

Factors Affecting Customer Loyalty at Shopping Malls: A Case Study of Visitors to Plaza Laksamana Bengkalis

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Abstract

This study aims to analyze the factors influencing customer loyalty at Plaza Laksamana Bengkalis. In the era of globalization and digitalization, customer loyalty has become a strategic asset essential for retail business continuity and growth. Using a quantitative approach, data were collected through surveys from 100 visitors who met specific criteria. The variables studied include service quality, customer satisfaction, price perception, brand image, and socio-emotional factors. Multiple regression analysis revealed that service quality, customer satisfaction, price perception, and brand image significantly and positively affect customer loyalty, with service quality and customer satisfaction as dominant factors. Socio-emotional factors influence loyalty indirectly through customer satisfaction. These findings support the Service Quality–Satisfaction–Loyalty Chain theory and provide practical implications for Plaza Laksamana management to improve service standards, maintain competitive pricing, and strengthen brand image to sustain customer loyalty. This study contributes theoretically to consumer behavior literature in regional retail markets and offers strategies to enhance business competitiveness.

Keywords : Customer loyalty, service quality, customer satisfaction, price perception, brand image, socio-emotional factors, Plaza Laksamana Bengkalis, retail business, consumer behavior.

1. INTRODUCTION

In the era of globalization and contemporary digitalization, customer loyalty has emerged as a crucial element in ensuring business continuity and expansion, especially in the retail sector. Intensified competition has prompted companies to not only prioritize increasing sales volume, but also to implement strategies aimed at retaining their existing customer base. Customer loyalty is considered a strategic asset, as loyal consumers tend to make repeat purchases, promote products to others, and show a lower level of sensitivity to price fluctuations (Griffin, 2016). In the context of modern marketing, loyalty is not only influenced by rational factors such as price and promotion, but also by emotional aspects such as satisfaction levels and brand perception (Kotler & Keller, 2019).

service quality, price perception, promotions, customer satisfaction levels, and brand image. Previous studies have indicated that customer loyalty is influenced by various factors, including image (Tjiptono, 2017). A study conducted by Maisaroh and Nurhidayati (2021) at Toko Stars Madiun 2 revealed that price and promotions have a significant influence on customer loyalty, while service quality does not have a substantial impact. These findings emphasize that customers in the regional retail sector tend to be more sensitive to economic elements such as price and promotions than to emotional factors. On the other hand, Sunaryo (2013) identified that brand attitude plays a crucial mediating role between manufacturer brand loyalty and retail loyalty, indicating that loyalty is the result of an interaction between emotional and cognitive factors. Both studies show variations in the factors that influence customer loyalty, depending on the context and characteristics of the market concerned.

In the local context, Plaza Laksamana Bengkalis, as one of the main shopping centers in Bengkalis Regency, faces challenges in maintaining customer loyalty amid increasingly intense competition, both from modern retailers and digital platforms. Despite its strategic position and significant economic role for the local community, fluctuations in

visitor numbers indicate the need for research-based strategies to gain a deeper understanding of customer behavior. Based on empirical and theoretical reviews, factors such as service quality, promotions, price perception, customer satisfaction levels, and brand image are considered to play a crucial role in shaping customer loyalty.



Figure 1. Front view of Plaza Laksamana Bengkalis (Source: Public Documentation, 2025)

Thus, this study aims to analyze the factors that influence customer loyalty at Plaza Laksamana Bengkalis. The results of this study are expected to contribute theoretically to the development of literature in the field of marketing, particularly in understanding consumer behavior in the regional retail sector. Practically, the findings are anticipated to serve as a basis for the management of Plaza Laksamana Bengkalis in designing effective marketing strategies to increase customer loyalty and strengthen competitiveness amid rapid changes in consumer behavior.

2. REVIEW OF LITERATURE

Customer loyalty is defined as a deep commitment from customers to consistently make repeat purchases of a product or service in the future, even when faced with situational influences and marketing strategies from competitors (Kotler & Keller, 2016). In the context of contemporary retail business, loyalty is not only viewed as a pattern of repeat purchases, but also as the result of emotional and social interactions between customers and brands or companies (Wallström et al., 2024). Customer loyalty is a key element in ensuring business continuity, as loyal customers not only contribute to increased sales volume but also act as promotional agents through positive recommendations to others.

Previous studies have indicated various factors that influence customer loyalty, including service quality, customer satisfaction levels, price perception, brand image, and emotional attachment. According to Azzahra and Salim (2025), service quality plays a crucial role in shaping customer loyalty through satisfaction levels. Based on Expectancy Disconfirmation Theory, customers evaluate service quality based on the alignment between their expectations and actual performance. If the service exceeds expectations, this will result in satisfaction that triggers loyalty. Their research findings reveal that customer satisfaction functions as a mediator in the relationship between service quality and loyalty, emphasizing the importance of service improvement as a customer retention strategy. These findings are in line with Ansori's (2023) research on Plaza Asia Tasikmalaya customers, which concluded

that customer attachment and service quality simultaneously have a positive effect on customer loyalty.

In addition to service quality, customer satisfaction also plays a significant role in loyalty. Haryvalen et al. (2025) revealed that among KFC Plaza Lawu Madiun consumers, customer satisfaction levels, product quality, and emotional branding have a positive influence on customer loyalty. High satisfaction arises when products and services align with customer expectations, while emotional branding strengthens the emotional bond between customers and the brand. This confirms that loyalty is not only formed from functional aspects, but also from emotional aspects that involve customer experience and psychological attachment to the brand.

From a pricing perspective, customer perceptions of fair and competitive prices are also important determinants in building loyalty. Ginting and Heryjanto (2023) state that perceptions of price, product quality, and service quality have a significant influence on customer satisfaction and loyalty, both directly and through the mediating variable of customer satisfaction. Research by Maisaroh and Nurhidayati (2021) at Toko Stars Madiun 2 also revealed that price and promotions have a positive influence on customer loyalty, while service quality does not show a direct influence. However, the price variable has the greatest contribution in shaping loyalty, so a competitive pricing strategy is a crucial element in retaining customers.

Furthermore, brand image and brand attitude serve to shape customer perceptions of a company's value and credibility. Sunaryo (2013) explains that a positive attitude toward a brand mediates the relationship between loyalty to the manufacturer's brand and loyalty to the retail brand among customers of Giant Palur Plaza. This indicates that a positive perception of a brand can strengthen emotional ties and loyal customer behavior toward the company. In the context of retail such as Plaza Laksamana Bengkalis, a positive image of the plaza as a comfortable, affordable, and high-quality shopping destination can encourage increased visitor loyalty.

Social and emotional perspectives also make an important contribution to understanding customer loyalty. Wallström et al. (2024), through Social Resource Theory, explain that loyalty is the result of social exchange between customers and companies, where customers not only obtain economic benefits, but also emotional experiences such as attention, appreciation, and trust. Therefore, strategies that focus excessively on material incentives such as discounts or reward points can actually reduce authentic loyalty, as customers are only motivated by short-term gains. Sustainable loyalty must be built through interpersonal relationships and strong emotional bonds between customers and companies.

Thus, the results of the literature review indicate that customer loyalty is influenced by a combination of rational and emotional factors, such as service quality, customer satisfaction levels, price perception, brand image, and emotional attachment. Increasing loyalty requires not only excellence in products and services, but also a socially and emotionally satisfying shopping experience. In the context of Plaza Laksamana Bengkalis, the implementation of a customer experience strategy that emphasizes friendly service, a comfortable plaza atmosphere, and competitive prices will contribute significantly to building and maintaining visitor loyalty.

3. METHOD

This study adopts a quantitative approach using a survey method to identify and analyze factors that influence customer loyalty at Plaza Laksamana Bengkalis. A quantitative approach was chosen because of its ability to measure relationships between variables objectively and measurably based on numerical data. This method has also been applied in previous studies related to customer loyalty in the retail sector ¹(Ansori, 2023; Haryvalen et al., 2025), which evaluated the influence of variables such as service quality, customer satisfaction levels, price perception, and brand image on customer loyalty.

1. Research Type and Design

This research is descriptive quantitative research with a causal approach. This design is applied to test the effect of independent variables on dependent variables, namely customer loyalty. The independent variables include service quality, customer satisfaction level, price perception, and brand image, which have been proven to contribute to the formation of customer loyalty in the retail sector and shopping centers in previous studies (Ginting & Heryjanto, 2023; Maisaroh & Nurhidayati, 2021; Sunaryo, 2013). The relationship between variables is based on the results of research by Wallström et al. (2024), which emphasizes that customer loyalty is the result of a combination of rational factors (such as quality, price, and satisfaction) and emotional factors (such as attachment and brand image).

2. Research Location and Population

This research was conducted at Plaza Laksamana Bengkalis, Bengkalis Regency, Riau Province. This location was chosen because it is one of the largest shopping centers in the region, characterized by high visitor traffic. The population in this study included all visitors to Plaza Laksamana Bengkalis who made purchases in the plaza area. This research was conducted from August to September 2025.

3. Samples and Sampling Techniques

The sampling technique adopted was purposive sampling, which is the selection of respondents based on specific criteria relevant to the research objectives. The respondent criteria included: (1) visitors who had shopped at least twice in the last three months at Plaza Laksamana Bengkalis, and (2) were at least 17 years old. Based on the Slovin formula with a 5% margin of error, the sample size was determined to be 100 respondents. A similar approach has also been applied by Ansori (2023) and Haryvalen et al. (2025) in studies related to customer loyalty in the retail sector.

4. Types and Sources of Data

The data used includes primary and secondary data. Primary data was obtained from questionnaires distributed to respondents at the research location, while secondary data was obtained from sources such as scientific journals, books, and previous research reports relevant to variables such as customer loyalty, service quality, satisfaction levels, price perception, and brand image.

5. Research Instruments

The research instrument used was a closed questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Each questionnaire item was compiled based on indicators from previous studies, such as service quality dimensions (reliability, responsiveness, assurance, empathy, and physical evidence) adopted from Azzahra and Salim (2025), as well as customer satisfaction and loyalty indicators taken from Ginting and Heryjanto (2023). Before distributing the questionnaire, validity and reliability tests were

conducted to ensure the reliability of the measuring instrument, using Pearson's correlation test and Cronbach's Alpha.

6. Data Analysis Techniques

The data was analyzed using multiple linear regression analysis with the help of SPSS software version 25. This analysis was applied to test the effect of service quality, customer satisfaction, price perception, and brand image variables on customer loyalty. Prior to performing the regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests to ensure that the regression model met the statistical analysis requirements. A similar approach was also applied by Ginting and Heryjanto (2023) in analyzing the relationship between satisfaction and loyalty variables.

7. Research Procedure

The research procedure was carried out through several systematic stages, namely: (1) conducting a literature study to develop a conceptual framework and research indicators based on previous research results (Ansori, 2023; Wallström et al., 2024); (2) developing and testing research instruments; (3) distributing questionnaires to respondents at Plaza Laksamana Bengkalis; (4) collecting and processing data using descriptive and inferential statistical methods; and (5) drawing conclusions and providing recommendations based on empirical analysis results.

All stages were carried out systematically to ensure data reliability and accuracy in identifying factors that influence customer loyalty at Plaza Laksamana Bengkalis.

8. RESULT & DISCUSSION

Research Results 1

Prior to performing regression analysis, the research data was first tested using validity and reliability tests to ensure the suitability of the instruments. All questionnaire items showed a correlation value of more than 0.30 and Cronbach's Alpha of more than 0.70, so all indicators were declared valid and reliable. Next, a classical assumption test was performed, covering normality, multicollinearity, and heteroscedasticity. The results showed that the data were normally distributed (Asymp. Sig > 0.05), there were no signs of multicollinearity (VIF < 10 and Tolerance > 0.10), and the data were free from heteroscedasticity (Sig > 0.05). Thus, the data were deemed suitable for multiple regression analysis.

Table 1. Multiple Regression Analysis Results

Independent Variables	Coefisien Regresi (β)	t hitung	Sig.(p_value)	Information
Quality of Service (X1)	0.321	4.38	0.000	Significant
Customer Satisfaction (X2)	0.295	3.87	0.001	Significant
Price Perception (x3)	0.212	3.10	0.003	Significant
Brand Image (X4)	0.271	3.62	0.001	Significant
Social & Emotional Factors (X5)	0.139	1.76	0.081	insignificant
Adjusted R²	0.682	—	—	—

Source: Data processed by researchers (2025)

An Adjusted R² value of 0.682 indicates that approximately 68.2% of the variation in customer loyalty can be explained by the five variables in the model, while the remaining 31.8% is influenced by factors outside the scope of this study.

Discussion 2

2.1. Service Quality and Customer Loyalty

The results indicate that service quality has a positive and significant effect on customer loyalty. This finding is in line with the research by Azzahra & Salim (2025), which states that improving service quality strengthens customer satisfaction and loyalty in accordance with the Expectancy–Disconfirmation Theory. Similar results were found in Ansori's (2023) study at Plaza Asia Tasikmalaya, where friendly and fast service encouraged customer engagement. In the context of Plaza Laksamana Bengkalis, visitors rated the friendliness of staff, cleanliness, and comfort of facilities as important factors in building loyalty.

2.2. Customer Satisfaction as a Determinant of Loyalty

The variable of customer satisfaction has been proven to have a significant influence on loyalty. This is in line with the results of research conducted by Haryvalen, Riawan, & Abrianto (2025) at KFC Plaza Lawu Madiun, which revealed that customer satisfaction is the main driver of repeat purchases and positive recommendations. At Plaza Laksamana, satisfaction arises from factors such as comfort, tenant variety, and an enjoyable shopping experience.

2.3. Price Perception and Customer Loyalty

Price perception has a positive effect on customer loyalty. These results are in line with the research by Maisaroh & Nurhidayati (2021), which states that competitive prices that are in line with quality can increase customer loyalty. Visitors to Plaza Laksamana consider the prices of products to be reasonable in relation to the quality and facilities provided, thereby creating a sense of perceived fairness.

2.4. Brand Image and Customer Loyalty

Brand image contributes significantly to the formation of customer loyalty. This finding is in line with Sunaryo's (2013) research conducted at Giant Supermarket Palur Plaza, which revealed that positive perceptions of retail image influence customer loyalty attitudes and behavior. Plaza Laksamana, known for its clean, safe, and modern reputation, has successfully built trust and pride among local customers towards the plaza brand.

2.5. Social and Emotional Factors

Social and emotional factors do not have a direct influence on customer loyalty, but rather influence it indirectly through their level of satisfaction. These findings are in line with the research by Haryvalen et al. (2025), which states that emotional branding will be effective if supported by positive emotional experiences. At Plaza Laksamana, social elements such as interactions between visitors and the atmosphere of the environment play a greater role in strengthening customer satisfaction than as a dominant factor in shaping loyalty.

2.6. Comparison with Previous Studies

The findings of this study are in line with the study by Ginting & Heryjanto (2023), which concluded that perceptions of price, product quality, and service quality shape customer loyalty through the mechanism of satisfaction. A similar phenomenon was also mentioned by Azzahra & Salim (2025), who illustrated the chain of relationships between service quality, satisfaction levels, and loyalty. Therefore, the results of this study reinforce the Service Quality–Satisfaction–Loyalty Chain theory proposed by Kotler & Keller (2016).

2.7. research limitations

This study has several limitations that need to be considered. First, the scope of the study was limited to one location, namely Plaza Laksamana Bengkalis, which means that the results cannot be generalized to other shopping centers in different regions. Second, the limited number of respondents meant that variations in customer perceptions may not have been fully represented. Third, social and emotional variables have not been explored in depth through qualitative indicators. Therefore, future research is recommended to expand the research sample and include additional variables, such as promotions and customer trust.

2.8. Research Implications

From a practical perspective, these findings indicate that the management of Plaza Laksamana Bengkalis should prioritize efforts to improve service quality, maintain competitive prices, and strengthen its brand image as a modern shopping center that is customer-friendly.

From an academic perspective, these research results reinforce the Service Quality–Satisfaction–Loyalty Chain theory (Kotler & Keller, 2016), which emphasizes the role of customer satisfaction as a crucial mediator in the formation of sustainable customer loyalty.

9. CONCLUSION

This study concludes that customer loyalty at Plaza Laksamana Bengkalis is significantly influenced by a number of key factors, namely service quality, customer satisfaction, price perception, and brand image. Among these variables, service quality and customer satisfaction emerged as the most dominant contributors to customer loyalty, indicating that providing high-quality service and ensuring customer satisfaction are essential strategies for developing long-term relationships with visitors. Price perception also plays a substantial role, where fair and competitive pricing builds trust and perceived value among customers. In addition, the positive brand image of Plaza Laksamana Bengkalis as a clean, modern, and comfortable shopping center further strengthens the emotional bond and customer loyalty to the facility.

Meanwhile, social and emotional factors were identified as having no direct influence on customer loyalty, but rather contributing indirectly through satisfaction levels. These findings underscore that emotional experiences and social interactions are only relevant when they are aligned with customer satisfaction and overall service performance. This study reinforces the Service Quality–Satisfaction–Loyalty Chain Theory (Kotler & Keller, 2016), emphasizing the role of customer satisfaction as the main mediator between service quality and loyalty. In practical terms, it is recommended that the management of Plaza Laksamana Bengkalis continue to improve service standards, maintain an affordable pricing strategy, and strengthen brand image to increase customer loyalty.

In a broader context, this study provides new insights into customer behavior in regional retail markets, which are often overlooked in loyalty studies dominated by national or international retail cases. Thus, the results of this study contribute not only to the theoretical enrichment of consumer loyalty models but also to practical implications for the sustainability of local businesses. Future studies are expected to further explore digital interaction factors, customer trust, and promotional strategies as additional

determinants that have the potential to strengthen the loyalty framework in the era of digital retail transformation.

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