

**THE INFLUENCE OF BRAND IMAGE, PERCEIVED  
QUALITY, AND STORE ATMOSPHERE ON  
CUSTOMER LOYALTY: THE MEDIATING ROLE OF  
PURCHASE DECISION IN GRAINSLY SURABAYA**

THESIS



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**AGRIBUSINESS STUDY PROGRAM  
FACULTY OF AGRICULTURE  
NATIONAL DEVELOPMENT UNIVERSITY "VETERAN" EAST JAVA  
SURABAYA  
2026**

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## PLAGIARISM-FREE STATEMENT LETTER

The undersigned below :

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Hereby declare that in this Final Project/Thesis scientific document, there is no part of any other scientific work that has been submitted to obtain an academic degree at any higher education institution, nor are there any works or opinions that have been written or published by other individuals/institutions, except those that are properly cited in this document and fully listed in the references.

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Surabaya, May 2026  
Declared By,



Alifia Salma Az Zahra  
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## FOREWORD

Praise be to God Almighty for all the blessings and His Grace that have been given, so that the author can complete this thesis proposal with the title "The Influence of Brand Image, Perceived Quality, and Store Atmosphere on Customer Loyalty: The Mediating Role of Purchase Decision in Grainsly Surabaya". The writing of this thesis proposal was prepared as one of the requirements to achieve a bachelor's degree in agriculture in the Strata-1 program at the Department of Agribusiness, "Veteran" National Development University of East Java, Surabaya, East Java.

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*I'm so proud of you, Alifia Salma Az Zahra.*

In writing this Thesis Proposal, the author realizes that there are still many shortcomings in the limitations of the capabilities possessed by the author. Therefore, the author expects constructive suggestions and criticisms for the perfection of this Thesis Proposal.

Surabaya, May 2026

Author

# **THE INFLUENCE OF BRAND IMAGE, PERCEIVED QUALITY, AND STORE ATMOSPHERE ON CUSTOMER LOYALTY: THE MEDIATING ROLE OF PURCHASE DECISION IN GRAINSLY SURABAYA**

**Alifia Salma Az Zahra, Wahyu Santoso, Nisa Hafi Idhoh Fitriana**

## **ABSTRACT**

This research aims to examine the effects of brand image, perceived quality, and store atmosphere on customer loyalty, with purchase decision acting as a mediating variable in the context of Healthy Food Grainsly Surabaya. The study is grounded in the shifting consumption patterns of urban communities toward healthier lifestyles, driven by increasing health awareness, particularly in the post-pandemic era. This phenomenon has contributed to the rapid growth of the healthy food industry, while simultaneously intensifying competition and creating challenges in sustaining customer loyalty. This investigation employed a mixed-methodological paradigm by amalgamating quantitative and qualitative datasets. Empirical data were garnered from 100 participants through an incidental sampling procedure and subsequently scrutinized utilizing the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique. The empirical outcomes elucidate that brand image and store atmosphere do not manifest a substantial direct influence on customer loyalty. Nevertheless, both constructs exhibit a statistically meaningful indirect impact through purchase decision as an intervening variable. Conversely, perceived quality and purchase decision demonstrate a significant direct contribution toward customer loyalty. These findings imply that consumers' perceptual evaluations and retail environmental attributes, in isolation, are inadequate to cultivate enduring customer loyalty without reinforcement from tangible purchasing experiences. Furthermore, the model demonstrates strong explanatory and predictive capabilities, suggesting that the selected variables are appropriate in explaining customer loyalty behavior. It is therefore recommended that firms prioritize the enhancement of product quality and implement strategies that effectively translate consumer interest into purchase decisions in order to foster sustainable long-term customer loyalty.

**Keywords:** Brand Image, Perceived Quality, Store Atmosphere, Purchase Decision, Customer Loyalty.

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