

The Influence of Product Quality and Price on Customer Loyalty in TKB Sport Fashion Goalkeeper Gloves Products ON Instagram

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ABSTRACT

It is often believed in the business sector that the two most important variables impacting consumer loyalty are product quality and pricing. Customers are more likely to be loyal to a brand whose products they have purchased because of the high quality of those products. On the other hand, it's crucial to take into account a competitive price that matches the product's worth while making a purchase. Consequently, knowing how these two aspects affect consumer loyalty is crucial especially in competitive markets such as goalkeeper glove products. The object of research is TKB Sport Fashion Goalkeeper Gloves. Customers of TKB Sport Fashion Goalkeeper Gloves serve as the research and analysis unit. The research found that although product quality does have an effect on customer loyalty, the relationship between price and customer loyalty is positive, and the link between product quality and customer loyalty is minimal.

Keywords: *product quality, price, loyalty.*

1. INTRODUCTION

Social media has become a way of life for people along with the development of technological advancements that are happening today. Most people cannot be separated from social media in their daily activities. Therefore, many companies are developing and marketing their products and services through social media to market products and build relationships with consumers. One of the social media platforms that has a significant impact on marketing is Instagram, because it provides a great opportunity for companies to increase the visibility and attractiveness of their products. Customer loyalty is one of the most important factors influencing business sustainability and growth in today's digital age. TKB Sport Fashion, as a goalkeeper glove manufacturer, uses this platform to interact with customers and introduce their products to a wider market.

Since 2014, as already stated by data provided by Hootsuite (We Are Social), the number of social media users has been steadily increasing. In 2014, there were 62 million social media users, which then increased to 170 million people using social media in 2021. As already stated by the survey in Figure 1.1, the most frequently used social media platform is Instagram, which ranks second with 84.8%.

In the business world, product quality and price are often considered to be the two main factors that influence consumers' purchasing decisions. Good product quality can increase customer satisfaction, which in turn can increase their loyalty to the brand. Conversely, a price that is competitive or in line with the number of the product is also an important consideration in the buying process. Therefore, it is important to understand how these two factors contribute to customer loyalty, especially in a competitive market such as goalkeeper gloves.

In Indonesia, there are currently many local brands offering goalkeeper gloves. Goalkeeper gloves are one of the most important pieces of equipment in soccer, specifically designed for the goalkeeper position to protect the hands from injuries caused by collisions with the ball. Recognizing this, TKB Sport Fashion has focused on providing goalkeeper gloves established from 2019 with innovative designs and quality materials, its followers on Instagram have reached 17.5K. However, in the face of fierce competition, the price offered is also one of the aspects that influence consumer preferences.

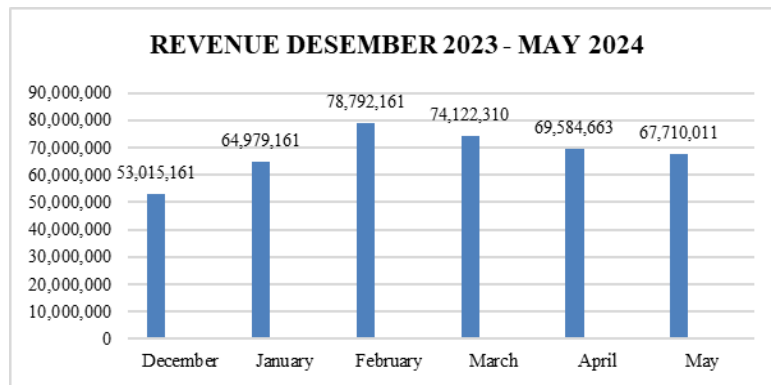


Figure 1. TKB Sport Fashion Revenue December 2023 - May 2024

In light of the sales data of TKB Sport Fashion above, it can be seen that there are fluctuations in sales of TKB Sport Fashion, which experienced ups and downs in purchases in December - May, so TKB Sport Fashion released a glove product with an attractive design in December, which resulted in an increase in sales in January compared to the previous month's sales. In addition, there is also the possibility of a decrease in sales due to more competitors offering a wide range of products with better product quality and prices. This means that if there is a decrease in purchases, it is certainly due to consumers who are no longer loyal to the brand. The increasing number of local brands in Indonesia requires companies to pay attention to product quality and competitive prices in order to achieve business goals.

Therefore, the increasingly fierce business competition can cause companies to compete to provide comfort with the best product quality and provide competitive prices to their customers to attract new customers or old customers to become loyal consumers. Here is a list of some local brand goalkeeper gloves.

Table 1. Name some local brand gloves

No	Glove Brand Name	Country
1	CALCI	Indonesia
2	FAT	Indonesia
3	PGS Pro	Indonesia
4	TKB Sport Fashion	Indonesia
5	ORTUSEIGHT	Indonesia

It can be seen from the above table data that there are several local brands of Kiper Gloves in Indonesia, which allow customers to have more alternative choices, thus making each company compete to improve the quality of their products to get existing customer loyalty, or even provide competitive prices. Evaluation of the product itself both from the quality of the product and the previous price of the brand, which can be information for potential customers can affect the loyalty of customers in choosing the Kiper Gloves brand.

In the context of goalkeeper gloves products, product quality includes aspects such as comfort, protection provided during use, material durability, innovation applied to the product. High product quality tends to increase customer satisfaction, which in turn can increase customer loyalty to the brand. In addition to product quality, price is also an influential factor in the sports apparel industry, including goalkeeper glove products. Price is often a very important factor in purchasing decisions. Competitive prices, in line with the quality offered, can strengthen the perception of value in the eyes of the customer.

Customer loyalty plays a crucial role in sustaining business growth and success. Loyal customers not only make repeated purchases, but they can also offer valuable feedback and recommend the business to others. In an increasingly competitive market, a company can thrive by fostering customer loyalty and balancing its approach. Discovering and executing effective tactics to foster client loyalty is crucial for businesses looking to maintain a competitive edge. In general, customer loyalty is affected by a number of things.

Perceived value, brand image, trust, dependability, customer connections, switching costs, product quality, waiting time, and customer happiness are the nine most important elements that influence customer loyalty. (Hasan, 2013). This aligns with the findings from Maya Salsabilla and Lilis Sugi Rahayu Ningsih's (2022) study titled "The Impact of Product Quality and Brand Image on Customer Loyalty (A Case Study of Sabrina.id Online Batik Shop in Pekalongan)."

Their research shows that the quality of Sabrina Batik products positively influences customer loyalty. This indicates that the superior quality of the Batik products attracts and retains loyal customers.

An important consideration for consumers is the product's quality, as it affects their final purchasing choice. Product quality is defined by Kotler and Armstrong (2016) as the extent to which a product fulfills its intended purpose, taking into account features such as overall durability, dependability, accuracy, simplicity of use, and repairability.. From this definition, product quality can be understood as an overall assessment of goods or services based on customer needs. Kotler and Keller (2016) identify nine dimensions of product quality: (Form), which refers to the size, shape, or physical structure of the product; (Feature), which represents additional features that enhance the product's core functionality; (Performance Quality), which measures how well the product's primary features perform; (Perceived Quality), which is often gauged indirectly due to potential consumer lack of understanding or information about the product; and durability, reliability, repairability, style, and design, which collectively impact the product's appearance, feel, and function as already stated by customer preferences.

Price, as already stated by Kotler (2022), refers to the amount of money charged for a product or service. This means that price reflects the value consumers must pay to acquire or benefit from a product or service. Krisdayanto (2018) also defines price as the amount paid for services or the value exchanged by consumers to benefit from goods or services. From these definitions, we can conclude that price represents the value established through the production or service provision process aimed at the consumer.

Customer loyalty, as already stated by Kotler and Keller (2020), is a strong commitment to repurchase or support a preferred product or service in the future, even when external influences or marketing efforts might encourage a change. Griffin, as cited in Utami (2023), defines customer loyalty as the dedication to consistently repurchase or resubscribe to a selected product or service in the future, despite factors that might influence behavioral shifts.

In this study, customer loyalty will be measured using dimensions from Yang and Peterson's research (as cited in Istanto, 2020), which include: Recommendation—customers recommending the company's products to others and sharing information about the benefits of the product; and Repurchase, which focuses on repeat purchases. A loyal customer is someone who consistently buys a product or service again and is willing to recommend it to others, supported by confidence in the ongoing quality of the product or service. Griffin (2013), as cited in Arfad (2015), identifies stages in loyalty formation: Suspect, which includes individuals who might purchase the company's goods or services but have no knowledge of the brand; Prospect, which refers to unqualified prospects, first-time buyers, repeat customers, regular customers, and advocates who purchase the goods or services regularly and meet their needs.

2. RESEARCH METHODS

The object of this research is the Influence of Product Quality and Price on Customer Loyalty for TKB Sport Fashion Goalkeeper Glove Products on Instagram. This research method is descriptive and verification, data analysis is carried out both qualitatively and quantitatively. The population of this research are customers who purchased TKB Sport Fashion Goalkeeper Gloves. Spearman Rank correlation analysis design, Coefficient of Determination, Multiple Linear Regression, Goodnes Fit Model F Test and Hypothesis Testing T Test (t-test).

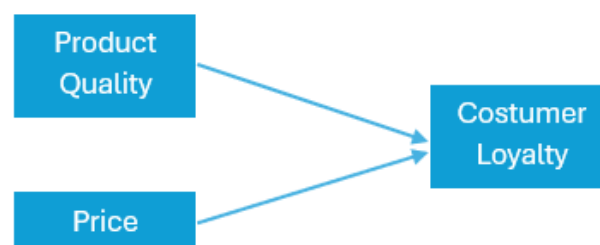


Figure 2. Research Design

3. RESULTS AND DISCUSSIONS

3.1 Validity And Reliability Test

Table 2. Validity Test Results regarding Product Quality

Statement	R count	R table	Information
VAR00001	0,534	0,1996	Legitimate
VAR00002	0,421	0,1996	Legitimate
VAR00003	0,593	0,1996	Legitimate
VAR00004	0,584	0,1996	Legitimate
VAR00005	0,549	0,1996	Legitimate
VAR00006	0,579	0,1996	Legitimate
VAR00007	0,529	0,1996	Legitimate
VAR00008	0,495	0,1996	Legitimate
VAR00009	0,474	0,1996	Legitimate
VAR00010	0,609	0,1996	Legitimate
VAR00011	0,648	0,1996	Legitimate

Source: Data that has been processed

Table 3. Validity Test Results regarding Prices

Statement	R count	R table	Information
VAR00001	0,743	0,1996	Legitimate
VAR00002	0,475	0,1996	Legitimate
VAR00003	0,496	0,1996	Legitimate

Table 4 . Validity Test Results regarding Prices

Statement	R count	R table	Information
VAR00001	0,351	0,1996	Legitimate
VAR00002	0,457	0,1996	Legitimate
VAR00003	0,343	0,1996	Legitimate

In light of the table regarding the outcomes of product quality and price validity tests on customer loyalty, it can be seen that the 17 statements proposed by the author are considered valid because they have a value above 0.1996.

Table 5 . Reliability Test of Product Quality Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,856	0,857	11

Table 6 . Price Variable Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,803	0,803	3

Table 7 . Reliability Test of Customer Loyalty Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,644	0,653	3

Source: Data that has been processed

All items in the statement may be considered trustworthy since the reliability test value, also known as Cronbach's Alpha, was more than 0.60 as already stated by the outcomes of the calculations performed using the SPSS 20 software.

3.1 Analysis of Multiple Linear Regression

The data analysis outcomes, processed using SPSS version 20.0, produced multiple regression equations In light of the following output :

Table 8 . Multiple Linear Regression Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,973	0,299		6,609	0,000
Product Quality	0,236	0,105	0,281	2,270	0,025
Price	0,234	0,107	0,273	2,210	0,029

a. Dependent Variable : Customer Loyalty

Source : Processed data

With the following information:

1. The constant number of 1.973 suggests that customer loyalty is 1.973 under the impact of both product quality and price.
2. The product quality coefficient of 0.236 indicates a positive relationship, meaning that as product quality improves, customer loyalty projected to rise by 0.236.
3. Similarly, the price coefficient of 0.234 shows a positive direction, implying that as the price attribute increases, customer loyalty projected to rise by 0.234.

3.2 Test f / Goodnes Fit

The decisions taken are as follows :

- $H_0: \beta_1 = \beta_2 = 0$: Product Quality (X1) and Price (X2) have no simultaneous effect on Customer Loyalty (Y).
- $H_1: \beta_1 \neq \beta_2 \neq 0$: Product Quality (X1) and Price (X2) simultaneously affect Customer Loyalty (Y).

The basis of decision making includes :

- If $F_{\text{count}} < F_{\text{table}}$ then H_0 is accepted.
- If $F_{\text{count}} > F_{\text{table}}$ then H_0 is rejected.

The outcomes of the F test with the help of computer processing In light of the calculation of SPSS version 20.0 obtained the Fcount coefficient value as follows :

Table 9 . Test F
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	15,049	2	7,524	16,032	0,000 ^a
Residual	43,178	92	0,469		
Total	58,226	94			

a. Predictors: (Constant), X₂, X₁

b. Dependent Variable: Y

Source: Processed data

An Fcount number of 16.032 was computed using SPSS. At α (0.05), the critical number of Ftable is 3.10. This assumes a denominator degree of freedom of 92 and a numerator degree of freedom of 2. H_0 is rejected while H_1

is allowed because F_{count} (16.032) is more than F_{table} . This shows that X_1 (product quality) and X_2 (pricing) influence Y (customer loyalty) in tandem.

3.3 Hypothesis t-test

Table 10 . Results of the t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,975	0,299		6,611	0,000
Social Media Marketing	0,238	0,105	0,281	2,272	0,025
Price	0,236	0,107	0,273	2,212	0,029

3.4 Hypothesis 1

In light of the t-test statistics calculated in the research, the t-count for product quality is 2.272, which is higher than the t-table number of 1.986. As a result, H_a is accepted, and H_o is rejected. This indicates a positive impact of product quality on customer loyalty.

3.5 Hypothesis 2

Similarly, the t-count for price is 2.212, which exceeds the t-table number of 1.986. Thus, H_a is accepted, and H_o is rejected, suggesting a positive influence of price on customer loyalty.

3.6 Coefficient of Correlation

A correlation analysis was performed to determine the strength of the relationship among product quality, pricing, and customer loyalty. The outcomes are shown in the below table:

Table 11 . Coefficient of Correlation

		Y	X_1	X_2
Pearson Correlation	Y	1,000	,0468	,466
	X_1	0,468	1,000	,686
	X_2	0,466	0,686	1,000
Sig. (1-tailed)	Y	-	0,000	0,000
	X_1	0,000	-	0,000
	X_2	0,000	0,000	-
N	Y	95	95	95
	X_1	95	95	95
	X_2	95	95	95

The association between product quality and customer loyalty is represented by a Pearson product-moment correlation coefficient of 0.468. The rs value indicates a moderate correlation between product quality and customer loyalty, as it falls within the range of 0.40 to 0.599.

3.7 Coefficient of Determination

The data analysis outcomes, processed using SPSS version 20.0, produced multiple correlation coefficients and a coefficient of determination. In light of the following output :

Table 12 . Results of the t-test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.788 ^a	.621	.614	4.21491	1.859

a. Predictors: (Constant), Product quality, Price.

b. Dependent Variable : Customer Loyalty.

As already stated by Table 4.17, it is shown that 62.1% of the variation in customer loyalty (Y) can be attributed to product quality (X1) and price (X2). The remaining 37.9% is influenced by other factors or variables not considered in this study. For example, advertising, trust and brand image.

3.9. Discussions

The outcomes of respondents regarding the product quality of TKB Sport Fashion Goalkeeper Gloves can be worn durable and comfortable to wear, the reason for using TKB Sport Fashion Goalkeeper Gloves to make them more attractive. The majority of respondents agree that this is quite good product quality. From the study findings with the computation of t-test statistics, there is a favorable connection between product quality and customer loyalty.

Price of TKB Sport Fashion Goalkeeper Gloves, such as The discounted condition of the products sold there is a discount has a good reputation. TKB Sport Fashion Goalkeeper Gloves have affordable prices. The method of payment options to customers is easy at TKB Sport Fashion Goalkeeper Gloves, the majority of respondents' statements agree with this. respondents' statements agreed that the price was quite affordable. There is a favorable correlation between pricing and consumer loyalty, as already stated by studies that used statistical methods.

4. CONCLUSION

In light of the t-test statistical calculation, the t_{count} for product quality is 2.272, which is higher than the t_{table} number of 1.986. Therefore, H_a is accepted, and H_o is rejected, indicating a positive impact of product quality on customer loyalty.

As already stated by the t-test statistical outcomes, the t_{count} for price is 2.212, which exceeds the t_{table} number of 1.986. As a result, H_a is accepted, and H_o is rejected, suggesting a positive effect of price on customer loyalty.

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