

# The Effect of Customer Satisfaction on La Sabelle Customer Loyalty in Palembang in The Period Of 2025

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## ABSTRACT

The purpose of this study is to analyze the influence of customer satisfaction on La Sabelle customer loyalty in Palembang both partially and simultaneously. The method in this study uses descriptive quantitative with 71 respondents loyal La Sabelle customers. The sampling technique uses nonprobability sampling with purposive sampling method and uses SPSS version 26. The results of this study indicate that the partial test (t test) customer satisfaction variables have a positive and significant effect on customer loyalty. Simultaneous test (F test) customer satisfaction variables have a positive and significant effect on customer loyalty.

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## 1. INTRODUCTION

In this modern era, industry *fashion* is one of the fastest growing sectors throughout the world, and Indonesia is one of them. The industry *fashion* is a very important driving force behind evolution *fashion*, which continues to develop along with change *train* and creative innovation. *Fashion* It's not just about clothes, but also reflects a person's identity, culture and lifestyle. *Fashion* becoming one of the industries whose demand continues to increase, and resulting in increasingly tight business competition and increasingly selective consumers due to the many alternative choices. Development *fashion* started on era Dutch colonial, with European influences that were later combined with local culture. From the 1920s to the 1980s. However, over time, especially in the 20th century, *fashion* began to develop into more complex, characterized by change *train* and social norms (Tesar Arbiyan, 2022).

In recent years, demand for products *fashion* experiencing very rapid growth along with the development of culture and change *train* lifestyle so that the industrial sector *fashion* projecting significant revenue. According to data from the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf RI) for 2024, the performance of Indonesia's creative economy sector showed positive results through the first quarter of that year. The sector's added value is estimated to reach IDR 749.58 trillion, or approximately 55.65% of the annual target. One of the main contributors to this achievement is the fashion industry, which contributed 17.6% to the total added value of the creative economy, equivalent to IDR 225 trillion. (Kintan Nabila, 2025)

In Indonesia, *fashion* considered important because of the growing awareness that clothing is not just about wearing but also as a form of self-identity. The industry *fashion* in Indonesia is increasingly developing with many designers and *brand* local that creates a new identity and follows

developments *strain* global, This shift also influences development *fashion* in big cities, such as Jakarta, Bandung and including Palembang.

Palembang is one of the largest cities in Sumatra and has experienced a transformation in lifestyle and *tren fashion*. In the last few years, Palembang has experienced rapid development in the retail and tourism sectors. *fashion*, where the number of *mall* and the emergence of modern shopping centers makes Palembang a city that attracts the attention of various *brand fashion* local, such as La Sabelle, Benang Jarum, Klamby, Zaskia Sungkar, and international, such as Lacoste, Zara, and Hush Pupies, to sell their products. This of course requires business *fashion* to change the way they issue products, maintain products, and synergize in facing competitors in order to retain customers and build good customer loyalty.

One of the clothing stores that is quite popular is La Sabelle. La Sabelle is a local *brand* originating from Banjarmasin and founded by Melisa Etna Tiara in 2019, located on Jalan Gatot Subroto, Kebun Bunga, Tim District, Banjarmasin City, South Kalimantan, Indonesia. Focusing on *pattern scarf* And *modest wear*, by carrying a style that *elegant, modern* and products that are always innovating every year, making La Sabelle find its market amidst the rapid economic growth in the industry. *fashion*. (Eka Dinayanti, 2022)

Based on La Sabelle's customer data, which continues to increase from year to year, there has been a noticeable fluctuation in the number of loyal customers at La Sabelle from 2022 to 2024. This trend can be attributed to the impact of the COVID-19 outbreak during the 2019–2022 period, which significantly disrupted business operations and customer engagement. In 2022, the number of loyal customers remained relatively low; however, a notable increase was recorded in 2023, rising from a total of 57 in 2022 to 75. This growth was largely driven by the momentum of the Eid al-Fitr holiday and La Sabelle's participation in Paris Fashion Week held at Brongniart Palace, Paris, from February 28 to March 8, 2022 (Didik, 2022), which enhanced brand visibility and customer interest. The upward trend continued into 2024, with the number of loyal customers reaching 86, indicating a steady recovery and strengthening of customer loyalty towards the La Sabelle brand.

Customer loyalty is a valuable asset for any company, as loyal customers not only make repeat purchases but also become effective brand ambassadors by recommending them to others. Therefore, understanding the factors influencing customer loyalty is crucial to La Sabelle's business continuity. According to Tjiptono in (Siswanti, et al., 2020, p.46) Customer loyalty can be defined as a consumer's strong dedication or commitment to a brand, outlet, or service provider. This commitment is formed from highly positive perceptions and attitudes, which then manifest through favorable purchasing behavior patterns.

According to Siswati et al. (Siswati et al., 2024), customer satisfaction is a crucial parameter for company success, influencing sales levels. This satisfaction increases the likelihood of customer retention and loyalty. Given its complexity, effective strategies are needed to build and maintain long-term customer relationships. whereas Definition of customer satisfaction According to Philip Kotler and Kevin Lane Keller (in Chandra, 2020, p. 5), satisfaction is a feeling (happy or disappointed) that arises after comparing perceived product performance with predetermined expectations.

Based on research conducted by (Tunastini & Telagawathi., 2023) entitled "The Influence of Customer Trust and Satisfaction on Customer Loyalty at Pusaka Kebaya in Singaraja." The results of this study indicate that customer trust and satisfaction have a positive and significant influence on customer loyalty at Pusaka Kebaya in Singaraja. Customer trust and satisfaction are important components in determining the level of customer loyalty, because satisfied customers tend to make repeat purchases and recommend products to other customers or potential customers, thereby strengthening customer loyalty relationships. In addition, according to (Syamsudin & Fauzan, 2023) in their research entitled "The Influence of Customer Trust and Satisfaction on Customer Loyalty with a Descriptive and Verification Approach" stated that the influence of trust on customer loyalty was not proven to be significant at Victoria Fashion. The results of the analysis show that the satisfaction factor does have an influence on customer loyalty, but does not have a significant impact on customer loyalty.

## 2. RESEARCH METHOD

According to Sanjaya et al. (2021, p. 237) explain that progress in the business world requires companies to be able to satisfy customers because if customers are satisfied, they will automatically become loyal to the company. This is in line with the opinion of Siswati et al. (2024, p. 46) Customer loyalty is consumer loyalty to a product or company. This loyalty arises because the business succeeds in providing the best service, which in turn creates satisfaction and a positive image in the minds of customers. According to Mayasari and Kurniaty in (Siswati et al., 2024, p. 39) Customer satisfaction is a measure of the overall product that has performance according to customer desires. Meanwhile, according to Oskar and Purba in (Siswati et al., 2024, p. 40) Customer satisfaction is a view where if consumer desires are below what is expected will make them disappointed. If the view is in accordance with consumer desires in giving birth to satisfaction, joy, and creating loyalty to the product or vice versa. Meanwhile, according to Ibrahim and Rusdiana in (Siswati et al., 2024, p. 41) Customer satisfaction is the level of feeling of pleasure after comparing the performance or results felt compared to expectations.

The framework of thought used in this research is as follows:



Source: Researcher, 2025

**Figure 1.** Research Thinking Framework

Information :

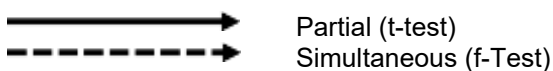


Figure 1 explains the partial (t-test) and simultaneous (f-test) relationship between the dependent variable, namely customer satisfaction, and the independent variable, namely customer loyalty. According to Sugiyono (Sahir, 2022, p. 52), a hypothesis is a temporary assumption. To determine the truth, it is necessary to test the existing hypothesis. Hypotheses consist of a null hypothesis and an alternative hypothesis. Hypotheses are generally tested simultaneously or in their entirety and partially or one by one.

This research uses a descriptive quantitative approach, where According to Sugiyono (2020, p.16) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the established hypothesis. by using objects through sample or population data. According to Rahmadi in (Abdullah et al, 2022, p.60) states that the object of research is the problem being studied by the researcher. The object of the study was La Sabelle, and the subjects were La Sabelle customers in Palembang who had made more than two purchases. The population used in 2024 was 86 people, with 71 respondents.

The data collection technique used in this study is primary data sourced from interviews, questionnaires, and observations. According to Sahir (2021, p. 28), data collection techniques are a crucial part of a research process. The data collection process must be carried out accurately and methodologically, ensuring the research aligns with the research objectives and pre-designed hypotheses. This research was also processed using the Linkert scale for respondent responses regarding the influence of customer satisfaction on customer loyalty, where According to Sahir (2022, p.30) to measure variables, they are measured based on a predetermined scale which is reinforced by theory. This research also uses data analysis techniques with quantitative descriptive, data was obtained and processed using the SPSS 26 application program. According to Abdullah et al. (2022, p.87) Data Analysis Technique is a method or way to process data into information so that the characteristics of the data are easy to understand and also useful for finding solutions to problems,

especially problems related to research. Data processing used multiple regression equations, classical assumption tests, T-tests, and F-tests.

### 3. RESULTS AND DISCUSSIONS

The results of data processing that has been carried out on the independent variables and dependent variables can be seen based on table 1,

**Table 1.** R-squared Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,620 <sup>a</sup>	,385	,376	,824
a. Predictors: (Constant), Customer Satisfaction				

Based on Table 1, the R square value is 0.376 or 37.6%. This means that the customer loyalty variable is influenced by the customer satisfaction variable by 37.6%. The Multiple Linear Regression Equation resulting from data processing is shown in Table 2.

**Table 2.** Multiple Linear Regression Equation

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,673	,613		27,194	,000
	Customer Satisfaction	,391	,060	,620	6,567	,000

a. Dependent Variable: Customer Loyalty

Based on the results of the SPSS output table 2, the multiple linear regression equation was obtained: Customer Loyalty = 16.673 + 0.391 customer satisfaction.

With a constant value of 16.673, meaning that when the independent variable (customer satisfaction) is constant or considered to have a fixed value, then the dependent variable (customer loyalty) has a value of 16.673. For customer satisfaction, it has a regression coefficient value of 0.391, indicating that customer satisfaction has a positive effect, which means that if the customer satisfaction variable increases by 1, customer loyalty also increases by 0.391 or 3.91%.

The results of the calculation using the F test obtained a significance value of 0.000 with a calculated F value of 43.122, this shows that there is a simultaneous influence of the customer satisfaction variable on the customer loyalty variable

**Table 3.** F test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,305	1	29,305	43,122	,000 <sup>b</sup>
	Residual	46,892	69	,680		
	Total	76,197	70			

a. Dependent Variable: Customer Loyalty  
b. Predictors: (Constant), Customer Satisfaction

### 4. CONCLUSION

Based on the results of research conducted on the influence of customer satisfaction on customer loyalty at La Sabelle in Palembang City, it can be concluded that customer satisfaction has a positive and significant influence on customer loyalty. This means that the higher the level of satisfaction experienced by customers, the higher their tendency to remain loyal to La Sabelle products. The results of the regression test show that 37.6% of the variation in customer loyalty can be explained by customer satisfaction., while the rest is influenced by other factors not discussed in this study. Other results from the regression coefficient value are 0,391 shows that every one-unit increase in customer satisfaction will increase customer loyalty by 0.391 units. This indicates a fairly strong

relationship between the two variables, namely customer satisfaction and customer loyalty. Suggestions that can be given in this study are: For La Sabelle to maintain and improve the quality of service and products, because satisfaction has been proven to be the main factor that forms customer loyalty. Innovation in products and services must continue to be developed so that customers feel cared for and appreciated. In addition, attention should be paid to other aspects that can influence customer loyalty, such as trust, product value, price, and customer experience, because only 37.6% of loyalty is influenced by satisfaction alone. This shows that there are still many other variables that need to be studied and improved to strengthen loyalty. For future researchers, they can develop this study by adding other variables such as customer trust, brand image, service quality, and price to obtain a more comprehensive picture of the factors that influence customer loyalty. Expansion of the research area to other cities outside Palembang is also recommended so that the research results can be more representative and generalization can be extended to La Sabelle consumers nationwide.

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