

The Influence Of Experience, Satisfaction And Service Quality On Word Of Mouth Intentions And Customer Loyalty

*Determinant of
WOM Intention
and Loyalty*

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ABSTRACT

Customer satisfaction is very important for business because high customer satisfaction will increase company profits. The aim of this research is to examine service quality, where positive service quality has major implications for customer assessment, has an impact on customer satisfaction and customer satisfaction itself has an influence on customer loyalty and word of mouth intentions. This research used a purposive sampling method involving 150 non-local fashion brand customers from Tangerang and Jakarta. Data analysis uses Structural Equation Modeling (SEM). This research produces findings including that customer experience has a negative effect on customer loyalty, service quality has a positive effect on customer satisfaction which ultimately has a positive effect on customer loyalty and word of mouth intentions. There are several limitations to this research, including only using one industry as the research object, an online questionnaire distribution system and the need to add other variables to expand the findings so that it is hoped that future researchers can fill these gaps.

Keywords: Customer Satisfaction, Customer Experience, Service Quality, Customer loyalty, Word Of Mouth (WOM).

INTRODUCTION

Nowadays, people prefer shopping online rather than offline. According to the report "Navigating Indonesia's E-Commerce: Omnichannel as the Future of Retail ", 74.5 percent of consumers make purchases online more often than offline (Ulya & Djumena, 2021). The challenge of offline stores, including department stores, is to increase customer satisfaction and good service quality, so that customers feel satisfied and can have a big influence on the profit value of department stores (Rumaidlany et al., 2022; Steven et al., 2023; Takaya et al., 2019). Customer satisfaction influences customer trust and customer loyalty (Mariam et al., 2021; Sukarno et al., 2020; Utama et al., 2020). In the business environment, customer satisfaction is a very important aspect because if the perceived customer satisfaction is high then the intention to repurchase is also high, of course increasing company profits and not only that, customer satisfaction will encourage word of mouth intention behavior (Gultom et al., 2020; Mariam & Ramli, 2023; Nurdiansyah et al., 2020; R. A. Pratama et al., 2023). Customer satisfaction is a predictor of trust in a brand to build love for the brand (Imran, Mariam, et al., 2020; Nawaz et al., 2020; Supiati et al., 2021). Customer satisfaction is a very important aspect in business because it has a direct impact on repurchase intentions and increases company profits (Mariam et al., 2020; Masudin et al., 2020; Situmorang et al., 2023; Yunus et al., 2023).

Service quality is very important for department stores because it can improve the department store's image, strengthen customer satisfaction and customer loyalty (Bachtiar et al., 2023; Chikazhe et al., 2021; Imran, Arvian, et al., 2020; Rizky et al., 2023). Service quality also has an important meaning for intentions word of mouth because it will have an impact on product repurchases (Kalim et al., 2024; Mukerjee, 2018; Nurcahyani et al., 2023; Takaya et al., 2020). Therefore, providing good quality (Gonu et al., 2023). High-

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quality service is critical to meeting customer expectations, increasing loyalty and encouraging repeat purchases (Dangaiso et al., 2024; K. Kurniawati et al., 2024; Mariam et al., 2023; M. P. Pratama et al., 2023).

Customer experience is an important aspect for forming customer trust in a product and increasing customer loyalty (Gultom et al., 2020; Khasanah et al., 2021; Meidiyanty et al., 2023; Mulyadi et al., 2020). Customer experience is an important indicator to find out how satisfied buyers are with the product (Amalia et al., 2024; Chandra et al., 2019; Diatmono et al., 2020; Megawaty et al., 2024). Customer experience is very important because it influences customer actions (Febriani et al., 2023; Ghazmahadi et al., 2020; Manyanga et al., 2022; Mariam et al., 2022). Creating a pleasant experience is important to build the sustainability of a business (Abedi & Jahed, 2020). Customer experience is an important factor in creating a better experience, making it easier to win customers' hearts (E. Kurniawati & Ramli, 2024; Oluwole & Joy, 2019).

Based on the explanation above, several previous studies already done about customer experience affects customer loyalty and other variables such as customer satisfaction and word of mouth intentions (Manyanga et al., 2022 ; Chikazhe et al., 2021 ; Azhari, 2015) , however, to continue previous research, the variable service quality was added, service quality is important because it contributes directly to the long-term success and growth of a business. Apart from that, this research discusses non-local fashion brands. The object of this research is Uniqlo and H&M store customers, different from previous research which used banking customer objects. The aim of this research is that it is hoped that it can make a positive contribution to science, especially to marketing management. So that the expected output can help employees achieve company goals. However, it is hoped that the research results will complement existing knowledge by studying service quality, where positive service quality has major implications for customer assessment, has an impact on customer satisfaction and customer satisfaction itself has an influence on customer loyalty and word of mouth intentions.

LITERATURE REVIEW

Customer Experience

Customer experience occurs when they feel or gain knowledge through effective communication when making a purchase (Azhari et al., 2015; Novarian & Ramli, 2020; Ramli, 2019). Customer experience includes all thoughts, feelings, activities and behavior that occur throughout the purchasing journey (Kusumawati & Rahayu, 2020). Customer experience includes inner and personal responses to all direct and indirect interactions with companies and consumers (Manyanga et al., 2022) . Customer experience covers an aspect from when a customer first finds out about product details until they make a purchase and use the product purchased (Mariam & Ramli, 2017; Ramli et al., 2020; Ramli & Novariani, 2020). Customer experience is an approach that creates a relationship between customers and products, providing unforgettable experiences and ultimately adding value to the product (Mulya & Ramli, 2023; Rahmawati & Ramli, 2024; Rinaldi & Ramli, 2023; Sinurat et al., 2024).

Service Quality

Service quality is the service directly provided by employees to consumers (Ali et al., 2018). The service quality aspect also includes meeting consumer needs by offering superior products so that their expectations can be met (Mariam & Ramli, 2023; Ramli, 2017; Rohaeni & Marwa, 2018). According to Masudin et al, (2020) service quality is a special assessment between expected services and actual services. Service quality is defined as the expectations customers receive from a service, as well as efforts to achieve that service quality through the actual experiences they experience (Indriani & Ramli, 2024; Mariam & Ramli, 2021, 2022; Ramli, 2020). Gyebi et al. (2024) , said that two variables influence consumer perceptions of service quality namely expectations and quality standards.

Customer satisfaction

Customer satisfaction is the main factor that can influence consumers' potential repurchase intentions (Tafadzwa & Olawale, 2011). Customer satisfaction reflects the extent to which customer expectations meet the reality of a product's performance, which then encourages them to make repeat purchases and recommend the product to friends or family (Dewi & Ramli, 2023a; Diatmono et al., 2020; E. Kurniawati & Ramli, 2024). Customer satisfaction can also influence the desire to make repeat purchases, this is because customers feel satisfied with the product. Customer satisfaction, when combined with customer attitudes towards the service provider brand, can trigger customer loyalty (Masudin et al., 2020). Customer satisfaction is something felt by customers who feel their desires are fulfilled (Abedi & Jahed, 2020). Achieving customer satisfaction occurs when the product or service used by customers not only meets their desired needs, but even exceeds their expectations.

Customer loyalty

Customer loyalty is defined as a customer's voluntary decision to continue subscribing to products or services from a particular brand for a long period of time (Azhari et al., 2015). According to Mukerjee (2018), consumer loyalty is considered a popular construct in marketing because of its importance in creating sustainable profits for the company. Customer loyalty is a strategic step that can have a positive impact on company growth and sustainability (Kusumawati & Rahayu, 2020). Customer loyalty is a critical element for companies helping to increase profits and company performance (Chikazhe et al., 2021; Harahap & Ramli, 2023; Kadir & Ramli, 2024; Sari & Ramli, 2023). Customer loyalty reflects greater support for a brand or company compared to other options, including the decision to re-subscribe.

Word of Mouth Intention

According to Iqbal & Hassan (2019), word of mouth intentions is a form of opinion interaction where consumers provide recommendations regarding a particular product or service. Word of mouth intention is considered a form of informal communication between individuals and other individuals as recipients, relating to brands, products, organizations or services that have been perceived (Ngoma & Ntale, 2019). Word of mouth intention emphasizes that circulating information is a crucial source of information that is initially created by individuals or marketers, then connected by marketers or consumers to other consumers (Nguyen et al., 2021). In this context, word of mouth intention information helping consumers understand products or services before they consume them (Ismagilova et al., 2021). Intention word of mouth making it a vital channel for customers to get good service and obtain product quality information (Darmawan et al., 2022).

RELATIONSHIP BETWEEN VARIABLES

The relationship between Customer Experience and Customer Loyalty

Price is not completely a benchmark for customers to become loyal, but a good and appropriate (Oluwole & Joy, 2019). A good customer experience will make someone share or tell others, this can be encouraging strengthening customer loyalty (Kusumawati & Rahayu, 2020). According to Mofokeng (2021), customer expectations towards a good customer experience will determine customer loyalty. Customer experience has a positive effect on loyalty thus affecting loyalty in the long term (Nguyen et al., 2021). Research conducted in Zimbabwe confirms that the experience of satisfied customers has a very positive effect on loyalty (Manyanga et al., 2022). Research by Xuan et al. (2023), found that integration quality and service quality are significant in creating customer experiences that have a positive effect on brand loyalty. From the existing description the author proposes the following hypothesis:

H1 : Customer experience has a positive effect to customer loyalty

The relationship between Service Quality and Customer Satisfaction

Chikazhe et al. (2021) , explains that high service will build customer satisfaction and a positive reputation which can help attract more new customers. Masudin et al. (2020) , argue that the quality of service provided by a company influences customer satisfaction, the main factor in service quality when customers get something that meets their expectations. Service quality has a positive influence on customer satisfaction. Masudin et al. (2020) , also examined customer loyalty arising from good personnel service, this has a very positive influence on consumer satisfaction. Previous research also shows that service quality has a positive influence on customer satisfaction and customer happiness (Gong et al., 2020) . A bag of existing descriptions put forward the following hypothesis:
H2 : Service Quality has a positive effect on customer satisfaction.

The relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction is achieved when their expectations are met, thereby increasing customer (Al-Ghamdi & Badawi, 2019). Connection Customer satisfaction and customer loyalty have been recognized as important things in department stores (Kusumawati & Rahayu, 2020). Research conducted in India confirms that when customers feel satisfied it will have a positive effect on customer loyalty (Masudin et al., 2020). Chikazhe et al. (2021) , researched customer loyalty a combination of customer satisfaction so that a high level of satisfaction will have a positive effect in increasing loyalty. Manyanga et al. (2022) , researched and concluded that customer satisfaction have a positive influence on customer loyalty. From the following description The following hypothesis can be put forward:

H 3 : Customer satisfaction positive influence on customer loyalty.

The Relationship between Customer Satisfaction and Word-Of-Mouth (WOM) Intentions

Thuy et al. (2024) , stated that customer satisfaction plays an important role in encouraging repeat purchases, thus strengthening positive promotional strategies through word of mouth intentions. The satisfaction felt by customers not only provides positive feedback but also encourages them to talk about the product and make repeat purchases (Amgad et al., 2021). Another study shows that customer satisfaction has a direct impact on behavioral word of mouth intentions (Dangaiso et al., 2024). Ngoma & Ntale, (2019) , also found that customer satisfaction has a positive effect on word of mouth intentions. Additionally, previous research has identified that customer satisfaction contributes positively to word of mouth intentions and encourage customers to recommend products to others (Amoako, 2022). Based on this explanation, the following hypothesis is proposed:

H 4 : Customer satisfaction has a positive effect on word of mouth intentions.

The Influence of Service Quality on Customer Loyalty is Mediated by Customer Satisfaction

Good service has an impact on customer loyalty through a mechanism where customer satisfaction becomes a link that strengthens the relationship between service quality and loyalty levels (Nguyen et al., 2021). Good service that focuses on customer satisfaction while building loyal customers who will repurchase the product in the future (Masudin et al., 2020). Customer satisfaction as a link between good service and long-term loyalty (Restuputri et al., 2021). When customers receive good service and fast solutions, this is evidence of good service quality and an important factor in increasing customer loyalty to the company. Research result Supriyanto et al. (2021) shows that positive customer satisfaction mediates service quality and will directly improve it customer loyalty. Other studies show that customer satisfaction acts as a mediator in the influence of service quality on customer loyalty (Dandis et al., 2021). Based on this explanation, the following hypothesis is proposed:

H 5 : Customer satisfaction has a positive mediating effect on service quality on customer loyalty.

The Influence of Service Quality on Word of Mouth Intentions Mediated by Customer Satisfaction

Service quality influences customers' desire to recommend to others through the important role of customer satisfaction as a link between positive experiences with services and the desire to share (Thuy et al., 2024). Satisfactory service quality motivates customers to make recommendations to others (Suttikun & Meeprom, 2021). Customers are more satisfied overall when service providers meet customer needs and expectations. This leads customers to share their experiences with others (Dangaiso et al., 2024). Research by Thuy et al. (2024) showed that good service not only increases customer satisfaction but also encourages them to share their positive experiences with others, effectively mediating word of mouth intentions. Previous studies show that customer satisfaction has a direct influence as a link between good service quality and word of mouth intentions (Shyju et al., 2023). Based on this explanation, the following hypothesis is proposed:

H 6 : Customer satisfaction has a positive effect mediating service quality on word of mouth intentions.

Based on the hypothesis framework mentioned previously, the research model can be described as follows:

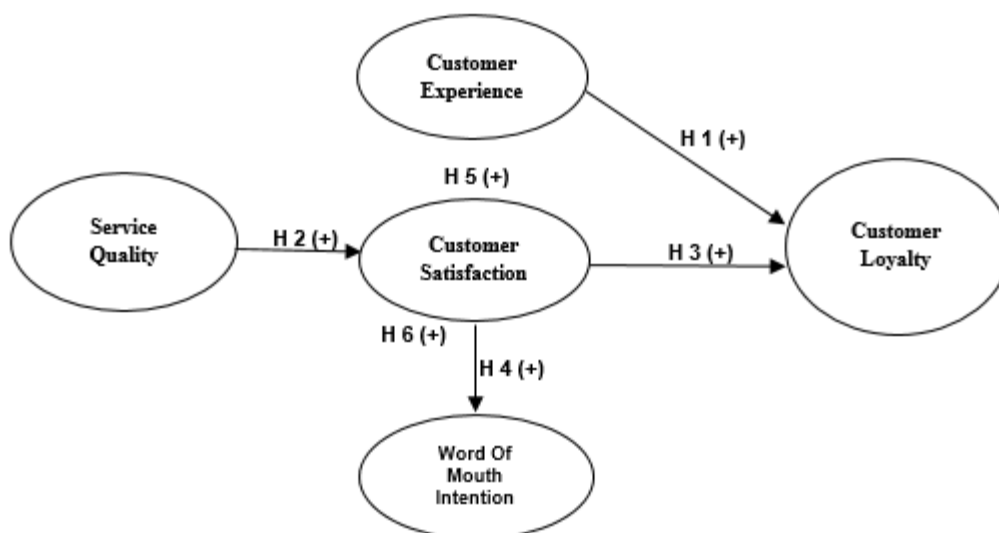


Figure 1. Research Model

METHODS

In the study carried out by the author, the measurements of the variables studied were adopted from previous research. Where is the customer experience variable The author uses 6 statements adopted from (Manyanga et al., 2022) . Next is service quality measured by the number of 6 statements adopted from (Chikazhe et al., 2021). Customer satisfaction bell variables measured with 6 statements adapted from (Manyanga et al., 2022) . The researcher's customer loyalty variable uses 6 statements obtained from (Manyanga et al., 2022) . For the word of mouth intention variable, which is the last variable used, the researcher used 6 statements obtained from (Manyanga et al., 2022) . In this study, four Likert scales, consisting of one (strongly disagree) to four (strongly agree), were used to measure each item. The total number of measurements is thirty statements.

The survey method will be used to collect data for this research by distributing online questionnaires via Google Form to certain respondents. The population in this study lives in Tangerang and Jakarta. The research sample used a purposive sampling technique with sample criteria, namely having shopped at Uniqlo and H&M stores at least 3 times and a minimum age of 20 years. Based on the provisions of SEM PLS analysis, therefore, the number of respondents required is five times the number of questions contained in the

questionnaire (Hair et al., 2018), namely (30 x5) 150 people. The data collection method was carried out by distributing an initial questionnaire (pretest) to 30 respondents.

RESULTS AND DISCUSSION

The results of the pretest involving 30 participants showed that all variables in this study met the requirements of the KMO test and Bartlett's test, each variable indicator had an MSA value of more than 0.5, which indicated that the data was valid. In addition, reliability testing using Cronbach's Alpha of more than 0.7 shows that all indicators in the questionnaire meet the requirements for reliability testing. This research involved a total of 150 respondents.

Based on the results of a questionnaire distributed online using Google Form, we got 150 respondents who met the requirements and criteria. Obtaining the data obtained, R respondent men with a total of (31.3%) while the majority were women with a total of (68.7%) from these results, the total number of respondents had shopped at Uniqlo and H&M in the Tangerang and Jakarta areas. Furthermore, from the age results in the data, the majority of respondents (55.3%) were aged 20 - 30 years, (38.7%) were aged 31 - 40 years and finally (6%) were aged 41 - 50 years. For the latest educational data, junior high school graduate (2.7%), high school (20.7%) and tertiary education (76.7%). Furthermore, jobs were obtained by civil servants (13.3%), private sector employees (48%), honorary workers (8.7%), entrepreneurs (12%), entrepreneurs (10.7%), etc. (7.3%). For monthly expenditure data, it was found that (29.3%) spent Rp. 1 - 3 million, (42.7%) spent 4 - 6 million, (19.3%) spent 7 - 9 million, (8.7%) spent >9 million per month.

Convergent Validity Test

In this research, the results show that 30 indicators have loading factor values above 0.7 and AVE values more than 0.5, so these 30 indicators are considered valid.

Discriminant Validity Test

The Fornell-Larcker Criteria Measurement shows that all variables do not meet the criteria. Then the Cross loading value, the calculation results show that overall, the measurement items for H1, H2, H3, and H4 have a stronger correlation with the main construct they measure than other constructs, which shows that these variables have good discriminant validity. Furthermore, for HTMT in this study all variables did not meet the recommended standards because they were greater than 0.90.

Internal Consistency Reliability Test

Based on the calculations carried out, all latent variables (constructs) show composite reliability values above 0.70.

Significance of Weight Values

In the results contained in Appendix 5, the statistical T value for outer weight has a value of > 1.96. This shows that these indicators significantly contribute to measuring their respective latent variables.

Collinearity Between Indicators

Based on the analysis carried out, all indicators show a VIF value of less than 5, indicating that there is no multicollinearity problem in all indicators.

Coefficient of Determination (Adjusted R²)

Based on calculations, the variables customer experience, service quality and customer satisfaction can explain 92.8% of the variation in the loyalty variable, while the remaining 7.2% of the components are explained by additional components not discussed in this research. The service quality variable was able to explain 93.7% of the variation in customer satisfaction, with another 6.3% explained by other factors not included in this study. In addition, service quality and customer satisfaction variables can explain 81.6% of the variation in word of mouth intentions, while the remaining 18.4% is explained by other factors not covered in this study.

Testing Inner Model (Test Hypothesis)

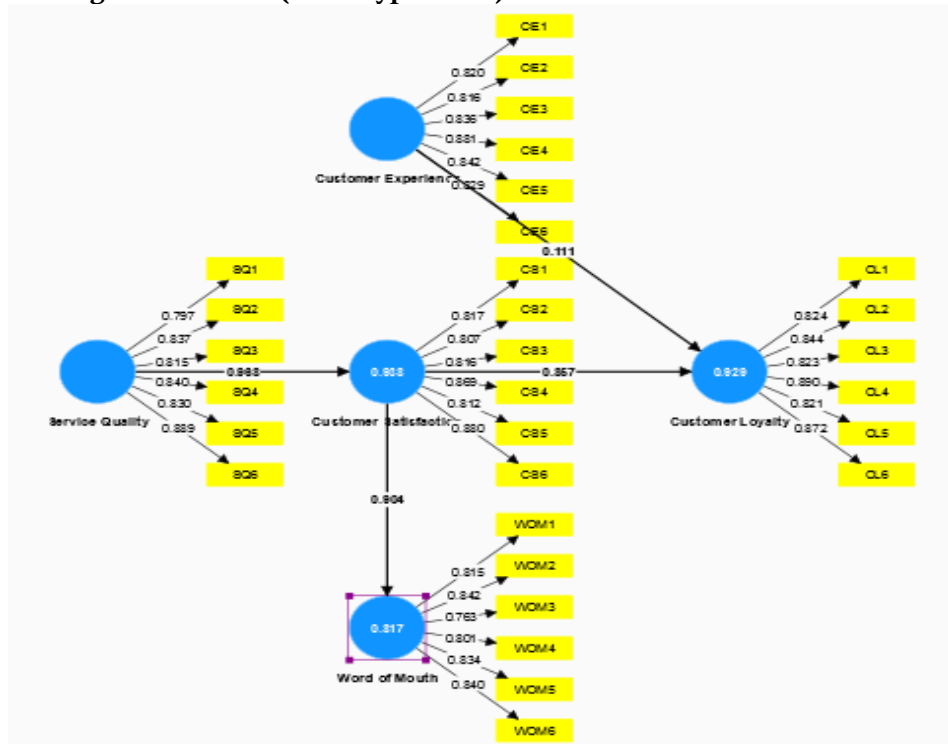


Figure 2. Hypothesis Test Results

According to Hair et al. (2021), in inner model testing (hypothesis testing), the significance of the path coefficient can be assessed based on the results of the T statistic. If the statistical T value is greater than the T table value (1.960) at a significance level of 5%, and with a p-value < 0.05, then it can be concluded that there is a significant effect. The original value of the sample can be obtained seen to find out the relationship from the path coefficient tested. The results of calculations using the bootstrapping method produce the following table:

Table 1. Hypothesis Test Results

Variable	Hypothesis	Original Sample(O)	T Statistics (O/STDEV)	P Values	Results
CE→CL	H1	0.111	0.993	0.321	Rejected
SQ→CS	H2	0.968	123,660	0,000	Accepted
CS→CL	H3	0.857	7,820	0,000	Accepted
CS→WOM	H4	0.904	40,681	0,000	Accepted

Source: Results of researcher data processing. 2024

The results of inner model testing (hypothesis testing), the significance of the path coefficient is evaluated based on the statistical T value. If the statistical T value is greater than The T table value (1.960) is at a significance level of 5%, and with a p-value < 0.05, therefore there is a significant impact. Based on the results table, four hypotheses in test. Hypotheses H2, H3, and H4 obtain a statistical T value that is greater than the T table value (1.960) with a p-value < 0.05, so that these three hypotheses can be accepted and show a significant and positive influence. The direction of the relationship can be determined by looking at the original sample value of the tested path coefficients. However, for H1, the statistical T value obtained is smaller than the T table (1.960) at the 5% significance level, and with a p-value > 0.05, which indicates that this hypothesis is not accepted and does not have a significant effect. Therefore, this hypothesis cannot be accepted based on the results of the tests carried out.

Mediation Effect Analysis

This path analysis is used to determine whether the mediating variable, namely Customer Satisfaction (CS), discussed in this research, is statistically significant or not in the relationship between SQ, CL, and WOM. Then proceed with the analysis of the mediation effect by applying the procedure from (Henseler et al. (2015) . Based on the results of the bootstrapping calculations, the results in the table below are obtained.

Table 2. Mediation Test Results

Variable	Hypothesis	Original Sample(O)	T Statistics (O/STDEV)	P Values	Results
SQ→CS→CL	H5	0.830	7,776	0,000	Accepted
SQ→CS→WOM	H6	0.875	33,994	0,000	Accepted

Source: Results of researcher data processing. 2024

The results of the H5 test show that the statistical T value is 7.776 which is greater than in the T table value (1.960), with a p- value of 0.000 which is smaller than 0.05. This shows that positive customer satisfaction has a significant and positive mediating effect on the relationship between service quality and customer loyalty. Thus, H5 can be accepted based on the results of this analysis.

The test results of H6 test whether customer satisfaction has a positive mediating effect on service quality and word of mouth intentions. The results of the analysis show that the statistical T value is 33.994, which is much greater than the T table value (1.960), with a p- value of 0.000 which is less than 0.05. This indicates that customer satisfaction mediates positively and significantly the relationship between service quality and intention to word of mouth. Thus, it can be concluded that H6 can be accepted based on the findings from the tests carried out.

DISCUSSION

The first study revealed that customer experience has a negative impact on customer loyalty. This is because there is increasing competition. A positive customer experience certainly does not allow customers to become loyal, but loyalty occurs when customers really need goods from that store and feel that there is nothing better and more comfortable from other stores. Even though customer experience is very important, there are several factors that do not create loyalty, namely price, incentives for loyalty and competition from other stores. Judging from the data, there are more young respondents, this is of course easier for young people to move to other stores, they are not stuck to just one store, young people are easier to switch, this means that the experience of customers at young ages is not a determining factor in customer loyalty. Good customer experience only makes customers satisfied and will increase word of mouth intentions so that it is more likely that repurchase intentions will occur. The results of this research also support previous studies which concluded that customer experience has no effect on customer loyalty. (Worlu et al., 2016; (Azhari et al., 2015; Ramli, 2012; Ramli & Mariam, 2020; Sylvyani & Ramli, 2023).

Subsequent research revealed that service quality has a positive impact on customer satisfaction, with findings showing that customers at local brand fashion stores provide positive value when given good service, thereby creating strong relationships with customers and of course providing a solid foundation for building positive customer satisfaction. and has an impact on business reputation, sales of department store products in the long term. In a marketing context, high-quality service not only increases customer satisfaction but also encourages them to recommend the product or service to others. This process creates a positive cycle for the company where customer satisfaction results in word of mouth promotions, attracting more new customers and increasing customer loyalty. Previous studies found that positive customer service will provide satisfaction and the possibility of customers returning to buy products at the store (Gonu et al., 2023; Harahap & Ramli, 2023; Indriani & Ramli, 2024; Rohaeni & Marwa, 2018; Sylvyani & Ramli, 2023).

This study confirms that customer loyalty is significantly influenced by customer satisfaction. Factors that influence this satisfaction include the quality of the products offered, effective communication with customers, and a high level of trust built with them. Higher levels of customer satisfaction make them more loyal. Customer satisfaction not only increases trust in the store but also strengthens the perception that they will continue to receive good value from the products or services provided. This forms a solid foundation for long-term loyalty by fostering positive perceptions and strong relationships between customers and stores. This finding is in accordance with previous research which shows that customer satisfaction greatly influences customer loyalty (Eki & Ramli, 2024; Maharani & Ramli, 2024; Novarian & Ramli, 2020).

CONCLUSION

This research examines the influence of experience, satisfaction and service quality on word of mouth intentions, mediated by customer satisfaction at local brand fashion stores in Tangerang and Jakarta. Based on the findings of this research, it can be concluded that customer experience has no effect on customer loyalty, service quality has a positive effect on customer satisfaction, customer satisfaction has a positive effect on customer loyalty, customer satisfaction has a positive effect on word of mouth intentions. Furthermore, in this research it was found that customer satisfaction is a mediation between customer loyalty and service quality, as well as mediating service quality on word of mouth intentions where customer satisfaction reflects the extent to which the service provided meets customer expectations. When customers are satisfied, they tend to build a positive emotional connection with the brand. This relationship increases customer loyalty and encourages customers to stay with the brand in the future. Then, when customers feel high satisfaction, it will encourage customers to recommend the brand to others. Thus, customer satisfaction is key in building and strengthening loyalty and motivating customers to speak positively about the brand.

There are several limitations or limitations that can be corrected and developed in this research. First, the respondents of this research are customers of local brand fashion stores in the Tangerang and Jakarta areas. As a result, these findings do not represent all customers in Indonesia, therefore, for further research, researchers provide suggestions for expanding the demographics of respondents for more comprehensive results. Second, this variable needs to be developed so that it has a big influence on local brand fashion stores in increasing sales turnover. Third, the presence of autocorrelation in the Fornell-Lacker and HTMT values indicates that respondents were not focused when filling out the questionnaire. Therefore, further research should start by observing customer behavior in other places as well. Because this research is purely quantitative, data collection from surveys has limitations. As a result, research must continue using different methodological approaches, such as mixed methodology and qualitative approaches. In addition, other factors such as customer orientation variables aim to understand and fulfill customer needs and desires in the most efficient and effective way in the future.

This research provides several managerial implications. First, local brand fashion stores need to provide training for employees so that employees can provide more focused service to customers. Well-trained staff are not only able to provide better service but also create a more positive experience for customers. Second, local brand fashion stores must regularly measure and analyze customer satisfaction by means of surveys and other monitoring tools. This action is quick to resolve customer complaints and collect customer feedback, so that the company's reputation will be much improved. Third, it is important to manage customer expectations more realistically. This can be achieved through clear communication about what to expect from the products and services offered. Fourth, more attractive and relevant loyalty programs need to be developed, such as providing cashback or customers can collect points for each item they purchase, which can be exchanged for discounts, freebies or exclusive services. Lastly, to encourage positive word of mouth, local fashion brand stores need to provide incentives for customers to share their experiences. This can be done through referral programs, where

customers earn rewards when recommending a store to friends or family or by encouraging positive reviews through online platforms that provide additional benefits.

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