Relationships between Service Quality, Store Image, Customer Satisfaction, and Customer Loyalty

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ABSTRACT

Purpose: Over the last few years, MSMEs have become the main motor in driving economic growth. In today's increasingly fierce competitive conditions, business competitors continue to strive to provide high quality services, create an excellent brand image, with the aim of meeting customer satisfaction and maintaining their loyalty. The aim of this research is to empirically examine the relationship between service quality, store image, customer satisfaction, and customer loyalty.

Design/methodology/approach: We collected research data on consumers who purchased MSME products at the Mojokerto City Center for Featured Products, using accidental sampling techniques. We propose a conceptual model from previous research and consider it in the context of superior MSME products in Mojokerto City. The analysis technique used is multiple linear regression analysis using the SPSS computer application program.

Findings: The research results show that service quality and store image significantly impacts customer loyalty. Likewise, the research results also confirm that customer satisfaction significantly impacts customer loyalty at the Mojokerto City Center for Featured Products. In addition, the research results reveal that customer satisfaction strengthens the influence of store image on customer loyalty. This research suggests implications for managers, limitations and directions for future research of the above findings.

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I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) in Indonesia continue to grow rapidly and have an important role in the Indonesian economy, in various fields. Along with the times, the growth of the creative economy has increased the activities of micro, small and medium businesses in selling to customers to meet the needs of themselves, their families or other people around them. Data from the Ministry of Cooperatives and Small and Medium Enterprises. Currently there are 65.4 million MSMEs in Indonesia which employ 114.7 million people or around 56% of the workforce in Indonesia. Apart from that, MSMEs also contribute more than 60% to the country's GDP. (MSME Empowerment Report, 2022:5). Data from the Ministry of Cooperatives and Small and Medium Enterprises also shows that the contribution of MSMEs to GDP continued to increase before the pandemic. However, this contribution decreased to 37.3% during the pandemic. (MSME Empowerment Report, 2022:13). The government ensures that MSMEs will return to being heroes of national economic revival in 2023. Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Menparekraf/Kabaparekraf) Sandiaga Salahuddin Uno stated that in 2023 these MSMEs will again be heroes of the national economy, opening up business and employment opportunities, where the target in 2024 is 4.4 million new and quality jobs.

Micro, Small and Medium Enterprises are productive businesses in the economic sector carried out by individuals or business entities, stand alone, and have a contributing role to national growth. MSMEs experience

an increase every year, being able to become a forum for creating productive jobs and increasing people's income. MSMEs prove that the consistent development of MSMEs is able to make a real contribution to the national economy. One of the MSMEs that contributes to the national economy is the MSMEs of Mojokerto Regency. Mojokerto Regency has the potential to develop MSMEs, as evidenced by the increase in the number of MSMEs every year. Mojokerto Regency currently has 155,354 micro business units. 3 Mojokerto Regency MSMEs have various kinds of businesses, ranging from agricultural products, crafts, food and fashion. One of the famous outlets in Mojokerto is the Mojokerto Featured Product Center at Sunrise Mall. Mojokerto City Featured Products (PPUKM) on the 1st floor of Sunrise Mall will also enliven the 2023 Mojokerto Shopping Festival (Mojo Shop Fest). Visitors can shop for various kinds of quality products created by creative business groups in Onde-Onde City. Superior MSME (Micro Small and Medium Enterprises) products from Mojokerto City are now available at Sunrise Mall Floor 2, Jl Benteng Pancasila No 5, Mojokerto City. There is a special stand for superior products that have been selected from 34 thousand MSME products throughout Mojokerto City. The Mojokerto City Government is trying to answer the challenges of the industrial revolution 4.0. The choice of PT Bhineka is due to its experience which has been established for 28 years. Also collaborating is Bank Jatim as a custodian bank so that it will make financial reporting and auditing easier. The problems that arise are usually related to less than optimal service by improving the store's image for customer satisfaction, thereby increasing customer loyalty.

Service quality is the goal of business actors in running a business like this. Then according to service quality is defined as the difference between customers' expectations for service performance before the service encounter and their perceptions of the service received. (Dawit and Adem, 2018). According to Indrasari (2019:62) concluded that service quality is basically centered on efforts to fulfill customer needs and desires as well as delivery provisions to balance customer expectations. Based on several expert opinions above, service quality is the totality of the features and characters of an item or service that has the ability to meet stated or implied needs. According to Arief and Widyatmoko (2018), store image is an understanding of the shop in the minds of customers according to the characteristics/attributes of the shop so that customers can differentiate between one shop and another. Customers also have the right to choose a shop that is comfortable for shopping, such as in terms of parking space. This finding is supported by Joseph (2018) who stated that store image has a significant positive impact on customer loyalty. The better a store's image, the more customer loyalty will occur. Apart from the store image, the influence of service quality is also a significant thing in consumer assessment. If a store has a positive influence on the store's image and service quality in the minds of consumers, then this is where customer satisfaction emerges which has implications for customer loyalty. According to Kodua and Farley (2020), satisfied customers will show loyalty through their actions and attitudes, and that customer satisfaction will drive company growth. According to Kotller Keller (2009) in (Widayatma & Lestari, 2018), satisfaction is pleasure or disappointment that arises through comparing the perceived work results of goods or products against expectations. So the conclusion is that consumer satisfaction is how far a person perceives it when comparing product results and making judgments about products or services related to fulfilling consumer expectations and needs. Therefore, a store must have customer *service* so that customers are satisfied and they will shop again.

The implications of customer loyalty can be defined as the closest step to customer repurchase behavior. According to Atlantis Press (2018) customer loyalty is a strategic effort that is more effective than efforts to attract new customers. Customer loyalty reflects service, store image and customer satisfaction. According to Kodua and Farley (2020), satisfied customers will show loyalty through their actions and attitudes, and that customer satisfaction will drive company growth. Therefore, the importance of customer satisfaction and loyalty plays a very important role in customer loyalty, not guaranteeing repeat purchases, Based on the background of the research above, it was then taken into consideration for the author in conducting research with a discussion that includes "The Influence of Service Quality, Store Image, and Customer Satisfaction as a Moderation of Customer Loyalty at the Mojokerto City Center for Featured ProductsOutlet ".

A. Literature Review and Hypothesis
1. Human Resources Management

Kaehler & Grundei (2019) define human resource management as an ongoing process that assures firms and other entities have qualified workers who can be deployed when needed. The science and art of managing the relationships and duties of the workforce so that they are successful and efficient in helping the organisation, employees, and society achieve their goals is human resource management (Hasibuan, 2019:10). HR management is crucial to a company's strategy. Schuler, et al. in Sutrisno (2017:6) define HRM as "the application of a set of interrelated functions and activities with the overarching goal of maximising the value contributed by an organization's human resources to the achievement of that organization's strategic objectives" (emphasis added).

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2. Service Quality

Indrasari (2019:62) states that service quality is about meeting customer needs and delivering accurately. Service quality refers to the accuracy in meeting customer needs and expectations. Tjiptono (2014:268) and Kotler and Keller (2016:156) define service quality as a product or service's full set of features and characteristics that meet explicit and implicit customer needs. Service quality is linked to profitability, cost savings, and market share. Service quality includes the expected performance of service providers and their facilities and resources (Jang, Kim, & Lee, 2016). Client perceptions, which determine an organization's service delivery success, are inextricably linked to the above criteria. These views affect customer happiness and corporate profitability. This analysis concludes that service quality benefits both the organisation and its customers, building long-term, mutually beneficial partnerships. Therefore, to meet client needs, the organisation must constantly improve its process, human resources, and internal environment. Parasuraman, Zeithaml, and Berry (2011) suggest a service quality framework, per Emi (2022). It measures tangibility, reliability, responsiveness, empathy, and service assurance.

3. Store Image

Wu et al. (2011) define a store's "image" as a customer's mental representation of its "function," "quality," and "atmosphere." The public's perception of a company is built on its consumers' memories (Keller in Puri, 2017). Customers don't "see" firms -- they just have vague mental images of them. According to Liat, Mansori, and Huei (2014), focusing on the store's image can bridge the gap between perceived service quality, customer satisfaction, and customer loyalty. Customers' satisfaction leads them to return and show loyalty, which boosts the store's reputation with new customers. simply sticking to one vendor. According to this definition, a store's image is the total of its pieces, including consumers' impressions and views based on sensory input. The brain's response to these stimuli can lead to perception, which involves selecting, organising, and interpreting input from several sources to form an accurate mental image of one's surroundings. Thus, a retail image in this study affects the business. For a firm or group to gauge public impression, its location must be precise. Shop cleanliness improves customers' perceptions of the store, encouraging them to stay longer. Store cleanliness is part of a company's reputation, which is valuable. A positive brand image will boost sales and customer satisfaction. Harrison (2017) defines a firm's public persona as its "personality," "reputation," "mark," and "company identity."

4. Customer Satisfaction

Customer satisfaction depends on how well a product or service fits their demands (Tjiptono & Diana, 2019, p. 126). Kotler and Keller (2018:138) define satisfaction as a person's delight or despair from comparing a product's performance to their expectations. Customers won't be happy if employees don't comply. Customer satisfaction is high if staff do their jobs. Indrasari (2019, p. 87) defines customer satisfaction as how a person feels after comparing the product to his expectations. According to the experts, customer satisfaction is a feeling of pleasure or disappointment after using and enjoying Semar Sell employees' services or goods, with the dimension of staying loyal, buying new company products, and recommending products to others. Tjiptono in Indrasari (2019:92) defines customer happiness as meeting expectations, repurchasing, and recommending.

5. Customer Loyalty

Bondesson defines customer loyalty as "the extent to which a customer remains committed to a brand over time," in Sulibhavi and Shivashankar (2017). client-centric organisations need client loyalty, according to Setó-Pamies (2012). Service providers must be trusted to deliver as claimed. Jang et al. (2016) describe customer loyalty as the next stage in consumer satisfaction with the company's products and services. Based on what has been discussed, modern firms must reward their most loyal customers to succeed. Kotler and Keller (2016:57) list product loyalty, buy frequency, and referrals as customer loyalty indicators. Referalls, Total Company Resistance, Retention, keeping employees, etc.

II. METHODS

Sugiyono (2017) researched the Mojokerto Center for Superior Products on Jl Benteng Pancasila No 5, Mojokerto City. Arikunto (2010) defines a research topic as a place where researchers collect data on independent variables. This research only covers customers of the Mojokerto Featured Product Center Outlet. Sugiyono (2014:148) defines population as a large group of objects or people with certain characteristics determined by academics to be studied and analyzed. This research examines an infinite population of all customers of the Mojokerto Center for Featured Products store. Ferdinand (2014:171) defines a sample as part of a wider group. The population is well represented by this sample. This survey involved 100 customers of the Mojokerto Featured

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Product Outlet. The sample method for this research is Accidental Sampling. SPSS was used to assess the data for this study using the MRA modeling method.

III. RESULTS AND DISCUSSION

The following is a list of the findings from this study, which are displayed in various tables below:
1. Multiple linear regression

Table 1 Multiple linear regression test results

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,599	,364		1,645	,103
	Service quality	,144	,067	,169	2,149	,034
	Store Image	,737	,092	,633	8,038	,000

a. Dependent Variable: Customer Loyalty
Source: Processed SPSS output primary data, 2023

Based on the results of the multiple linear regression test in table 1, the following regression equation is obtained:
1. Based on the constant value of 0.599, client loyalty at Mojokerto City Center for Featured Products outlet increases by 0.599 when service quality and store image are both 0.
2. Service quality variable (X1) has a positive regression coefficient of 0.144. If all other variables remain fixed, Mojokerto City Center for Featured Products customer loyalty will improve by 0.144 for every 1 increase in service quality.
3. The store image variable (X2) has a positive regression coefficient of 0.737. Customer loyalty increases by 0.737 for every store image increase of 1 time, assuming other variables remain unchanged.

Table 2 Multiple linear regression test results Moderation 1

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,976	,360		2,712	,008
	Service quality	,032	,091	,037	,351	,727
	Customer satisfaction	,615	,089	,604	6,912	,000

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Moderation 1	,031	,019	,217	1,663	,100

a. Dependent Variable: Customer Loyalty
Source: Processed SPSS output primary data, 2023

Based on the results of the multiple linear regression test in table 2, the following regression equation is obtained:
1. The constant value of 0.976 indicates that Customer Satisfaction moderates the service quality variable. At 0, Mojokerto City Center for Featured Products customer loyalty will improve by 0.976.
2. Service Quality variable regulated by Customer Satisfaction (Z) has a positive regression coefficient of 0.031. If all other factors remain equal, customer loyalty will increase by 0.031 for every increase in Service Quality tempered by Customer Satisfaction by 1.

Table 3 Multiple linear regression test results Moderation 2

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,563	,358		1,571	,119
	Store Image	,268	,108	,230	2,485	,015
	Customer satisfaction	,398	,089	,391	4,485	,000
	Moderation 2	,047	,018	,303	2,653	,009

a Dependent Variable: Customer Loyalty
Source: Processed SPSS output primary data, 2023

Based on the results of the multiple linear regression test in table 3, the following regression equation is obtained:
1. The constant value of 0.563 indicates that Customer Satisfaction moderates the store image variable. If the value is 0, customer loyalty at Mojokerto City Center for Featured Products outlet increases by 0.563.
2. The store appearance variable has a positive regression coefficient of 0.047 moderated by Customer Satisfaction (Z). Assuming other variables remain fixed, customer loyalty increases by 0.047 for every store image increase in Customer Satisfaction moderation of 1 time.

2. t test

Table 4 T Test Results

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,599	,364		1,645	,103

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Service quality	*,144*	*,067*	*,169*	*2,149*	*,034*
Store Image	*,737*	*,092*	*,633*	*8,038*	*,000*
Customer satisfaction	*,519*	*,075*	*,509*	*6,891*	*,000*

a Dependent Variable: Customer Loyalty
Source: Processed SPSS output primary data, 2023

From the table above, the following can be implied:
1. After conducting a partial test (t-test) between service quality (X1) and customer loyalty at the Mojokerto City Center for Featured Productsstore (Y), the t value was determined as 2.149 with a significant value of 0.034. With a significance value below 0.05, the estimated t value is smaller than the t table, 2.149> 1.988. Thus, service quality (X1) significantly affects customer loyalty at Mojokerto City Center for Featured Products.
2. The partial test (t-test) between store image (X2) and customer loyalty at Mojokerto City Center for Featured Productsoutlet (Y) yielded a t value of 8.038. Calculated t value is larger than t table, or 8.038 > 1.988 with a significance value below 0.05. Thus, store image (X2) significantly affects customer loyaltyat the Mojokerto City Center for Featured Products (Y).
3. The partial test (t-test) between customer satisfaction (Z) and loyalty at Mojokerto City Center for Featured Productsstore (Y) yielded a t value of 6.891. With a significance value below 0.05, the computed t value is 6.891 > 1.988. The Customer Satisfaction variable (Z) significantly affects customer loyalty at the Mojokerto City Center for Featured Products (Y).

3. Test of the Coefficient of Determination R^2

Table 5 Test Results for the Determination Coefficient R^2

Model Summary (b)

Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*	*Durbin-Watson*
1	*.726(a)*	*,527*	*,518*	*,36717*	*1,874*
Moderation 1	*.787(a)*	*,620*	*,608*	*,33107*	*1,948*
Moderation 2	*.837(a)*	*,701*	*,691*	*,29376*	*2,033*

a Dependent Variable: Customer Loyalty
Source: Processed SPSS output primary data, 2023

In conclusion, Image and Service Quality, tempered by Customer Satisfaction, may promote Customer Loyalty, as shown by the 52.7% R^2 value. According to SPSS statistics, Moderation 1 increased 62% and Moderation 2 70.1%. Satisfied customers buy from that firm. Brand image, service quality, and client loyalty are moderated by satisfaction.

A. Discussion
1. The Influence of Service Quality on Customer Loyalty at the Mojokerto City Center for Featured Products

The findings of the t-test conducted on the relationship between the service quality variable (X1) and customer loyalty at the Mojokerto City Center for Featured Productsstore (Y) revealed a computed t value of 2.149, which was found to be statistically significant at a level of 0.034. This indicates that the estimated t value is less than the critical t value from the t table, namely 2.149 is more than 1.988, at a significance level of less

than 0.05. Therefore, it can be inferred that the variable of service quality (X1) has a substantial impact on customer loyaltyat the Mojokerto City Center for Featured Products. Service quality has a direct impact on customer loyalty. When a company consistently provides high-quality service, it not only meets but often exceeds customer expectations. This leads to a positive perception of the company and builds trust. Reliability in delivering this level of service is crucial, as customers need to have confidence that their experience will be consistently satisfactory. Additionally, responsiveness plays a significant role; a company that promptly addresses customer needs and concerns demonstrates a commitment to their satisfaction. Overall, a high level of service quality not only satisfies customers in the short term but also fosters long-term loyalty. The findings of this study have relevance to the findings of prior research published in a scholarly publication by Mujajakurrahmah (2022), whereby it was concluded that service quality has a noteworthy beneficial impact on customer loyalty. Furthermore, the findings of Inawati, Yuni et al. (2023) provide further support for the study results, indicating that the variable of customer satisfaction has been empirically shown to enhance the association between service quality and user loyalty.

2. The Influence of Store Image on Customer Loyalty at the Mojokerto City Center for Featured Products

The acquired t value of 8.038 from the partial test (t-test) conducted between the store image variable (X2) and customer loyalty at the Mojokerto City Center for Featured Products (Y) indicates the findings. This demonstrates that the computed t value exceeds the critical t value of 1.988, with a significance level below 0.05. Therefore, it may be inferred that the variable representing store image (X2) has a substantial impact on customer loyaltyat the Mojokerto City Center for Featured Products (Y). Store image has a big influence on customer loyalty. It includes the customer's overall perception, feelings and impression of the retail store. A positive store image can significantly increase customer satisfaction and trust. A well-maintained, organized, and aesthetically pleasing store environment can create a pleasant shopping experience, making it more likely that customers will return again. Additionally, a strong store image can differentiate a brand from competitors and foster a sense of attachment or emotional connection. Consistency in maintaining the desired store image is critical, as this strengthens brand identity and strengthens customer loyalty over time. In essence, an attractive store image not only attracts new customers but also strengthens the loyalty of existing customers. The findings of this study bear relevance to the outcomes of prior research published in a scholarly publication by Maulana Agung Prakoso (2020), wherein it was concluded that the store image has a noteworthy and favourable impact on customer loyalty. The findings of this study are pertinent to the findings of prior research published in a scholarly publication by Mujajakurrahmah (2022), which concluded that shop appearance has a notable beneficial impact on customer loyalty.

3. The Influence of Customer Satisfaction on Customer Loyalty at the Mojokerto City Center for Featured Products

The computed t value of 6.891 was obtained from the partial test (t-test) conducted to analyse the relationship between the variable Customer Satisfaction (Z) and customer loyalty at the Mojokerto City Center for Featured Productsstore (Y). The analysis indicates that the computed t value exceeds the critical t value of 1.988, namely 6.891, at a significance level of less than 0.05. Therefore, it can be inferred that the variable of Customer Satisfaction (Z) has a substantial impact on customer loyalty at the Mojokerto City Center for Featured Products (Y). This finding demonstrates that satisfaction has a substantial impact on loyalty, indicating that higher levels of customer satisfaction correspond to increased customer loyalty. Therefore, if Mojokerto City Center for Featured Products successfully achieves a high level of user happiness, it will subsequently enhance customer loyalty, resulting in frequent purchases at the Mojokerto City Center for Featured Products. The findings of Nurutami, Sri Sitiani, Marnis, Kornita, and Sri Endang (2021) align with previous research, indicating that customer pleasure has a significant impact on customer loyalty.

4. The Moderating Effect of Customer Satisfaction on Service Quality on Loyalty at the Mojokerto City Center for Featured Products

The regression coefficient for the Service Quality variable, when moderated by Customer Satisfaction (Z), is 0.031, indicating a positive relationship. This implies that a one-unit improvement in Service Quality, moderated by Customer Satisfaction, is associated with a 0.031 increase in customer loyalty, holding all other factors equal. In summary, the relationship between the variables Image and Service Quality, when moderated by Customer Satisfaction, has the potential to enhance Customer Loyalty. This finding aligns with the aforementioned findings, namely the R2 value of 52.7% for the variables Image and Service Quality in relation to Customer Loyalty. The SPSS data computation reveals a 62% rise in Moderation 1 and a 70.1% increase in Moderation 2, measured in percentage points. When customers have satisfaction with a firm, they are more inclined to engage in repeat purchases from such organisation. The moderating role of customer happiness in the relationship between brand image, service quality, and customer loyalty is evident.The study findings indicate

that visitor happiness has the potential to attenuate the impact of service quality on customer loyalty. This finding aligns with the study conducted by Kumalaningrum et al. (2016), which suggests that satisfaction plays a moderating role in the relationship between service quality and customer loyalty. The study conducted by Inawati, Yuni, and colleagues (2023) demonstrates that the variable of customer satisfaction serves as a moderator in the association between service quality and user loyalty. This finding demonstrates that the establishment of customer loyalty may be achieved via the enhancement of service quality. It is evident that a high level of service quality is directly correlated with increased user pleasure, hence exerting a significant impact on overall user contentment.

5. The Moderating Effect of Customer Satisfaction with Store Image on Loyalty at the Mojokerto City Center for Featured Products

The regression coefficient for the store image variable, when moderated by Customer Satisfaction (Z), is 0.047, indicating a positive relationship. This implies that a one-unit rise in store image within the context of Customer Satisfaction moderation is associated with a 0.047 increase in customer loyalty, provided all other factors remain constant. In summary, based on the aforementioned findings, it can be inferred that the variables of Image and Service Quality, when moderated by Customer Satisfaction, have the potential to enhance Customer Loyalty. This aligns with the observed R^2 value of 52.7% for the relationship between the Image and Service Quality variables and Customer Loyalty. The SPSS data computation reveals a significant rise of 62% in Moderation 1 and 70.1% in Moderation 2. When customers experience satisfaction with a certain firm, they are more inclined to engage in repeat purchases from this organisation. The moderating role of customer happiness in the relationship between brand image, service quality, and customer loyalty is evident.The empirical findings of the study demonstrate that the impact of corporate image on loyalty is mitigated by customer satisfaction. This implies that the level of satisfaction has the ability to moderate the impact of corporate image on loyalty. In other words, the moderating effect of company image on loyalty demonstrates a substantial positive association with loyalty. According to a study conducted by Nurutami, Sri Sitiani, Marnis, Kornita, and Sri Endang (2021), it has been shown that satisfaction plays a moderating role in the relationship between business image and loyalty.

V. CONCLUSION

A. Conclusion
From the results presented above, the conclusions are as follows:
1. After conducting a partial test (t-test) between service quality (X1) and customer loyalty at the Mojokerto City Center for Featured Products (Y), the t value was determined as 2.149 with a significant value of 0.034. With a significance value below 0.05, the estimated t value is smaller than the t table, 2.149> 1.988. Thus, service quality (X1) significantly affects customer loyalty at Mojokerto City Center for Featured ProductsOutlet.
2. The partial test (t-test) between store image (X2) and customer loyalty at Mojokerto City Center for Featured Products (Y) yielded a t value of 8.038. Calculated t value is larger than t table, or 8.038 > 1.988 with a significance value below 0.05. Thus, store image (X2) significantly affects customer loyaltyat the Mojokerto City Center for Featured ProductsOutlet (Y).
3. The partial test (t-test) between customer satisfaction (Z) and loyalty at Mojokerto City Center for Featured Products (Y) yielded a t value of 6.891. With a significance value below 0.05, the computed t value is 6.891 > 1.988. The Customer Satisfaction variable (Z) significantly affects customer loyalty at the Mojokerto City Center for Featured ProductsOutlet (Y).
4. The Service Quality variable moderated by Customer Satisfaction (Z) has a positive regression coefficient of 0.031. If all other factors remain equal, customer loyalty will rise by 0.031 for every increase in Service Quality tempered by Customer Satisfaction by 1. Customer Satisfaction may boost Customer Loyalty by moderating Service Quality. The R 2 value for Service Quality on Customer Loyalty is 52.7%, which matches the data above. The SPSS processing data above shows a 62% improvement in Moderation 1.
5. Store image variable moderated by Customer Satisfaction (Z) has a positive regression coefficient of 0.047. If all other factors remain fixed, customer loyalty will improve by 0.047 for every store image increase in Customer Satisfaction moderation of 1 time. Customer Satisfaction may boost Customer Loyalty by moderating Store Image. This matches the data above, where Image's R 2 value on Customer Loyalty is 52.7%. SPSS data shows a 70.1% rise in Moderation 2.

B. Suggestions
There are several suggestions for further research, namely to maintain customer satisfaction and increase customer loyalty in Semar Cell, the brand image and product quality must be improved according to the results

of this research. For further research, the variables for maintaining customer loyalty in order to increase sales at Mojokerto City Center for Featured Productswill be more varied in order to show maximum results such as *value of mouth,* etc.

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