

# The Influence of Visual Branding Innovation and Facility Design on Customer Value

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## ABSTRACT

*The purpose of this research is to examine whether visual branding innovation and facility design have an impact on enhancing customer value, both concurrently and partially, at Unkl347 in Bandung. Customers are the driving force behind business competition, prompting entrepreneurs to strive for innovation to attract and compete for customers. This research employs a descriptive and verifiable approach, utilizing descriptive and verifiable research methods. The data is collected through observations, interviews, questionnaires, and persistent company data. Primary data is gathered from a sample of 100 respondents. The analysis method employed is path analysis. The findings of this study demonstrate that facility design exerts a greater influence than visual branding innovation on customer value. Therefore, it is advisable to maintain and enhance facility design, while visual branding innovation should be evaluated consistently considering customer opinions to advance company progress and profitability, ultimately achieving a competitive edge among various clothing entrepreneurs in Bandung.*

## 1. INTRODUCTION

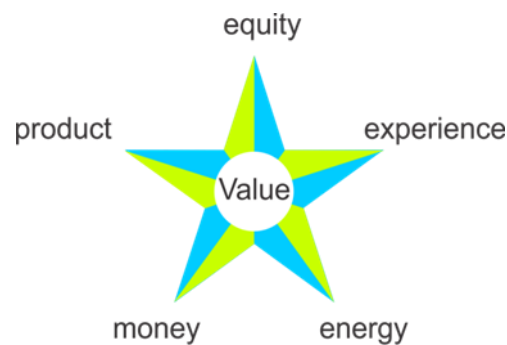
In The digital era has led to the growth of information media, making information easily accessible. The expansion of information media is proportional to the growth of new businesses. Increased business competition comes with the emergence of new entrepreneurs ready to compete in the same field with similar products or services. The primary focus in this business competition is to attract customers, as they are the driving force behind a company's growth. The modern consumer is profoundly altering the dynamics of commerce as a result of being empowered by technology and having access to a large array of options. Because of this transformation, the visual branding of a facility and its design have become of the utmost importance, and this has an effect on how people perceive and engage with businesses. The necessity for businesses to understand and exploit the power of visual communication in order to attract, engage, and keep customers is a driving force behind the urgency with which this study needs to be conducted (Tilak, 2020).

The urgent need for action is a direct result of the transforming power that visual branding possesses in the modern day. Consumers are confronted with a never-ending onslaught of visual stimulation on account of the proliferation of social media and online shopping. Brands who are able to successfully attract their attention by utilizing creative techniques for their visual branding have a major advantage over their competitors. In a world where customers are increasingly making split-second decisions based on the imagery that is shown to them, it is crucial for brands to be able to visually express their identities, values, and promises to their target audiences. Because of this, companies that fail to adapt and develop in this area run the risk of being eclipsed by competitors whose products are more visually engaging (Burton et al., 2019).

The design of facilities has become an important component in the process of molding the consumer experience. The real and virtual environments in which customers engage with brands have evolved into an integral part of those brands. The realization that consumers increasingly want more than simply products and services has accelerated the need to investigate the impact that facility design has on customer impressions. Consumers now expect to have memorable, immersive, and visually

beautiful encounters with the brands they patronize. Those companies who do not make the design of their facilities a priority run the danger of falling behind in the race to create the essential experiences that encourage client loyalty and advocacy. This research is particularly relevant because it investigates the ways in which innovations in visual branding and facility design are connected to one another, as well as the ways in which these three factors collectively shape customer value. It offers a road map for companies to follow as they traverse this shifting terrain in order to ensure that they continue to be relevant to their customers and appealing to them in a culture that is becoming increasingly dominated by visual media (Raposo, 2022).

Competition among businesses offering the same products is a common scenario in today's business landscape. Various innovative marketing strategies are implemented to attract customers. However, what's important is understanding how customers make decisions to purchase or use the offered products or services. With a plethora of choices available in the market, customers need to consider multiple factors when making decisions, especially when there are similar products offered by different manufacturers. Customers assess the benefits they will gain from the chosen product. A. Krisnanto (2021) states that customer value is the ultimate goal of company activities, directed towards providing value and benefits to customers. Perwira et al. (2016) define customer value as the value provided by customers after experiencing positive or negative product benefits. Influencing customers in their purchasing decisions is a fundamental business practice aimed at acquiring and retaining customers. Robinette, Scott Brand, Claire, and Lenz, Vicki (2001:21) explain the five components of customer value in the Value StarSM model as follows:



**Figure 1 Value StarSM**

This model illustrates the consumer decision-making process when buying and using products/services, involving stages like recognizing needs, seeking information, evaluating alternatives, making purchases, and customer satisfaction. The decision-making process is influenced by three main factors: individual differences, marketing strategies, and environmental factors. The model also includes two groups affecting the decision process: internal factors and external factors.

Internal factors encompass individual differences, which involve variations in individual assessments of the decision-making process. External factors comprise marketing strategies and environmental factors, which influence customers through marketing communications and facilitate their access to offered products. The information received by customers is evaluated, and they assess the benefits they will obtain.

Competitors offering similar products/services might not necessarily provide the same perceived value to customers. These differing perceptions are influenced by various factors. Internally, differences in perception are driven by individual evaluations, while externally, marketing stimuli and environmental factors play a role. Marketing strategies define positioning to shape customer perceptions through branding, creating a distinctive identity and building a product image.

Customer value can be influenced by marketing communication, both visual and verbal. Based on research by Hewlett-Packard Development Company, 10% of information is remembered and absorbed through hearing, 20% through reading, and 80% through visual perception and interaction.

Additionally, a blog titled "How Colors Affect Conversion Rates" states that 92.6% of people say visual factors are the primary influence on their purchasing decisions.

Visual branding refers to the process of building a brand using visible elements such as colors, shapes, and sizes. Visual branding reinforces the branding process visually and strengthens positioning. It portrays products according to the target audience, whether that's exclusive, affordable, or beneficial. Using visuals facilitates brand or product recognition among customers, indirectly shaping their perception.

Facility design similarly acts as a stimulus, creating visual impressions of the brand or product for customers. Facilities constitute the environmental factor creating a servicescape. Servicescape, according to James A. Fitzsimmons (2011:154), is the physical condition of support facilities that influences customer and employee behavior, designed to create an atmosphere aligned with the service concept. This includes interior design, displays, lighting, music, and comfort during product offerings. All of these factors contribute to customer perceptions of the product.

With increasing competition, including new ventures from both large corporations and small businesses, industries like clothing manufacturing and distribution (distros) have grown, particularly in Bandung—a hub for Indonesia's ready-to-wear fashion industry. Often referred to as the "Paris of Java," Bandung holds a similar status in Indonesia, with a thriving fashion scene.

Unkl347 is a trademark brand with a store on Trunojoyo Street, a local clothing retail area in Bandung. Belonging to the creative industry, Unkl347 was established in 1996 (unkl347). Over time, Unkl347 has sustained and expanded its presence internationally through various innovations in products, marketing, branding, visual branding, and store facility design to align with dynamic market preferences. These changes are essential to staying competitive in the race to secure customers. Therefore, it is intriguing to explore how Visual Branding Innovation and Facility Design influence Customer Value, particularly within the same type of business where competition continues to grow.

The lack of thorough empirical research that explores the connection between Visual Branding Innovation, Facility Design, and Customer Value in a specific company context, such as Unkl347 in Bandung, is the research gap that this study addresses. The research gap that this study fills is the lack of comprehensive empirical research. There is a need for a more nuanced understanding of how these components interact together, despite the fact that previous research acknowledges the significance of these aspects in terms of their ability to influence the perceptions and actions of customers.

There is a significant gap in research that truly integrates Visual Branding Innovation and Facility Design. Many studies in the field focus predominantly on either visual branding or facility design, often treating them as separate entities. This research aims to bridge this gap by investigating how these two critical components of branding interconnect and mutually influence customer value. In a rapidly evolving business environment, companies can no longer afford to separate these aspects. Understanding the synergistic relationship between visual branding innovation and facility design is crucial for achieving a comprehensive and effective branding strategy.

## 2. LITERATURE STUDY

### The Visual Branding Innovation

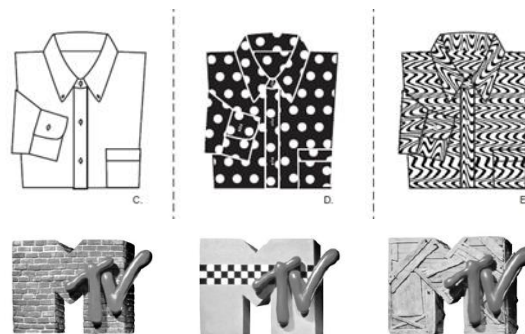
The notion that visual communication can be more powerful than verbal communication is evident in many cases where people learn and retain visually presented information better than orally delivered content. Arief Budiman (2008:93) defines Visual Branding as the impact caused by a visual form to differentiate a brand.

According to Paul Martin Lester (2004) in the Syntactic Theory of Visual Communication, "Something is happening. We are becoming a visually mediated society. For many, understanding the world is being accomplished, not through words, but by reading images." Paul's statement suggests that we are transitioning into a visual society, comprehending the evolution of the world not through words, but through reading images. This perspective aligns with the increasing prevalence of visual-based

media for introducing or promoting products or services, aiming to facilitate easy reception of conveyed information.

Innovations in Visual Branding, as outlined by Bessant and Tidd, aim to create differentiation among businesses when offering products/services. Marc Gobe (2003, p. 138-165) highlights that due to the long lifespan of certain identities and the existence of various visual languages representing different generations and economies in the market, the challenge lies in ensuring that identities remain contemporary and relevant. This requires innovation in the presentation of these identities. The success of a company/brand identity is determined by its flexibility in evolving and the flexibility of meaning in the eyes of consumers and the company.

Marty Neumeier (2006, p. 146) simplifies the concept of visual branding innovation: "If people can change their clothes without changing their characters, why can't brands?"



**Figure 2** Visual Branding Innovation

Source: The Brand Gap, Marty Neumeier, 2006:146 )

Visual branding innovation can be understood as a visual innovation of branding for a brand, rejuvenating its identity to remain relevant in an evolving market. These changes are necessary to strengthen the business's existence, particularly in the eyes of customers.

Rustan (2011, p. 54) presents three stages of assessment applied to companies, known as the identity mix: visual (logo, typography, color, packaging, uniforms, signage, buildings, etc.), communication (advertisements, annual reports, press releases, customer service, public relations), and behavioral (company values, culture, norms). Visual identity includes all visible brand information that is created as effectively as possible to be easily remembered and understood by customers. Visual identity encompasses elements such as the name, tagline, logo, color, typography, and imagery (Rustan, 2011, p. 60-82).

The dimensions applied to Visual Branding Innovation utilize the dimensions established by Rustan (2009, p. 53) in the assessment stages of a company, which are part of the Identity Mix. The first stage is Visual, including (1) logo, (2) typography, (3) color, (4) packaging, (5) uniforms, (6) signage, (7) buildings, etc. Visual identity includes elements such as (1) name, (2) tagline, (3) logo, (4) color, (5) typography, and (6) imagery. In this study, the dimensions of Visual Branding Innovation combine the Identity Mix and visual identity, customized to the field, including factors such as (1) logo, (2) typography, (3) color, and (4) imagery.

### Facility Design

Facility design plays a crucial role in conveying brand identity, as stated by Lombardo (2003). According to Fitzsimmons (2011, p. 153), facility design is highly important, as it's part of a differentiation strategy and contributes to creating consistent image awareness among customers.

The design of a facility is closely related to the environmental dimensions, encompassing various aspects such as ambience, space and function, and signs/symbols. The surrounding dimensions are objective factors that can be controlled by a company to shape customer and employee behavior and perception towards the service. Fitzsimmons (2011, p. 156-159) elaborates on these aspects.

Within the environmental dimensions presented by Fitzsimmons, the layout and functionality involve arranging spatial organization, furniture, and equipment to create a visually and functionally effective space for conveying information about the service.

According to Lombardo (2003), facility design not only aids in creating a unique identity but also influences customers on a subconscious level, creating an emotional attachment. This emotional response stems from the implicit information conveyed by the service provider through facility design, which is imprinted in the customer's memory about the brand. Fitzsimmons (2011, p. 156-160) highlights several factors that influence facility design decisions, including:

1. Nature and Purpose of the Service Organization: Understanding the goals and nature of the service organization.
2. Availability of Space and Space Requirements: Determining the available space and spatial needs.
3. Flexibility: Designing for adaptability and future changes.
4. Security: Ensuring safety measures are incorporated.
5. Aesthetics: Considering aesthetic factors to create a pleasant environment.
6. Community and Environment: Integrating with the local community and environmental factors.

All these factors contribute to creating a facility design that not only reflects the brand's identity but also shapes customer perceptions and emotions, thereby embedding information about the brand in the customer's memory.

#### 1) Customer Value

Don Peppers and Martha Rogers (in Kotler and Keller, 2012:134) emphasize that the only value a company can create comes from customers—it's all the value you have now and will have in the future. Duchessi (2002:22) defines customer value as a collection of benefits from products and services at a reasonable price, which can be created through various means. Zineldin (in Oesman, Yevis Marty, 2010:48) reveals that total customer value includes functional value from the product, service, emotional, social, and conditional value, while total customer cost includes monetary price, time, shopping effort, energy, and psychological costs. The components of customer value include product quality, price, service quality (handling complaints, information availability), and image (professional staff, innovation, etc.), according to Nauman (in Oesman, Yevis Marty, 2010:49).

The customer value concept used in this study is based on Robinette, Scott Brand, Claire, and Lenz, Vicki (2001:21), who introduced the Value StarSM framework as a motivation for innovation. It consists of five components of customer value as shown below:

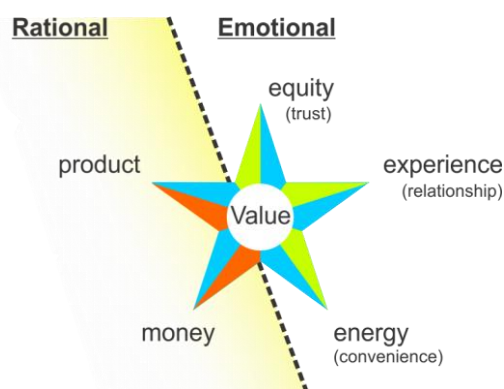


Figure 3 Value StarSM ;Rational vs Emotional

Source: Robinette, Scott Brand, Claire and Lenz, Vicki (2001:21)

Robinette, Scott Brand, Claire, and Lenz, Vicki (2001:22) further explains that the five components are divided into traditional value elements such as Cost (Money and Energy) and benefits (Product, Equity, Experience). The Value StarSM makes a distinction by categorizing these components into rational and emotional aspects. Money and Product are easily understood as rational aspects, both

being priorities based on logic. If customers purchase products or services solely based on price, the product's brand is in a vulnerable position (having risks), even if they maintain a low price for a relatively long period. Only a few companies achieve success with this strategy. Competitors can offer similar or better products or services at the same price.

### 3. METHOD

This In this study, a comprehensive research methodology was employed to explore the interplay between Visual Branding Innovation, Facility Design, and Customer Value within the context of Unkl347, a brand based in Bandung. The research utilized both descriptive and verification research methods. The descriptive aspect of the research provided an overview of the current state of Visual Branding Innovation, Facility Design, and Customer Value at Unkl347, with a focus on understanding the individual characteristics of these variables. This involved summarizing and presenting data in a structured manner, enabling a clear evaluation of the current state of these key components.

The research investigates how Visual Branding Innovation and Facility Design collectively influence Customer Value. It aims to establish whether there is a joint impact of these variables on Customer Value. This part of the research provides insights into the combined effect of visual branding innovation and facility design strategies on customer perceptions. The research focuses on Unkl347 customers in Bandung, with a sample size of 100 customers. The sample was selected through systematic sampling, ensuring the representation of the target population. Data collection involved multiple methods, including observation, interviews, and questionnaires. The questionnaires were designed to gather quantitative data related to Visual Branding Innovation, Facility Design, and Customer Value. In addition, relevant company data, such as sales and customer information, were collected.

The investigation primarily focused on the relationships between Visual Branding Innovation and Facility Design and their combined impact on Customer Value. It sought to establish whether these variables collectively influenced Customer Value, contributing to insights on how visual branding innovation and facility design strategies shape customer perceptions. The research included a sample of 100 Unkl347 customers in the age group of 16-28, primarily representing the millennial and Gen Z demographic. Data collection was a multi-faceted approach, involving observation, interviews, and questionnaires administered directly at Unkl347 shops and through online channels like Facebook and Instagram. These methods ensured a comprehensive and diverse dataset to analyze. A comprehensive method for gathering information for the purpose of this study is to take a representative sample of customers between the ages of 16 and 28 who are members of the millennial and Gen Z generations and to administer surveys to those customers in-person at Unkl347 shops and online through Facebook and Instagram. In 347 Store (UNKL347 Headquarters), located at Jl. Trunojoyo No.4, Citarum, Kec. Bandung Wetan, Kota Bandung, Jawa Barat 40115, we provide training for surveyors and distribute questionnaires (Esposito, 2023).

To analyze the collected data and determine the relationships between variables, path analysis, a quantitative statistical technique, was employed. This method allowed for the examination of both direct and indirect effects and provided valuable insights into how Visual Branding Innovation and Facility Design influenced Customer Value. The research was structured as a combination of descriptive and verification research methods, offering both an overview and a detailed causal explanation of the relationships between these critical elements. The outcomes of this research provide businesses, including Unkl347, with valuable insights into enhancing Customer Value by strategically leveraging Visual Branding Innovation and Facility Design. This method allows for the examination of relationships between variables and the determination of direct and indirect effects. The data analysis helps uncover the influence of Visual Branding Innovation and Facility Design on Customer Value. This research employs a combination of descriptive and verification research methods to explore the relationships between Visual Branding Innovation, Facility Design, and Customer Value at Unkl347. The descriptive aspect provides an overview, while the verification-causal explanatory part delves into the specific effects of these variables. The data-driven approach enhances the understanding of how these factors collectively shape customer perceptions and values.

#### 4. RESULTS AND DISCUSSION

Descriptive analysis for the visual branding innovation carried out by Unkl347 has been considered good by customers. The results of the visual branding innovation analysis on Unkl347 are categorized as good. The design of the facilities at the Unkl347 store is considered comfortable by customers. The results of the facility design analysis on Unkl347 are categorized as good, with a higher value than visual branding innovation. Together the two independent variables (Visual Branding Innovation and Facility Design) on the dependent variable (Customer Value) influence is 46.0% where 54.0% are other factors outside the variables that affect Customer Value. Simultaneous and partial verification analysis has the following hypotheses:

##### 1. Simultant

Ho(3): $\rho_{YX_1} = \rho_{YX_2} = 0$	Visual Branding Innovation and Facility Design have no positive effect on Customer Value on Unkl347
H1(3): $\rho_i \neq 0$	Visual Branding Innovation and Facility Design have a positive effect on Customer Value on Unkl347

Table 1.

The value of the F test statistic is obtained in the SPSS ANOVA table. The results of the calculation of the significance test were obtained. The Fcount value was 41.336 with a significance of 0.000. To test the hypotheses previously set, it is done by comparing Fcount with Fdiagraml values. From the table.

F is obtained by the value of Ftable with  $db_1 = 2$  and  $db_2 = 100 - 2 - 1 = 97$  of 3.090. Obtained Fcount of 57.652 greater than the Ftable of 3.090 and also when viewed from a significance value of 0.000 less than 0.05. The calculation above shows that the results are significant and jointly or simultaneously Visual Branding Innovation and Facility Design have a positive effect on Customer Value on Unkl347.

##### 2. Parsial

###### a. The Effect of Visual Branding Innovation on Customer Value on Unkl347.

To see the effect of Visual Branding Innovation on Customer Value, the statistical hypothesis used is as follows:

Table 2

H0(1) : $\rho_{yx_1} = 0$	Visual branding innovation has no significant effect on customer value at Unkl347 in Bandung City
H1(1) : $\rho_{yx_1} \neq 0$	Visual branding innovation has a significant effect on Customer Value at Unkl347 in Bandung City

The t-count value for the visual branding Innovation variable (X1) was obtained at 4.790 with a significance value (p-value) = 0.000. The results of calculating the value of the t-test statistic obtained show that t-count is greater than the t-table value ( $t = 4.790 > 1.985$ ), so the results of the Ho test are rejected. This result is also shown by the significance value of the statistical test (p-value) for the variable visual branding innovation (X1). Visual branding innovation of 0.000 is smaller than an acceptable error rate of 5%. Then the effect of visual branding innovation on

customer value is significant, which means that there is a positive or significant influence of visual branding innovation on customer value.

- b. Effect of Facility Design on Customer Value in Unkl347. To see the effect of customer value on customer value, the statistical hypothesis used is as follows:

Table 3

$H_0(2) : \rho_{yx2} = 0$	Facility design (design support facilities) has no significant effect on Customer Value on Unkl347
$H_1(2) : \rho_{yx2} \neq 0$	Facility design (design support facilities) has a significant effect on Customer Value on Unkl347

The result of calculating the value of the t-test statistic obtained shows that the t-count is greater than the t-table value ( $t = 6.642 > 1.985$ ), so the results of the  $H_0$  test are rejected. This result is also shown by the significance value of the statistical test (p-value) for the Facility Design variable ( $X_2$ ) on Customer Value of 0.000, which is less than an acceptable error rate of 5%. So, from the results of the calculation above there is a positive or significant (significant) influence from the facility design on customer value.

### Simultaneous Effects

The combined influence of Visual Branding Innovation and Facility Design on Customer Value is as follows:

Based on the calculations above, it is evident that jointly, Visual Branding Innovation and Facility Design have a 46.0% impact on Customer Value, while the remaining 54.0% is influenced by other factors not included in the study. Facility Design exerts a greater impact on loyalty compared to the impact of Visual Branding Innovation on Customer Value. The results indicate that Customer Value is more dominantly influenced by Facility Design. Both Visual Branding Innovation and Facility Design have a positive effect on Customer Value for Unkl347 in Bandung. The company could enhance its Customer Value by focusing on both Visual Branding Innovation and Facility Design.

This finding is consistent with the theoretical idea that a holistic approach to branding, which combines not only the visual aspects but also the physical environment (Facility Design), can increase Customer Value. It stands to reason that a store with an appealing layout could leave a positive impression on customers, but the fact that the facility design has a more significant role in determining customer loyalty is important information for Unkl347 to have.

### Partial Effects

- a. Influence of Visual Branding Innovation on Customer Value at Unkl347.

The extent of the influence of Visual Branding Innovation on Customer Value can be calculated from the obtained path coefficient values, considering both the direct and indirect effects of Visual Branding Innovation on Customer Value as follows:

The direct influence of Visual Branding Innovation on Customer Value, without accounting for Facility Design, is 13.3%, and the additional indirect influence of Visual Branding Innovation on Customer Value when considering its interrelation with Facility Design is 3.6%. The total impact of Visual Branding Innovation on Customer Value is 16.9%. These findings demonstrate that the combined impact of Visual Branding Innovation and Facility Design has a greater influence on Customer Value.

It is likely that the positive categorization of Visual Branding Innovation is due to the fact that visual components are essential in the fashion business. Modifications that are noticeable in items such as posters and packaging have the potential to attract customers and potentially improve their image of Unkl347.

- b. Influence of Facility Design on Customer Value at Unkl347.



The magnitude of the influence of Facility Design on Customer Value can be determined from the obtained path coefficient values, accounting for both the direct and indirect effects of Facility Design on Customer Value as follows:

The direct influence of Facility Design on Customer Value is 25.5%, and the additional indirect influence of Facility Design on Customer Value when considering its interrelation with Visual Branding Innovation is 3.6%. The total impact of Facility Design on Customer Value is 29.1%. These results indicate that Facility Design, supported by Visual Branding Innovation, has a greater influence on Customer Value.

Customers' experiences inside a store can be considerably impacted by the store's design, particularly if it is comfortable and functional. It is well established that elements such as lighting, temperature, and atmosphere have an effect on the feelings and actions of customers in a retail setting. The result validates the work that went into making the retail space inviting and pleasant for customers.

In summary, the discussion highlights the significant impact of Visual Branding Innovation and Facility Design on Customer Value. When analyzed simultaneously, both factors collectively contribute to Customer Value, with Facility Design exhibiting a more dominant influence. Moreover, when individually assessed, both Visual Branding Innovation and Facility Design were found to significantly and positively affect Customer Value. These findings underscore the importance of a strategic focus on Visual Branding Innovation and Facility Design to enhance Customer Value and ultimately improve business performance and competitiveness.

## 5. CONCLUSION

The Based on the results of the research conducted, the following conclusions can be drawn:

1. Visual Branding Innovation: The analysis categorizes Visual Branding Innovation at Unkl347 as being in the "good" category. The lowest score is attributed to typography, where the use of font types and layouts did not undergo significant changes. The highest score is seen in the visual elements of the concept of posters, flyers, packaging, shopping bags, exteriors and interiors, where noticeable changes are dominant.
2. Facility Design: The analysis categorizes Facility Design (design support facilities) as "good." The dimension with the highest score is the ambient conditions, encompassing factors such as lighting, temperature, odor, music, and noise levels, all of which respondents found comfortable. Facility Design has the highest percentage value among all the variables studied. A comfortable and functional facility design adds value for customers.
3. Customer Value at Unkl347: The calculation and analysis indicates that Customer Value at Unkl347 falls within the "fair" category. This is due to some aspects that are not yet optimal, notably the perceived inadequacy of information. This affects sensitivity to prices and doubts about the originality of product ideas compared to other brands. There is a need for improvement, particularly in the information segment.
4. Simultaneous Effects of Visual Branding Innovation and Facility Design: Visual Branding Innovation and Facility Design (design support facilities) together significantly influence customer value at Unkl347. The combined influence of visual branding innovation and facility design is higher when compared to the direct effects of each variable. This is because visual branding and facility design mutually support each other in shaping customer perceptions, ultimately leading to high customer value. Visual branding and facility design are essential in building customer perceptions in a competitive business environment.
5. Partial Effects of Visual Branding Innovation: Visual Branding Innovation has a significant partial effect on customer value at Unkl347. The analysis categorizes this effect as "good." Some indicators are within the "fair" category, such as changes in visual aspects of the logo and typography. Although there aren't many specific changes, these indicators still have a positive influence. Indicators that are deemed suboptimal should be considered for significant changes to enhance their impact.
6. Partial Effects of Facility Design: Facility Design (design support facilities) has a significant partial effect on customer value at Unkl347 in the city of Bandung. Overall, based on calculations and descriptive analysis, it falls within the "good" category. However, some indicators are still in the

"fair" category. The influence of Facility Design is nearly twice as large as visual branding. This is attributed to the ambiance created by the design facility that directly impresses customers. Unkl347 has successfully created a comfortable atmosphere for customers, which serves as an attraction for new consumers.

The conclusions derived from this research provide valuable insights for businesses aiming to enhance customer value through the strategic implementation of Visual Branding Innovation and Facility Design. These conclusions highlight the interconnectedness of these factors and their impact on customer perceptions and loyalty.

These findings underscore the importance of Visual Branding Innovation and Facility Design in shaping the perception of the brand and enhancing Customer Value. Businesses, including Unkl347, can benefit from focusing on these factors to improve customer satisfaction, loyalty, and overall brand perception. Overall, this research contributes to a better understanding of the interplay between Visual Branding Innovation, Facility Design, and Customer Value. The insights gained from this study could guide businesses in making strategic decisions to enhance their brand image and customer experience, ultimately leading to improved competitiveness in the market.

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