

The Effects of Islamic Fashion Retail Store Attributes on Customer Satisfaction and Patronage Behaviour in Malaysia: A Preliminary Study

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Abstract

Purpose: This study aims to analyse the patronage behaviour of Muslim consumers in Malaysia towards Islamic fashion retail stores, primarily to determine the effects of Islamic store attributes (product, price, place, and physical environment) on customer satisfaction and how customer satisfaction affects patronage behaviour.

Design/methodology/approach: This study was carried out using an online survey involving 108 respondents with experience with Islamic fashion retail stores. Furthermore, a quantitative approach via PLS-SEM version 3.3.3 was used to perform a two-stage analysis.

Findings: The study found that Islamic stores' price attribute in Islamic fashion retail stores positively and significantly affects customer satisfaction. In addition, it was found that customer satisfaction also influences Muslim consumer patronage behaviour.

Research limitations/implications: This study only focuses on Islamic fashion retail stores; therefore, generalisation in other contexts is encouraged. Besides that, future researchers may also add more factors that can further influence customer satisfaction.

Practical implications: This study includes the significance of the marketing strategy of Islamic fashion retail stores by focusing on the pricing strategies to increase customer satisfaction and subsequently encourage positive patronage behaviour.

Originality/value: This study explains the behaviour of Islamic fashion retail store customers and how it affects customer satisfaction and patronage behaviour.

Keywords: Marketing Mixes, Customer Satisfaction, Patronage Behaviour

Introduction

The Muslim population shows a positive growth rate in Malaysia and is projected to increase in the year 2030 (Drew & David, 2017). It was also reported that more than 60% of the total population are Muslims, and this index is expected to increase by 4.8% in the year 2040 (Department of Statistics Malaysia, 2011). Muslim consumers are regulated by Islamic teachings and practices that serve as guidelines in everyday life (Bukhari et al., 2020). This forms an individual behaviour, including the purchase decisions on what, when, where, and

how to purchase products or services (Aji et al., 2020). Islam also teaches its believers to conduct businesses following *Sharia* laws (Jumani & Sukhabot, 2020). Muslim consumers are different from others because they are strong, nuanced, distinct, culturally influenced, and uncertain (Wilson, 2018). They evaluate based on the products offered, the prices charged, and other relevant attributes, while retail stores that contradict their belief system will be reconsidered (Aji et al., 2020). Therefore, it is not advisable to disregard their belief in Islamic principles and values in consumption because it will influence their decisions. Retailers may introduce these ideas and values to consumers, encouraging them to repurchase, revisit, and recommend the beliefs and values to others. Muslim consumers have their own set of expectations based on past experiences, needs and information about a store (Mohd Fauzi et al., 2018) that will influence their behaviour to approach or avoid the retail store. The inability of retailers to recognise and match their expectations will result in consumer avoidance behaviour (Mohd Suki & Abang Salleh, 2018). Thus, understanding their expectations may help the retailers know their customers better and increase the ability to fulfil their needs and wants accordingly.

Islamic fashion, also known as modest wear, can be defined as dressing based on Islamic teachings and practices that apply to men and women. The demands for modest wear are high as 230 billion were spent on modest wear alone in Malaysia and is expected to reach 327 billion in the future (Zainudin et al., 2018). Many international brands have started to embark on this journey because they acknowledge the rising global demand for modest wear. For example, Uniqlo (Japan) collaborates with a British-born Muslim fashion designer Hana Tajima to design their modest wear section every season (Arango, 2016). Besides that, brands such as Donna-Karen New York (DKNY), Tommy Hilfiger, and several other high-end brands have introduced Ramadhan collections (Deeks, 2017; Iqbal, 2019). Malaysia has also become a platform for showcasing modest wear in Kuala Lumpur Fashion Week (KLFW) from several local Malaysian designers such as MimpikiTa, Alia Bastamam, and many more (Salehaldin, 2020). Both local and international recognitions can be considered evidence that the Islamic fashion industry is one of the promising industries in Malaysia. Therefore, the need to explore this industry is deemed essential, which becomes an intention of this research context.

Patronage behaviour can be considered a critical area of investigation, especially in the retail context. The intensity of today's market is high as it has added more tasks for retailers to gain more knowledge on the ways to influence consumer behaviour (Nair, 2018). Understanding the phenomenon may increase the capability of retailers in profit-generation, which is the solid reason to survive in the intense market competition (Chang et al., 2015). This can be done by determining the essential factors that influence patronage behaviour from understanding the customers' decision process during purchase (Bukhari et al., 2020). Furthermore, exploring the store attributes relevant to consumers may enable retailers to recognise the attributes to be improved to attract customers, satisfy the needs of dissatisfied loyal customers, and enhance important characteristics for satisfied customers (Nilsson et al., 2015). Determining the essential factors influencing patronage behaviour are also imperative because this provides practical techniques to enhance the shopping experience and establish solid relationships with customers. Past studies on patronage behaviour have embarked on various contexts from big-box stores such as malls (Afaq et al., 2020; Amin et al., 2020), departmental stores (Mohd-Ramly & Omar, 2017; Yudhya, 2019), and retail hypermarkets (Kumar, 2016; Terblanche, 2018), to small and medium stores like grocery stores (Evangelista et al., 2019a; Kamran-Disfani et al., 2017) and single-brand retail stores (Chang et al., 2015). Besides that, the phenomenon has also been explored across different industries such as tourism and hospitality (Bae et al., 2018; Sobari et al., 2019), retail banking (Abror et al., 2019), and food and beverages (Sudari et al., 2019). However, studies related to the Islamic views of consumer

behaviour are insufficient (Floren et al., 2019). Thus, this study intends to explore the patronage behaviour of Muslim consumers in Islamic fashion retail stores.

Store attributes can influence consumer satisfaction and patronage behaviour by focusing on the attributes that may increase retail attractiveness and subsequently attract consumers to come and visit (Aji et al., 2020). In the case of Islam, a religion that influences Muslims in selecting a store to visit, the decision process starts from products or services, pricing, promotional activities, and other factors. Retail stores that align with its needs, beliefs, and preferences will be revisited (Kusumawati et al., 2019). Academic researchers have discussed the dimension of Islamic store attributes across contexts. For example, Hashim et al. (2014) explored Islamic attributes in the retail hypermarket context by establishing five possible characteristics to form ideal Islamic store attributes: trustworthy product and pricing, conforming store atmosphere, and ethical promotion through Exploratory Factor Analysis (EFA). Other than that, Mohd Fauzi et al. (2016) identified five-store attributes: Halal product certification, Muslim products, Islamic store atmosphere, and the humanistic value of a retail salesperson through a two-stage data collection. Although previous studies have been conducted, empirical investigation on the subject matter remains lacking. Academic discussion and research on Islamic store attributes are minimal, particularly on customer satisfaction and patronage behaviour. Hence, the current study attempts to provide preliminary empirical data related to Islamic store attributes, customer satisfaction, and patronage behaviour in the context of Islamic fashion retail stores based on two objectives, namely to investigate (i) the effects of product, price, place, and physical environment on customer satisfaction and (ii) the effect of customer satisfaction on patronage behaviour of Muslim consumers.

Literature Review

Several previous research has revealed that Muslim consumer satisfaction and patronage behaviour are influenced by several factors such as product, price, salespeople, and physical environment (Sobari et al., 2019). Besides that, it is also evident that customer satisfaction does affect patronage behaviour (Othman et al., 2020).

Importance of Islamic store attributes on customer satisfaction

The consumer evaluative criteria or retail store attributes are essential in selecting a store to patronise long been explored in consumer behaviour and retail literature. This study is based on the stimulus-organism-response (SOR) model developed by Mehrabian, and Russell (1974) explain the links among physical or non-physical elements of environmental stimuli (stimulus), emotional responses (organism), and behavioural outcomes (response).

Hypothesis Development

Product and customer satisfaction

Past scholars define a product as something tangible; business offerings like a laptop or a service such as printing services to satisfy the needs and wants of consumers (Ahmed & Rahman, 2015; Bukhari et al., 2020). However, Nair and Shams (2020) provided a better and precise definition of a product, whereby products are features of product offerings that include a wide assortment, freshness, branded quality products, and packaging. In Islamic fashion retail stores, the products delivered can be clothing-related items such as *Baju Kurung*, full-length skirts, loose blouses, and hijab for women, or *Baju Melayu*, *Kurta*, *Songkok*, *Kopiah*, and similar products for men. Customers may visit the stores due to several attributes attached to the in-store products (Nair & Shams, 2020; Othman et al., 2020). In Islam, women and men are allowed to be fashionable so long as they follow the guidelines. For women, the clothing must cover the body except for the face and hand (*Quran 24:31*), not too thin and is modest and comfortable, and must not resemble men or non-Muslims (Othman et al., 2016). Thus,

providing a variety of products or services in-store will increase the likelihood of customers making repeated purchases in the future. This is also supported by Mohd Fauzi et al.'s (2016) study. Besides, in developing an ideal product that affects customer satisfaction, a trustworthy product includes feeling confident when purchasing the product, and trust can also be increased if the product is handled by Muslim workers (Grosso & Castaldo, 2015; Hashim et al., 2014; Lin et al., 2015; Mohd Fauzi et al., 2015). As a result, the following hypothesis is developed:

H1: Product has a positive and significant influence on customer satisfaction.

Price and customer satisfaction

Price can be considered the value paid by customers in acquiring a product. The price should reflect fairness and be reasonable and acceptable to consumers (Cakici et al., 2019; Dabija & Băbut, 2019). Consumer perceptions play a significant influence in terms of whether the price is fair, reasonable, and accepted. Consumer perceptions are also subjective to each individual; therefore, retailers must develop good pricing strategies to meet price perceptions and increase customer satisfaction (Gorji & Siami, 2020). Islam discourages retailers to include manipulation and unethical practices in setting the product prices, such as when the price does not reflect the product quality (Ahmed & Rahman, 2015). Furthermore, In Islam, self-adjusting price mechanisms and healthy competition are widely promoted (*Quran 83:26*). According to Souar et al. (2015), 55% of consumers prefer a retail store that offers the best price than the best brand. As such, the price relevant to the product provided, with a fair price, ability to maintain attractive price, and offering a better price than other competitors is likely to influence customer satisfaction (Othman et al., 2020). Furthermore, a reasonable product price set by the retail store may affect the satisfaction of Muslim consumers (Aji et al., 2020; Hashim et al., 2014). Therefore, the following hypothesis is proposed:

H2: Price has a positive and significant influence on customer satisfaction.

Place and customer satisfaction

This study defines place in the retail setting as providing customers access or convenience to visit a retail store (Dabija & Băbut, 2019; Marschner & McCarthy, 1972). This refers to the retail store's location, which should create less hassle for the customers. Accessibility to the retail stores should be accessible by any transportation methods such as cars, buses, and the like (Nilsson et al., 2015), and easy parking availability and security (Evangelista et al., 2019). Furthermore, having a similar store nearby can provide added advantages because this can easily attract customers with the same interest (Nair & Shams, 2020). Islam outlines that a store location should not create a disturbance; for instance, the store should be near the intersection or at the pedestrian walks and is safe to visit (Tarmizi, 2020). The place attribute is considered one of the significant fundamental issues for retailers because it aids in the acceleration and expansion of the essential services or, in other words, making the service delivery smoother and quick, which subsequently increases customer satisfaction with the retail store (Othman et al., 2020). Evidently, the availability of parking spaces, the proximity of location from the office or home, and the spatial distance of retail stores were found to have significantly affected customer satisfaction (Blut et al., 2018). Thus, the following hypothesis is proposed:

H3: Place has a positive and significant influence on customer satisfaction.

Physical environment and customer satisfaction

The physical environment is a subtle communication between retail stores and customers whereby retailers portray the concept of retail stores. Any retail stores that match the

characteristics of customers will be revisited (Blut et al., 2018). In an Islamic-based restaurant, the physical environment includes furniture, music style, tableware, ambient light, art medium, fragrance, space layout, overall cleanliness, and interior design (Nik Abdul Rashid et al., 2018). Overall, the physical environment denotes the tangible and intangible attributes of retail stores, and customers may experience the physical environment by visiting the retail stores (Gomes & Paula, 2017). Nair and Shams (2020) described the physical environment as a combination of store décor, size (tangible), aroma, in-store sound, and atmosphere (intangible), which fits the current research context perfectly. The physical environment may project the store image to the intended customers. For example, retailers may launch high-end stores using high and low colours for opposite ideas (Cho & Lee, 2017). Besides that, loud in-store playback music is intended for young customers, while easy-listening music is for older generations. Thus, retailers must carefully plan and ensure that the projected physical environment is meant for the right target market. From an Islamic perspective, the retail stores must be clean, comfortable, and attractive to influence consumer behaviour (Hashim et al., 2014). The store décor must also be matched with the preferences of Muslim consumers to reflect Islamic influence, for instance, not resembling any religions other than Islam.

H4: Physical environment has a positive and significant influence on customer satisfaction

Customer satisfaction and patronage behaviour

Several prior studies have attempted to define patronage behaviour. For instance, patronage behaviour is the evaluative criteria set by customers in selecting which store to shop at or, in other words, store preference (Cho et al., 2017; Deshwal, 2016; Mohd Fauzi et al., 2016; Rakesh & Shweta, 2017). On the contrary, others defined patronage behaviour as purchasing frequency and the amount spent (Keane & Morschett, 2016; Marjanen et al., 2020) or customer loyalty (Othman et al., 2020; Sobari et al., 2019). Different definition patterns may create difficulty in defining the subject matter. However, this study defines patronage behaviour as the tendency of buying, revisiting, and recommending to others (Burlison & Oe, 2018; Dabija & Băbut, 2019), which is the closest to patronage behaviour and has been supported by past studies (Chang et al., 2015; Dabija & Băbut, 2019). Prior works have also investigated patronage behaviour in several contexts, such as Islamic banking (De Bruin et al., 2020; Haron et al., 2020) and retail hypermarkets (Hashim et al., 2014), but little is known in the context of Islamic fashion retail stores. When customers think that the retail store attributes are unattractive, they tend to avoid these stores; thus, retailers must understand which attributes are essential and subsequently develop marketing-mix strategies to increase traffic.

Customer satisfaction can be conceptualised as a positive and pleasant feeling after purchasing at a particular store. Satisfied customers tend to revisit, repurchase, and recommend the store to others (Chang et al., 2015; Sobari et al., 2019). In other words, this reflects a positive in-store experience (Terblanche, 2018). From an Islamic perspective, retail stores free from unethical behaviours such as fraud and manipulation may influence customer satisfaction (Ahmed & Rahman, 2015). Prior studies have also investigated the influence of customer satisfaction on patronage behaviour (Asnawi et al., 2019; Blut et al., 2018; Chang et al., 2015; Kaura et al., 2015; Othman et al., 2020; Sobari et al., 2019; Terblanche, 2018). Meanwhile, in the Halal wellness context, customer satisfaction does have a positive and significant influence on customers' revisiting, repurchasing, and recommending intentions (Sobari et al., 2019). Therefore, based on the above statement, the proposed hypothesis is as follows:

H5: Customer satisfaction has a positive and significant influence on patronage behaviour.

The SOR model is widely used to investigate consumer behaviour in retail settings; its intuitive and powerful exploratory nature examines human behaviour. In this regard, applying the SOR model may lead to a deeper understanding of why and how customers patronise a retail store. In this study, the stimulus refers to the Islamic store attributes that consist of product, price, place, and physical environment, which was hypothesised to influence customer satisfaction (organism) and subsequently affect Muslim consumers' patronage behaviour (response). Figure 1 demonstrates the research framework outlined in this paper.

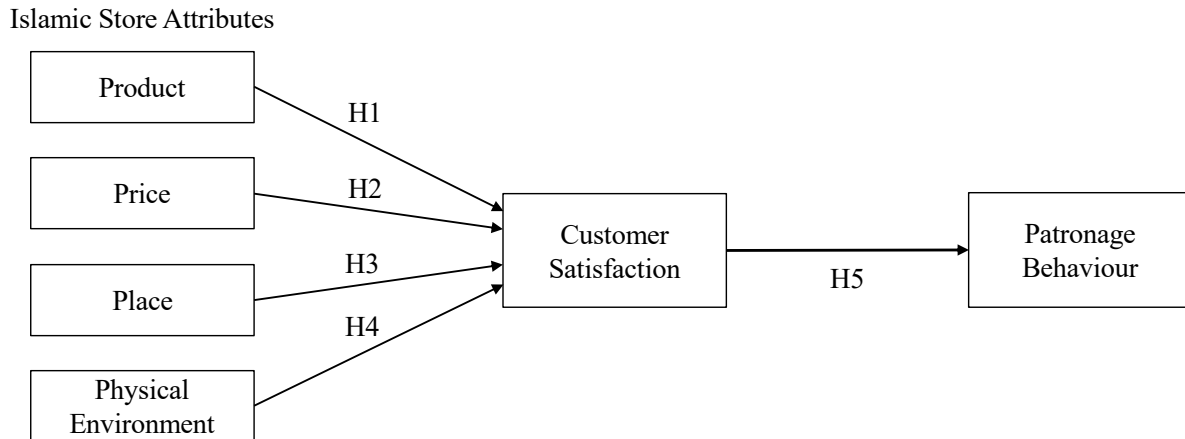


Figure 1: Research Framework

Methods

Data was gathered through the use of an online survey method to recruit individuals who have visited any Islamic fashion retail stores in the past six months. This method was chosen due to the current pandemic situation in Malaysia in which the Government has implemented the Movement Control Order (MCO) 3.0, whereby any unessential business operations need to be shut down until further announcement. Furthermore, at the point of data collection, the number of infections recorded was more than 10,000 a day (Ministry of Health Malaysia, 2021). The application of the face-to-face method will expose enumerators or the researcher to the virus; hence, methodological reconsiderations are imperative in complying with social distancing obligations and breaking the infection chain during this pandemic (Dodds & Hess, 2020). As such, the use of an online survey supports the methodological reconsiderations. Other than that, the advantages of using an online survey are easier to administer (Harlow, 2010), the ability to reach broader respondents with easy accessibility to the questionnaires (Wang & Tseng, 2011), less time consuming, economical and reliable (Sekaran & Bougie, 2016). Google Forms was used as the online survey platform because of its user-friendly interface and protection strategies for all accounts (Melo, 2018).

The purposive sampling technique was used to investigate the relationships among variables. A total of 108 samples were taken with a minimum of 2-time-visit in the past six months. Table 1 shows the demographic characteristics of the respondents. Overall, the respondents came from various occupational backgrounds, with 64% working in the public sector and followed by the private sector with 36%. 84.3% of the respondents are women, while 15.7% of the respondents are men. This composition is not surprising because women are usually the ones to purchase products for their family members. Meanwhile, in terms of age groups, most of the respondents (75.6%) were 31-40 years old, while 12% of them were about 41-50 years old. In the past six months, most respondents have visited Islamic fashion retail stores less than two times (63%), while 37% visited more than two times. This was due to the MCO 3.0

announcement in June 2021. Lastly, most respondents represented a household income range between RM5,001-7,000 with 32.4%, followed by RM9,001 and above with 27.8%.

Table 1: Demographic Profiles

Demographic	Characteristic	Frequency	Percentage (%)
Gender	Female	91	84.3
	Male	17	15.7
Age	21-30 years old	5	4.63
	31-40 years old	82	75.9
	41-50 years old	13	12.0
	51-60 years old	8	7.41
Marital status	Single	32	29.6
	Married	76	70.4
Employment	Self-employed	6	5.56
	Public sector	64	59.3
	Private sector	36	33.3
	Retiree/Unemployed	2	1.85
Education level	Diploma	8	7.41
	Degree	72	66.7
	Master's and above	28	25.9
Household income (RM)	Less than 1,000	2	1.85
	1,001-3,000	12	11.1
	3,001-5,000	16	14.8
	5,001-7,000	35	32.4
	7,001-9,000	13	12.0
	9,001 and above	30	27.8
Past visit experience	Less than two times	68	63.0
	More than two times	40	37.0

The Islamic store attributes in the context of this study were measured by adapting the conventional studies by Nair and Shams (2020) and Dabija and Băbut (2019). The four attributes are as follows: product (4 items), price (4 items), place (5 items), and physical environment (4 items). These four dimensions were measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree), which expresses the approval and importance level of each attribute according to the respondents. All items recorded more than 0.6 in terms of reliability, while the recorded convergent and discriminant validity were also at a satisfactory level. Lastly, the items selected are the best fit for describing the present study. The measurement for customer satisfaction was adapted from Terblanche (2018) study with three items, while patronage behaviour was measured using six statements regarding the respondents' behaviour to revisit, repurchase, and recommend to others. The responses were measured using a seven-point Likert scale from 1 (strongly disagree) to 7 (strongly agree) for both variables. Table 2 shows the measurement items and factor loadings.

Findings

A two-stage analysis consisting of measurement and structural models was used in this study. Each item's loading, composite reliability, average variance extracted (AVE), and discriminant validity were examined in the measurement model to ensure that the measures were reliable and valid (Deb, 2018). Subsequently, the hypotheses linked to the research objectives were tested using the structural model through the bootstrapping method to determine the significance level of weights, path coefficients, and loadings in the structural model (Hair et al., 2011).

Assessment of Measurement Model

The reflective constructs were assessed to see if they were acceptable in terms of reliability and validity. Table 2 demonstrates that, as stated by (Hair et al., 2013), the composite reliability of most of the constructs in this study exceeds the 0.7 thresholds.

Table 2: Measurement Model Evaluation

Construct	No. of Items	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
<i>Physical Environment</i> (Nair and Shams, 2020) 1. This store uses Islamic attractive store décor. 2. This store has a pleasant smell. 3. This store in-store sound is tolerable. 4. This store atmosphere reflects Islamic influences.	4	0.815 0.841 0.864 0.767	0.841	0.893	0.676
<i>Place</i> (Dabija and Băbut, 2019) 1. This store's location has an easily accessible location. 2. This store's location is safe to visit. 3. This store's location does not disturb the public. 4. This store's location is in a location with a similar store. 5. This store's location is near to other facilities.	5	0.931 0.959 0.945 0.764 0.823	0.931	0.949	0.788
<i>Price</i> (Dabija and Băbut, 2019) 1. This store has fair prices. 2. This store has maintained reasonable prices for a long time. 3. This store's price is affordable. 4. This store provided a good price-quality ratio.	4	0.957 0.920 0.917 0.938	0.951	0.964	0.871

<i>Product</i> (Nair and Shams, 2020) 1. This store offers a wide assortment of Islamic clothing products. 2. This store offers covering <i>Aurah</i> clothing products. 3. This store offers clothing in various sizes. 4. This store offers quality clothing products.	4	0.949 0.861 0.943 0.944	0.943	0.946	0.856
<i>Customer Satisfaction</i> (Terblanche, 2018) 1. I am very satisfied with the service provided by this store. 2. This store does a good job of satisfying my needs. 3. The experience I have had with this store has been satisfactory.	3	0.982 0.981 0.993	0.950	0.960	0.801
<i>Patronage Behaviour</i> (Dabija & Băbut, 2019) 1. This store stands in contrast to other similar stores. 2. I find this store very appealing. 3. I will recommend this store to others. 4. I feel very attached to this store. 5. My next purchase will likely be from this store. 6. I will often shop at this store in the future.	6	0.767 0.844 0.962 0.941 0.922 0.918	0.950	0.960	0.801

The factor loadings above 0.6 (details in Figure 2) revealed that the reliability of each item had been achieved (Hair et al., 2010). Subsequently, convergent validity was evaluated, and the AVE values of all constructs are more above than 0.5, suggesting that the convergent validity has reached a satisfactory level (Fornell & Larcker, 1981).

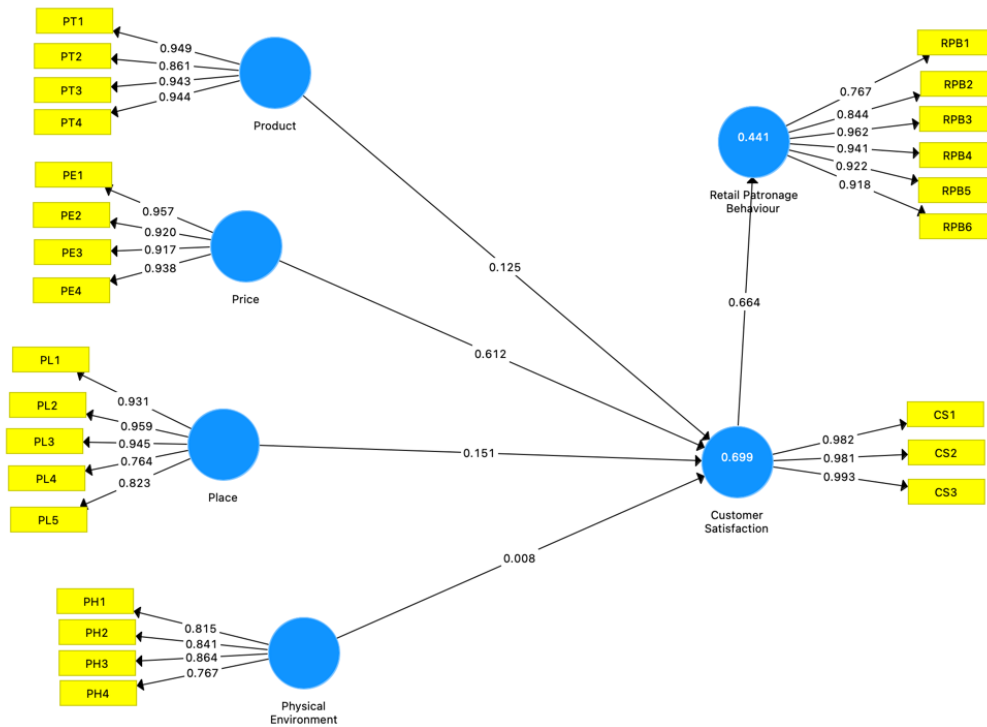


Figure 2 Measurement Model

The heterotrait-monotrait (HTMT) correlation ratio is a more robust criterion for evaluating discriminant validity (Afaq et al., 2020) (see Table 3). The cut-off value should be below 0.8 or 0.9. However, in Table 3, one value with more than 0.90 was detected. According to Henseler et al. (2015), the new criterion with $HTMT_{inference}$ of less than 1 does not indicate discriminant validity problems. Therefore, the discriminant validity is deemed satisfactory.

Table 3: HTMT correlation ratio

	Customer Satisfaction	Physical Environment	Place	Price	Product	Patronage Behaviour
Customer Satisfaction						
Physical Environment	0.663 CI ₉₀₀ [0.488;0.806]					
Place	0.759 CI ₉₀₀ [0.623;0.856]	0.757 CI ₉₀₀ [0.607;0.858]				
Price	0.838 CI ₉₀₀ [0.768;0.898]	0.740 CI ₉₀₀ [0.561;0.873]	0.802 CI ₉₀₀ [0.712;0.862]			
Product	0.707 CI ₉₀₀ [0.572;0.805]	0.754 CI ₉₀₀ [0.630;0.838]	0.965 CI ₉₀₀ [0.916;0.996]	0.715 CI ₉₀₀ [0.581;0.795]		
Patronage Behaviour	0.674 CI ₉₀₀ [0.527;0.787]	0.889 CI ₉₀₀ [0.839;0.932]	0.740 CI ₉₀₀ [0.575;0.841]	0.808 CI ₉₀₀ [0.699;0.884]	0.740 CI ₉₀₀ [0.567;0.832]	

Assessment of Structural Model

The purpose of evaluating the structural model in this study is to examine the interrelationships of product, price, place, and physical environment with customer satisfaction and between customer satisfaction and patronage behaviour. The estimate of the path coefficient and the R square value is used to determine the model's power of prediction (Anouze et al., 2019). The model accounted for 69.9% and 44.1% of customer satisfaction and patronage behaviour variations, respectively (as shown in Figure 2). In addition, the predictive relevance score devised by Stone (1974) and Geisser (1975) was used to assess the model fit in this study. Chin (2010) proposed using the blindfolding process in PLS to compute cross-validated redundancy. The results showed that all exogenous variables have predictive capability values greater than zero, indicating that the model has an adequate predictive relevance.

The significance level of the path coefficient in the structural model was evaluated, with the one-tailed t-test values of 1.645 (5% significance level) and 2.326 (1% significance level), respectively (Hair et al., 2011). Based on the summary of findings in Table 4, positive and significant relationships exist between price and customer satisfaction and customer satisfaction and patronage behaviour. As a result, the findings supported H3 and H5. On the other hand, path coefficients for physical environment, place, and product to customer satisfaction are positive and insignificant. Therefore, H1, H2, and H4 were not supported.

Table 4: Path Analysis Results

Hypothesis	Path	β	SE	<i>t</i> -value	<i>p</i> -value	Decision
H1	Physical Environment → Customer Satisfaction	0.008	0.075	0.104	0.459	Not Supported
H2	Place → Customer Satisfaction	0.151	0.163	0.924	0.178	Not Supported
H3	Price → Customer Satisfaction	0.612	0.097	6.314	0.000	Supported
H4	Product → Customer Satisfaction	0.125	0.142	0.878	0.190	Not Supported
H5	Customer Satisfaction → Patronage Behaviour	0.664	0.075	8.844	0.000	Supported

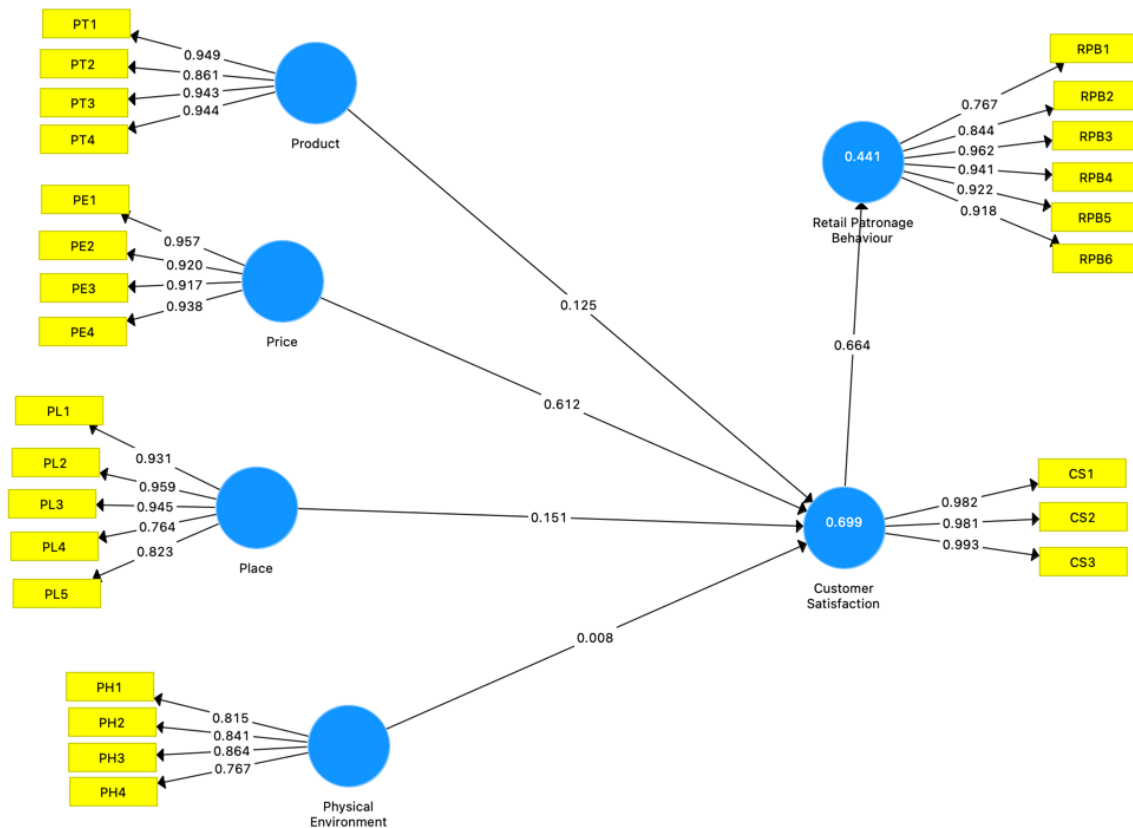


Figure 3: Structural Model

Discussion and Conclusion

This study aims to discover customer satisfaction and patronage behaviour determinants by building on the literature on Islamic retail store attributes. Mehrabian and Russell's (1974) model was used to explain customer satisfaction and patronage behaviour better. Four variables were incorporated into the proposed model: product, price, place, and physical environment, as well as the underlying factor that influences customer satisfaction. The key drivers of the customer satisfaction scale developed as a result of this study can be confidently used to obtain insights into the interactions with other essential constructs of interest.

The findings demonstrated that price is the only factor that can predict customer satisfaction. This indicates that fair prices, keeping reasonable prices for an extended period, and having affordable and quality products are essential factors enhancing customer satisfaction. This outcome is also consistent with earlier research (Abbas et al., 2019; Anouze et al., 2019). Customers will be satisfied if they believe that the prices established by retailers are fair, reasonable, and comparable to the quality of the products (Kaura et al., 2015). Furthermore, the findings of the study imply that customer satisfaction positively influences patronage behaviour. Muslim consumers are more likely to return, repurchase, and suggest the store to others if they have a higher degree of satisfaction. According to several previous studies, customer satisfaction is the primary driver and necessary for patronage behaviour (Othman et al., 2020; Sobari et al., 2019; Terblanche, 2018). Thus, retailers must achieve customer satisfaction since this will encourage positive actual patronage behaviour.

This study has also revealed that product, place, and physical environment do not influence customer satisfaction. These findings are consistent with several previous studies (Chang et al., 2015; Grosso & Castaldo, 2015; Johnson et al., 2015; Kaura et al., 2015). This further clarifies how consumer expectations in Islamic fashion retail stores differ from other apparel retailers. Consumers expect the same choice and high-quality *aurah*-covering clothing in various sizes

in different stores due to the similarity of products offered by the retailers. As a result, they do not expect other things in other Islamic fashion retail stores. Meanwhile, place has a positive but insignificant relationship with customer satisfaction because customers are willing to go the extra mile for superior service or advice. Other than that, this may be because apparel is not a necessity; therefore, they are willing to spend a long time looking for apparel before buying it. Finally, despite the findings of most previous studies, the physical environment surprisingly has no substantial impact on customer satisfaction. This could be because retail stores create identical physical environments, and customers cannot distinguish between those with Islamic influence those that do not. In a marketplace characterised by intense competition such as Islamic fashion retail stores, attributes related to product, place, and physical environment may simply serve as essential components of customer satisfaction, for instance, look-alike items, convenient locations, secure shopping facilities, and a subtle Islamic physical environment. Customers may be disappointed if these elements are missing in retail stores. However, the presence of these attributes does not always simply influence customer satisfaction.

Theoretical Implications

This study extends the use of the SOR model to validate the analysis framework to grasp the variations of Muslim consumer behaviours. The empirical findings of this study are helpful to capture relationships involving Islamic store attributes, customer satisfaction, and patronage behaviour, thus enriching the existing literature. The measurement of constructs can be established because constructs embedded with Islamic terms are limited in the present works.

Practical and Social Implications

This study will interest the Islamic fashion retail industry in understanding the importance of marketing mix strategies in maintaining a long-term relationship with customers. The Islamic fashion industry contributes to Malaysia's economic growth, which has increased from year to year. Based on the findings, retailers may want to concentrate their strategic efforts directly on pricing as this will significantly influence customer satisfaction. Retailers should also focus on providing fair and affordable prices to their customers to purchase products without breaking a bank. Furthermore, developing long-term strategies such as a solid relationship with suppliers can maintain attractive prices for a long time with comparable prices and quality products to customers. Besides that, retailers must also be aware that customer satisfaction plays a vital role in brick-and-mortar retailing. Therefore, retailers should focus on increasing customer satisfaction by developing better pricing strategies because satisfied customers are more likely to spread positive words, revisit the stores, and repurchase.

Limitations and Suggestions for Future Research

This study has focused on Islamic fashion retail stores and generalised the research findings to other retail stores; thus, it is advisable to replicate this study in different contexts. Besides that, future research could look into other aspects that may influence customer satisfaction in conventional and compare them with Islamic fashion retail stores. In terms of sampling, future researchers may consider adding more sample sizes because a bigger sample size may better explain the phenomenon and produce more reliable results (Abdul Talib & Mohd Adnan, 2017). Finally, past conventional studies have communicated customer satisfaction in mediating the relationship between store attributes and patronage behaviour. Therefore, future researchers may consider exploring more on these variables.

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