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AN EXAMINATION OF HOW BRAND IMAGE, PRODUCT QUALITY, AND PRICE DETERMINE BRAND LOYALTY

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Abstract - *Brand loyalty has become an interesting topic in marketing. In today's competitive business world, building and maintaining customer loyalty is the key to success for companies. This study aims to analyze the effect of brand image, product quality, and price on brand loyalty. The sample of this study consisted of 100 respondents, with the regression method used to analyze the data. The results showed that brand image, product quality, and price have a significant influence on brand loyalty. This research makes an important contribution to practitioners and decision makers in developing effective marketing strategies to build and maintain brand loyalty. By understanding the factors that influence brand loyalty, companies can design appropriate strategies to enhance customer experience and strengthen their bond with the brand.*

Keywords: brand image, product quality, price, brand loyalty, consumer behavior.

INTRODUCTION

One shoe brand that has long been recognized in Indonesia is Bata. This brand has built a strong reputation in Indonesia. Bata shoes operations in Indonesia are carried out by PT Sepatu Bata Tbk, a company that has gained consumer trust in providing high-quality and innovative products. Bata comes as a brand that has a long history and its presence has been embedded in the daily lives of Indonesian people. With reliable quality and stylish design, Bata shoes have become a favorite choice for various groups of consumers, ranging from children to adults. This brand is famous for its various shoe collections that follow the latest trends and still pay attention to user comfort. PT Sepatu Bata Tbk as a company that operates Bata shoes in Indonesia has an important role in maintaining high quality standards. They not only provide a variety of attractive shoe models, but also prioritize customer satisfaction through responsive and professional customer service. The company continues to innovate and adapt to market changes and consumer needs so that it remains relevant in the competitive shoe industry.

In the growing shoe market, Bata has expanded its distribution network by opening stores in various cities in Indonesia. The existence of Bata stores provides easier access for consumers to get quality products from this brand. In addition, Bata is also present online through e-commerce platforms, allowing consumers to buy Bata shoes more practically and efficiently. Through PT Sepatu Bata Tbk's efforts in maintaining the excellence of the Bata brand in Indonesia, Bata shoes continue to gain trust and recognition from consumers. Its established existence and supported by solid operations make Bata a reliable brand in the shoe industry in Indonesia and has loyal customers.

The choice of a brand and purchases made by consumers can be influenced by various aspects including their loyal behavior to the brand (Wahab et al., 2017). In this study, the focus is on brand image, product quality, and price. Brand is the consumer's view of a product, and providing a good brand is an important strategy that increases product value. The level of brand popularity is also related to the level of consumer trust and confidence in the quality of the product it represents (Retnowati et al., 2021; Munir, 2022; Putra et al., 2023). In addition, brands act as a factor that differentiates products from competitors, makes it easier for consumers to choose and fosters brand loyalty (Anjanarko & Ernawati, 2020; Fared et al., 2021). The success of a brand can be achieved through creative marketing, careful planning, and long-term commitment.

Customer loyalty is the result of a strong commitment from consumers to a brand, store, or supplier (Cici & Mardikaningsih, 2022). It is based on a very positive attitude towards that entity and is reflected in a consistent pattern of repeat purchases (Gardi, 2022). Customer loyalty brings many benefits to companies, including increased revenue, stability in market share, and a positive influence on brand image.

When consumers show loyalty to a brand, they are more likely to choose that brand again in their next purchase (Darmawan, 2021). They believe in the quality of the product provided and feel satisfied with their previous experience (Hakiki & Al Hakim, 2022; Munir & Arifin, 2023). Customer loyalty reflects a close relationship between brands and consumers, where trust, satisfaction, and preference are well established (Darmawan et al., 2022).

Talking about customer loyalty, in this case it cannot be separated from the factors that cause gaps in customer loyalty. Customers will be loyal to a brand if the image of a brand is truly memorable for customers (Issalillah & Khayru, 2022; Sigita & Al Hakim, 2022). In addition, price will affect customer loyalty if the price set is in accordance with the customer's purchasing power (Hariani et al., 2021; Essardi et al., 2022). To build strong customer loyalty, companies need

to provide products that are consistent in quality and value (Irfan, 2021; Lestari & Putra, 2022). Repeated positive experiences will strengthen the emotional bond between consumers and brands. In addition, good interaction with customers, responsive customer service, and attractive loyalty programs can also increase customer loyalty.

Brand loyalty according to Kotler and Keller (2013) is seen as a deeply held commitment to buy or support a brand again in the future even though the influence of situations and marketing efforts has the potential to cause customers to switch. Therefore, this research will observe the role of brand image, product quality, and price on brand loyalty.

RESEARCH METHODS

The population in this study was taken from the total purchase of Bata shoes at Bata shoe stores spread across the city of Surabaya. Sampling or respondents in this study amounted to 100 respondents using descriptive purposive sampling techniques. The data used in this study uses primary data by obtaining data directly from respondents. The criteria for respondents are that respondents are at least 17 years old; Respondents are residents of Surabaya City who have decided to buy Bata shoe products.

A brand image cannot be formed by itself, but there are several factors that shape the image of a brand, namely the strength of brand association, the superiority of brand association, the uniqueness of association (Keller, 1993). Product quality, consisting of dimensions, namely product performance, features, reliability, conformation, durability, and aesthetics (Khasanah et al., 2010). Price consists of several dimensions, namely price in accordance with benefits; perception of price and benefits; affordable product prices; price competition; and price suitability (Kotler, & Armstrong. 2018). According to Griffin (2005), there are four characteristics of loyal customers, namely: 1) Make purchases regularly, 2) Buy outside the product line, 3) Recommend products to others, 4) Show immunity from the attraction of similar products from competitors.

The data analysis technique in this study is a statistical approach that uses multiple linear regression analysis. Hypothesis testing carried out in this study, namely, the coefficient of determination test is used to measure how far the model's ability to explain the dependent variable. The t test is used to test partially or individually the effect of the independent variables resulting from the regression equation individually on the value of the dependent variable, and the F statistical test is used to determine the independent variables, namely brand image, product quality, and price, which simultaneously affect the dependent variable, namely brand loyalty.

RESULTS AND DISCUSSIONS

From the 100 respondents who gave responses from the questionnaires distributed, the results showed that there were 32 female respondents and 68 male respondents. The men mostly use brick brand shoes. There are 29 respondents who have made purchases more than twice, and the rest have only made one purchase. There are 47 respondents who stated that they would repurchase brick brand shoes and the rest are still considering other brands.

The validity results of the statement items in the questionnaire show valid results as evidenced by the results of the item corrected total correlation which exceeds 0.3. No statements were discarded because they were invalid. The reliability test of each variable showed that the brand image variable had a Cronbach alpha of 0.749; the product quality variable was 0.834; the price variable was 0.782; and the brand loyalty variable was 0.659. All variables are declared reliable. The normality test obtained results as in Figure 1 below.

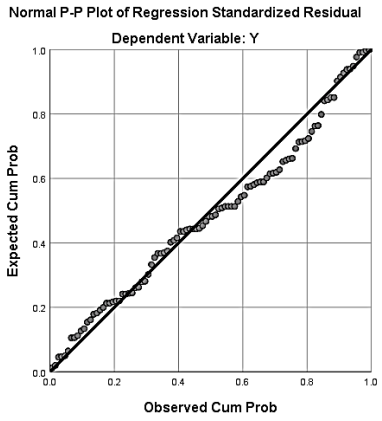


Figure 1. Normality Test
Source: SPSS Output

The normality test is carried out through a graphical approach which explains that the distribution of points follows the diagonal line so that it can be said that the model is normally distributed. Figure 2 states that the Scatterplot graph displayed for the heteroscedasticity test shows points that spread randomly and there is no clear pattern formed and in the distribution of these points spread below and above the number 0 on the Y axis. This identifies the absence of heteroscedasticity in the regression model, so that the regression model is suitable for predicting the dependent variable.

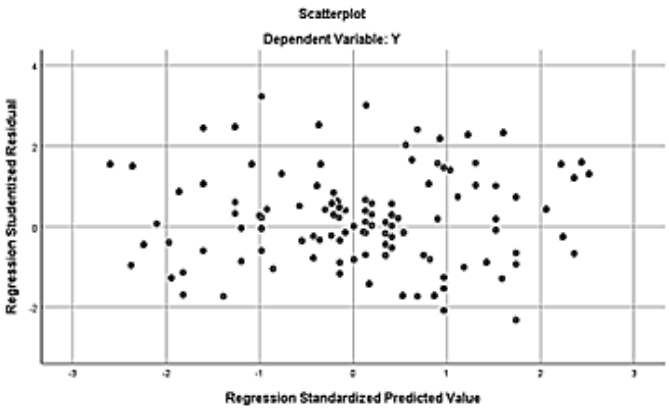


Figure 2. Heteroscedasticity Test
Source: SPSS Output

Finding the presence or absence of multicollinearity in the regression model can be seen from the tolerance value and the variance inflation factor (VIF) value. The criteria are if the tolerance value <0.10 or VIF> 10, then the data occurs multicollinearity, while the tolerance value> 0.10 or VIF < 10 then the data does not occur multicollinearity.

Based on the results of the output table 1, the tolerance value of brand image is 0.896> 0.10 and the VIF value is 1.116 < 10, while the tolerance value of product quality is 0.931> 0.10 and the VIF value is 1.074 < 10, while the tolerance value of price is 0.882> 0.10 and the VIF value is 1.134 < 10, so this value does not occur multicollinearity. Meanwhile, the Durbin Watson value is 1.579 and there is no autocorrelation.

Table 1.
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19.325	3.392		5.697	.000		
	X.1	1.045	.332	.204	3.151	.002	.896	1.116
	X.2	2.694	.343	.499	7.862	.000	.931	1.074
	X.3	3.017	.482	.408	6.253	.000	.882	1.134

Source: SPSS 26

In the output results of table 1, the constant value is 19.325, the brand image regression coefficient value is 1.045, the product quality regression coefficient value is 2.694 and the price regression coefficient value is 3.017. From the results of multiple linear regression, it can be seen that in this study a multiple linear regression equation was obtained in the form of Y = 19.325 + 1.045 X.1 + 2.694 X.2 + 3.017 X.3. The t test uses a significance value of a = 5%. The brand image variable with a P-value of 0.002 and smaller than 0.05 means that the brand image variable has an effect on brand loyalty. The product quality and price variables also have a P-value of 0.000 and are smaller than 0.05 so it can be stated that the two independent variables play a role in shaping brand loyalty.

Table 2.
ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	2329.646	3	776.549	56.697	.000[b]
Residual	1314.864	96	13.697		
Total	3644.510	99			

Source: SPSS 26

Based on table 2, the results of the calculation of testing the joint influence of the independent variables on the dependent variable, with the F test producing a value of Fcount = 56.697 with a confidence level of 95%, significance 0.05. The p-value is 0.000 and this proves that the three independent variables simultaneously play a role in shaping brand loyalty.

Table 3
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.800[a]	.639	.628	3.701	1.579

Source: SPSS 26

Based on table 3, the Adjusted R Square number is 0.628 or (62.8%). This means that the percentage of influence of the independent variables (brand image, product quality, and price) on the dependent variable (brand loyalty) is 62.8% while the remaining 27.2% is influenced by other variables.

Brand image has a strong influence on consumer loyalty. This is in accordance with the findings of Munir and Putra (2021); Ramadhoni (2021); Al Hakim (2022); Irfan and Hariani (2022); Sinambela and Mardikaningsih (2022). Brand image reflects consumer perceptions of the brand, including the attributes, values, and identity associated with the brand (Djaelani, 2021). If the brand image is positive and consistent with consumers' values and preferences, it is likely that they will tend to become loyal customers (Irfan & Putra, 2020).

Product quality is also an important factor influencing brand loyalty. This is consistent with the findings from Munir and Putra (2021); Cahyamulia (2022); Irfan and Hariani (2022); Sinambela and Mardikaningsih (2022). Customers tend to be more loyal to brands that provide products with consistent quality and meet their expectations (Djazilan, 2023). If the brand is able to provide superior product quality or differentiate itself from competitors, customers will tend to choose the brand repeatedly.

Price also plays a role in brand loyalty. This is consistent with the findings of Hariani and Sinambela (2020); Khayru et al. (2021); Masruroh (2021); Ramadhoni (2021); Cahyamulia (2022); Irfan and Hariani (2022); Kusmayanti (2022); Putra et al. (2022); Sinambela and Mardikaningsih (2022). Customers tend to consider the value obtained from the price they pay (Darmawan & Arifin, 2021; Jahroni et al., 2021). If the price of the product matches the quality provided or provides the expected added value, customers will tend to remain loyal to the brand (Jahroni & Putra, 2022).

When customer loyalty is achieved, consumers tend to recommend the brand to others, share their positive experiences, and become loyal brand advocates (Chen et al., 2015; Ali et al., 2022). This can have a positive impact on brand growth and help companies win competition in an increasingly fierce market (Mardikaningsih, 2021; Hariani & Al Hakim, 2022). Therefore, building and maintaining customer loyalty should be a strategic focus for companies that want to achieve long-term success.

CONCLUSIONS

The findings of this study state that the three independent variables have a role in the formation of brand loyalty. In combination, brand image, product quality, and price interact and contribute to the formation of brand loyalty. If the brand succeeds in building a positive image, providing good product quality, and offering an appropriate price, customers will feel satisfied and have the motivation to keep choosing the brand in repeat purchases. Thus, observations of brand image, product quality and price provide important insights for companies to understand the factors that influence brand loyalty. Companies can take strategic steps in building a strong brand image, ensuring consistent product quality, and managing prices wisely to increase customer loyalty and achieve long-term success.

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