

THE EFFECT OF COMFORT AND SERVICE QUALITY OF HIJRAH STORE BRANCH II ON CONSUMER LOYALTY IN LHOKSEUMAWE CITY

Nurul Alya Fahzila¹, Sufi², Agustinawati³

¹Business Administration, Faculty of Social and Political Sciences, Universitas Malikussaleh,
Lhokseumawe City, Indonesia

²Business Administration, Faculty of Social and Political Sciences, Universitas Malikussaleh,
Lhokseumawe City, Indonesia

³Entrepreneurship Faculty of Economic and Business., Universitas Malikussaleh,
Lhokseumawe City, Indonesia

E-mail: nurul.200270063@mhs.unimal.ac.id.com

Received : 30 June 2025

Revised : 10 July 2025

Accepted : 27 July 2025

Published : 24 August 2025

DOI : <https://doi.org/10.54443/ijset.v4i8.1074>

Link Publish : <https://www.ijset.org/index.php/ijset/index>

Abstract

The number of e-commerce that sells a variety of fashion products at lower prices and the ease of access to shopping without leaving the house, encourages many consumers to flock to do online shopping. So that this results in many offline stores that cannot adapt to all digital losing consumers. In contrast to the Hijrah Store store in Lhokseumawe city, this store can still retain its customers by providing comfort and good service in accordance with product quality. This study aims to see how the influence of convenience and service quality on consumer loyalty at the Hijrah Store Branch II Lhokseumawe store. This study uses descriptive quantitative research methods using non probability sampling and obtained 100 respondents as a research sample obtained from the Slovin formula. The data analysis method used in this study is multiple linear regression analysis, instrument test, classical assumption test and hypothesis testing and the coefficient of determination with the help of the SPSS 26.0 software program. The results showed that partially the comfort and service quality variables had a positive and significant effect on customer loyalty. With a sig value for the convenience variable of (0.003 < 0.05) and a service quality variable of (0.001 < 0.05). While simultaneously convenience and service quality have a significant effect on consumer loyalty with a significant value of (0.000 < 0.05).

Keywords: *Convenience, Service Quality, Consumer Loyalty*

Introduction

Business developments in today's era can have a significant impact on business players. The beauty industry, particularly the cosmetics category in Indonesia, has experienced growth, giving rise to growing human needs. These needs extend beyond basic needs to include personal needs. For some, personal needs are considered just as important as basic needs, especially for women, whose personal needs are often challenged by appearance. Amidst this increasingly fierce competition, attention to consumer interests, through assessing their needs, desires, and satisfaction with services, is a key factor in a company's success. Consumers are a crucial asset for companies to maintain their business amidst intense competition in cosmetics stores. Therefore, companies strive to provide excellent customer service to foster customer loyalty. Having loyal customers can maintain the company's competitiveness. Consumers are a company's priority if they want to maintain sustainable business operations. Consumer loyalty is a crucial factor in retaining customers and ensuring they continue to purchase cosmetics from a store. Consumer loyalty can generally be defined as a person's devotion to a product, whether a good or a service. According to Hidayat (in Harahap et al. (2020)), consumer loyalty is a consumer's commitment to a market based on a positive attitude and reflected in consistent repeat purchases. According to Tjiptono (2020), consumer loyalty is a consumer's commitment to a brand based on positive traits over a long period of time. Several factors can influence consumer loyalty, including convenience and service quality. One factor influencing consumer loyalty is comfort. Neatly arranged merchandise can create a positive impression on consumers, leading them to revisit the store. Furthermore, the comfort felt by visitors is also an important factor in creating loyal customers. According to Hasanah

(2018), comfort is a feeling of security felt by consumers regarding good service provided by a company, which can be expressed in the form of a feeling of pleasure felt by consumers regarding the service they receive. Meanwhile, according to Utami (in Rahmani, 2022), comfort is a sense of security felt by consumers regarding good service in a store, which can be expressed in the form of pleasure felt by consumers from the service provided by a store, such as air conditioning, a clean, fresh, and comfortable environment. Service quality can also influence consumer loyalty if it encourages consumers to maintain a strong relationship with a company or business. Service quality is a scale or measure used by businesses to determine whether they are effective in serving customer needs. The attitudes and behaviors of employees who are able to recognize customer needs play a crucial role in achieving excellence in service quality. According to Lewis & Booms (in Tjiptono, 2020:142), service quality is a measure of how well the level of service provided meets consumer expectations. Meanwhile, according to Tresiya *et al.* (2019), service quality is a condition related to a product that can be used to fulfill consumer psychological needs.

Cosmetic stores are one of the primary outlets for consumers to meet their beauty needs. The public demand for beauty products, such as cosmetics, is enormous. Over the past six years, the cosmetics and beauty sector has grown by 10 percent. Furthermore, beauty product exports also showed strong growth from 2013 to 2017, reaching 3.56 percent. Statistics Indonesia (BPS) reported in 2020 that the cosmetics industry experienced a 5.59 percent increase. Furthermore, this is projected to increase by 7 percent throughout 2021. Amidst increasingly fierce competition, maintaining a clean cosmetics store is also a key way to retain customers and foster loyalty. Managing a business to ensure it remains profitable and expands its operations is a crucial task for entrepreneurs. A company's success in maintaining and expanding its operations depends heavily on the convenience of its stores and the quality of its service, which in turn fosters loyal customers. To find the cosmetic products they desire, consumers typically visit beauty stores, one of which is the Hijrah Store, Second Branch in Lhokeumawe City.

The Hijrah Store has been operating for a long time, since around 2018. They have even opened two branches in Lhokseumawe. Both are located in the same location: Jl. Listrik, Tumpok Teungoh, Kec. Banda Sakti, Lhokseumawe City. However, the researcher chose the second branch of the Hijrah Store as the object of study. After conducting observations, the researcher saw that the second branch of the Hijrah Store had a larger building than the first branch, which made shopping more comfortable for consumers due to the better arrangement of goods, so consumers had no difficulty finding the items they wanted. The Hijrah Store provides a comfortable space, provides good quality service, an attractive layout, and friendly service to customers. Not only friendly, at the Hijrah Store, every time we come and want to shop, we are greeted well and invited to choose the product. Seating is also provided, and the response is fast. Never angry with customers who always ask questions. Every customer who wants to buy a product at the Hijrah Store is always satisfied with the service. Each strategy also has different advantages, therefore, by creating a good marketing strategy, we must utilize and build good relationships with customers so that customers are loyal and want to return to shop at the Hijrah Store. By implementing marketing strategies and providing good quality, then indirectly consumer desires will be realized.

Hijrah Store sells directly or through online platforms like Instagram, TikTok, and other social media platforms. Marketing and promotion of these products are already extensive through social media, but most consumers shop directly at Hijrah Store because they can choose and see products in person and receive quality service. Despite the current boom in online shopping on various social media platforms, many people still enjoy shopping in-store, and there are still loyal customers at offline stores, one of which is Hijrah Store. Consumers who want to shop at Hijrah Store can experience the benefits of easier service, attentive customer convenience, and a more secure payment system. As a store selling cosmetic products, Toko Hijrah Store strives to meet consumers' needs and desires. This includes providing high-quality service, customer convenience, and an attractive layout, which fosters loyalty and encourages repeat visits. Furthermore, fulfilling consumer desires will provide added value. The issues outlined in the background allow for further research.

Theoretical review

a. Understanding Consumer Loyalty

According to Hidayat (in Harahap *et al.* (2020) consumer loyalty is a consumer's commitment to a market based on a positive attitude and is reflected in consistent repeat purchases. According to Tjiptono (2020) consumer loyalty is a consumer's commitment to the brand based on positive traits in long-term purchases. Consumer loyalty is related to the relationship between the company and consumers. According to Sangadji and Sopiah (in F. K Putri *et al.*, 2021) consumer loyalty is a consumer's commitment to a brand, place or supplier, based on very positive traits in consistent repeat purchases.

b. Understanding Comfort

According to Hasanah (in M.Afifuddin, et.al., 2021) comfort is a feeling of security for consumers regarding good service to customers provided by the company which can be in the form of a feeling of pleasure felt by consumers for the services they receive. According to Utami (in Rahmani, 2022) comfort is a feeling of security felt by consumers regarding good service in a store, which can be expressed in the form of a feeling of pleasure that consumers feel from the service provided by a store in the form of air conditioning, a clean, fresh and comfortable environment. According to Sari et al (in Septianingrum & Martini, 2023) comfort is a form of service that cannot be seen, smelled or touched, so the physical aspect becomes important as a measure of service.

c. Understanding Service Quality

According to Tjiptono (in YM Putri, et.al., 2021), service quality is the foundation for service marketing, because the core of the marketed product is quality performance, and it is performance that consumers buy. Service quality is much more difficult to define, describe, and measure compared to the quality of goods. While quality measures and quality control have long been developed and applied to tangible goods, various efforts have been developed to formulate such measures for services. According to Lewis & Booms (in Tjiptono, 2020:142), service quality is a benchmark for how well the level of service provided meets consumer expectations.

Method

This research was conducted at the Hijrah Store Second Branch in Lhokseumawe City. The researcher chose Lhokseumawe as the research location because the Hijrah Store has been open for a long time, since 2018, and has been able to develop so far to the loyalty of its customers who want to visit this store again. In this study, the author used a quantitative approach method. The technique used in this study was multiple linear regression analysis, with the aim of determining how the independent variable (X) influences the dependent variable (Y). This analysis was processed using the SPSS version 26 program.

Results

Validity testing was conducted using the product moment correlation technique by correlating each indicator score with the total score of the variable indicator. A variable can be said to be valid if the mean r-count > 0.195 and is said to be invalid if the r-count < 0.195 (with a total of 100 respondents and $\alpha = 0.05$).

1. Comfort (X1).

Table 1. Results of the Comfort Validity Test (X1)

Statement Items	r-count	r-table	Results
1	0.940	0.195	Valid
2	0.932	0.195	Valid
3	0.926	0.195	Valid

Source: Data Processed by Researchers (2024)

2. Service Quality (X2)

The number of statements used to measure the Service Quality variable (X2) in this study was 10 statements. The results of the validity test of these statements can be seen in the table below:

Table 2. Results of the Validity Test of Service Quality (X2)

Statement Items	r-count	r-table	Results
1	0.882	0.195	Valid
2	0.890	0.195	Valid
3	0.943	0.195	Valid
4	0.937	0.195	Valid
5	0.932	0.195	Valid
6	0.965	0.195	Valid
7	0.914	0.195	Valid
8	0.919	0.195	Valid
9	0.942	0.195	Valid
10	0.914	0.195	Valid

Source: Data Dilah Researcher (2024)

3. Consumer Loyalty (Y)

The number of statements used to measure the Consumer Loyalty variable (Y) in this study was 5. The results of the validity test of these statements can be seen in the table below.

Table 3. Results of Consumer Loyalty Validity Test (Y)

Statement Items	r-count	r-table	Results
1	0.785	0.195	Valid
2	0.818	0.195	Valid
3	0.845	0.195	Valid
4	0.876	0.195	Valid
5	0.878	0.195	Valid

Source: Data Processed by Researchers (2024)

4. Reliability Test

Table 4. Data Reliability Test Results

Instrument	Reliability (Alpha)	Item	Information
Comfort (X1)	0.925	3	Reliable
Service Quality (X2)	0.981	10	Reliable
Consumer Loyalty (Y)	0.896	5	Reliable

Source: Data Processed by Researchers (2024)

5. Data Normality Test

Table 5. One-Sample Kolmogorov Smirnov Table

One-Sample Kolmogorov-Smirnov Test									
								Unstandardizedd	
								Residual	
N								100	
Normal Parametersa,b				Mean				.0000000	
				Standard Deviation				2.37142112	
Most		Extreme		Absolute				.085	
Differences				Positive				.085	
				Negative				-.067	
Test Statistics								.085	
Asymp. Sig. (2-tailed)								.072c	
Monte	Carlo	Sig.	(2- Sig.					.443d	
tailed)			99%	Confidence	Lower Bound				.430
				Interval	Upper Bound				.456

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: SPSS Output (2024)

6. Multicollinearity Test

Table 6. Multicollinearity Test Results

Variables	Sig. Value VIF	TOLL	Information
Comfort (X1)	4,952	0.202	There are no symptoms of multicollinearity
Service Quality (X2)	4,952	0.202	There are no symptoms of multicollinearity

Source: Data Processed by Researchers (2024)

7. Heteroscedasticity Test

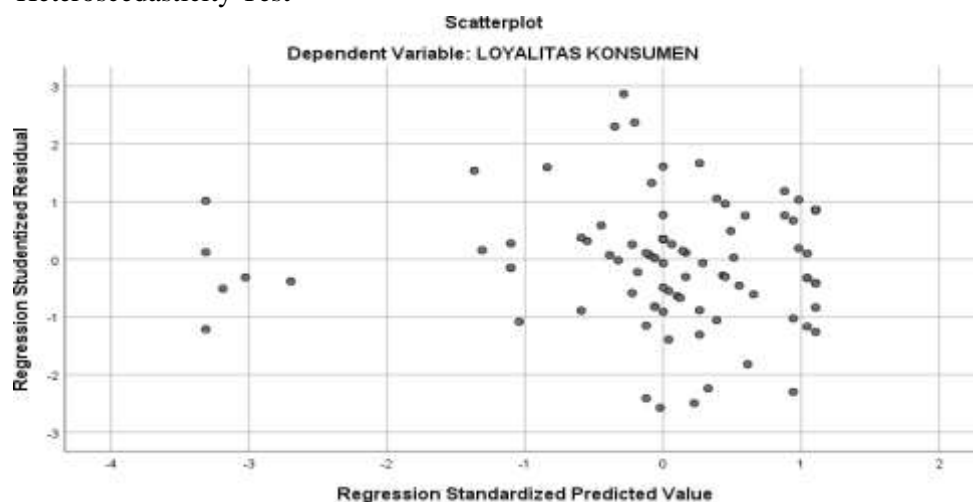


Figure 1. Scatter Plot Graph

8. Partial Significance Test (T-Test)

Table 7. T-Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	3,912	1,091		3,585
	COMFORT	.563	.186	.387	3,028
	QUALITY OF SERVICE	.213	.059	.460	3,597

a. Dependent Variable: CONSUMER LOYALTY

9. Simultaneous Significance Test (F Test)

Table 8. F Test Results

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1181,370	2	590,685	102,914	.000b
	Residual	556,740	97	5,740		
	Total	1738.110	99			

a. Dependent Variable: CONSUMER LOYALTY

b. Predictors: (Constant), QUALITY OF SERVICE, COMFORT

Source: SPSS Output, 2024

Discussion

This study conducted a discussion to answer the previously formulated problems. The discussion then proceeded to accept or reject the initial tentative assumptions, along with explanations. The calculations in this study were performed using SPSS 26.0, a regression analysis method. The test results are as follows.

a. The Influence of Convenience on Consumer Loyalty

The results of the data processing that has been done previously indicate that the first hypothesis is accepted. This can be seen from the significant value of the Convenience variable, namely sig. of 0.003 < 0.05 and the t-value of 3.028 > t-table 1.985, so H1 is accepted. Therefore, it can be concluded that the Convenience variable influences consumer loyalty at the Hijrah Store. Thus, it can be interpreted that comfort is a factor that can influence consumer loyalty. This means that the better the comfort of the place offered by the Hijrah Store, the more customer loyalty will increase. Comfort can be seen from the security of the place, the comfort of the place and the ability of the employees so that consumers Previous research also examined the effect of convenience on consumer loyalty at the Mie Gacoan stall (I Wayan Dedy Budha Arsana and Ni Wayan Ekawati, 2023). The results showed that the convenience variable had a positive coefficient, with a calculated t-value of 4.260 > t-table of 1.986, or a sig. 0.000, less than 0.05. Therefore, H0 was rejected. This indicates that convenience has a positive or unidirectional influence on consumer loyalty.

b. The Influence of Service Quality on Consumer Loyalty

The results of the data processing that has been done previously indicate that the second hypothesis is accepted. This can be seen from the significant value of the Service Quality variable, namely sig. of 0.001 < 0.05 and the calculated t value of 3.597 > t table 1.985, so H2 is accepted. So it can be concluded that the service quality variable influences consumer loyalty at the Hijrah Store. Thus, it can be interpreted that service quality is a factor that can influence consumer loyalty. The better the quality of service provided, the more loyal consumers will be and it will be difficult for them to switch to another store. Service quality can be seen from the speed of employees, employee abilities and the provision of appropriate services to consumers. Previous research also examined the effect of service quality on consumer loyalty at LNY SKINCARE stores (Mega Indri Nurwati *et al.*, 2023). The results showed that the service quality variable had a positive coefficient, with a calculated t of 9.275 > t table of 1.986, or a sig of 0.000, less than

0.05. Therefore, H_0 was rejected. This indicates that service quality has a positive or unidirectional effect on consumer loyalty.

Conclusion

From the test results that have been described regarding the problems formulated in the research hypothesis using multiple linear regression tests, the following conclusions can be drawn regarding the influence of comfort and service quality on consumer loyalty at the Hijrah Store Branch II Lhokseumawe store:

1. Convenience has a positive and significant effect on consumer loyalty at the Hijrah Store. This can be seen from the significant value of the Convenience variable, namely $\text{sig. } 0.001 > 0.05$ and the calculated t -value of $3.028 > t\text{-table } 1.985$, thus H_{a1} is accepted. This means that the better the comfort of the place provided, the more it encourages consumers to make repeat purchases and be loyal.
2. Service quality has a positive and significant effect on consumer loyalty at the Hijrah Store. This can be seen from the significant value of the service quality variable, namely $\text{sig. of } 0.003 < 0.005$ and the calculated t value of $3.597 > t\text{ table } 1.985$, so H_2 is accepted. This means that the better the quality of service provided, the more loyal consumers will be and the more difficult it will be to switch to another store.
3. Convenience and service quality together have a positive and significant effect on consumer loyalty at the Hijrah Store. This can be seen from the calculated f value of $102.914 > f\text{ table } 3.09$ or a $\text{sig. value of } 0.000 < 0.05$. Therefore, the hypothesis is accepted. This means that providing comfort and good service quality in accordance with consumer expectations when done together will encourage repeat purchases and increase consumer loyalty.

REFERENCES

- Benedicta Clara K., Margaretha, F., Wirawan, S. E., & Wowor, W. (2022). The Influence of Service Quality Toward Customer Loyalty at Five-star Hotel in Bali. 3(2), 175–186.
- F. K. Putri., Tumbel, A. L., & Djemly, W. (2021). Pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan pada pt . Matahari department store di mantos 2 effect of service quality and customer satisfaction on customer loyalty at pt . matahari department store in mantos 2 Jurnal EMBA Vol . 9 No . 1 Januari 2021 , Hal . 1428-1438. 9(1), 1428–1438.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro.
- Harahap, B. I., Nazer, M., & Andrianus, F. (2020). Analisis Faktor-faktor yang Mempengaruhi Loyalitas Konsumen Dalam Belanja Online di Kota Solok. Technology Acceptance Model, 11(1).
- Manengal, A. D. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan. Jurnal Manajemen, 12(2), 105–118.
- Clara K, B., Margaretha, F., Wirawan, S. E., & Wowor, W. (2022). *The Influence of Service Quality Toward Customer Loyalty at Five-star Hotel in Bali*. 3(2), 175–186.
- Keputusan, T., Pada, P., & Kusnadi, E. (2022). *Lusiana Tulhusnah*. 20(1), 22–36. Putri, F. K., Tumbel, A. L., & Djemly, W. (2021). *PENGARUH KUALITAS Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Pt . Matahari Department Store Di Mantos 2 Effect Of Service Quality And Customer Satisfaction On Customer Loyalty At Pt . Matahari Department Store In Mantos 2 Jurnal EMBA Vol . 9 No . 1 Januari 2021 , Hal . 1428-1438*. 9(1), 1428–1438.
- Putri, Y. M., Utomo, H., & Mar'ati, F. S. (2021). *Pengaruh Kualitas Pelayanan, Lokasi, Harga Dan Digital Marketing Terhadap Loyalitas Konsumen Di Grand Wahid Hotel Salatiga*. 14(1), 93–108.
- Riset, J., Prodi, M., Fakultas, M., & Unisma, B. (n.d.). *Vol. 12. No. 02 ISSN : 2302 - 7061*. 12(02), 221–232.