



Improving Customer Loyalty of Batik Yoga Art in Semarang

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Abstract

This research aims to determine how Batik Yoga Art customer loyalty in Semarang is influenced by brand equity and product quality. The population of this study consisted of 100 respondents, and the sampling techniques used were quota and accidental sampling. The data source comes from primary data, which was collected through a questionnaire. The data is analyzed using multiple linear regression. The finding shows that brand equity has a positive and significant impact on customer loyalty. Further results also show that product quality has a positive and significant impact on customer loyalty. The implication suggests that Batik Yoga Art enhances innovative product esthetic with more interesting and up-to-date trends.

Keywords: brand equity, product quality, and customer loyalty

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INTRODUCTION

The fashion business always experiences rapid development, especially in terms of fashion, because almost all countries have their characteristics in creating fashion trends in their respective countries (Stefani et al., 2019). The development of fashion in Indonesia itself can be said to be progressing, one thing that is starting to gain popularity is the batik fashion trend.

Batik is now a fashionable and elegant garment that is loved by everyone, from children to the elderly. Previously, batik was only used by the palace and as traditional clothing worn only by the elderly. One of the positive impacts is the emergence of batik businesses in the regions, and government regulations on wearing batik will definitely increase people's purchasing power and encourage them to buy batik products.

One batik brand that is well-known by the public is Batik Yoga Art. Several batik artists and yoga practitioners began studying the relationship between batik art and yoga philosophy ten to fifteen years ago. Since then, the art of yoga batik has become increasingly known and liked, especially among art lovers, yoga practitioners, and healthy lifestyle fans. Many are made by entrepreneurs and designers for various fashion products,



accessories, and knick-knacks with a variety of motifs, techniques, and applications that continue to develop (Nuraini, 2013).

According to Hariyadi et al. (2018), customer loyalty is very important for companies to increase sales volume, and this can be achieved only if customers continue to make purchases. The research results of Daniswara & Rahardjo (2023) show that customer loyalty influences company survival. One way businesses can gain customer loyalty is by producing high-quality products and strong brand equity.

Consumers consider many factors when they decide what they buy, including brand equity Jauhari (2020). Products that have strong brand equity will still be able to compete, capture, and dominate the market. Companies must offer products that are of high quality and have added value so that they appear different from competitors' products in today's competition. People are now starting to pay attention to the quality of the products they sell. They will always look for products with the best quality even if similar products are available on the market.

Research on the influence of brand equity and customer quality on customer loyalty has been carried out by several previous researchers but the results are still inconsistent or there are still differences in research results (research gap). Research conducted by Ayesha et al. (2021), and Daniswara & Rahardjo (2023) proves that brand equity has a significant effect on customer loyalty, while research conducted by Abdullah & Hildayanti (2018) concluded that brand equity has no significant effect on consumer loyalty. Research conducted by Syafarudin (2021), Rua et al. (2020), and Rahmawati & Sentana (2021) proves that product quality has a significant effect on customer loyalty, while research conducted by Widjaya (2023) concluded that product quality has no significant effect on consumer loyalty.

Based on the background and previous research gap, the study aims to analyse the influence brand equity and product quality toward customer loyalty of Batik Yoga Art in Semarang.

THEORITICAL REVIEW AND HYPOTHESIS DEVELOPMENT

The Influence of Brand Equity on Customer Loyalty

A set of brand assets and liabilities associated with a person's brand, name and symbol is called brand equity. Brand equity can increase or decrease the value that a product or service provides to a company and/or its customers. According to Raggio & Leone (2007), brand equity increases value both through results at the individual level and the market level. Results at the individual level increase trust, commitment, and word of mouth, while results at the market level increase loyalty behavior, and sales volume, and reduce operational costs. Brand equity is related to customer satisfaction and leads to more customer loyalty. This is demonstrated by research conducted by Ayesha et al. (2021) on how brand richness influences customer loyalty in the Starbucks chain in Jordan. Studies by Ongkowitzo (2015) and Puspitasari et al. (2024) also show that customer loyalty is influenced by brand value.

Based on the description and results of this research, a first hypothesis can be proposed as follows:

H1: The more brand equity increases, the more customer loyalty will increase

The Influence of Product Quality on Customer Loyalty

The characteristics and characteristics of a good or service that influences its ability to meet stated or implied needs are referred to as product quality. Product quality is a product attribute provided to customers and has a relationship with customer loyalty. Loyalty is a strong commitment held by customers to buy a product again and again because they feel satisfied with the product. Product quality is a factor that makes customers satisfied. This is shown by research conducted by Puspitasari et al. (2024) about how product quality and brand equity influence Batik customer loyalty in the Joglo Suminar Batik Khas Kediri home fashion industry. Another study by Saâ & Hasbi (2022), and Daniswara & Rahardjo (2023) also shows that consumer loyalty is influenced by product quality.

Based on the description and results of this research, a second hypothesis can be proposed as follows:

H2: The more product quality increases, the more customer loyalty will increase.

Underlying the relationship between variables and hypotheses in the study, the research model developed and proposed in Figure 1.

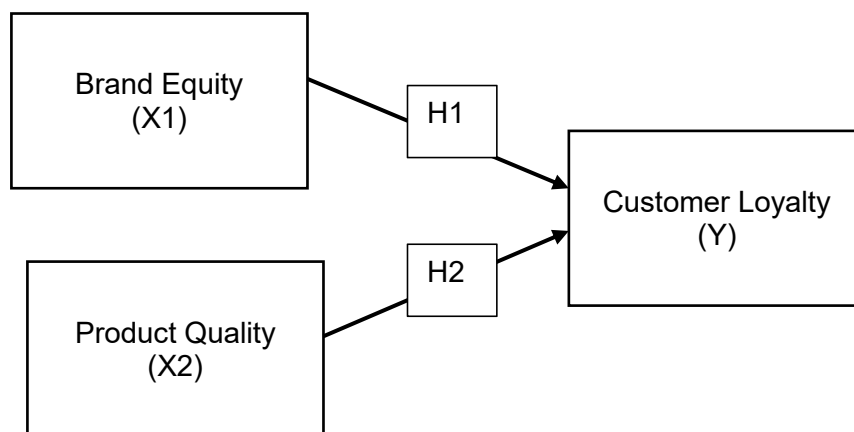


Figure 1
 Conceptual Framework

RESEARCH METHODS

The population in this study were yoga art batik customers in Semarang, the sample size was 100 respondents, and the sampling technique used was quota and accidental sampling. The data source used is primary data, with data collection methods using



questionnaires. The data analysis technique used is multiple linear regression analysis with SPSS version 26 analysis tools.

The indicators used to measure brand equity are: brand awareness, brand association, perceived quality, and brand loyalty (Sangadji & Sopiah, 2014). Meanwhile, product quality is measured by: performance (main operational characteristics of the core product), features (additional characteristics/specialties), conformity with specifications (product characteristics following specifications), durability, and aesthetics (appeal of the product to the five senses) (Nursolihah & Lestari, 2024). Indicators of customer loyalty include: making regular repeat purchases, buying between product and service lines, referring to others, and showing immunity to pull from competitors (Syafarudin, 2021).

Multiple regression analysis is used for data analysis, aimed at measuring the strength of the influence between brand equity and product quality on consumer loyalty. The form of the linear regression equation written is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e \dots\dots\dots (1)$$

Description:

Y: Customer loyalty

a: constant

β_1, β_2 : Estimate

X1: Brand Equity

X2: Product Quality

e: error

RESULTS AND DISCUSSION

Respondent Profile

Distribution of respondents in Table 2 show based on age, where most of the customer age group is between 31-50 years, namely 67%, while the lowest is the age group less than 30 years, namely 15%. These results indicate that the majority of Batik Yoga Art customers in Semarang come from adults who likely have higher purchasing power and greater interest in batik products. This shows that Batik Yoga Art products are more popular with consumers who are more mature and experienced in choosing quality products.

The distribution of respondents was based on their last level of education, where the majority of their last level of education was Bachelor's degree, namely 49%, while the lowest were those with Master's degrees, namely 15%. These results indicate that the majority of Batik Yoga Art customers in Semarang have a bachelor's educational background, which is likely to better understand the value of art and the quality of batik products. This can also show that consumers with higher education tend to be more interested and have preferences in choosing products with certain considerations, such as the authenticity and exclusivity of batik.

Distribution of respondents based on type of work, where the category with the highest percentage is civil servants at 38%, while the category with the lowest percentage is housewives at 2%. These results indicate that the majority of Batik Yoga Art customers in Semarang come from civil servants, who likely have stable purchasing power and are



interested in batik products as part of their formal or cultural clothing needs. The low percentage of Housewives indicates that this segment has less involvement in purchasing batik products compared to other professional groups.

Table 2
Research Respondent Identity

Characteristics	Amount	Percentage
Gender		
Man	42	42
Woman	58	58
Total	100	100
Age		
< 30 years old	15	15
31 – 50 years	67	67
> 50 years	28	28
Total	100	100
Education		
SMA/SMK	20	20
Diploma	16	16
Bachelor (S1)	49	49
Postgraduate (S2)	15	15
Total	100	100
Job		
Teacher	6	6
House wife	2	2
Private employee	17	17
Student	7	7
Government employee	38	38
Entrepreneur	30	30
Total	100	100

Validity and Reliability Test

All metrics for each variable in the study can be considered valid, as shown in Table 3 because each metric has an r-value greater than the r-table ($r\text{-count} > 0.374$), which shows that all the metrics used in the survey has the ability to measure the variability discussed in this study. In addition, Table 4 shows that all metrics for each variable have Cronbach's values. Alpha is greater than 0.70 so this result shows that the respondents' answers are consistent.

Table 3
Validity Test Results

Variable	r-count	r-table	Decision
Brand Equity (X_1)	0.908 - 0.933	0.374	Valid
Product Quality (X_2)	0.882 - 0.958	0.374	Valid

Customer Loyalty (Y)	0.885 - 0.961	0.374	Valid
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Table 4
Reliability Test Results

Variable	Cronbach's Alpha	Minimum Value	Decision
Brand Loyalty	0.954	0.70	Reliable
Product Quality	0.961	0.70	Reliable
Customer Loyalty	0.949	0.70	Reliable

Classical Assumption Test

The Kolmogorov-Smirnov test was used to test normality. Table 5 shows the results of the Kolmogorov-Smirnov test to get the Asymp value of Significance (2-tailed) of 0.084. If the significance value is greater than 0.05, and if the data in the linear regression model is distributed normally, then it can be concluded that the data distribution is normal.

By looking at the tolerance value and Variance Inflation Factor (VIF), multicollinearity testing can be carried out. Table 5 shows that if brand equity and product quality have a tolerance value greater than 0.10 and a VIF value less than 10, then there are no signs of multicollinearity in the resulting linear regression model. In this study, the Glejser test was used to test heteroscedasticity. Table 5 shows that each variable of brand equity and product quality has a value greater than 0.05. Based on these results, it can be concluded that heteroscedasticity does not occur in the resulting linear regression model.

The discussion in the article aims to: (1) answer problem formulations and research questions; (2) shows how the findings were obtained; (3) interpret / interpret findings; (4) linking the results of research findings with an established knowledge structure; and (5) generating new theories or modifying existing theories.

Table 5
Classical Assumption Test

Variables	Normality	Multicollinearity Tolerance / VIF	Heteroscedasticity
Brand Equity	0.084	0.453 / 2.207	0.370
Product Quality		0.453 / 2.207	0.065

Multiple linear regression analysis

Multiple linear regression analysis in this study was used to determine the effect of brand equity and product on customer loyalty. The results of the regression analysis are described in Table 6. Based on this, the linear regression equation model can be written as follows:

$$Y = 0.301 X_1 + 0.425 X_2 + e \dots\dots (2)$$

The linear regression equation model explains that the value of the regression coefficient of the brand equity (b_1) = 0.301 and is positive. This means that brand equity has a positive effect on customer loyalty, and shows a unidirectional effect between brand equity on customer loyalty. The regression coefficient value of the product quality (b_2) = 0.425 and is positive. This means that product quality has a positive effect on customer loyalty, and shows a unidirectional effect between product quality on customer loyalty.

The hypothesis test in this study used the t-statistical test, in which the result showed a significance level of probability 0.05 so that the value of $t_{table}=1.986$. The test results in Table 6 show that the two hypotheses are acceptable.

Table 6
Multiple Regression Test

Independent to dependent	Estimate	SE	t-value	p-value
Brand equity → Customer Loyalty	0.301	0.130	2.717	0.008
Product quality → Customer Loyalty	0.425	0.107	3.834	0.000

Table 7 shows that the magnitude of the coefficient of determination is 0.449. These results mean that brand equity and product quality can explain variations in customer loyalty of 44.9%, while the remaining 54.1% variations in customer employees are explained by other variables that were not examined or included in the model.

Table 7
Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 ^a	,460	,449	1,81128

a. Predictors: (Constant), Brand equity, product quality

b. Dependent Variable: Customer Loyalty

Discussion

The results of data analysis show that hypothesis one can be accepted, namely that brand equity influences customer loyalty significantly and positively. This is based on the fact that the calculated t value is greater than the t table and the significance value is less than 0.05. The results show that with strong brand equity, which includes a positive image, consistent quality, and emotional connection with customers, customers will be more loyal to Yoga Art batik products in Semarang.

A positive image creates a favorable perception of the product, while consistent quality increases customer trust. A strong emotional connection also brings customers closer to the brand, which makes them more likely to buy again and recommend the brand



to others. This shows that Yoga Art batik products in Semarang can significantly increase customer loyalty with strong brand equity. Ultimately, this will help companies survive and thrive. These results support the study findings of Ayesh & Al-Zyoud (2021), Ongkowidjoyo (2015), and Puspitasari et al. (2024) which show that brand equity influences consumer loyalty positively and significantly.

The results of the data analysis show that hypothesis two is acceptable, meaning that product quality has a positive and significant influence on customer loyalty. This hypothesis is based on the calculated t value which is greater than the t table value and has a significance value of less than 0.05. The results show that product quality that is superior, consistent, long-lasting, and in line with customer needs and expectations will increase consumer loyalty towards Yoga Art batik in Semarang.

These results show that product quality has a very dominant role in increasing customer loyalty for Yoga Art Batik in Semarang. Good product quality, including factors such as durability, conformity to specifications, and additional features, greatly influences a customer's level of satisfaction and engagement with a brand. With superior product quality, customers will feel more satisfied and tend to continue choosing the product in the long term, which in turn will increase their loyalty. These results confirm that in the context of Batik Yoga Art in Semarang, product quality that meets or even exceeds customer expectations has an important role in maintaining long-term relationships with consumers. These results have supported the research results of Puspitasari, et al. (2024); Sa'adah & Hasbi (2022); and Danibrata (2019) who stated that product quality has a positive and significant effect on consumer loyalty.

CONCLUSION

Based on the results of research regarding the influence of brand equity and product quality on customer loyalty to Batik Yoga Art in Semarang, the conclusions that can be drawn are as follows: first, based on the calculated t value which is higher than the t table and has a significance value of less than 0.05, brand equity has a positive and significant influence on customer loyalty. These findings indicate that strong brand equity, which includes a positive image, consistent quality, and emotional connection with customers, will have a significant impact on increasing loyalty to Yoga Art batik products in Semarang. Second, based on the calculated t value which is higher than the t table and the significance value is less than 0.05, it shows that product quality that is superior, consistent, durable, and in line with customer needs and expectations will have a positive and significant influence on customer loyalty to Yoga Art batik products in Semarang.

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