

**BEHIND THE KICK: UNDERSTANDING LOCAL FUTSAL SHOE CHOICES IN INDONESIA - A COMPREHENSIVE STUDY ON BRAND IMAGE, PRODUCT QUALITY, PRICE, AND CUSTOMER SATISFACTION**

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**Abstract**

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*This paper aims to evaluate the loyalty of Indonesian futsal players towards the Futsal Shoe product. The study investigates the effects of Brand Image, Product Quality, and Price on customer satisfaction and, subsequently, their loyalty. The research employs a quantitative approach, sourcing data from 210 participants. Statistical tests including path analysis, t-test, and Sobel test were utilized to validate hypotheses. The findings show that brand image, product quality, and price significantly influence customer satisfaction. Interestingly, while both brand image and product quality impact customer loyalty, price doesn't seem to have a direct influence on loyalty. However, the level of customer satisfaction was found to play a crucial role in driving customer loyalty. In conclusion, brand image, product quality, and price are important in shaping customer satisfaction with Futsal shoes, which in turn drives customer loyalty. The price, however, doesn't directly affect loyalty. Hence, the study recommends that companies should concentrate on enhancing brand image and product quality to boost customer satisfaction and loyalty.*

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***Behind the Kick: Memahami Pilihan Kasut Futsal di Indonesia - Kajian Komprehensif Mengenai Imej Jenama, Kualiti Produk, Harga dan Kepuasan Pengguna***

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**Abstrak**

*Kertas kerja ini bertujuan untuk menilai kesetiaan pemain futsal Indonesia terhadap produk Kasut Futsal. Kajian ini menyiasat kesan Imej Jenama, Kualiti Produk dan Harga terhadap kepuasan pelanggan dan, seterusnya, kesetiaan mereka. Penyelidikan ini menggunakan pendekatan kuantitatif, mendapatkan data daripada 210 peserta. Ujian statistik termasuk analisis laluan, ujian-t, dan ujian Sobel digunakan untuk mengesahkan hipotesis. Penemuan menunjukkan bahawa imej jenama, kualiti produk dan harga secara signifikan mempengaruhi kepuasan pelanggan. Menariknya, walaupun kedua-dua imej jenama dan kualiti produk memberi kesan kepada kesetiaan pelanggan, harga nampaknya tidak mempunyai pengaruh langsung terhadap kesetiaan. Walau bagaimanapun, tahap kepuasan pelanggan didapati memainkan peranan penting dalam memacu kesetiaan pelanggan. Kesimpulannya, imej jenama, kualiti produk, dan harga adalah penting dalam membentuk kepuasan pelanggan terhadap kasut Futsal, seterusnya mendorong kesetiaan pelanggan. Harga, bagaimanapun, tidak menjejaskan kesetiaan secara langsung. Oleh itu, kajian mengesyorkan bahawa syarikat harus menumpukan perhatian untuk meningkatkan imej jenama dan kualiti produk untuk meningkatkan kepuasan dan kesetiaan pelanggan.*

*Kata kunci: Imej jenama, kualiti produk, harga, kepuasan pelanggan dan kesetiaan pelanggan.*

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**INTRODUCTION**

The development of the world of commerce has achieved a lot of progress, this has led to increasingly fierce and increasing competition. According to (Widiaswara and Sutopo, 2017) this situation makes manufacturers try to put their products in the minds of users. Attributes of a product allow users to differentiate and know the advantages of a product from other products. Therefore, in winning the competition, every company needs to have the right strategy so that its brands and products continue to receive user demand.

Along with technological advances and sports trends, the world of trading shoes and sports equipment is now experiencing rapid changes and developments, especially futsal shoes. This situation is used by companies to compete to meet the needs and needs of increasingly complex users to make their products the focus of the public. In addition, an increasing number of manufacturers are actively participating in fulfilling the needs and wants of customers, leading businesses to prioritize customer satisfaction as their primary goal. User satisfaction with a product, especially futsal shoes, is one of the most important things to reach

the market. One of the factors that make users loyal to a product, is if the product used is of high quality. Although there are many similar products with different brands, users will remain loyal to the shoe brands that they consider high quality.

Ortuseight is a local sports shoe brand that was born under PT. Vita Nova Athletics which is engaged in sports. Ortuseight was founded in February 2018 (Lukito and Fahmi, 2020). Since its inception until now, Ortuseight has been recognized as a brand that continues to innovate in the manufacture of its footwear products. This is done so that users always feel satisfied when they buy their shoes, especially futsal shoes. Ortuseight always innovates to produce shoes with materials and quality that are not inferior to its competitors. Ortuseight has a unique style in promoting its products by using online sales media, opening shops in shopping centers, through endorsement, and giving discounts to buyers. Thus, the company is required to continue to create shoes that are better than other brands, so that these shoes have their uniqueness.

The results of a review of sales of Ortuseight futsal shoes and one other local brand in two futsal shoe shops in East Java showed high sales of Ortuseight futsal shoes, meaning that the number of users of Ortuseight futsal shoes in Sidoarjo City was also high. The high number of Ortuseight futsal shoe users proves the contentment and devotion of customers (users) towards the Ortuseight futsal shoe brand. To get customer loyalty, the thing that must be taken into account is customer

satisfaction. Several advantages will be obtained by the company if they pay attention to customer satisfaction, besides being able to increase customer loyalty but will also prevent customers from switching to other similar products or other brands.

The brand image influences customer satisfaction, as it is a perception and conviction that resides in the customer's mind (Mijan et al., 2022). Thus, if the brand image is perceived positively, customer satisfaction tends to be higher. On the other hand, if customers perceive the brand image negatively, their level of satisfaction tends to be lower (Fasha & Madiawati, 2019). If a product has a good image in society, it can also get a good position, one of which is that the product can be accepted and eaten by the community (Dessart et al., 2020). A strong brand image can provide several advantages, one of which is customer loyalty and greater repeat purchases (Firanazulah et al., 2021). Hence, the more positive the product's brand image, the greater the customer satisfaction and the realization of customer loyalty (Asnawi et al., 2020).

Strategies to retain existing customers, attract more new customers, avoid losing customers and create certain advantages over competing products can be through product quality (Ongkowiyo et al., 2022). Good product quality will result in customer satisfaction, the company will prioritize it (Miran, 2021). If you have high-quality products, you will realize high customer satisfaction. A high-quality product will increase user confidence in a brand, this trust comes

from individual user experience or from suggestions of other people who have used the product (Tali et al., 2021). If the user believes in the quality of a product, the user will be loyal or loyal to using the product. To realize user loyalty to a product, the company must create quality and high-quality products (Miran, 2021).

Pricing is directly related to the revenue received by the company, hence, pricing plays a crucial role in the marketing mix (Victor, 2021). Setting the price at a particular level could shape perceptions regarding the product's quality (Nasiri, 2021). If the benefits or benefits felt by the user increase, it will increase the value. The user will be satisfied with the price that has been set if the price that needs to be paid is following the benefits received or felt by the user. On the other hand, if the price is too high but the perceived benefits are low, the user will be disappointed in using the product (Kurniawati et al., 2019).

User loyalty to a product may be realized if the price set is stable and the perceived benefits are in line with the costs provided for the product (Kurniawati et al., 2019). That is, if the pricing is good, it will create high user loyalty and make users feel satisfied with the price of the product purchased.

User satisfaction exists, if users have compared product achievements and decisions with user expectations (Kotler and Keller, 2016:153). Customers will experience dissatisfaction if the product fails to fulfill their anticipated needs or expectations. Conversely, customers will be pleased if the product's

performance aligns with their expectations. They will be exceedingly satisfied if the performance surpasses expectations. When customers are content with the product they're using, they're likely to remain loyal, make repeated purchases, and even recommend the product to others (Miran, 2021). Loyalty is a reflection of ongoing customer satisfaction. If a customer is satisfied, they will continue purchasing the product irrespective of the price set by the company or the alternatives available from competitors.

Many companies issue local futsal shoes such as Sevspo, Calci, Mizuno, Specs, and others. The number of competing products makes users many choices of futsal shoes. For example, from price differences, from low to high, shapes, looks to various colors, and other advantages. This situation causes an effect on user loyalty because low user loyalty makes it easier for users to choose competing products, but if user loyalty is high then users will not be affected by competing products (Miran, 2021). So user loyalty is something that companies need to consider to maintain the market from their competitors (Seilov, 2015).

Based on observations made by researchers in both sports shops that sell futsal shoes and among futsal players in Sidoarjo. Ortuseight futsal shoe products are among the popular futsal shoe brands. Most of the Ortuseight futsal shoes used by futsal players are very diverse, from colors to different models or types, and most users will make repeat purchases. Hence, this research was undertaken to evaluate the level of customer loyalty

towards the Ortuseight Futsal Shoe product among Sidoarjo's futsal players. The loyalty was assessed based on factors such as Brand Image, Product Quality, and Price, which are pivotal in shaping Consumer Satisfaction, ultimately leading to Consumer Loyalty.

The discussion of this study continues with a review of the literature that will be the basis for the formation of the research model and the development of hypotheses. This is followed by research methods and research findings. In conclusion, a detailed examination of the study's results will be put forth, and the final remarks will outline the study's implications as well as its constraints.

## **LITERATURE REVIEW**

### **BRAND IMAGE**

Kotler and Keller (2016: 61) describe brand image as the perceptions and beliefs held by consumers, mirrored in the associations present in consumer memory. It's construed as the perceptions and beliefs that consumers harbor, which are imprinted or ingrained in their mind and memory (Niu, 2021). This perception originates from past experiences or consumer information about a specific brand. Typically, what resides in consumers' minds encompasses their perspectives, perceptions, and attitudes towards the company's reciprocity through the products they vend. Hence, it can be deduced that brand image represents the thoughts, viewpoints, assumptions, beliefs, impressions, and sentiments of consumers towards a product or service brand (Hafeez et al., 2023).

### **PRODUCT QUALITY**

Product quality refers to a product's capability to perform its intended function, encompassing attributes like durability, reliability, precision, ease of use and repair, among others (Ongkowijoyo et al., 2022). As per Kotler and Keller (2016:164), product quality embodies an item's potential to deliver outcomes that meet or surpass consumer desires. (Tali et al., 2021) posits that product quality embodies the aggregate of marketing, engineering (planning), and manufacturing characteristics. It's hence inferred that quality symbolizes the advantages perceived by consumers or users of a product, as well as attempts to satisfy or exceed customer expectations.

### **PRICE**

Price is a crucial element in the transaction process, serving as a benchmark in the exchange of goods and services (Elliott et al., 2021). According to Kotler and Armstrong (2018:308), price is defined as the amount of money charged for a product or a service. More broadly, price is the sum of all the values that customers give up to gain the benefits of having or using a product or service. Hence, it can be inferred that the price is the total of all values that consumers are willing to surrender to enjoy the advantages of owning or using a product or service (Victor, 2021). Price can be summarized as the monetary cost associated with a product (goods or services), or the value that customers must part with to reap the benefits of the product (Ranjan &

Nayak, 2023). Customers have specific thresholds on the price they are willing to pay. They may abstain from purchasing a product if its price exceeds their perceived reasonable limit, and they might question the product's quality if the price falls below that limit (Nasiri, 2021).

#### **CUSTOMER SATISFACTION**

Customer satisfaction is instrumental in ensuring a business's sustainability (Al-Weshah, 2021). The objective extends beyond merely generating profits to encompass ensuring customer satisfaction, whether it relates to brand image, product quality, or pricing for consumers (Aurelia, Ramdan, et al., 2019). Consumer satisfaction can be quantified or perceived once the consumer has bought and used the product (Aurelia, M. Ramdan, et al., 2019). Kotler (2016: 153) defines consumer satisfaction as an individual's sense of gratification or disappointment that emerges after comparing the perceived performance of a product or service with their expectations. If performance falls short of expectations, the customer experiences dissatisfaction. If performance aligns with expectations, the customer is satisfied. If performance surpasses expectations, the customer is highly satisfied or delighted. According to (Asnawi et al., 2020) consumer satisfaction and dissatisfaction are the outcomes of the comparison between pre-purchase consumer expectations and the actual performance of the product (Adam et al., 2020).

#### **CONSUMER LOYALTY**

Loyalty is defined as the commitment to repurchase a favored product despite influences and marketing strategies potentially steering consumers towards alternatives (Asnawi et al., 2020). It encompasses customers' willingness to consistently and exclusively use a company's products in the long run and recommend these to friends or colleagues (Adam et al., 2020) From another perspective, customer loyalty is a commitment to a brand or product, indicated by positive behavior and manifested in regular repeat purchases (Haryanto et al., 2016). It propels purchasing behavior and builds allegiance towards the products and services produced by the business entity over time through repetitive purchases. Consumer Loyalty refers to the consistent and enduring actions of consumers when buying goods or services. In a business context, loyalty denotes a consumer's uncoerced, long-term, and repeated purchasing. Consumers often recommend their preferred products to their acquaintances and friends, a practice known as word of mouth (WOM) (Chowdhury et al., 2022).

$H_1$  = Brand image affects consumer satisfaction.

Brand Image with Consumer Satisfaction has a relationship to determine whether a good perception of a brand creates consumer buying interest or even creates an attitude of satisfaction and loyalty to certain products . So if consumers already know or know the brand image (brand)

image) in a company, it will encourage consumers to buy the product because it is considered to guarantee the quality, durability, performance, good service, and provide satisfaction. This is emphasized by Tias and Widiawara (2017) that the brand image variable has a significant effect on consumer satisfaction. That a good brand image in the company will lead to satisfaction specific to customer satisfaction.

H<sub>2</sub> = Product quality affects consumer satisfaction

Product quality is an important part and needs to get serious attention for every company to be able to survive and remain the choice of consumers. The quality of the products offered is one of them, this is because, in the fashion product business, the quality of the products on offer is the basis for creating customer satisfaction. A high level of quality will result in high satisfaction (Kotler and Keller, 2003:310).

H<sub>3</sub> = price affects consumer satisfaction with Ortuseight futsal shoe products

Price is a major determinant of demand. Based on the law of demand, the size of a price will affect the quality of the product to be purchased by consumers. The higher the price, the less the amount of demand for the product to be sold. Price is an important thing in product marketing that prioritizes quality and exclusivity. Consumers tend to associate price with the level of quality of a product (Tjiptono and Chandra, 2012:317).

H<sub>4</sub> = Brand image affects consumer loyalty for Ortuseight futsal shoes products

If a product or service has a good image in the community, it can get a good position too, one of which is that the product can be accepted and consumed by the community. Chandra (2005) said that a strong brand image can provide several advantages, one of which is customer loyalty and greater repeat purchases. Loyalty can translate into a customer's willingness to pay high prices often 20% to 25% higher than competing brands (Kotler and Keller, 2008).

H<sub>5</sub> = Product quality affects consumer loyalty for Ortuseight futsal shoes

Products are all that can be offered in the market to get attention, demand, use, or consumption that can meet consumer needs (Kusuma, et al: 2014). When consumers feel their needs and wants are met and exceed expectations, the customer is satisfied. If the customer is satisfied, they can repurchase and recommend it to others. According to Tjiptono and Chandra (2007), one of the benefits of superior quality is greater customer loyalty.

H<sub>6</sub> = price affects consumer loyalty Ortuseight futsal shoes products

Hasan (2013: 215-217) says that a strong brand will make it easier for consumers to evaluate, weigh and make buying decisions from all the details of values related to product performance,

price, delivery, and warranty. A brand with a strong image is a synthesis for buyers of everything the supplier has to offer, reducing the risk of complicated consumer loyalty.

H<sub>7</sub> = Consumer Satisfaction affects consumer loyalty for Ortuseight futsal shoes products

Customer-oriented companies will always prioritize customer satisfaction for the products and services that have been offered. Customers will feel satisfied if their needs, expectations, and desires can be fulfilled. Satisfied customers do not easily switch to competing products. According to Chandra (2005), customer satisfaction provides two main benefits for the company, namely in the form of customer loyalty and positive word of mouth. Customer loyalty itself has two benefits, namely, customers will make repeat purchases, and producers can cross-sell. While the benefit of "gethok tular" or word of mouth is that it can increase the number of new customers.

H<sub>8</sub> = Brand image affects consumer loyalty Ortuseight futsal shoes with consumer satisfaction as a mediating variable

Brand Image with Consumer Satisfaction has a relationship to determine whether a good perception of a brand creates consumer buying interest or even creates an attitude of satisfaction and loyalty to certain products. So if consumers already know or know the brand image (brand)

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H<sub>9</sub> = Product quality affects consumer loyalty Ortuseight futsal shoes with consumer satisfaction as a mediating variable

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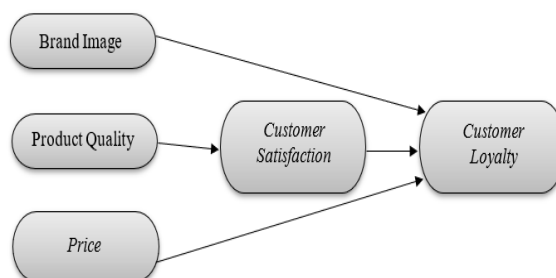


expectations, the customer is satisfied. If the customer is satisfied, they can repurchase and recommend it to others.

$H_{10}$  = price affects consumer loyalty  
 Ortuseight futsal shoes with  
 consumer satisfaction as a  
 mediating variable

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FIGURE 1. Conceptual Framework



## METHODOLOGY

### TYPES OF RESEARCH

The type of research used is descriptive conclusive research which aims to test predetermined hypotheses and the relationship between research variables. Furthermore, the research approach in this study is a quantitative study with a survey method where researchers survey consumers of Ortuseight futsal shoes products. Quantitative research focuses on the study of the objective phenomenon to be investigated. Quantitative research is a type of research whose specifications are structured, systematic, and planned. Information is obtained through a list of structured questions or questionnaires given to respondents.

### DATA COLLECTION

Data collection techniques used in this study are:

#### 1. Questionnaire

Data collection techniques by distributing questionnaires either directly or online. The questionnaire is an instrument that utilizes to collect data by distributing a structured series through paper or digital media to respondents. Questions are based on closed questionnaires, where answers to questions have been provided in the questionnaire so that respondents only choose the answers that have been provided. This questionnaire was given to users of Ortuseight futsal shoes in Sidoarjo Regency. The researcher used a Likert scale to present a score for each answer. In this study, researchers distributed online questionnaires using

Google form as many as 210 respondents according to the population and sample.

## 2. Documentation

The documentation carried out in this study was obtained from documentation directly at the research location such as in product sales stores or when distributing questionnaires. In addition, it was obtained from literature, websites, and relevant scientific articles regarding Ortuseight futsal shoe products.

## DATA ANALYSIS AND RESULTS

### CHARACTERISTICS OF THE RESPONDENTS

TABLE 1. Characteristics of Respondents Based on Respondents' Age Results

Age	Respondent Total	Percentage (%)
18	10	4,8
19	10	4,8
20	22	10,5
21	17	8,1
22	14	6,7
23	27	12,9
24	19	9,0
25	20	9,5
26	7	3,3
27	5	2,4
28	12	5,7
29	12	5,7
30	10	4,8
31	7	3,3
32	7	3,3
34	1	0,5
35	1	0,5
36	2	1,0
37	3	1,4
39	2	1,0
41	2	1,0
<b>Total</b>	<b>210</b>	<b>100%</b>

Based on Respondents' Age Results

Based on Table 7 above, a total of 210 respondents have ages between 18-41 years. Of the total respondents, the most dominating is a 23-year-old futsal player with a total of 27 respondents or 12.9% of the total respondents.

## MEASUREMENT MODEL

### VALIDITY TEST

TABLE 1. Validity Test Result

Variable	Item	Significance Level	Correlation Coefficient (r Hitung)	r Table	Information
Brand Image	X.1.1	0,05	0,880	0,2787	Valid
	X.1.2	0,05	0,906	0,2787	Valid
	X.1.3	0,05	0,901	0,2787	Valid
Product Quality	X.2.1	0,05	0,884	0,2787	Valid
	X.2.2	0,05	0,822	0,2787	Valid
	X.2.3	0,05	0,924	0,2787	Valid
	X.2.4	0,05	0,879	0,2787	Valid
	X.2.5	0,05	0,880	0,2787	Valid
	X.2.6	0,05	0,896	0,2787	Valid
	X.2.7	0,05	0,925	0,2787	Valid
Price	X.3.1	0,05	0,912	0,2787	Valid
	X.3.2	0,05	0,841	0,2787	Valid
	X.3.3	0,05	0,885	0,2787	Valid
	X.3.4	0,05	0,889	0,2787	Valid
Consumer Loyalty	Y.1.1	0,05	0,926	0,2787	Valid
	Y.1.2	0,05	0,866	0,2787	Valid
	Y.1.3	0,05	0,917	0,2787	Valid
	Y.1.4	0,05	0,812	0,2787	Valid
Consumer Satisfaction	M.1.1	0,05	0,955	0,2787	Valid
	M.1.2	0,05	0,953	0,2787	Valid
	M.1.3	0,05	0,935	0,2787	Valid

Based on the table, it can be concluded that all questions on Brand Image (X1), Product Quality (X2), Price (X3), Consumer Loyalty (Y), and Consumer Satisfaction (M) variables are valid or not invalid because the value of the correlation coefficient is greater from r table 0.2787. A valid instrument has high validity or is higher than rtable.

### RELIABILITY TEST

TABLE 2. Reliability Test Results

No.	Variable	Cronbach alpha	Critical Limit	Information
1	Brand Image (X <sub>1</sub> )	0,864	>0,6	Reliable
2	Product Quality (X <sub>2</sub> )	0,953	>0,6	Reliable
3	Price (X <sub>3</sub> )	0,901	>0,6	Reliable
4	Consumer Satisfaction (M)	0,940	>0,6	Reliable
5	Consumer Loyalty (Y)	0,899	>0,6	Reliable

Based on the results of the table shows that the variables Brand Image (X1), Product Quality (X2), Price (X3), Consumer Loyalty (Y), and Consumer Satisfaction (M) have a Cronbach alpha value > 0.6, so it can be said that the question item reliable or acceptable which means that the questionnaire can be used in research. From the results of reliability testing, it shows that the questionnaire used is consistent, which means that if the measurement is

carried out again on the same subject, the results are not different

#### TEST OF CLASSICAL ASSUMPTIONS

TABLE 3. Normalistas Test

##### One-Sample Kolmogorov-Smirnov Test

		Unstandarc Residua
N		
Normal Parameters <sup>a,b</sup>	Mean	.000
	Std. Deviation	1.8346
Most Extreme Differences	Absolute	
	Positive	
	Negative	
Test Statistic		
Asymp. Sig. (2-tailed)		
Monte Carlo Sig (2-tailed)	Sig	
	99% Confidence Interval	Lower Bound
		Lower Bound

Based on the table the sig value is 0.059 or a significance value > 0.05 so it means that the value is concluded that the regression model used has been normally distributed and can be continued in the next test.

TABLE 4. Multicolinearitas Test

No.	Independent Variable	Collinearity Statistics		Information
		Toleran	VIF	
1	Brand Image	.266	3.754	There is no multicoll:
2	Product Quality	.230	4.344	There is no multicoll:
3	Price	.374	2.671	There is no multicoll:
4	Consument Satisfaction	.305	3.274	There is no multicoll:

The table's findings indicate that none of the variables in the research instrument exhibit multicollinearity. The brand image variable possesses a tolerance value of 0.266 and a Variance Inflation Factor (VIF) of 3.754. The product quality variable holds a tolerance value of 0.230 and a VIF of 4.344. The price variable possesses a tolerance value of 0.374 and a VIF of 2.671. The consumer satisfaction variable has a tolerance value of 0.305 with a VIF value of 3.274. The absence of perfect linear relationships between the variables in this study, namely Brand Image (X1), Product Quality (X2), Price (X3), and Consumer Satisfaction (M),

indicates no multicollinearity, as all their VIF values are less than 10 (< 10.00).

TABLE 5. Heteroskedastisitas Test

Independent Variable	Nilai Signifikansi Korelasi Residual (Loyalitas Konsumen)	Information
1 Brand Image	.084	There is no heteroskedastisitas
2 Product Quality	.895	There is no heteroskedastisitas
3 Price	.853	There is no heteroskedastisitas
4 Consument Satisfaction	.166	There is no heteroskedastisitas

The table shows that the brand image variable has a significance value of 0.084, which is greater than 0.05. Similarly, the product quality variable has a significance value of 0.895, the price variable has a value of 0.853, and the consumer satisfaction variable has a value of 0.166, all exceeding 0.05. Therefore, it can be concluded that the correlation significance values for each variable: Brand Image (X1), Product Quality (X2), Price (X3), and Consumer Satisfaction (M) are greater than 0.05. This indicates that the model or all instrument variables suggest the absence of heteroscedasticity..

#### HYPOTHESIS TEST

##### a. Path Analysis

TABLE 7. Model Summary Analisis Jalur

##### Model I

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 <sup>a</sup>	.695	.690	1.370

a. Predictors: (Constant), Harga, Citra\_Merek, Kualitas\_Produk

According to the R Square value from the above model summary table, which stands at 0.695, it can be inferred that the contribution of X and M to Y is 69.5%, with the remaining 30.5%

attributed to other variables not accounted for in this study. The value of  $e1$  can be determined through  $e1 = \sqrt{1 - 0.695} = 0.552$ . Following these calculations, the path diagram can be constructed as follows:

TABLE 8. Model Summary Model II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 <sup>a</sup>	.698	.692	

a. Predictors: (Constant), Kepuasan\_Konsumen, Harga, Citra\_M, Kualitas\_Produk

The R Square value from the model summary table above is 0.698. This suggests that X and M contribute to Y by 69.8%, with the remaining 30.2% influenced by other variables not covered in this study. The value of  $e1$  can be calculated as  $e1 = \sqrt{1 - 0.698} = 0.549..$

#### b. Test T

TABLE 9. Test T Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	(Constant)	.337	.584	.920	.359
	Citra_Merek	.583	.066	.561	8.823
	Kualitas_Produk	.076	.037	.162	2.039
	Harga	.152	.051	.184	2.987

a. Dependent Variable: Kepuasan\_Konsumen

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	(Constant)	.397	.854	.465	.642
	Citra_Merek	.811	.097	.575	8.384
	Kualitas_Produk	.138	.055	.217	2.527
	Harga	.069	.075	.062	.927

a. Dependent Variable: Loyalitas\_Konsumen

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	(Constant)	2.082	.725	2.873	.004
	Kepuasan_Konsumen	1.076	.057	.793	18.802

a. Dependent Variable: Loyalitas\_Konsumen

#### c. Sobel Test

TABLE 10. H<sub>8</sub> Sobel Test Result

Input:	Test statistic:	Std. Error:	p-value:
a 0.583	Sobel test: 8.00071919	0.07840645	0
b 1.076	Aroian test: 7.99152562	0.07849665	0
s <sub>a</sub> 0.066	Goodman test: 8.00994456	0.07831615	0
s <sub>b</sub> 0.057	Reset all	Calculate	

Based on the results of the Sobel test above, it can be seen that the z value is H<sub>8</sub> of 8,000 > 1.96. So it can be concluded that it is accepted that Brand Image does not directly affect User Loyalty but there needs to be User Satisfaction first or it can be said that Brand Image can increase User Satisfaction so that the level of User Loyalty will be higher.

TABLE 11. H<sub>9</sub> Sobel Test Result

Input:	Test statistic:	Std. Error:	p-value:
a 0.076	Sobel test: 2.04200106	0.04004699	0.04115143
b 1.076	Aroian test: 2.03917529	0.04010249	0.04143254
s <sub>a</sub> 0.037	Goodman test: 2.04483861	0.03999142	0.04087077
s <sub>b</sub> 0.057	Reset all	Calculate	

Based on the results of the Sobel test above, it can be seen that the value of z is 2.042 > 1.96. It can be concluded that H<sub>9</sub> is accepted, which means product quality does not directly affect consumer loyalty but need to have consumer satisfaction first or it can be

said that product quality can increase consumer satisfaction so that the level of consumer loyalty. will be higher.

TABLE 12. H<sub>10</sub> Sobel Test Result

Input:	Test statistic:	Std. Error:	p-value:
$\alpha$ 0.152	Sobel test: 2.94392621	0.05555574	0.00324077
$\beta$ 1.076	Aroian test: 2.93990425	0.05563174	0.00328314
$\sigma_a$ 0.051	Goodman test: 2.94796473	0.05547963	0.00319874
$\sigma_b$ 0.057	Reset all	Calculate	

Based on the results of the Sobel test above, it can be seen that the z value is  $2,943 > 1.96$ . So it can be concluded that H<sub>10</sub> is accepted i.e. price does not directly affect user loyalty but there needs to be user satisfaction first or it can be said that price can increase user satisfaction so that the level of user loyalty will be higher.

## DISCUSSION AND IMPLICATION

From the aforementioned study, it is evident that the Brand Image variable (X1) impacts the Consumer Satisfaction variable (M). This conclusion is supported by the regression results, showing that the Brand Image variable (X1) has a t-value of 8.823 with a significance level of 0.000, which is less than 0.05. This suggests that the t-value is higher than the critical value, or t-value ( $8.823 > \text{critical value } (1.652)$ ). Thus, it can be concluded that Brand Image significantly influences the User Satisfaction among Sidoarjo futsal players using Ortuseight futsal shoes.. The brand image itself is everything that consumers have in mind and feel when they hear or see the name of a brand (Hawkins and Mothersbaugh, 2016). Everything that consumers think usually includes the views, perceptions, and attitudes of consumers towards the reciprocity of what the company

provides through the products they sell. So it can be concluded that brand image is the thoughts, views, assumptions, beliefs, impressions, and feelings of consumers towards a product brand, whether it is goods or services. A brand serves as a differentiator between one product and another. This makes it easier for people to remember the product in the market. Consumers can evaluate similar products of different brands based on experience. A good company image or brand is a competitive advantage that affects the level of satisfaction from a positive angle (Widiaswara and Sutopo, 2017).

The research findings indicate that brand image positively influences the satisfaction levels of Ortuseight futsal shoe users. Essentially, the more highly the Ortuseight brand is perceived by consumers, the greater their satisfaction with the futsal shoes. If Ortuseight maintains a strong reputation and unique appeal among users, they experience high satisfaction when using Ortuseight futsal shoes. These results align with theoretical perspectives suggesting that brand image has a positive impact on consumer satisfaction. Brand image refers to the impression or perception firmly held in a consumer's mind. As such, the more positive a user's perception of a company's brand image, the higher their satisfaction, and vice versa. (Widiaswara and Sutopo, 2017).

The study reveals that the Product Quality variable (X2) influences the User Satisfaction variable (M). This is substantiated by regression results showing the Product Quality variable (X2) with a t-value of 2.039 and a

significance level of 0.043, which is less than 0.05. This implies that the t-value is higher than the critical value, or t-value (2.039) > critical value (1.652). Therefore, it can be concluded that product quality has a significant impact on consumer satisfaction among users of Ortuseight futsal shoes in Sidoarjo. Product quality pertains to all that can be offered to the market for consideration, acquisition, utilization, or consumption to fulfil consumer needs and wants. It's a measure of a company's ability to deliver quality products that meet expected standards (Kotler and Keller, 2016 :330).

The research findings reveal that the quality of Ortuseight futsal shoes positively impacts user satisfaction; a higher quality translates to increased user satisfaction. This aligns with Sukmawati's 2017 study, stating that improved product quality directly increases user satisfaction. Additionally, the study shows that the price variable (X3) affects consumer satisfaction (M). Regression results indicate a t-count of 2.987 and a significant value of 0.003, less than 0.05. This indicates that the t-count surpasses the t-table, and thus, price impacts the satisfaction of Ortuseight futsal shoes users in Sidoarjo. Price, defined as the sum charged for a product or the value a consumer pays to gain product benefits, influences product positioning and quality perception. The study results suggest that a lower price of Ortuseight futsal shoes corresponds to higher satisfaction levels among users.

Further, the study finds that Brand Image (X1) impacts Consumer Loyalty

(Y). Regression results indicate a t-count value of 8.384 and a significant value of 0.000, less than 0.05, implying that a strong brand image enhances consumer loyalty. Good societal image facilitates product acceptance and encourages consumer loyalty and repeat purchases. Moreover, the study shows that the Product Quality variable (X2) affects Consumer Loyalty (Y). Regression results show a t-count value of 2.527 and a significant value of 0.012, less than 0.05. This means that better product quality leads to increased consumer loyalty. Product quality refers to the company's ability to provide quality products that meet consumers' expectations.

However, the study reveals that the price variable (X3) does not affect Consumer Loyalty (Y). Regression results show a t-count of 0.927 and a significant value of 0.355, greater than 0.05. Therefore, price does not influence consumer loyalty to Ortuseight futsal shoes. The study also finds that the User Satisfaction variable (M) affects User Loyalty (Y). Regression results show a t-count value of 18.802 and a significant value of 0.000, less than 0.05. Therefore, high user satisfaction translates to high user loyalty.

Lastly, the Sobel test was used to examine the impact of mediating variables. The test results reveal that Brand Image and Product Quality do not directly affect Consumer Loyalty; Consumer Satisfaction must be present first. Therefore, high-quality Ortuseight futsal shoes and a favorable brand image, mediated by consumer satisfaction, increase user loyalty. Also, although price does not directly impact

user loyalty, it increases user satisfaction, thereby influencing user loyalty. This occurrence is known as full or perfect mediation..

### **MANAGERIAL IMPLICATION**

The analysis of the data reveals that the variables of brand image, product quality, and price significantly influence consumer loyalty. This indicates that companies should prioritize brand image, product quality, and pricing strategies when marketing their products. It is crucial for companies to focus on satisfying consumers in order to foster customer loyalty. To enhance their market presence, companies are advised to organize national-scale tournaments and participate in exhibitions, which can help in maintaining brand recall and improving market visibility. Additionally, continuous innovation in product development is recommended, along with providing purchase guarantees to instill confidence in consumers. Companies should also pay close attention to pricing strategies, including offering discounts or cashback incentives to consumers. By consistently delivering consumer satisfaction through improvements in brand image, product quality, and price, companies can foster long-term loyalty among their customer base..

### **THEORETICAL IMPLICATION**

For future research, it is recommended to expand upon the current study by considering additional variables that could offer variations and enhance the

research findings. Furthermore, incorporating other intervening variables could provide valuable insights and contribute to the overall improvement of the research. Researchers are encouraged to increase the sample size to obtain a more comprehensive understanding that closely reflects the actual conditions. By exploring these avenues, future studies can further deepen our understanding of the subject matter and contribute to the existing body of knowledge..

### **CONCLUSION**

Based on the analysis conducted in the previous chapter using data collected from respondents who are users of Ortuseight futsal shoes among Sidoarjo futsal players, the following conclusions can be drawn that the t-test results indicate that brand image, product quality, and price have a significant impact on consumer satisfaction with Ortuseight futsal shoes among Sidoarjo futsal players. Both brand image and product quality significantly influence consumer loyalty towards Ortuseight futsal shoe products among Sidoarjo futsal players. However, the price variable does not have a significant effect on consumer loyalty to Ortuseight futsal shoes among Sidoarjo futsal players. Furthermore, consumer satisfaction has a significant impact on consumer loyalty to Ortuseight futsal shoe products among Sidoarjo futsal players. The Sobel test results indicate that the direct effects of brand image

(X1), product quality (X2), and price (X3) on consumer loyalty (Y) are not significant. However, when consumer satisfaction (Z) is taken into account, it mediates the influence of brand image, product quality, and price on consumer loyalty. In other words, brand image, product quality, and price indirectly affect consumer loyalty through consumer satisfaction with Ortuseight futsal shoe products among Sidoarjo futsal players.

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