (X1), product availability (X2), location (X3), and store atmosphere (X4), partially have on the dependent variable, namely customer loyalty (Y). The partial test (t-test) can be seen in the following table:

Table 6
Partial Test Results (t-Test)

Coefficients^a

Model		t	Sig.
1	(Constant)	-3.296	.001
	Quality of service	2.805	.006
	Product availability	11.977	<.001

Location	3.799	<,001
Store atmosphere	2.389	.019

a. Dependent Variable: customer loyalty

Based on Table 6, it can be seen that the t-value for the service quality variable (X1) is 2,805, product availability (X2) is 11,977, location (X3) is 3,799 and store atmosphere (X4) is 2,389 with significant values for each independent variable (0,006); (0,001); (0,001) and (0,019), while for the t-table value in the t-distribution statistics table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ is 1,662. Based on the criteria that if the t-value (2,805) > t-table (1,662); it can be concluded that the service quality variable (X1) has a positive and significant effect on customer loyalty (Y).

To test whether the proposed hypothesis is accepted or rejected, the F test is used. The F test aims to determine the simultaneous or joint influence of the independent variables, namely service quality (X1), product availability (X2), location (X3), and store atmosphere (X4) on the dependent variable of customer loyalty (Y). Find the calculated F value using Table 7 ANOVA from the results of SPSS processing as follows.

Table 7
Simultaneous Test Results (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	678.734	4	169.684	88.629	<,001 ^b
	Residual	174.224	91	1.915		
	Total	852.958	95			

a. Dependent Variable: customer loyalty

b. Predictors: (Constant), Quality of service, product availability, location, store atmosphere

Based on Table 7, it shows that the F test result is 88.629 with a significance level of 0.001 while the F table value in the t distribution statistics table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 92$ is 2.471. If compared, the F count value (88.629) > F table (2.471) then it is concluded that together the service quality variables (X1), product availability (X2), location (X3) and store atmosphere (X4) have a positive and significant effect on customer loyalty (Y).

The coefficient of determination shows the size of the contribution of the influence of the variables of service quality (X1), product availability (X2), location (X3) and store atmosphere (X4) on the dependent variable of customer loyalty (Y), where $0 \leq 1$. If the value is closer to 1, it indicates a stronger relationship between the independent variables and the dependent variable. And vice versa, if the determinant (R²) is smaller or closer to zero, then the influence of the independent variables on the dependent variable is weaker. The results of processing from multiple linear regression analysis can be seen in the following table 8:

Table 8
Results of the Coefficient of Determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.892 ^a	.796	.787	1.384
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a. Predictors: (Constant), Store atmosphere, Quality of service, Location, Product availability

b. Dependent Variable: Customer loyalty

- a. $R = 0.892$ means the relationship between the variables of service quality (X1), product availability (X2), location (X3), and store atmosphere (X4) and customer loyalty is 89.20%. This means there is a close relationship. The larger the R, the closer the relationship.
- b. An R-square of 0.796 means that 79.6% of customer loyalty factors can be explained by service quality (X1), product availability (X2), location (X3), and store atmosphere (X4). The remaining 20.4% can be explained by other factors not examined in this study.
- c. An adjusted R-square of 0.787 means that 78.7% of customer loyalty factors can be explained by service quality (X1), product availability (X2), location (X3), and store atmosphere (X4). The remaining 21.3% can be explained by other factors not examined in this study.

1. The Effect of Service Quality on Customer Loyalty

The results of the research hypothesis obtained a t-value of 2.805 for the product quality variable (X1) with a significance value of 0.006. Meanwhile, the t-value in the t-distribution statistical table with a test level of $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ was 1.703. Based on the criteria that if the t-value (2.805) > t-table (1.662), it can be concluded that service quality (X1) has a positive and significant effect on customer loyalty (Y) at $\alpha = 5\%$. The results show that service quality has a significant influence on customer loyalty at the Labuhanbatu Distro Instore Store. This study confirms that the better the service quality provided by the Labuhanbatu Distro Instore Store, the higher the level of customer loyalty. This can be seen from the tendency of customers to make repeat purchases, recommend the store to others, and have a commitment to continue choosing Instore Distro even though there are many similar store options in the Labuhanbatu area.

2. The Effect of Product Availability on Customer Loyalty

The results of the research hypothesis showed that the t-value for the product availability variable (X2) was 11.977 with a significant value (0.001). Meanwhile, the t-value in the t-distribution statistical table with a test level of $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ was 1.662. Based on the criteria that if the t-value (11.977) > t-table (1.662), it can be concluded that product availability (X2) has a positive and significant effect on customer loyalty (Y) at $\alpha = 5\%$. The results showed that product availability has a positive and significant effect on customer loyalty at the Labuhanbatu Instore Distro Store. This confirms that the diversity, completeness, and availability of product stock offered are among the main factors influencing customers' decisions to continue shopping at Instore Distro. This study proves that product availability is a key factor in building customer loyalty. Customers who consistently receive products according to their wishes tend to make repeat purchases, recommend the store to friends or relatives, and are reluctant to switch to competing stores.

3. The Influence of Location on Customer Loyalty

The results of the research hypothesis showed that the t-value for the location variable (X3) was 3.799 with a significant value of 0.001. Meanwhile, the t-value in the t-distribution statistical table with a test level of $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ was 1.662. Based on the criteria that if the t-value (3.799) > t-table (1.662), it can be concluded that location (X3) has a positive and significant effect on customer loyalty (Y) at $\alpha = 5\%$. The results showed that location has a significant influence on customer loyalty at the Labuhanbatu Distro Instore Store. Location is an important consideration for consumers when choosing a shopping location, because a strategic location makes it easier for customers to access the store and encourages them to return. This study confirms that a strategic location, easy access, and equipped with supporting facilities are important factors in creating and maintaining customer loyalty. Consumers who feel comfortable with the store location will prefer Instore Distro over competing stores that may offer similar products but are in less strategic locations.

4. The Effect of Store Atmosphere on Customer Loyalty

The results of the research hypothesis showed that the t-value for the store atmosphere variable (X4) was 2.389 with a significant value of 0.019. Meanwhile, the t-value in the t-distribution statistical table with a test level of $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ was 1.662. Based on the criteria that if the t-value (2.389) > t-table (1.662), it can be concluded that store atmosphere (X4) has a positive and significant effect on customer loyalty (Y) at $\alpha = 5\%$. The results showed that store atmosphere significantly influenced customer loyalty at the Labuhanbatu Instore Distro Store. Store atmosphere is a combination of physical and non-physical elements that shape the consumer shopping experience. An attractive, comfortable store atmosphere that suits the target consumer's lifestyle will increase satisfaction and encourage customer loyalty. This study confirms that the better the store atmosphere created by Instore Distro Labuhanbatu, the higher the customer loyalty it creates. A comfortable store atmosphere that aligns with the consumer's identity not only encourages repeat purchases but also strengthens the emotional bond between customers and the store.

5. The Effect of Service Quality, Product Availability, Location, and Store Atmosphere on Customer Loyalty

Through hypothesis testing, service quality, product availability, location, and store atmosphere were proven to have a positive and significant influence on customer loyalty in purchasing. This is evident from the calculated F value (88.629) > F table (2.471); and the significance level (0.001 < 0.05), these results indicate that service quality, product availability, location, and store atmosphere influence customer loyalty. To determine the contribution of product quality, product availability, location, and store atmosphere to customer loyalty, the Adjusted R Square (78.7%) was used. This value indicates that product quality, product availability, location, and store atmosphere influence customer loyalty by 78.7%, while the remaining 21.3% influenced customer loyalty. The results indicate that customer loyalty is influenced by variables not discussed in this study. The results show that service quality, product availability, location, and store atmosphere simultaneously have a significant influence on customer loyalty at the Labuhanbatu Distro Instore Store. These four factors are important elements in modern retail that collectively shape the customer shopping experience.

CONCLUSION

Based on the research results, it can be concluded that:

1. Service quality has a positive and significant effect on customer loyalty. Friendly, fast, and professional service can increase customer satisfaction, thus encouraging them to remain loyal to in-store distro shopping.
2. Product availability has a positive and significant effect on customer loyalty. A complete product range, tailored to their needs, and easily accessible products leave consumers satisfied and motivated to make repeat purchases.
3. Location has a positive and significant effect on customer loyalty. A strategic and accessible location makes it easier for consumers to return.
4. Store atmosphere has a positive and significant effect on customer loyalty. A comfortable, attractive store atmosphere that promotes a pleasant shopping experience makes customers feel at home and want to return.
5. Simultaneously, all four variables—service quality, product availability, location, and store atmosphere—contribute to increasing customer loyalty at the Labuhanbatu in-store distro store.

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