

CLOTHING SELECTION STRATEGY AND ITS IMPACT ON GEN Z CUSTOMER SATISFACTION

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Abstract

In an era of increasingly tight competition in the fashion industry, choosing the right clothes is a key factor in attracting customers and increasing their loyalty. Minty.Byime Boutique in Bandar Lampung faces challenges in maintaining and increasing customer satisfaction through the right fashion selection strategy. This study aims to analyze the fashion selection strategy implemented by Minty.Byime Boutique and its impact on customer satisfaction levels. This study uses a qualitative descriptive approach to describe the phenomenon of fashion selection and customer interaction. Data were collected through direct observation at the boutique and interviews with staff and customers of Minty.Byime Boutique about satisfaction and fashion strategies. The results showed that the fashion selection strategy at Minty.Byime Boutique was influenced by several main factors such as product quality, unique design, staff service, and price that is comparable to quality. Respondents expressed a high level of satisfaction with their shopping experience at this boutique. These findings indicate that the strategy in choosing clothes not only influences purchasing decisions, but also increases customer satisfaction and loyalty. It is hoped that this study can provide a deeper understanding to boutique owners and business actors in the field of retail and other fashion management in formulating effective strategies to meet customer needs.

Keywords: Customer Satisfaction, Fashion Selection Strategy, Product Quality, Unique Design

Introduction

Generation Z or commonly called Gen Z are people born between 1997 and 2012.(Generasi & Kesiapannya, 2023). This age group grew up in a fast-paced digital era, they tend to prioritize quality, design, service and appropriate prices. With unique characteristics that include digital connectivity, and a desire to express themselves, fashion businesses need to adjust their strategies to attract the attention of this group. One boutique that has caught the attention is the Minty.Byime boutique, which is known for its quality fashion products.

In the midst of fierce competition, fashion selection strategy is a key factor in attracting consumer attention and increasing customer satisfaction. Fashion selection has become an important aspect in everyday life. Clothing not only protects the body, but also functions as an expression of a person's identity and social status. Clothing is everything that men and women wear from head to toe at certain events (Paramita et al., 2022). Clothing functions to maintain and protect the body, as well as hide its shortcomings and advantages. Fashion selection is a very important factor in social interaction (Salawaney & Karyaningsih, 2015).

High quality and trusted products will be remembered by customers, because they are willing to spend money on high quality goods. This expectation is formed from word of mouth promotion that reaches clients and the experience or goods received. Satisfaction and unhappiness will arise from this assessment. If the level of service meets or exceeds customer expectations, their level of satisfaction will increase significantly. On the other hand, customers tend to feel disappointed if the quality of the product or service received does not meet expectations. Assessing the level of customer satisfaction of a company is very important. In this way, business performance can be evaluated and compared with the performance of its competitors. (Razak, 2019).

A business will be more profitable and last longer if it has more loyal customers (Adapsi: Khoirista, dkk, 2015 dalam (Saputri & Triyono, 2018). Product or service quality plays an important role as the first focus on customer satisfaction. The better the quality of the products and services offered, the greater the level of satisfaction felt by customers. High customer satisfaction can bring benefits to business actors (Saputri & Triyono, 2018). The satisfaction obtained by customers is the result of an evaluation or assessment of the characteristics of the product or service used to meet customer needs, and its performance meets or even exceeds expectations (Sambodo Rio Sasongko, 2021). If every company wants to survive and compete, it must try to satisfy its customers.

However, achieving overall consumer expectations is not easy. It is unrealistic for businesses to expect that there will be no dissatisfied customers, because the customers they currently face already know their rights. Of course, it is possible for companies to try to minimize customer dissatisfaction by providing better service every day (Simamora, 2024). The level of customer satisfaction in a business will increase when their needs and expectations are met or even exceed expectations (Kualitas et al., 2024). Satisfied customers are more likely to come back, make repeat purchases, and recommend to others, thereby increasing reputation and profits.

Based on the background raised, the problem was found, namely knowing how the fashion selection strategy is applied by the Minty.Byime Boutique, and its impact on Gen Z customer satisfaction. This study aims to analyze the fashion selection strategy applied by the Minty.Byime Boutique, and its impact on Gen Z customer satisfaction. The main focus is to understand how the fashion selection strategy can affect Gen Z customer satisfaction. With a qualitative descriptive approach, this study is expected to provide insight between fashion selection strategy and customer satisfaction in the boutique. The results of this study will not only be useful for boutique owners, but also for business actors in the retail and other fashion management fields.

Research Methods

In this study, the approach used is qualitative with a descriptive method to analyze fashion selection strategies and their impact on Gen Z customer satisfaction at the Minty.Byime boutique. Focus on aspects of product quality, unique design, customer service and prices that match quality. Sugiyono (2022) explains that, descriptive qualitative research is an approach based on the philosophy of postpositivism. This method is used to investigate objects in their natural state, where the researcher acts as the main instrument (Iii, 2022). Qualitative research involves researchers who interview research subjects directly, so it must be supported by the researcher's extensive knowledge.

The data collection methods applied in this study include direct observation in boutiques and conducting interviews with staff and customers from generation Z. Observation is the process of directly observing the actual condition of an object and collecting data and information (Razak, 2019). Observations were conducted during the boutique's operating hours to understand the interaction between staff and customers in the way the clothes are selected, as well as to record customer behavior when choosing clothes and how they react to the products offered. An interview is a meeting between two individuals where they exchange information and ideas through questions and answers to build underlying meaning (Hasibuan et al., n.d.). This interview was conducted to understand the fashion selection strategy implemented by Minty.Byime Boutique, and its impact on Gen Z customer satisfaction.

In this study, the objects of research are Minty.Byime boutique staff who are involved in selecting and selling clothes, and Gen Z customers aged 18-25 years who make purchases at Minty.Byime boutique. The focus is on fashion selection strategies and their impact on Gen Z customer satisfaction. Minty.Byime boutique was chosen because of its good reputation in providing quality clothes and satisfying service. To strengthen the argument, the researcher conducted interviews with respondents. There were 2 respondents consisting of Gen Z customers (Erlinda) and Minty.Byime boutique staff (Reski). Interview questions were about their experiences in choosing clothes at Minty.Byime boutique, what fashion selection strategies are implemented by Minty.Byime Boutique, and the impact of these strategies on Gen Z customer satisfaction. By using this method, researchers can gain valuable insights into customer needs and expectations and how Minty.Byime Boutique can improve products or services.

Results And Discussion

Minty.Byime is a boutique located in Bandar Lampung since 2014, known for its various exclusive collections that include various types such as modern kebaya, dresses and also party sets wrapped in premium lace and silk materials. With a focus on quality and elegant design, this boutique offers the perfect choice for special occasions. Managed by a team of five experienced female employees, Minty.Byime is committed to providing the best service to customers. This boutique is a favorite choice for anyone who wants style and appearance in every appearance.

The results of this study show that Gen Z customer satisfaction is formed through 4 main aspects, namely: product quality, unique design, customer service, and price according to quality.

1. Product Quality

Product quality is an important consideration for Gen Z when choosing clothes. Based on interviews with Minty.Byime customers, customers emphasize the importance of the materials

used in each product. "I like Minty.Byime because they use comfortable and durable materials,". This shows that Gen Z is very concerned with the durability and comfort of the clothes they choose. Minty Byime also applies high quality standards in the production process. This can be seen from the use of premium quality materials, which are not only visually appealing but also comfortable to wear. In observations, it can be seen that Minty Byime products have neat stitching and attention to detail, which shows the brand's commitment to quality.

2. Unique Design

Design is a magnet for Gen Z in choosing clothes. Minty.Byime's fashion designs highlight creativity and uniqueness that create a strong brand identity. This is the main attraction for Gen Z. They are looking for clothes that are not only fashionable but can also express their identity. Customers also expressed their satisfaction with the designs offered, Minty.Byime boutique has a distinctive style and offers a fresh collection, so customers feel they have found something new and interesting. "We always try to present designs that are not common, we want to give something different to our customers," said Reski as a boutique staff.

Observations show that fashion designs that are different from other brands attract the attention of Gen Z. Minty.Byime boutique has a comfortable and attractive layout. The product arrangement is done carefully so that customers can easily see various clothing choices. The aesthetic interior design also adds a positive impression to customers who visit. The fashion collections offered vary from formal to semi-formal clothing, which meet the various fashion needs of customers.

3. Customer Service

Responsive and very friendly customer service is influential in building Gen Z satisfaction. Minty.Byime applies a personal approach in interacting with customers including quick responses to questions and complaints. Research shows that positive service experiences can increase satisfaction and the likelihood of repeat purchases among Gen Z. Observations show that boutique staff are able to establish good communication with customers, creating a friendly and pleasant atmosphere.

4. Price According to Quality

The selling price is also very important for Gen Z who tend to be more sensitive to price. Erlinda as a customer said that she felt the price offered was comparable to the quality of the product. "Indeed, there are other boutiques that are cheaper, but I prefer Minty.Byime because I know the quality is guaranteed, this is not just shopping, but an investment in quality clothing". This shows that customers feel Value For Money with their purchases.

Minty.Byime offers competitive prices with guaranteed quality, thus attracting Gen Z's interest in shopping. Observation results show that customers often look at price and material at the same time, indicating that they want to make sure they get value for money.

From this analysis, it is clear that Minty.Byime has succeeded in creating a fashion selection strategy that is in line with Gen Z preferences. The impact is seen in the high level of customer satisfaction. Many customers express their love for the brand not only through purchases but also by indirectly promoting it on social media. In addition, customer loyalty has also increased. Consumers feel an emotional connection with the brand and are more likely to recommend Minty.Byime to their friends. "I always recommend Minty.Byime to my friends. The quality is very good and the designs are cool," said one loyal customer.

According to Tjiptono (2013) in (Razak, 2019), product quality includes efforts to meet or even exceed customer expectations; it involves various aspects such as goods, services, labor, processes, and the environment. Quality is also dynamic, where what is considered quality today may change in the future. Prawirosentono (2012) in (Razak, 2019) stated that maintaining product quality is very important so that an industry remains attractive to consumers and the company's reputation is maintained. Minty.Byime Boutique is committed to providing high-quality clothing made from comfortable and durable materials. Findings from the literature review support that product quality is one of the key factors in determining customer satisfaction.

The fashion designs at Minty.Byime Boutique are designed to always follow the latest trends but still have a distinctive touch that sets it apart from other competitors. The combination of lace and silk creates a unique look and a variety of textures. Texture in women's clothing plays a significant role in creating a comfortable impression when worn. According to Fashion Design II, (Sri Widarwati, et al., 2000: 14) quoted in the book (Paramita et al., 2022), texture refers to the characteristics of the fabric surface that can be seen or felt. These materials provide comfort when worn. Lace at first glance looks like brocade, but the weave is relatively fine and complicated, lace gives a more feminine and elegant impression (Kain Bahan, 2023). Silk provides freedom of movement, while tulle adds volume

without excess weight. This dress is also very flexible for various formal and semi-formal events such as weddings, gala dinners or other special events.

According to Kotler dan Keller (2002) in (Sambodo Rio Sasongko, 2021) Service is any form of action given by one party to another party, which is intangible and does not change ownership. Meanwhile, service quality is measured by how customers assess the difference between what they expect and what they actually receive from the service (Sambodo Rio Sasongko, 2021). Friendly and professional boutique staff service is an important factor in the shopping experience and customer satisfaction.

Kotler and Armstrong (2008:345) stated that price is the amount charged for a product, reflecting the total value given by customers to get the benefits of owning or using the product (Fazri et al., 2023). Gen Z is known as a smart and value-oriented consumer. They hope to get quality products without having to spend a lot of money. Minty.Byime faces this challenge by setting competitive prices for its products. This has a positive impact on their satisfaction and creates the perception that Minty.Byime boutique is a wise choice.

Conclusions

This study analyzes the fashion selection strategy implemented by Minty.Byime boutique and its impact on customer satisfaction, especially among Generation Z. The results showed that product quality is the main factor influencing customer satisfaction. This boutique offers clothing with high-quality materials and good durability, so it is highly appreciated by Gen Z customers who tend to choose products that are visually appealing, durable, and comfortable.

Unique and innovative designs are also attractive to Gen Z customers, who want to express themselves through their appearance. Minty.Byime boutique presents a collection of clothing with designs that are in line with the latest trends, so customers feel satisfied when they find fashionable clothing that reflects their personality. In addition, friendly and responsive customer service also contributes to a satisfying shopping experience, helping to create customer loyalty which is important for maintaining market share.

Overall, the fashion selection strategy implemented by Minty.Byime boutique has proven effective in increasing Gen Z customer satisfaction. By focusing on product quality, attractive designs, excellent service, and competitive prices, this boutique has succeeded in creating a positive shopping experience and building a strong reputation in the fashion industry. To maintain competitiveness, boutiques are advised to continue to innovate in design and service, as well as conduct regular surveys to understand changes in Gen Z customer preferences.

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