

ABSTRACT

There was a phenomenon of an increase in number of e-commerce users, mobile applications, and other digital technologies, most consumers still prefer to shop in offline stores for various reasons. The biggest factor for consumers choosing to shop offline, with the largest percentage of 62%, is the desire to physically inspect the goods. Therefore, retailers must capitalize on this by enhancing their in-store experience. Implementing responsive and innovative attributes is essential for providing high-quality service and staying competitive.

Implementing responsive and innovative attributes is crucial for providing high-quality service and staying competitive. This research aims to investigate the impact of store attributes (merchandise, communication with staff, store atmosphere, transaction convenience, and loyalty programs) on brand loyalty, with customer experience and customer engagement as mediating variables.

The research method used in this study is quantitative with descriptive and causal analysis. The sampling technique used is purposive sampling. Data was processed from 319 respondents, but only 300 respondents met the criteria for this study. This study uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) analysis with Smart-PLS 3.0 software.

The results of this study show a positive and significant influence of store atmosphere, loyalty program and customer engagement, transaction convenience, loyalty program, customer experience, customer experience and customer engagement on brand loyalty. Additionally, this study reveals new findings that customer experience and customer engagement mediate the relationship between store attributes (merchandise, communication with staff, loyalty program) significantly effect brand loyalty. The model in this study explains 56% of the variance in Uniqlo's brand loyalty, which falls into the moderate category.

Based on these findings, Uniqlo can: 1) enhance their loyalty programs by offering more unique benefits; 2) implement the "experience space" concept that emphasizes customer participation and personal interaction; 3) handle feedback constructively and strengthen customer relationships; 4) focus on strategies that enhance customer satisfaction and offer uniqueness that distinguishes their products from competitors. Future research can explore additional variables such as purchase intention and satisfaction.

Keywords: *Brand Loyalty, Customer Engagement, Customer Experience, Store Attributes.*