

Descriptive Analysis of Brand Loyalty, Reputation, and Equity at Lantikya Store

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ABSTRACT

This study aims to quantitatively describe the profile of customer loyalty, brand reputation, and brand equity at Lantikya Store Jombang. Amidst fierce competition in the retail business, a deep understanding of the actual condition of these key marketing variables is essential for formulating effective strategies. Using a descriptive research design with a quantitative approach, data was collected through questionnaires from 110 Lantikya Store customers selected using a probability sampling technique. Data analysis focused on descriptive statistics, including frequency, percentage, and mean values for each variable and its indicators. The results show that customer loyalty at Lantikya Store indicates a high level of agreement from respondents. Brand reputation is also strongly agreed upon by customers. Similarly, overall brand equity shows a high level of agreement. The demographic profile of respondents is dominated by female customers in the student age range. This research produces a detailed empirical portrait of Lantikya Store's customers, providing a data-driven basis for management to strengthen marketing strategies and maintain customer loyalty.

Keywords: *Brand Loyalty; Brand Reputation; Brand Equity.*

INTRODUCTION

In today's hyper-competitive global landscape, accelerated by rapid digital transformation, businesses face unprecedented challenges in capturing consumer attention and fostering long-term relationships. The battleground for market dominance has decisively shifted from functional product attributes to the intangible power of the brand, which provides added value and shapes consumer perceptions. For Small and Medium Enterprises (SMEs) like local retail stores, branding has become a critical key to success and survival. In this environment, building and maintaining customer loyalty defined by Kotler and Keller (2016) as a deep commitment to consistently repurchase a preferred product or service in the future is a paramount strategic objective. A strong brand not only differentiates a company from its competitors but also builds valuable assets like brand equity and brand reputation, which are fundamental to achieving this loyalty.

Numerous studies have established a significant causal link between brand reputation, brand equity, and brand loyalty. For instance, research by Fakhrudin (2016) and Sriastiani & Yulianthini (2023) confirms that reputation and equity positively influence brand loyalty. However, these studies, along with many others in marketing literature, are predominantly *explanatory* in nature, focusing on testing hypotheses and explaining *why* these relationships exist. This approach often creates a gap between academic theory and practical application, especially for business managers. There is a noticeable lack of foundational *descriptive* research that provides a clear, empirical "portrait" of these variables within a specific, real-world business context. While knowing *that* reputation impacts loyalty is useful, a business manager first needs to know the *actual state* of their brand's reputation and their customers' loyalty. This gap between the expected importance of these variables and the actual, measured reality on the ground is a significant problem for strategic decision-making.

This study aims to fill that gap by adopting a descriptive quantitative approach. The novelty of this research lies not in discovering a new causal link, but in its deliberate methodological shift to provide a diagnostic snapshot for a local retail business, Lantikya Store Jombang. This research does not seek to debate the findings of previous explanatory studies; rather, it supports their assertion of the importance of these marketing variables. However, it argues that a descriptive analysis is a crucial, and often overlooked,

preliminary step. By answering the fundamental questions of "what" and "how" what is the demographic profile of the customers, and how are the levels of brand loyalty, reputation, and equity perceived by them this study provides an essential data-driven foundation that is immediately applicable for managerial strategy. This approach is particularly valuable in the context of SMEs, where resources for extensive market research are limited, and a clear understanding of the current situation is vital for effective resource allocation.

Therefore, the objective of this study is to provide a comprehensive and quantitative descriptive analysis that outlines: 1) the demographic profile of Lantikya Store Jombang's customers; 2) the perceived level of the store's brand reputation; 3) the perceived level of its brand equity; and 4) the current level of brand loyalty among its customers.

METHOD

This study uses a descriptive research design with a quantitative approach. This design was chosen because the main objective of the research is to describe, examine, and explain the phenomena of loyalty, reputation, and brand equity systematically using numerical data as they are, without intending to test cause-and-effect hypotheses (Sulistyawati et al., 2022; Sugiyono, 2019). According to Sugiyono (2019), descriptive research aims to describe a research result as it is. This approach focuses on answering the "what" and "how" of the research variables' condition in the subjects studied, not "why" an influence occurs (Punaji, 2000; Sugiyono, 2019).

The population in this study was all customers of Lantikya Store Jombang, estimated at 1,050 customers per month. The sample size was set at 110 respondents, determined by the formula of 10 times the number of indicators (11 indicators) as suggested by Ferdinand (2014). The sampling technique used was *probability sampling* with the *simple random sampling* method, where every member of the population has an equal chance of being selected as a sample. The research variables Brand Reputation, Brand Equity, and Brand Loyalty were measured using a questionnaire instrument with a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data analysis was performed using descriptive statistics. Frequency and percentage analysis were used to describe the demographic profile of the respondents. Meanwhile, the analysis of the mean value was used to describe the level of each research variable and its indicators. To interpret the mean scores, a continuum was created with the following categories based on the Likert scale agreement level: 1.00–1.80 (Strongly Disagree), 1.81–2.60 (Disagree), 2.61–3.40 (Neutral), 3.41–4.20 (Agree), and 4.21–5.00 (Strongly Agree).

RESULT AND DISCUSSION

Result

Before descriptive analysis was conducted, the research instrument was tested to ensure data quality. All items in the questionnaire were declared valid, with r-count values for each item greater than the r-table (0.1857). Furthermore, reliability tests showed that all research variables were reliable, with Cronbach's Alpha values of 0.790 for Brand Reputation, 0.798 for Brand Equity, and 0.912 for Brand Loyalty, all of which are above the 0.60 threshold.

Respondent Profile

The demographic data of the 110 respondents are presented in the following tables.

Table 1. Respondent Distribution by Gender

Gender	Frequency (People)	Percentage (%)
Man	17	15.5%
Woman	93	84.5%
Total	110	100%

Table 2. Respondent Distribution by Age Group

Age Group	Frequency (People)	Percentage (%)
< 20 years old	59	53.6%
21 – 30 years old	47	42.7%
31 – 40 years old	2	1.8%
> 41 years old	2	1.8%
Total	110	100%

Table 3. Respondent Distribution by Occupation

Work	Frequency (People)	Percentage (%)
Students	64	58.2%
College students	34	30.9%
Worker	6	5.5%
Housewives	2	1.8%
Other	4	3.6%
Total	110	100%

Descriptive Analysis of Research Variables

Table 4. Descriptive Statistics of Brand Reputation (X1)

Brand Reputation Indicators	Mean	Category
1. Widely known	4.26	Strongly agree
2. Brand reliability	4.00	Agree
3. Positive identity about the brand	4.23	Strongly agree
Average Brand Reputation (Overall)	4.16	Agree

The overall mean score for Brand Reputation is 4.16, indicating that respondents generally 'Agree' with statements regarding the brand's positive reputation. This high level of agreement is driven by strong performance across its three indicators, although with some variation. The strongest indicator is Widely Known, with a mean of 4.26, falling into the 'Strongly Agree' category. This is powerfully supported by the frequency data, where for the statement "The store is known as a primary provider of stationery and accessories," a combined 89.9% of respondents either agreed (47.2%) or strongly agreed (42.7%). Similarly, 88.2% of respondents agreed or strongly agreed that "The store is known for its good reputation". This shows that Lantikya Store has successfully established itself as a well-known and reputable entity in the minds of its customers.

The second strongest indicator is Positive Brand Identity, with a mean of 4.23, also in the 'Strongly Agree' category. The statement "The store is known for providing stationery and accessories" garnered positive agreement (agree or strongly agree) from 90.9% of respondents, reinforcing its clear market positioning. The perception that "The store has a good reputation" was also high, with 84.5% positive

agreement. The indicator Brand Reliability, while still positive with a mean of 4.00 ('Agree'), scored lower than the other two. Although 79.1% of respondents agreed or strongly agreed that the products are reliable, the item "Products sold are durable" received the lowest combined positive agreement at 70%, with a notable 28.2% of respondents remaining neutral. This suggests that while the brand is seen as reliable overall, product durability might be a relative area for potential improvement compared to its very strong performance in being well-known and having a positive identity.

The overall mean score for Brand Equity is 4.12, which corresponds to an 'Agree' level of sentiment, indicating a strong and positive perception of the brand's value among its customers. An analysis of its indicators reveals a consistently high performance. The indicators for 'Brand Awareness' and 'Brand Association' are tied for the highest score, both with a mean of 4.14 ('Agree'). For Brand Awareness, the statement "I am familiar with Lantikya store" achieved a very high mean of 4.25, with 87.2% of respondents agreeing or strongly agreeing, confirming the store's high visibility. This is slightly stronger than its top-of-mind awareness, where 77.3% agreed or strongly agreed that Lantikya is the first store that comes to mind for stationery needs.

For 'Brand Association' (mean 4.14), the convenience of location is a key strength, as the statement "Lantikya store's location is easy to reach" scored a mean of 4.24, with 85.5% positive agreement. The store's popularity relative to competitors is also perceived positively, with 76.4% agreeing or strongly agreeing. The 'Perceived Quality' indicator is also strong, with a mean of 4.10 ('Agree'). The variety of accessories is a standout feature, scoring a mean of 4.20, with 87.3% of respondents agreeing or strongly agreeing that the accessory products are very diverse. The perception of good product quality overall is also solid, with 79.1% positive agreement. Collectively, these results show that Lantikya's brand equity is built on a foundation of high familiarity, convenient location, and a strong perception of product variety and quality.

The overall mean score for Brand Loyalty is 3.86, indicating that respondents generally 'Agree' with statements reflecting their loyalty. However, a deeper look at the indicators reveals a more nuanced picture of this loyalty. The strongest component of loyalty is 'Positive Recommendation' (mean 4.14), which reflects a high willingness for advocacy. For the statement "I often tell others about my positive shopping experience at Lantikya store," a combined 87.3% of respondents agreed or strongly agreed. This demonstrates that customer satisfaction is successfully translating into powerful word-of-mouth marketing.

The second strongest indicator is 'Repeat Purchase Behavior' (mean 3.95), which points to strong behavioral loyalty. A high percentage of customers (77.2%) report that they often repurchase stationery from the store. However, the other indicators, which measure the attitudinal depth of loyalty, are comparatively weaker. 'Price Insensitivity' (mean 3.78) and 'Resistance to Persuasion' (mean 3.72) show that a significant portion of customers are not immune to competitive pressures. For instance, only 59.1% of respondents agreed or strongly agreed that they would not easily switch to another store despite discount offers, with a large group (29.1%) remaining neutral. Similarly, the weakest indicator, 'Self-Declared Retention' (mean 3.71), reveals that customers are less likely to strongly self-identify as loyal. Only 56.3% agreed or strongly agreed that they feel a strong connection to the store, with 36.4% being neutral. This suggests that while customers are behaviorally loyal (they buy again and recommend), their emotional and cognitive commitment to the brand is less resilient and could be vulnerable to competitor strategies.

Table 5. Descriptive Statistics of Brand Equity (X2)

Brand Equity Indicator	Mean	Category
1. Brand <i>Awareness</i>	4.14	Agree
2. Perceived <i>Quality</i>	4.10	Agree
3. Brand <i>Association</i>	4.14	Agree
Average Brand Equity (Overall)	4.12	Agree

Table 6. Descriptive Statistics of Brand Loyalty (Y)

Brand Loyalty Indicators	Mean	Category
1. Repurchase behavior	3.95	Agree
2. A statement of loyalty	3.71	Agree
3. Lack of sensitivity to price	3.78	Agree
4. Resist the persuasion of competitors	3.72	Agree
5. Positive recommendations (<i>Word-of-Mouth</i>)	4.14	Agree
Average Brand Loyalty (Overall)	3.86	Agree

Discussion

The demographic profile of the respondents provides a crucial context for understanding the market position of Lantikya Store. The data clearly shows that the customer base is dominated by females (84.5%) and is overwhelmingly young, with over 96% of respondents under the age of 30. Furthermore, the majority are students (58.2%) and university students (30.9%). This demographic composition strongly aligns with the store's core product offerings, such as stationery, school supplies, and accessories. This well-defined target market is a key factor behind the high levels of brand awareness and reputation, as the store effectively serves the specific needs of its primary audience. The frequency of visits, with the majority visiting a few times a year (51.7%) or once a month (32.7%), suggests that purchasing behavior is often need-based, tied to academic calendars or specific projects, rather than daily impulse shopping.

This customer profile provides the backdrop for the strong performance of the marketing variables. The analysis reveals that Brand Reputation (mean 4.16), Brand Equity (mean 4.12), and Brand Loyalty (mean 3.86) all received responses that fall into the agree category, indicating a generally positive perception from customers. The strongly agree ratings for the widely known and positive identity indicators of reputation confirm that the store has successfully established a strong and positive name within its target community.

A more nuanced interpretation emerges from the Brand Loyalty indicators. The willingness to provide positive recommendation is very high (mean 4.14), which is a significant asset. However, indicators reflecting a deeper, more resilient loyalty, such as price insensitivity at 3.78 and resistance to persuasion at 3.72, while still positive, are comparatively lower. This suggests that while customers are satisfied and willing to advocate for the store, their loyalty might be more behavioral (driven by habit and convenience) than deeply attitudinal (an emotional commitment that withstands competitive pressures). This presents both an opportunity and a risk; the store has a solid base but must work to convert behavioral loyalty into a more robust emotional connection to prevent customer churn in the face of aggressive competitor tactics.

CONCLUSIONS

This descriptive study concludes that Lantikya Store Jombang has a strong market position among its customers. The customer profile is predominantly young females, mainly students. The store enjoys a high level of agreement from its customers regarding its brand reputation, brand equity, and their own loyalty. Customers perceive the store as widely known and reliable, are aware of the brand, and generally exhibit loyal behaviors, including a strong willingness to recommend the store to others. However, the analysis suggests that customer loyalty might be more transactional than deeply emotional, as indicated by a relative sensitivity to price and competitor persuasion.

Based on these findings, it is recommended that Lantikya Store's management focus on strategies to deepen the emotional bond with customers to build more attitudinal loyalty. For future research, a comparative descriptive study against key competitors in Jombang could provide a clearer picture of the competitive landscape. Furthermore, a qualitative study using in-depth interviews could be conducted to explore the specific brand associations and emotional drivers behind customer perceptions in greater detail.

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