# The Influence Of Creativity And Quality Customer Service To The Values Of Which Inspire The Designers For Lifting Indonesian Culture Internationally (Research on Women *Kebaya* Customer in Indonesia)

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**Abstract:** Kebaya was born in Indonesia, especially in Java, then spread throughout the archipelago with a variety of cultural adjustment that enriched its form. Some designers start looking for ideas for preserving the cultural heritage through community activities kebaya lovers who want to develop the business sector with the creative industries by empowering home sewers. The method used is descriptive, while verification through hypothesis testing, modeling approaches use SEM. The results of the research reveales that creativity, supported by Quality of Service has a strong influence, resulting in the designers are difficult to develop their efforts because of the customers' image to the rules / grip of Kartini kebaya, Kerancang, or other old models which are still maintained. Apart from the taste of customers constantly changing, causing the designer difficult to standardize Kebaya models that will be sold. In addition to its impact to the Customer Value less balanced between the value / benefits to be obtained at a cost that will be incurred. Customer Loyalty which was expected to last a long time in fact customers are beginning to miss the kebaya Kartini and feel tired of Kebaya Modification although not all customers are turning to other older models of Kebaya.
**Keywords:** Creativity, Quality of Service, Customer Value, Customer Loyalty.

## INTRODUCTION

*Kebaya* is one form of culture which is still alive and is applied in the lives of Indonesia women who have evolved in such a way that it appears in various forms in accordance with the character, culture and customs of the local area.

*Kebaya* was born in Indonesia, especially in Java, growing to Sumatra, Kalimantan, Sulawesi and Maluku. According to the etymology (the study of the origin of a word) it is said the word "*Kebaya*" is derived from the Arabic word, "Abaya" that means clothing. However, if judging from the evolution of the structure and shape, Abaya has a different structure and shape with *Kebaya*. Some say that *Kebaya* was brought by Portuguese women in conjunction with the XVI century Portuguese colony merchant ship which was landed in Malacca, which was part of Indonesia, then.

On the other hand *Kebaya* was adopted by the wives of VOC officials, *Kebaya* worn by Dutch women was called Lace *Kebaya* which was made of white cotton with lace trimmings, combined with batik sarong buketan typical Pekalongan coastal pattern. In the early twentieth century era, the Dutch government banned the Dutch women to dress as indigious society. Since then *Kebaya* Renda (Lace *Kebaya*) was left by the Dutch women, whereas Indonesian women prefer wearing *Kebaya* rather than a skirt and blouse. Lace *Kebaya* which had been left by the owner, was adopted by

women in Chinese community who felt more Indonesian than Chinese or Dutch used as women's clothing [1].

In the era of 70s up to 80s the kharisma of *Kebaya* was declining, although it was still considered as a National Dress, especially among young people who was seized with a fever style flower power and *hippies* in the '70s, *beggar look* and *punk* in the 80s. *Kebaya* was regarded as clothing for old people and nobody liked wearing it. But in the end of 80s *Kebaya* started to grow, some designers like Prajudi Admodirdjo, Edward Hutabarat, Yosephine Komara, Didi Budihardjo, Eddy Betty, Widi Budimulia, Sebastian Gunawan, Adjie Notonegoro featured *Kebaya* with each character, fashionable, modern, and memorably expensive without leaving the impression feminine or out of the standard grip.

At the generation of Anne Avantie, Marga Alam, and Ferry Sunarto, other *Kebaya* designers, *Kebaya* got a revolution of forms. Shapes of *Kebaya* were born out of a rule or standard grip known as a

*Kebaya* modification. At this time *Kebaya* Modification experienced a golden age, Indonesian women did not hesitate anymore to appear with Modified *Kebaya* on various occasions, both inside and outside the country. *Kebaya* industry was growing so rapidly, starting from the top designers to home sewers are often flooded with orders of *Kebaya*. Although *Kebaya* modification has a thousand faces, now the classic and original form of *Kebaya* is prefered [2].

Although creativity of *Kebaya* is not a new thing, pouring the Indonesia's image into a work gain broadly success. This is due to the Indonesia's designers never lose their ideas to flow the power of creativity, primarily related to Quality of Service. The new discovery of a work does not make the designers lulled in a success, but rather how it can be the worldwide trend setter which gives profit of foreign customers as the satisfying market, apart from the domestic market, which remains a benchmark of its business.

Some designers start looking for ideas to develop this cultural heritage through creativity in the creative industries sector by empowering their communities. So a modern *Kebaya* was created; the combination of old and new design that is packed in such a way. It has an elegant style and luxurious. Markets welcome it eagerly. Its customers come from people who have a sensitivity in the field of fashion, as well as other designers started to expand its business by exporting to various countries. Yet to achieve Customer Loyalty in the domestic market and the export the products to other countries are not easy, a crucial obstacle is the difference of customer's tastes and cultural characteristics of the destination countries.

The point is how such products can meet the customer's need in the long term, and the company must be sensitive to read a phenomenon happens. This is in accordance with the opinions expressed by John Egan [3] that the year 2000 is the beginning era of relationship marketing, to retain customers in the long term on the basis of the trust of customers to the company. But not all customers can accept the creativity a whole, because customers already saturated with *Kebaya* modification. Customers miss the models Kartini *Kebaya* or Javanese *Kebaya*, or other legendaric *Kebaya* Kurung. Some of Indonesian people still adhere to traditional cultural heritage refers to the grip conditions / rules, although little by little it began to be abandoned.

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Creativity is continuously developed to create a model that can compete in the market. It becomes very important and it is realized through interaction with cultural background. Not all customers like today's *Kebaya* that are considered modern. Customers feel saturated with *Kebaya* Modifications which are almost entirely out of rules / grip that had been used as a reference for the designers.

Quality of Service gets difficulty to be developed especially in providing customer's satisfaction which is very important. It is pointed out by the constantly changing development of market tastes. Similarly, the interaction between the wealth of Indonesia to the cultural background cannot fully adjust to the wishes of customers who are the target of almost all Indonesian designers. Kotler and Keller [4] argues that the purpose of marketing is to generate profitability requires a balance that marketers have to produce more value / benefits and costs for customers but not "give everything".

Fluctuations of *Kebaya* Customer Loyalty through designers tend to be less stable, both of work touch, quality of the product as well as aspects that affect the quantity of Creativity, Quality of Service and Customer Value. Declining of Customer Loyalty *Kebaya* allegedly deadlocked in creating designs with creativity so that Quality of Service is smaller than the value given by competitors / *inferior customer value*. As the result, customers will begin to look the old model (Lace and Kartini *Kebaya*) which is simple but elegant. It is old design but still preferred.

The Low Customer Loyalty is alleged by the weak creativity which get less positive response because it is constrained by the rules / grip that linger in the minds of customers; the model has older design. The Quality of service is also felt less satisfied by the customers. The impact is the expected profit contribution has not fully reached. Customer Value cannot be fully perceived by customers, because it can not be compared between the value / benefits received by the customers and the cost that the customers spend.

Based on the theme of the problems mentioned above that reflect the indication and implementation of the phenomenon of emerging problems significantly, it

could affect the competitiveness of *Kebaya* Modification amid the increasingly fierce competition, especially since the designers develop *Kebaya* Nusantara as the cultural heritage of Indonesia. Therefore it can be formulated several problems which will be examined as follows :

• How Creativity, Quality of Service to Customer Loyalty influence directly or through The Customer Value of Indonesia's *Kebaya*
• How Creativity has relationship with Quality of Service of Indonesia's *Kebaya*

Referring to the background of the research, identification and formulation of the problem, the study aims to search:

• The amount of influence Creativity, Quality of Service, the Customer Loyalty Indonesia's *Kebaya* partially or simultaneously.
• The relationship between Creativity and Quality of Service of Indonesia's *Kebaya*

## LITERATURE REVIEW
### Creativity
"Creativity" becomes a keyword for most of the pioneers of the idea of fashion, because fashion the heaven of freedom of imagination, creativity, and style. That's what a world renowned designer, Coco Chanel says: "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has something to do with ideas, the way we live and what is happening ", Griffin, Jill [5], argues that creativity requires seriousness to start something new and involves the risk of success and failure.

Intensive training can improve the unlimited skills and knowledge and can be obtained through the dimensions of creativity. Longenecker, Moore, Petty [6] say that: 1) Science, aligned with the science continues to evolve, 2) Technology, related to the sophistication of science and empowered technology and 3) Service, including the active communication services.

### Quality of Service
Many schools of fahions support the Human Resources to provide Quality of Service to be the leading arts and cultural life because they combine with modern style to follow the trend. Quality of service is closely related to aspects of Customer Loyalty which provides a special incentive for customers to bond the long and mutual beneficial relationship.

Zeithaml *et al.*, [7] evaluated the Quality of Service by consolidating five dimensions, namely: (1) evidence (physical element), in terms of attractiveness, physical facilities, equipment and materials. (2) Reliability (dependable and accurate performance), related to the company's ability to provide services that accurately convey the service in accordance with the

agreed time. (3) Responsiveness (promptness and helpfulness) which refers to the willingness and ability of our employees to help respond to customer's requests according a predetermined time. (4) Security (credibility, security, competence and courtesy), employee's behavior that could lead to customer's confidence by creating a sense of security. (5) Empathy (easy access, good communication and customer undestanding), companies give personal attention to all customers.

### Customer Value
John Chambers, CEO of Cisco Systems, said: "Make your customers the center of culture". It means that a customer-centered company is skilled in building customer relationships, not just products. They are trained in engineering market, not just engineering products. Marketing is everywhere, formally or informally. People and organizations involved in a number of activities make a vital ingredient for business success [8]. The main task of the company is "creating customers". Customers will estimate the bid which will provide the greatest value. They are trying to get the maximum value, which is limited by the cost of search, knowledge, mobility, and income.

Kotler and Keller [4], says that the Total Customer Value is the monetary value of the collection of economic benefits, functional, and psychological that customers expect from of an offer to the market caused by the products, services, personnel, and involved images. Total Customer Cost is a collection of the perceived costs and customers expect to be issued in evaluating, obtaining, using, and gettting rid of a market deals including monetary cost, time, energy, and psychological thngs.

### Customer Loyalty
Customer Loyalty is more directed to the behavior in comparison with the attitude and a loyal customer who will show purchasing behavior can be interpreted as a regular purchase patterns in a long time carried out by the manufacturer / decision [5]. In addition Customer Loyalty cannot be used as a reference for the company when customers had no sensitivity or positive response to the products produced by the company. Loyal customers is an important asset for the company, it can be seen from the characteristics.

Broadly speaking, literature of Customer Loyalty is a particular brand portfolios in the category of a product, but it's very dynamic and can change within a certain time influenced by accompanying factors. Dimensions of Customer Loyalty can be described as: (1) makes regular repeat purchases i.e. making a purchase on a regular basis, (2) purchases across product and service line that is buying products / services from others, (3) Refers others are recommending it to others, (4) demonstrates immunity

to the full of the competition which shows the immunity of the product appeal of similar products from competitors [5].

## RESEARCH METHODOLOGY

The method used in this research is the method of SEM (Structural Equation Modeling), a tool to measure construction indirectly through some indicators and analyze the indicator variables, latent variables, and measurement error. The characteristics tested in this study are Creativity, Quality of Service and Customer Value. They are assumed to significantly affect the Customer Loyalty. Scientific study is intended to carry out the surveys to customers of *Kebaya* Indonesia in outlets of *Kebaya* in West Java including Bandung, Ciamis, Tasikmalaya, and Garut.

## RESEARCH OBJECT

The purpose of research is to clarify the object of Creativity and Quality of Service that affect the loyalty. The number of the samples are Customers who have met the criteria of 200 samples. Judging from this goal, this research is descriptive, to obtain a description of Creativity, Quality of Service and Customer Loyalty, Zinkmund [9]. While the verificative study is to determine the relationship between variables through a hypothesis based on the data in the field, Nana Sujana [10]. To obtain the data and information in this research, it is carried out the disclosure some complementary variables with the concept, dimensions, indicators, size and its scale.

**Table-1: Validity and Reliability Test Results**

| Statement | Validty Index | Reability Coefficient |
|---|---|---|
| Creativity | | |
| Item 1 | 0.786 | 0,825 |
| Item 2 | 0.797 | |
| Item 3 | 0.703 | |
| Item 4 | 0.754 | |
| Item 5 | 0.567 | |
| Item 6 | 0.775 | |
| Quality of Service | | |
| Item 7 | 0.585 | 0,857 |
| Item 8 | 0.583 | |
| Item 9 | 0.762 | |
| Item 10 | 0.637 | |
| Item 11 | 0.548 | |
| Item 12 | 0.556 | |
| Item 13 | 0.593 | |
| Item 14 | 0.685 | |
| Item 15 | 0.541 | |
| Item 16 | 0.560 | |
| Item 17 | 0.572 | |
| Item 18 | 0.676 | |
| Item 19 | 0.527 | |
| Item 20 | 0.459 | |
| Customer Value | | |
| Item 21 | 0.301 | 0,729 |
| Item 22 | 0.425 | |
| Item 23 | 0.368 | |
| Item 24 | 0.378 | |
| Item 25 | 0.529 | |
| Item 26 | 0.507 | |
| Item 27 | 0.480 | |
| Item 28 | 0.503 | |
| Customers' Loyalty | | |
| Item 29 | 0.799 | 0,849 |
| Item 30 | 0.834 | |
| Item 31 | 0.857 | |
| Item 32 | 0.831 | |

**Tools Used**

The sample size for structural equation modeling (SEM) in accordance with the opinion of Joreskog and Sörbom [11] who states that there will be relationship between the number of variables and the minimal sample size in a structural equation model. In this study, there are 16 parameters consisting of 3 Creativity, 5 Service Quality, 4 Customer Value and 4 Customer Loyalty. Using the weight of numbers starting from the smallest number 1 to the largest number 5. To complete the research, it is needed the accurate information from the *Kebaya* makers based on the dimensions of each variable.

**RESULTS AND DISCUSSION**
**Test Validity and Reliability Instruments**

In this section, it will be tested the validity and reliability of the instrument in the form of a research questionnaires consisting of 35 items. The research instrument must be valid and reliable because it determines very much the quality of the data obtained. Indicators of each variable is said to be valid if the

correlation score variable items with a total score is more than 0.3 and the instrument is said to be reliable if the alpha value is more than 0.7.

Questionnaires distributed to collect data on this research have been examined their validity and reliability. The result of it is described in Table 1 where the item has a statement of validity index and reliability is $\geq 0,70 \geq 0,30$.

**Analysis of Results Influence of Creativity and Quality of Service on Customer Value and *Kebaya* Customer Loyalty**
**The Results of the SEM Estimates Model**

Data analysis techniques to test the hypothesis of the influence of Creativity and Quality of Service on Customer Value and its implications for Customer Loyalty *Kebaya* The Chronicles uses Structural Equation Modeling (SEM) with the help of program Lisrel 8.7. Detailed results of the analysis can be seen in Figure-1.
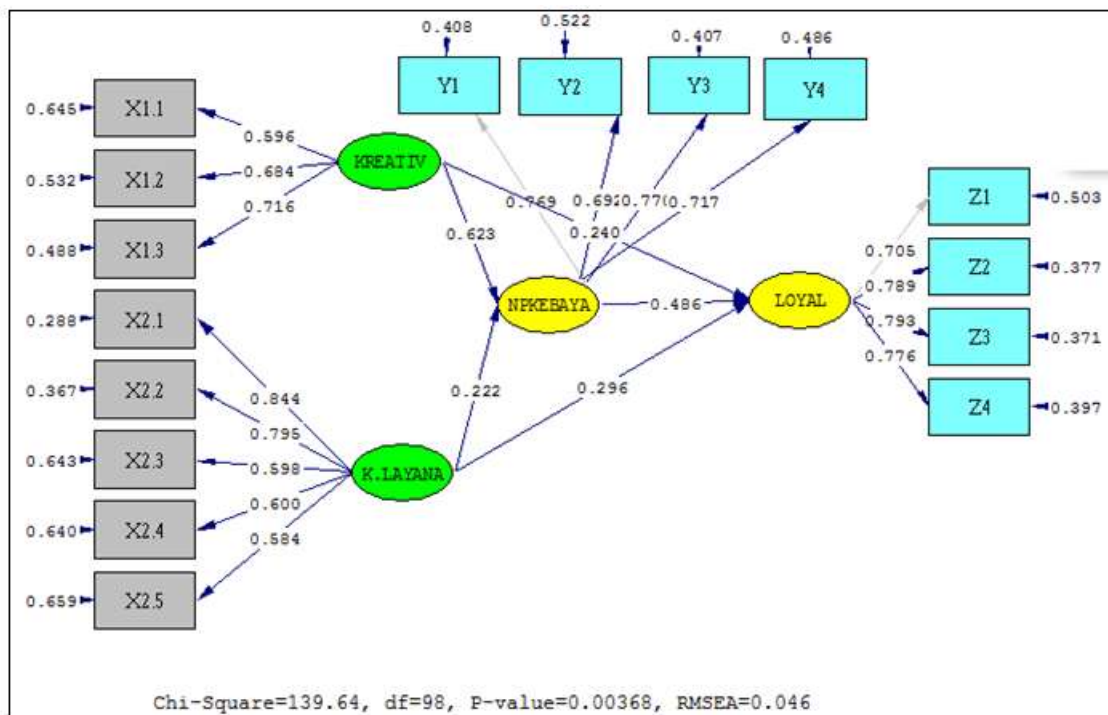


**Fig-1**: **Result Analysis of SEM Influence of Creativity and Quality of Service the Customer Value as well as its implications on *Kebaya* Customer Loyalty**

The results of calculations using SEM analysis consists of two parts. They are the results of measurement models that describe the proportion of variance manifest variables (indicators) that can be explained in the latent variables in order to know which

indicators are significant in the formation of the latent variables, and the result of structural models that describe relationships between variables tested partially of the direct influence on the results of SEM analysis.

**Suitability Analysis Model (Goodness-of-Fit)**

Table-2 illustrates the results of the goodness of fit of the model research undertaken.

Calculation results in Table-2 shows the value of chi-square has a significant level of less than 0.05 by chi-square value of 139.64, which means that they do not meet the chi-square. Value CMIN / DF, GFI, NFI and RMSEA in this research model shows a good level of fitness. While the value of AGFI is not suitable. Overall goodness of fit measurements indicates that the model proposed in the study is acceptable.

**Table-2: The results of the goodness of fit of the research model**

| Goodness of Fit Index | Cut-off Value | Computation Result | Model Evaluation |
|---|---|---|---|
| Chi-Square | Assumed small | 139,64 | Marginal (not good) |
| Probibality(significance) | $\geq 0,05$ | 0,00368 | Marginal (not good) |
| *CMIN/DF* | $\leq 2$ | 1,425 | Fit (good) |
| RMSEA | $< 0,05$ | 0,046 | Fit (good) |
| GFI | $0,90 < GFI < 1$ | 0,919 | Fit (good) |
| AGFI | $0,90 < GFI < 1$ | 0,888 | Marginal (not good) |
| NFI | $0,90 < NFI < 1$ | 0,967 | Fit (good) |

Source: Appendix Results Output Lisrel 8.7

**Analysis of Measurement Model**

**Table-3: Results Loading Factor Manifest Latent Variables**

| Latent Variabel Manifest | Loading Factor | $t_{hitung}$ | $R^2$ | Error Variance |
|---|---|---|---|---|
| **Creativity** | | | | |
| *Science* | 0.596 | 8.396 | 0.355 | 0.645 |
| *Technology* | 0.684 | 10.573 | 0.468 | 0.532 |
| *Service* | 0.716 | 9.960 | 0.512 | 0.488 |
| **C-R = 0,705 dan V-E = 0,445** | | | | |
| **Quality of Service** | | | | |
| Physical Evidence | 0.844 | 16.732 | 0.712 | 0.288 |
| Reliability | 0.795 | 15.691 | 0.633 | 0.367 |
| Responsiveness | 0.598 | 9.136 | 0.357 | 0.643 |
| Security | 0.600 | 9.532 | 0.360 | 0.640 |
| Empathy | 0.584 | 7.543 | 0.341 | 0.659 |
| **C-R = 0,818 dan V-E = 0,481** | | | | |
| **Customers' Value** | | | | |
| NP1 | 0.769 | | 0.592 | 0,408 |
| NP2 | 0.692 | 5.542 | 0.478 | 0.522 |
| NP3 | 0.770 | 9.726 | 0.593 | 0.407 |
| NP4 | 0.717 | 6.784 | 0.514 | 0.486 |
| **C-R = 0,827 dan V-E = 0,544** | | | | |
| **Customers' Loyalty** | | | | |
| Regular purchasing | 0.705 | | 0.497 | 0.503 |
| Buying other goods/Services | 0.789 | 9.738 | 0.623 | 0.377 |
| Recommending others | 0.793 | 11.156 | 0.629 | 0.371 |
| Showing the immunity of the product appeal of similar products from competitors | 0.776 | 9.656 | 0.603 | 0.397 |
| **C-R = 0,850 dan V-E = 0,588** | | | | |

Source: Appendix Results Output Lisrel 8.7

Weighing factor (loading value) of three variables manifest for Creativity ranges from 0.5 to 0.8. Value weighting factors manifest variables that make up the latent variables of Creativity is already well above the average, which is recommended for loading a factor of 0.5. t-count obtained for 3 variables manifest of latent variables of Creativity ($\xi1$) is more than 1.96 so it can be said that the manifest variables used in measuring a variable of Creativity ($\xi1$) is meaningful. Based on calculations of loading factor and t-statistic known three indicators of creativity have positive and significant relationship in determining Creativity.

Values for the latent variables Construct Reliability Creativity at 0.705. Values obtained show the suitability level of indicator variable in forming latent constructs. Creativity reached 70.5%. Values obtained for the Construct Reliability has been above the cut point (recommended value) of 0.7 [12] that constructs formed Creativity variable already has a high degree of reliability and this shows that the indicators used in the latent variable creativity ($\xi 1$) have a good agreement. The calculation value for the latent variables of Variance Extracted Creativity is at 0.445. Extracted Variance value obtained shows the manifest variable magnitude that has been included in the construct formed (latent variables).

Weighing factor (loading value) of five manifest variables for Quality of Service ranges from 0.5 to 0.9. Value weighting factors manifest variables that make up the latent variable Quality of Service is already well above the average recommended loading factor of 0.5. T-count obtained for the five variables manifest from latent variable Quality of Service ($\xi 2$) is more than 1.96 so it can be said that the manifest variables used in measuring variable Quality of Service ($\xi 2$) is meaningful. Based on calculations of Loading factor and t-statistic is known of the five indicators Quality of Service has a positive and significant relationship in determining Quality of Service. Values for the latent variables Construct Reliability Quality Service is at 0.818. Values obtained show the suitability level of indicators in forming latent constructs variable Quality of Service reached 81.8%. Values obtained for the Construct Reliability has been above the cut point (recommended value) of 0.7 [12] that constructs the variable quality of service that is formed already have a high degree of reliability and this shows that the indicators used in the latent variable Quality of Service ($\xi 2$) have a good agreement. The calculation value for the latent variables Variance Extracted Quality of Service amounted to 0.481. Extracted Variance value obtained shows the manifest variable magnitude that has been included in the construct formed (latent variables).

Weighing factors (loading value) of the four variables manifest for Customer Value ranges from 0.6 to 0.8. Value weighting factors manifest variables that make up the latent variable value Customers are already well above the average recommended for loading a factor of 0.5. t-count obtained for the four variables manifest from latent variable Customer Value ($\eta 1$) more than 1.96 so it can be said that the manifest variables used in measuring variables significantly

Customer Value ($\eta 1$). Based on calculations Loading factor and t-statistic known four indicators Customer Value has a positive and significant relationship in determining the Customer Value. Values for the latent variables Construct Reliability Customer Value at 0.827. Values obtained show the suitability level indicators in forming latent constructs variable customer value reached 82.7%. Values obtained for the Construct Reliability has been above the cut point (recommended value) of 0.7 [12] to construct a variable Customer Value formed already have a high level of reliability and this shows that the indicators used in the latent Customer Value variables ($\eta 1$) have a good agreement. The calculation value for the latent variables Variance Extracted Customer Value amounted to 0,544. Extracted Variance value obtained shows the manifest variable magnitude that has been included in the construct formed (latent variables).

Weighing factor (loading value) of the four variables manifest for Customer Loyalty ranges from 0.7 to 0.8. Value weighing factors manifest variables that make up the latent variable customer loyalty is already well above the average recommended for loading a factor of 0.5. T-count obtained for the four variables manifest from latent variable customer loyalty ($\eta 1$) more than 1.96 so it can be said that the manifest variables used in measuring meaningful customer loyalty variable ($\eta 1$). Based on calculations Loading factor and t-statistic known four indicators Customer loyalty has a positive and significant relationship in determining customer loyalty. Value Construct Reliability for latent variable customer loyalty by 0.850. Values obtained show the suitability level indicators in forming latent constructs variable Customer loyalty reached 85.0%. Values obtained for the Construct Reliability has been above the cut point (recommended value) of 0.7 [12] that constructs variable customer loyalty is formed already have a high degree of reliability and this shows that the indicators used in the latent customer loyalty variable ($\eta 1$) have a good agreement. The calculation value for the latent variables Variance Extracted customer loyalty by 0.588. Extracted Variance value obtained shows the manifest variable magnitude that has been included in the construct formed (latent variables).

**Research Hypothesis Testing**

After all evaluation of the research model obtained from SEM analysis performed can be fulfiled, then it will be tested the hypothesis. Research hypothesis testing is done based on the value t of causality from the processing of SEM as in Table-4.

**Table-4: Significance Test Results**

| Variable | Influence Coefficient | t-count | t-critical | R² | Conclusion |
|---|---|---|---|---|---|
| Creativity on Customer value | 0,623 | 6,659 | 1,96 | 38,8% | There is a significant influence |
| Quality of service on Customer value | 0,222 | 2,757 | 1,96 | 4,9% | There is a significant influence |
| Creativity on Customer Loyalty | 0,240 | 2,371 | 1,96 | 5,8% | There is a significant influence |
| Quality of service on Customer Loyalty | 0,296 | 3,812 | 1,96 | 8,8% | There is a significant influence |
| Customer value on Customer Loyalty | 0,486 | 3,173 | 1,96 | 23,6% | There is a significant influence |
| Creativity on Customer Loyalty through *Kebaya* Customer Value | 0,3028 | 2,867 | 1,96 | 30,28% | There is a significant influence |
| Quality of Service on Customer Loyalty through *Kebaya* Customer Value | 0,1079 | 2,082 | 1,96 | 10,79% | There is a significant influence |
| Relationship Between Creativity and *Kebaya* Quality of Service | 0,634 | 9,487 | 1,96 | 40,2% | There is a significant relationship |

Source: Data compiled from the research

**Results Influence of Creativity on Customer Value**

The path coefficients of Creativity on Customer Value obtained is at 0.623. The path coefficients of Values marked positive shows that the higher the creativity is, the higher customer value will create.

Creativity hypothesis being tested is a positive influence on Customer Value. Based on the results of the calculations in Table 4 that is obtained t value of creativity on Customer Value is equal to 6.659, t-test value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

Creativity can be concluded that the positive Influence on Customer Value. The higher the creativity of the designers *Kebaya* The Chronicles will be followed by increasing customer value. Creativity amount of influence on Customer Value is 38.8%.

**Results Influence of Quality of Service on Customer Value**

The path coefficients of Quality of Service on Customer Value obtained is at 0.222. Values are marked positive path coefficients showed that the higher the Quality of Service is, the higher customer value will create.

The hypothesis being tested is a positive influence on the Service Quality of Customer Value. Based on the results of the calculations in Table 4 is obtained t value to the Service Quality Customer Value is equal to 2.757, t-test value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

It can be concluded that the positive Influence on the Quality of Service Customer Value. The better the Quality of Service *Kebaya* The Chronicles will be followed by increasing customer value. The amount of influence on the Service Quality of Customer Value is 4.9%.

**The Influence of Creativity on Customer Loyalty**

Creativity path coefficient to Customer Loyalty obtained 0.240. Values are marked positive path coefficients shows that the higher the creativity is the higher customer loyalty will create.

Creativity hypothesis being tested has a positive influence on Customer Loyalty. Based on the results of the calculations in Table 4 is obtained t value to the Customer Loyalty is equal to 2.371, t-test value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

It can be concluded that Creativity has the positive Influence on customer loyalty. The higher the creativity of the designers, the higher *Kebaya* Customer Loyalty will be. The amount of influence on Customer Loyalty Creativity is 5.8%.

**Results Influence of Service Quality on Customer Loyalty**

The path coefficients of Quality of Service to Customer Loyalty obtained is at 0,296. Values are marked positive path coefficients shows that the higher the Quality of Service the higher customer loyalty will create.

The hypothesis being tested is a positive influence on the Service Quality of Customer Loyalty. Based on the results of the calculations in Table 4 is

obtained t value to the Service Quality of Customer Loyalty is equal to 3.812, t-test value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

It can be concluded that Quality of Service has the positive Influence on the Customer Loyalty. The better the quality of service, the higher *Kebaya* Customer Loyalty will be. The amount of influence on the Service Quality of Customer Loyalty is 8.8%.

## Results of Influence of Customer Value on Customer Loyalty

The path coefficients of Customer Value to Customer Loyalty obtained is at 0.486. Values are marked positive path coefficients shows that the higher the value the customer, the higher customer loyalty will create.

The hypothesis being tested has a positive influence on the Customer Value Customer Loyalty. Based on the results of the calculations in Table-4 is obtained t value to the Customer Loyalty Customer Value is equal to 3.173, t-test value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

It can be concluded that the positive Influence on the Customer Value Customer Loyalty. The better the Customer Value *Kebaya*, the higher customer loyalty is. The amount of influence on the Customer Value Customer Loyalty is 23.6%.

## Results of Influence of Creativity on Customer Loyalty through Customer Value *Kebaya*

The path coefficients of Creativity on Customer Loyalty through Customer Value. *Kebaya* obtained at 0.3028. Values are marked positive path coefficients show that the higher the creativity, the higher Customer Loyalty will make, if it is supported by the growing customer value.

Creativity hypothesis being tested has a positive influence on Customer Loyalty through Customer Value *Kebaya*. Based on the results of the calculations in Table 4 is obtained t value creativity to Customer Loyalty through Customer Value *Kebaya* is equal to 2.867, t-test value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

It can be concluded that Creativity has a positive Influence on Customer Loyalty through *Kebaya* Customer Value. The better the creativity which is supported by higher customer value, the higher customer loyalty will be. Creativity amount of influence on Customer Loyalty through *Kebaya* Customer Value is 30.28%.

## Results Influence of Service Quality on Customer Loyalty through Customer Value *Kebaya*

The path coefficients of Quality of Service to Customer Loyalty through. Customer Value *Kebaya* obtained is at 0.1079. Values are marked positive path coefficients shows that the higher the quality of service, the higher Customer Loyalty will make if it is supported by the growing customer value.

The hypothesis being tested has a positive influence on the Service Quality of Customer Loyalty through *Kebaya* Customer Value. Based on the results of the calculations in Table 4 is obtained t-value to the Service Quality of Customer Loyalty through *Kebaya* Customer Value is equal to 2.082. T-count value is greater than 1.96 t-critical so that it can be concluded that the hypothesis is accepted.

It can be concluded that the positive Influence on the Quality of Service Customer Loyalty through *Kebaya* Customer Value. The better the quality of service which is supported by higher customer value, the higher customer loyalty will be. The amount of influence on the Service Quality of Customer Loyalty through *Kebaya* Customer Value is 10.79%.

## CONCLUSIONS AND RECOMMENDATIONS
## CONCLUSION

Variable Creativity has a major influence on the Quality of Service of 38.8%, this indicates that the endless creativity of the designers of the designers create the power of imagination through the Quality of Service featured products can be seen in boutiques or store that sell *Kebaya*. In fact customers gradually began to turn to older models of *Kebaya*, this is because customers are getting bored with the *Kebaya* modification. Although creativity are intimately connected and intertwined with quality service, the customers are turning to *Kebaya* is considered to have rules / grip and are already embedded in their memories, consequently the designers struggled to develop its business due to the image of the Kartini *Kebaya* , Kerancang, lace *Kebaya* or other old models.

Another factor is the taste of customers constantly changing, causing the designer is difficult to standardize models *Kebaya* whi ch meets the tastes of the customers. In addition to its impact to the Customer Value are considered less balanced between the value / benefits to be obtained at a cost that will be incurred, as a result only certain customers are still using *Kebaya* Modification. On the other hand most customers remain loyal to the *Kebaya* that can satisfy them. Customer Loyalty which was expected to last a long time because customers began to miss *Kebaya* Kartini and feel tired of *Kebaya* Modification although not all customers are turning to other older models of *Kebaya*.

## RECOMMENDATIONS

The creativity of the designers is not just glued to the only modification *Kebaya* but with a model that holds rules / grip developed into *Kebaya* which has a specific cultural tradition without leaving the local culture. So Indonesia's *Kebaya* is still known by the domestic and foreign markets as fashion which has its peculiarities and advantages. Quality of service is further enhanced given by *Kebaya* customers still have a chance to develop, especially older models still get a lot of demand, to dig up the *Kebaya* Kartini, Kerancang, Lace *Kebaya* whhich have a strong charm to appear on the show in the official events.

Customers value is the main thing for customers in deciding what to buy, it is strengthened by the company's efforts to balance between value / benefits to be provided to customers at a cost that will be obtained by the company. *Kebaya* model development is complete, it can be used as a mirror to learn more about the grip / rules adapted to the desired model customer. Strong foundation in maintaining its presence through perseverance and tenacity of all parties in developing the archipelago *Kebaya* adapted to the cultural areas concerned.

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