

Examining Customer Loyalty in the Children's Clothes Segment of Matahari Department Store in Indonesia

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ABSTRAK

Industri ritel fesyen anak sangat kompetitif. Sebagai retailer, Matahari Departement Store perlu mempertimbangkan elemen pengalaman pelanggan mana yang mendorong kepuasan pelanggan, yang mendorong loyalitas terhadap produk pakaian anak merek Donita di Medan. Penelitian ini bertujuan untuk mengetahui apakah kualitas produk pakaian anak akan mempengaruhi kepuasan dan loyalitas pelanggan saat membeli di retailer. Desain penelitian ini adalah kuantitatif dengan jenis penelitian asosiatif kausalitas dan metode non-probability purposive sampling. Seratus kuesioner dapat melakukan statistik deskriptif dengan mengolah data dengan metode SMARTPLS. Hasil penelitian menunjukkan bahwa seluruh variabel berpengaruh positif dan signifikan. Pelanggan mengharapkan produk pakaian anak yang berkualitas mempunyai kinerja, estetika dan model yang baik serta mempunyai ketahanan yang baik terhadap kepuasan (nilai *t*-statistik 17,738) dan loyalitas pelanggan (nilai *t*-statistik 8,643). Pelanggan akan semakin loyal jika harapannya terpenuhi dari persepsi kualitas dan nilai pakaian yang dibelinya (nilai *t*-statistik 5.065). Jadi, dapat disimpulkan bahwa loyalitas akan semakin tinggi jika kepuasan terhadap kualitas produk telah terpenuhi dengan baik. Kebaruan dari penelitian ini adalah meskipun pelanggan pakaian anak loyal terhadap suatu merek/produk, namun keputusan pembelian berulang tidak terjadi ketika desain/model produk tidak disukai dan buruknya kualitas busana disebabkan warna gaun cepat pudar.

ABSTRACT

The children's fashion retail industry is very competitive. As a retailer, Matahari Departement Store needs to consider which customer experience elements drive customer satisfaction and loyalty to the children's clothes brand Donita in Medan. This research aims to determine whether the quality of children's clothes retail products will influence customer satisfaction and loyalty when buying at retailers. This research design is quantitative with associative causality research and a non-probability purposive sampling method. One hundred questionnaires can perform descriptive statistics by processing data for the SMARTPLS method. The research results show that all variables have a positive and significant effect. Customers expect quality children's clothes products to perform well, and aesthetics and models have good resistance to satisfaction (*t*-statistic value 17.738) and customer loyalty (*t*-statistic value 8.643). Customers will be more loyal if their expectations are met from the perception of the quality and value of the clothes they buy (*t*-statistic value 5.065). So, it can be concluded that loyalty will be higher if satisfaction with product quality has been appropriately met. The novelty of this research is that even though children's clothes customers are loyal to a brand/product, repeated purchasing decisions do not occur when the product design/model is not liked. The quality of the clothing is poor because the dress's color fades quickly.

1. INTRODUCTION

The existence of unique and original concepts has led to the rapid growth of the fashion industry. The marketing concept evolved together with the emergence of this idea (Atulkar, 2020; Nilowardono, 2022). The marketing industry is beginning to prioritize client satisfaction. The pursuit of profit is integral to the success of every enterprise. Advertising fashion products requires forethought to reach better specific demographics (Abdel Wahab et al., 2023; Garcia, 2022; Wang et al., 2019). Clothing is one of the

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three necessities for survival; hence, this demand will never go away. This is why entering the fashion industry can be so lucrative. Because of these three aspects, the garment business is one of the sectors in Maslow's hierarchy of needs model, which depicts pursuing a person's physical, spiritual, and intellectual requirements. The clothes/fashion industry has enormous market potential and fierce competition for clothing products. This is because apparel, especially children's clothes, has substantial global market potential due to the rise in parents needing child apparel (Jacometti, 2019; Lang et al., 2020). This circumstance prompted clothing/fashion companies to manufacture children's garments that met client needs to gain market share (Brydges et al., 2018; Goldsworthy & Earley, 2018). Every fashion company actor must prioritize client happiness, especially in children's clothes. Creating customer satisfaction aims to form loyal customers. Customer loyalty comes from customers who feel satisfied with the quality and facilities provided by the products purchased. If customers are satisfied with the quality of the product delivered, of course, it will have a positive psychological impact, which may affect loyalty to the company that provides that satisfaction (Lang et al., 2020; Nilowardono, 2022; Panggabean et al., 2023). If a customer feels satisfied with the service provided, it is inevitable that the customer will become loyal and will not turn to another similar company (Chung et al., 2020; Gunawan, 2022; Tzeng et al., 2020; Wantara & Tambrin, 2019).

In several studies on customer loyalty, clothing is closely related to company continuity and the strength of the company's growth in the future (Abdel Wahab et al., 2023; Trott, 2020; Tzeng et al., 2020). Therefore, for a company to maintain a stable level of profit when business competition is so sharp, the strategy used by trying to retain existing customers is more important than expanding market size by attracting potential customers (Aksoy et al., 2015; Goldsworthy & Earley, 2018; Ślusarczyk et al., 2019). Clothing customers to buy or spend the value of a shirt or pants consistently. Loyalty causes repeat purchases of the same product or brand, even though customers have situational or marketing influences to replace other brands (Christine, 2023; Haseli et al., 2023; Zhou et al., 2023). Clothing products sold by manufacturers must be of good quality. According to the definition, product quality is a product's ability to carry out its function, which includes durability, reliability, and care that the product obtains as a whole (Irfani et al., 2020; Kotler et al., 2022). Good quality clothing greatly determines consumers' attitudes towards the products produced. Clothing companies must have quality products according to what is promoted and must have excellent and appropriate service. Good clothing products must be able to provide quality service as a center and attempt to meet consumers' needs and desires and the delivery's suitability to meet customer expectations (Garcia, 2022; Lopes, 2019). Service quality applies to all services a company or brand provides when consumers are within the company's scope. Service quality is also an organizational action or deed that aims to give a sense of satisfaction to customers. An essential component must be considered in establishing excellent service quality (Morgeson et al., 2023; Omar et al., 2021; Semigina & Stoliaryk, 2022). Customer satisfaction with clothing products is the goal of a company after the products they produce are used. If product expectations match or exceed the reality obtained, satisfaction will occur. Customer satisfaction is a purchasing situation related to the suitability or non-conformity between the results obtained and what was done (Goldsworthy & Earley, 2018; Hamidah et al., 2021).

Parents of children often have difficulty choosing clothes for their children. Their children like unique, cute, and colorful models, but their parents select comfortable and fashionable clothes. When parents choose their children's clothes, they like the newest and most comfortable models, hoping their children can use them frequently. Some children feel uncomfortable wearing clothes (Abdel Wahab et al., 2023; Semigina & Stoliaryk, 2022). This is because the designs of children's clothes still use size tags on their clothes. Donita children's clothes are children's clothes that are sold to the upper middle class. The Donita children's clothing brand competes with the Nevada brands Crocodile Kids and Ballon. The Donita children's clothing brand is a well-known brand in the production of toddler and children's clothing, but there will still be a decline in sales in 2022, even though the quality of the Donita brand is good. This phenomenon of declining sales is something that researchers want to know: whether the materials used by this brand are suitable for toddlers and children, whether the models and motifs of Donita's clothes are less attractive to customers because they do not keep up with the times, resulting in a decline in sales. Donita brand customers have a special place for young parents, so they become loyal to the Donita brand. For this reason, as a children's clothing brand known to many people, this product is widely sold in clothing retail stores and at Matahari Department Store Medan. Based on the data results and declining sales, the research aims to determine whether product quality and customer satisfaction simultaneously positively and significantly affect customer loyalty for Donita Children's Clothes at Matahari Department Store Medan.

2. METHODS

The quantitative research approach with this type of research is associative causality, namely analysis that aims to determine the relationship and influence between product quality (independent), customer satisfaction (intervening), and customer loyalty (dependent) of Donita children's clothing at Matahari Department Store Medan. The population in the study were Donita Children's Clothing customers at Matahari Department Store Manhattan Times Square over the last three years, totaling 3.863 customers. The Slovin recipe at 5% yielded 100 research samples. The sampling technique used purposive sampling and questionnaires with a 5.0 Likert scale distributed to customers who visited the Matahari Department Store Medan from April until September 2023 to obtain research data. Research data processing uses SmartPLS.

Covariance-based structural equation modeling (SEM) tests causal links and validates theoretical frameworks, while PLS is utilized for predictive modeling (Ghozali, 2018; Hair, 2017). Partial Least Squares (PLS) analysis reduces assumptions, making it influential. Different from regression analysis, PLS does not require a normal distribution. Additionally, PLS does not need a huge sample size for accurate results (Ghozali, 2018; Hair, 2017). The variance-based SEM model or PLS-Path Modeling has an external model (validity and reliability test), which is reflective and formative. The reliability and validity of the measurement model were tested for Cronbach's Alpha for reliability, with the minimum being 0.7 and the optimal being 0.8 or 0.9. Besides Cronbach's Alpha, the composite reliability value (ρ_c) is also interpreted similarly. Reflective indicators with external standard loading values below 0.4 should be removed from the measurement model. Indicator-construct correlation is shown through factor loadings with anticipated values > 0.7 . The outer model has Cross Loading—another indicator of discriminant validity. The outer model has Composite Reliability, with each indicator measuring the construct consistently with a CR value exceeding 0.7 (Ghozali, 2018; Hair, 2017).

3. RESULTS AND DISCUSSIONS

Results

Table 1. Demographic Respondent

Respondent Factors	N = 100	%
Genders		
Male	23	23.0
Female	77	77.0
Parent age (years)		
22 - 24	19	19.0
25 - 27	60	60.0
28 - 30	14	14.0
> 30	7	7.0
Child's age (years)		
1 - 5	56	56.0
6 - 10	37	37.0
10 - 12	7	7.0
Employment		
Private	41	41.0
Government	30	20.0
Army/Police	11	21.0
Self-employed	18	18.0
Income (Rp)		
< 3 mio	12	12.0
3.1 mio – 4.5 mio	38	38.0
4.6 mio - 6.5 mio	32	32.0
> 6.6 mio	18	18.0

From Table 1, The characteristics of the respondents, which will be described below, reflect the condition of the respondents studied, including gender, age of the child's parents, age of the child, type of work, and income of the child's parents. Donita's children's clothing customers are children aged 1-5 years and female parents as their companions in shopping. This research's customers are young parents with an

income of 3-6 million per month, with the most entrepreneurial profession followed by civil servants. From Table 2, the data collection instruments were tested for precision and accuracy using a reliability test. Each research instrument variable's composite reliability and Cronbach's alpha coefficient were assessed to determine dependency. A value > 0.7 indicates mutual dependence, while a Cronbach's Alpha value > 0.7 indicates good support.

Table 2. Findings Of the Measurement Composite Outer Model

Composite Statistic / Item		Loading Factor	r	Rho_A	CR	AVE
Product Quality			0.839	0.840	0.886	0.608
Performance Clothes (PC)	PC1	0.444 ^{ns}				
	PC2	0.525 ^{ns}				
Esthetic Clothes (EC)	EC1	0.662 ^{ns}				
	EC2	0.756				
Reliability Clothes (RC)	RC1	0.784				
	RC2	0.752				
Durability Clothes (DC)	DC1	0.827				
	DC2	0.779				
Customers' Satisfaction			0.859	0.897	0.928	0.762
Customer Expectation (CE)	CE1	0.336 ^{ns}				
	CE2	0.424 ^{ns}				
Perception Quality (PQ)	PQ1	0.896				
	PQ2	0.904				
Perception Value (PV)	PV1	0.863				
	PV2	0.827				
Customer Loyalty			0.928	0.930	0.941	0.667
Repurchase Clothes (RpC)	RpC1	0.797				
	RpC2	0.843				
Like the Brand (LB)	LB1	0.829				
	LB2	0.854				
Retention Brand (RB)	RB1	0.805				
	RB2	0.764				
Recommend Brand (RcB)	RcB1	0.840				
	RcB2	0.796				

Note: ns = not supported (convergent validity value was removed from the model because the deal was <0.7)

Five items were removed after data processing. Unsatisfactory data dependence is seen on product quality (two things on performance clothes and one item on synthetic garments) and consumer satisfaction (two items on customer expectations) because the Cronbach's Alpha value is below <0.70. To find out the unique meaning of a latent variable, discriminant analysis is used. Table 2 shows that all constructions have an AVE value > 0.5. Thus, the model tested does not have discriminant validity problems. Based on Figure 1 we can see SEM-PLS Results.

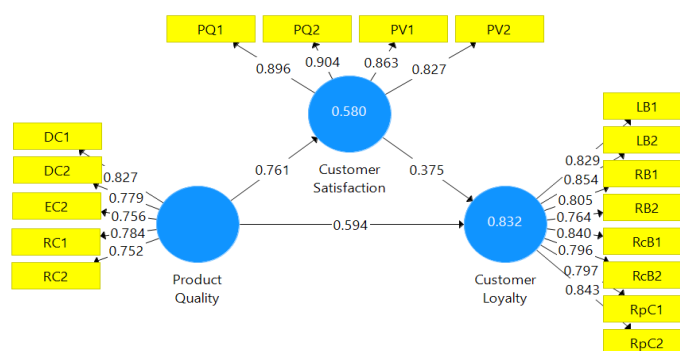


Figure 1. SEM-PLS Result

The Fornell Larcker criterion value for each construct is the highest among the latent variables tested, as shown in [Table 3](#). All constructs achieve discriminant validity since their latent variables anticipate each question indicator to be effective.

Table 3. Fornell-Larcker Criterion

	Customer Loyalty	Customer Satisfaction	Product Quality
Customer Loyalty	0.816		
Customer Satisfaction	0.827	0.873	
Product Quality	0.879	0.761	0.780

Table 4. R-Square Adjusted

Variable	R-Square	R-Square Adjusted
Product Quality		
Customer Loyalty	0.832	0.829
Customer Satisfaction	0.580	0.575

The R-squared number (R²) indicates how much the independent variable explains the dependent variable's variability. An R-square value of 0.67 indicates a good model, 0.33 indicates a moderate model, and 0.19 means a weak model in this study ([Ghozali, 2018; Hair, 2017](#)). Based on [Table 4](#) the R-Squares Customer Loyalty result is 0.832 or 83.2%. This shows that the diversity of Product Quality and Customer Satisfaction variables can influence Customer Loyalty by 83.2%. Other variables outside the research influence the remaining 16.8%. The R-Square Customer Satisfaction result is 0.580 or 58.0%, whereas Product Quality affects Customer Satisfaction by 58.0%. The remaining 42.0% is the contribution of other variables not discussed.

Meanwhile, the Q-Square Predictive Relevance value can be measured in the following way:

$$\begin{aligned} Q &= 1 - (1 - R^2 \text{ Customer Loyalty}) \times (1 - R^2 \text{ Customer Satisfaction}) \\ &= 1 - (1 - 0,832) \times (1 - 0,580) \\ &= 0.929944 \end{aligned}$$

Q-Square values > 0 show predictive relevance, whereas < 0 indicates lack of significance. This study's Q-Square value is 0.929944, meaning that the structural model to explain children's clothes customers' pleasure and loyalty is predictive.

Table 5. F-Square Value

Variable	Customer Loyalty	Customer Satisfaction	Product Quality
Customer Loyalty			
Customer Satisfaction	0.353		
Product Quality	0.883	1.379	

F-Square Value Test to determine if the exogenous latent variable greatly influences the endogenous. [Table 5](#) shows that the variable Customer Loyalty (Y1) on Customer Satisfaction (Z1) with an f square value of 0.353 has a large/strong influence. Meanwhile, the Product Quality (X1) variable on Customer Loyalty (Y1) with an f square value of 0.883 has a significant/substantial impact. Meanwhile, Customer Satisfaction (Y1) on Product Quality (X1) with an f square value of 1.379 has a powerful effect. Based on [Table 6](#), the fit model image above, the Root Mean Square Theta (RMS Theta) value is 0.281 > 0.102, and the NFI is 0.657 < 0.9; based on these two analyses, the model fit conditions still needed to be met. However, the model fits the data with an SRMR (Standardized Root Mean Square) of 0.092 < 0.10 and d-G of 1.239 > 0.9. Therefore, we conclude that the model is accurate. The updated structural model has produced estimates consistent with expectations. According to [Ghozali](#), if two or more results from the overall Goodness of Fit are used, then the results are slightly less, indicating a good model fit, so the model is considered very good and fit. The results aligned with what was predicted, meaning a satisfactory model is appropriate ([Ghozali, 2018; Hair, 2017](#)). A customer's propensity to return to a business is influenced by how satisfied they are with the business' treatment of them as customers. Once the research model is adequate, hypothesis testing can begin. Hypothesis testing assesses a relationship's statistical significance. The original sample and hypothesized values are compared to determine the coefficient and direction of the association. Path coefficient t-statistics and p-values are also evaluated. Finally, a bootstrapping test that can be seen in [Figure 2](#) is performed to test the study hypothesis and overcome data anomaly issues, especially if the sample size is small. If the t-value is > 1.96 and p-value < 0.05 at a significance level of 5%

(α 5%), H_a is accepted, and H_o is rejected. Conversely, if the t-value is < 1.96 and the p-value > 0.05 , H_a is rejected, and H_o is born (Ghozali, 2018; Hair, 2017).

Table 6. Model Fit Test Results

	Saturated Model	Std Value	Result
SUMMER	0.092	< 0.10	Good
d_uls	1.301	> 2.00	Less
d_g	1.239	> 0.90	Good
Chi-Square	596.371	Minimal in size	less
NFI	0.657	> 0.9	less
Rms Theta	0.281	> 0.102	less

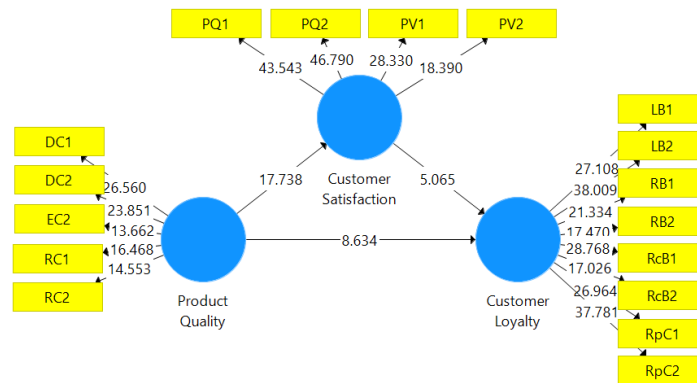


Figure 2. SEM-PLS Bootstrapping Output

Table 7. Summary of Hypothesis Test Results

Hypothesis	Relation	Sample (O)	Sample Mean	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Value	Note
Hipotesis 1	CS \rightarrow CL	0.375	0.371	0.074	5.065	0.000	Accepted
Hipotesis 2	PQ \rightarrow CL	0.594	0.598	0.069	8.634	0.000	Accepted
Hipotesis 3	PQ \rightarrow CS	0.761	0.763	0.043	17.738	0.000	Accepted
Hipotesis 4	PQ \rightarrow CS \rightarrow CL	0.286	0.283	0.060	4.724	0.000	Accepted

Table 7 shows a fairly large positive influence of 0.375 between Customer Satisfaction and Customer Loyalty, with a t-statistic value of 5.065 > 1.96 and a p-value of 0.000 < 0.05 . Thus, the first hypothesis that customer satisfaction influences loyalty is supported. Then, the Product Quality variable has a fairly large positive influence of 0.594 on Customer Loyalty, as indicated by a t-statistic value of 8.634 > 1.96 and a p-value of 0.000 < 0.05 . The second hypothesis that Product Quality influences Customer Loyalty is proven and accepted. Likewise, there is a fairly large positive influence of 0.761 between Product Quality and Customer Satisfaction, with a t-statistic value of 17.738 > 1.96 and a p-value of 0.000 < 0.05 . The third hypothesis that Product Quality influences Customer Satisfaction is proven and accepted. The Product Quality variable has a significant positive influence of 0.286 on the Customer Loyalty and Customer Satisfaction variables, with a t-statistic value of 4.724 > 1.96 . P value = 0.000 > 0.05 . Thus, the fourth hypothesis shows that Product Quality and Customer Loyalty are between Proven and Accepted Customer Satisfaction.

Discussion

The Influence of Customer Satisfaction on Customer Loyalty

The exogenous variable, Customer Satisfaction, has a significant influence, with a value of 0.375 on the endogenous variable, Customer Loyalty. The t-statistic value in this relationship is 5,065 > 1.96 , and the p-value is 0.000 < 0.05 . Therefore, the first hypothesis states that Customer Satisfaction influences Customer Loyalty, Proven and Accepted. This means that there is an influence that better Customer Satisfaction will affect Customer Loyalty to continue buying Donita Matahari Medan Department Store

children's clothes. From the results of the research questionnaire, it is known that perceptions of the quality and value of the brand influence Donita's children's clothing loyalty. Meanwhile, customer expectations from Donita products are optional. This aligns with the view that perceptions of value and quality are critical when fashion consumers evaluate sustainable performance in fashion companies. Satisfaction with sustainability brings more significant customer equity to companies and brands through stronger customer relationships (Ferreira et al., 2019; Sebastian Molinillo et al., 2017; Wang et al., 2019). Similar found that customer happiness and loyalty affect UNIQLO customers in South Jakarta (Kim et al., 2013; S. Molinillo et al., 2020). In their research on Bangkalan Batik in Madura, found substantial results from Customer Satisfaction to Customer Loyalty (Herawati et al., 2019; Wantara & Tambrin, 2019). This supports previous research on traditional Korean clothes, which found favorable and significant results in customer satisfaction and loyalty (Jung et al., 2020; Sun et al., 2014). Loyalty is a strong commitment to buying or subscribing to a product or service, even when situational factors and marketing efforts tempt you to switch (Othman et al., 2021; Palmatier & Crecelius, 2019). Customer loyalty for Donita children's clothing products is a product with variable strengths at different loyalty levels. Children's clothing loyalty ranges from satisfaction with the Donita Company's product quality or design to more substantial support and promotion by customers who consider the offer an integral part of their identity and feel responsible for their victory.

The Influence of Product Quality on Customer Loyalty

The exogenous variable, Product Quality, has a significant influence, with a value of 0.594 on the endogenous variable, Customer Loyalty. The t-statistic value in this relationship is $8.634 > 1.96$, and the p-value is $0.000 < 0.05$. Therefore, the second hypothesis states that Product Quality influences Customer Loyalty, Proven and Accepted. This means there is a better influence if the quality of Donita children's clothing products is higher; it will affect Customer Loyalty so that customers will be more satisfied buying Donita children's clothes at Matahari Medan Department. According to the questionnaire responses, people appreciate buying Donita children's apparel because their models are always new, luxurious, lovely, and attractive. Garment companies need customer loyalty to offer products that compete with competitors in price, quality, and aesthetics to stay in business (Goworek et al., 2020; Koszewska, 2018). Fast fashion in the apparel industry reflects the current tendency in society, which values style over quality and physicality (Goworek et al., 2020; Shim et al., 2018). Donita's garments are reliable because they do not fade fast and have several models. Donita's garments are long-lasting and tear-resistant. This study confirms similar findings that product quality somewhat and significantly affects customer loyalty (Amri & Prihandono, 2019; Andriano et al., 2022). Good quality products satisfy customers, which increases the likelihood of repurchase. Better and higher-quality products produce loyal customers. This contrasts with Wantara & Tambrin's Tanjungbuni Bangkalan Batik research. Product quality boosts consumer happiness but not loyalty (Herawati et al., 2019; Wantara & Tambrin, 2019). Product design is crucial to selling stylish products. According to Bui Thanh Khoa's research in Hanoi City, Vietnam, consumer loyalty is essential for companies in competitive industries like fashion. Custom fashion brands cater to specific customers and have boosted competitiveness in the fashion market (Ebrahim, 2020; Riyanto & Muchayatin, 2023). Kotler believes that companies also form separate offers, services, and messages to individual customers based on information. Information about their past transactions, demographics, psychographics, and media and distribution preferences. By focusing on the most profitable customers, products, and channels, Donita's children's clothing company hopes to achieve profitable growth, capturing a more significant share of each customer's spending by building high customer loyalty.

The Influence of Product Quality on Customer Satisfaction

The exogenous product quality variable has a significant influence, with a value of 0.761, on the endogenous variable of Customer Satisfaction. The t-statistic value in this relationship is $17.738 > 1.96$, and the p-value is $0.000 < 0.05$. Therefore, the third hypothesis states that Product Quality influences Customer Loyalty, which is Proven and Accepted. This means that there is a powerful influence that the better the Product Quality obtained, the more it will affect Customer Satisfaction because customers will become more loyal and satisfied when buying Donita children's clothes at the Matahari department store in Medan. The questionnaire results showed that parents were less than satisfied with the quality of Donita children's clothing products because the clothes were not neatly stitched, and the material was a little hot, making them uncomfortable to wear. This demonstrates that consumer satisfaction is significantly impacted by product quality. The ease of making a profit through product sales is directly related to the level of comfort the product provides, which includes the quality of the raw materials used in the design process (Baquero, 2023; Garcia, 2022; Jacometti, 2019; Rathore, 2021). These results align

with previous Wantara & Tambin's research on Tanjungbumi Bangkalan Batik products. Product quality has a significant favorable influence on customer satisfaction (Herawati et al., 2019; Wantara & Tambrin, 2019). Clothing product satisfaction causes joy and disappointment because the perceived quality must match their expectations, such as the design for a brand's clothing products, which they expect to be used long-term (Ferreira et al., 2019; Morgeson et al., 2023). The company must create apparel client happiness can improve the company-customer relationship, increase word-of-mouth recommendations, and boost customer loyalty (Abdel Wahab et al., 2023; Brydges et al., 2018; Pandey & Chawla, 2018; Rathore, 2021).

The Influence of Product Quality on Customer Loyalty, which Customer Satisfaction Intermediates

The exogenous variable on product quality, accompanied by the customer satisfaction variable, has a significant influence, with a value of 0.286 on the endogenous variable of customer loyalty. The t-statistic value in this relationship is $4.724 > 1.96$, and the p-value is $0.000 < 0.05$. Therefore, the fourth hypothesis states that Product Quality, accompanied by the Customer Satisfaction variable, influences Customer Loyalty, which is Proven and Accepted. This means there is a better influence when Product Quality and Customer Satisfaction are obtained; it will affect Customer Loyalty because customers are more satisfied and loyal to buy Donita children's clothes at Matahari Department Store Medan. According to research questionnaire responses, Donita's children's outfits are heavily influenced by product quality. Product quality most strongly influences customer satisfaction (value t-statistic 17.738). Customer loyalty is likewise affected by satisfaction (matter t-statistic 5.065). Customers must be satisfied with the Company's products and services to be loyal. Donita's children's clothes loyalty clients don't always get what they expect. This is a problem for the company so it can recognize and meet client expectations as customers are loyal and keep buying clothing. The results of this research align with previous research for UNIQLO brand clothing products, where product quality combined with customer satisfaction has a partially positive and significant effect on customer loyalty (Budur & Poturak, 2021; Khairawati, 2020). However, this differs from Wantara's research, which found that good quality Madurese batik products will influence customer satisfaction but will not affect customer loyalty (Herawati et al., 2019; Wantara & Tambrin, 2019).

Mike Easey's Fashion Marketing theory applies a range of business tactics and philosophies focusing on clients and potential customers for apparel and related products and services to satisfy the organization's long-term goals (Garcia, 2022; Lopes, 2019). Easy added that clothing companies depend on repeat customers and that satisfying customer needs with stylish, durable, easy to care for comfortable, value for money, and other relevant criteria is the key to customer loyalty. Frederica Brooksworth agrees that fashion managers and policymakers must consider products/brands to develop sustainably, pay attention to luxury, promote digitalization, follow trends, and understand customer psychology (Goldsworthy & Earley, 2018; Lettmann, 2022). This study uncovered the significance of product quality and customer happiness in fostering customer loyalty, which can enable a persistent attitude towards the Donita brand among parents shopping for children's clothing. Consumers are more likely to remain loyal to a brand if they have a favorable experience with that brand. Brand loyalty can also be affected by the elements above, which were not investigated in this study. Therefore, sustainable marketing initiatives can foster long-term relationships between consumers and businesses in the children's clothing sector. On the other hand, this study reveals an opportunity for Donita to enhance its market share in the children's clothing sector and increase the company's long-term earnings. It is essential to pay attention to the quality of the clothing products to develop strong relationships with clients based on the Donita children's clothing industry so that customers remain loyal. Customers want to feel like they are getting good value for their money and continue to feel loyal to the apparel brand that has given them so much joy in the past.

4. CONCLUSION

Several conclusions have been drawn based on the results of the research and analysis conducted that can answer the problem formulation in this study, namely, that product quality has a positive and significant effect on customer satisfaction with Donita children's clothes purchased from the Matahari Department Store in Medan. This study concludes that the quality of children's clothing from the Donita brand has been proven to customers, as evidenced by the majority of customers who are satisfied and have experienced Donita brand children's clothing firsthand and found it to be of high quality, adaptable to a variety of uses and needs, and durable over time. Also, a positive and robust link exists between product quality and consumer loyalty. Based on the customer satisfaction rate, this study suggests that Donita brand children's clothing products are of high quality. Products are well received because they conform to consumer preferences. There's no denying that the consistent high quality keeps customers coming back. It's common knowledge that pleasing customers has a constructive and substantial impact

on keeping repeat business. Based on the positive feedback received, this study shows that parents are satisfied with the quality of children's apparel from the Donita brand. It is possible to give a rate that exceeds consumer expectations, but the service supplied to customers is also exceptional, making for a positive experience. Customers who have received excellent service are more likely to refer Donita childrenswear to their friends and family. Furthermore, it was discovered that customer loyalty was influenced favorably by both product quality and customer satisfaction. Based on the findings of this study, it appears that the Donita brand of children's clothes is successful in inspiring brand loyalty among existing customers. Based on the responses, it's clear that most buyers are committed to sticking with the Donita brand regarding children's apparel and have little interest in exploring alternatives. This study found that focusing on Donita Matahari Department Store in Medan's younger clientele was the most effective strategy for boosting repeat business and customer loyalty. If we break down clothing sales by age range, we see that items aimed at children aged 1-5 do better than those aimed at children aged 6-10. Therefore, it is crucial for business apparel of all ages, not simply those aged 1-5. To generate sales and ensure continued customer happiness, businesses must constantly adapt to meet the changing demands of their clientele. We want to emphasize that the scope of this study is limited to Medan-based children's apparel. Consequently, the findings apply only to this field. In the topic of clothes, future studies may want to broaden their focus and combine data from multiple companies. Demographics, brand strength, customer experience, product display, and the influence of alternative distribution networks are just a few of the moderating variables that can be investigated. The impact of these factors on customers' online apparel purchases is another area that could be explored in the future.

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