

The Influence of Product Quality and Brand Image on Customer Loyalty of Adidas Combat Sport Product (A Study on The Martial Arts Community in Bandung City)

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Abstract. This research was conducted to examine the extent to which product quality and brand image influence customer loyalty toward Adidas Combat Sport products within the martial arts community in Bandung. Using a quantitative method, data were collected from 140 respondents who are active users of these products. A total of 35 indicators were utilized in the questionnaire to measure product quality, brand image, and customer loyalty, with the data subsequently processed through multiple linear regression analysis. The results indicate that both product quality and brand image have a positive and significant influence on customer loyalty. Product quality—encompassing functionality, comfort, and durability is crucial in driving repeat purchases. Furthermore, a strong brand image, built on reputation and trust, fosters a deeper emotional attachment among customers. Collectively, these two factors are key determinants of customer loyalty. In conclusion, Adidas must continuously enhance its product quality and maintain its brand positioning. This is essential to ensure long-term customer loyalty and to remain competitive in the martial arts equipment market.

Keywords: *Product Quality, Brand Image, Customer Loyalty.*

A. Introduction

In the current era of globalization, competition in the business world is becoming increasingly intense, forcing companies to be more creative and innovative to survive. One industry experiencing rapid growth is the sports equipment sector. In Indonesia, the rising interest in martial arts has led to a high demand for specialized gear. Adidas, as a global leader, addresses this need through its Adidas Combat Sport line. In Bandung, the martial arts community has become a significant market; however, with the entry of numerous competing brands, maintaining customer loyalty has become a complex challenge. According to Pandjaitan (2019) deeper understanding of consumer demographics and characteristics is essential for marketers to devise effective strategies in reaching targeted segments and maintaining a competitive edge.

Product quality is a key element in marketing strategy, as it represents the product's ability to perform its functions, which includes overall durability, reliability, and precision Pandjaitan (2019). Kotler & Keller (2016) define product quality as the total features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. For Adidas Combat Sport, this quality is reflected in advanced technology that ensures athlete safety and comfort during high-intensity training. Furthermore, Meyer & Bittmann (2018) argue that in the combat sports segment, specialized gear must meet specific technical demands, as different martial arts disciplines require different levels of protection and performance.

In addition to tangible quality, Brand Image plays a pivotal role in consumer decision-making. Kotler & Keller (2016) describe brand image as the perceptions and beliefs held by consumers, reflected by the associations stored in their memory. For practitioners in Bandung, the Adidas brand serves as a symbol of prestige and professionalism. A strong brand image not only differentiates Adidas from its competitors but also builds a psychological bond with the user. Pandjaitan (2019) emphasize that a positive brand image can significantly influence how individuals respond to marketing messages and their subsequent purchasing behavior.

The ultimate goal of managing quality and image is to foster Customer Loyalty. As explained by Griffin (2016), loyalty is demonstrated when customers make repeat purchases, resist switching to competitors, and actively recommend the product to others. Customer loyalty is a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts from competitors Pandjaitan (2019). Building this loyalty is crucial for Adidas to secure its market share in the face of aggressive industry promotions. Previous research, such as the study by Sustrasmawati & Andrianto (2016) confirms that product quality and brand image are primary drivers of consumer loyalty across various sectors.

Therefore, this research aims to analyze the impact of Product Quality and Brand Image on Customer Loyalty among the martial arts community in Bandung City. Based on this background, the research questions are as follows:

1. What is the Product Quality of Adidas Combat Sport products in Bandung?
2. What is the Brand Image of Adidas Combat Sport products in Bandung?
3. What is the level of Customer Loyalty for Adidas Combat Sport products in Bandung?
4. How does Product Quality influence Customer Loyalty for Adidas Combat Sport?
5. How does Brand Image influence Customer Loyalty for Adidas Combat Sport?
6. How significant is the influence of Product Quality and Brand Image on Adidas Combat Sport Bandung Customer Loyalty, both partially and simultaneously?.

B. Method

The sampling technique used in this study is purposive sampling, which is a method of determining samples based on specific considerations or criteria to ensure the data obtained is more representative Pandjaitan (2019). The population in this study consists of the martial arts community in Bandung City who use Adidas Combat Sport products. The sample used in this research totals 140 respondents. The data analysis used in this study includes descriptive and verificative analysis using Multiple Linear Regression with SPSS software, which includes Classical Assumption tests (Normality, Multicollinearity, and Heteroscedasticity) and Hypothesis tests (T-test and F-test).

The dimensions and indicators in this study for Product Quality are based on the theory by Kotler & Keller (2016) which includes performance, reliability, durability and aesthetic. The indicators for Brand Image are based on the theory by Sichtmann et al. (2019) including recognize,

reputation, affinity, and domain. Meanwhile, the indicators for Customer Loyalty are adapted from Rimiyati & Widodo (2014) which focus on repeat purchases and word-of-mouth recommendations.

Tabel 1. Variable Operationalization

<i>Variable</i>	<i>Dimension</i>	<i>Measurement</i>
Product Quality (X1) Product quality is a condition where consumers feel that a product is suitable or in accordance with the desired desires to fulfill their needs Ertanto (2024)	Performance	The level of the product performance during martial arts training or competition
		The level of How well the product responds during use
		The level of comfort experienced when wearing or using the product
	Reliability	The level of product's ability to perform consistently without failure
		The level of stability of product components during intense practice or competition
		The level of extent to which the product protects the user from injury
	Durability	The level of longevity product with regular usage
		The level of product's resistance to stretching and tearing
		The level of product's ability to withstand heavy physical activities conditions over long periods of time
Brand Image (X2) Brand Image is a name, provision, design, symbol or anything that can be used to identify a product as well as to differentiate one product from another Kotler & Keller (2016)	Aesthetics	The level of visual attractiveness of the product
		The level of appealing the product design is to martial arts consumers
		The level of alignment product's look with current trends in combat sports gear
	Recognize	The level of how customers easily identify the brand logo and symbol
		The level of customer become familiar with the visual elements of the brand
		The level of how customers recall Adidas when thinking of martial arts equipment
	Reputation	The level of customers trust to Adidas for it product performance and safety
		The level of customer perception overall product quality of Adidas combat gear
		The level of how credible Adidas is within the combat sport community
	Affinity	The level of customer emotional connection felt toward Adidas as a brand
		The level of Adidas preference over other combat sport brands
		The level of tendency to stick with Adidas out of emotional inclination
Customer Loyalty (Y)	Domain	The level of expertise of Adidas in combat sport equipment
		The level of Adidas is seen as a leading brand in the martial arts gear market
		The level of Adidas specializes in combat sports gear
		The level of Adidas intention to buy Adidas combat products again
	Repeat Purchases	The level of frequency of continued use of Adidas gear

Loyalty is a consumer commitment to a product or brand which is manifested by continuous repurchase behaviour of the same product in the long term (Fahira & Djamaludin, 2023)		The level of customers habitual buying Adidas for martial arts needs
	Purchase	The level of Customers Willingness to buy other Adidas combat sport product
	Across	The level of customers to purchase Adidas product across categories in terms of martial arts needs
	Product	The level of how low the tendency of customers switch to other brands for the same product type
	Lines	The level of customers actively sharing positive experiences about Adidas
	Refer to other	The level of customers influence the peers, family, and others brand decisions
	Immunity to competition	The level of customers loyalty to Adidas despite competitors' promotions The level of how resist customers to switching even the alternatives are cheaper The level of how strong customers preference over competing brands
Source: Processed Data (2025)		

Table 2. Classification Range

Percentage Score	Percentage Category	Score
0 % - 36%	Very Bad	0 – 1,44
36% - 52%	Bad	1,44 – 2,08
52% - 68%	Enough	2.08 – 2,72
68% - 84%	Good	2,72 – 3,36
84% - 100%	Very Good	3,36 – 4,0

Source : Researcher (2025)

To make it easier to understand the respondents' answers regarding Product Quality, Brand Image, and Customer Loyalty, the assessment criteria were made based on the average score, as shown in the table above.

C. Result and Discussion

The data analysis in this study was conducted using Multiple Linear Regression to determine the relationship between Product Quality (X1), Brand Image (X2), and Customer Loyalty (Y). Based on the statistical calculations performed with SPSS, the results are presented in the following tables:

The analysis shows that all 140 respondents live in Bandung and surrounding areas. Based on the data, the majority of respondents are male (61.4%) and belong to the 17–25 years age group (47.9%). In terms of education, most respondents hold a Bachelor's degree (65%), and the dominant occupation is students (41.4%). Regarding their martial arts experience, 44.3% have participated for less than one year, with Muay Thai being the most practiced discipline (30%). These results indicate that Adidas Combat Sport products are primarily used by the younger generation and students who are active in striking-based martial arts.

Table 3. Summary of Description Results of Product Quality Variable

Variable	Score	Mean	Category
Product Quality	5.680	3,36	Good

Source: Processed Questionnaire Data (2025)

According to table above, the continuum shows that all indicators on the Product Quality variable have an average score of 3,36 and belong to the good group. This shows that Product Quality of Adidas Combat Sport is included in the good category.

Table 4. Summary of Description Results of Brand Image Variable

Variable	Score	Mean	Category
Brand Image	5.590	3,03	Good

Source: Processed Questionnaire Data (2025)

According to table above, the continuum shows that all indicators on the Brand Image variable have an average score of 3,03 and belong to the good group. This shows that Brand Image of Adidas Combat Sport is included in the good category.

Table 5. Summary of Description Results of Customer Loyalty Variable

Variable	Score	Mean	Category
Customer Loyalty	5.039	3,26	Good

Source: Processed Questionnaire Data (2025)

According to table above, the continuum shows that all indicators on the Customer Loyalty variable have an average score of 3,26 and belong to the good group. This shows that Customer Loyalty of Adidas Combat Sport is included in the good category.

Validity Test and Reliability Test

According to Pandjaitan (2019)), a valid instrument means that the measuring tool used to obtain data is capable of measuring what should be measured. The validity test is intended to determine whether the instrument used is valid or not, showing the extent to which the measuring tool has a high level of accuracy. Specifically, the questionnaire is counted valid if the calculated correlation coefficient value (r count) is greater than r table (r count $>$ r table) or if the Sig. value is less than 0.05 ($\text{Sig} < 0.05$). If these criteria are met, it indicates that the research indicators are accurate representations of the variables being studied.

The reliability test is a measuring tool to measure a questionnaire, which serves as a construct or variable measurement instrument. In this study, the data is considered reliable if it has a Cronbach's Alpha value of > 0.60 . The formula used in testing this reliability is the Cronbach's Alpha method, which evaluates the internal consistency of the indicators.

Table 6. Validity Test Result

Variable	Item Range	r count Range	Sig(<0,05)	Description
Product Quality (X1)	12 Items	0.431 – 0.662	0,00	valid
Brand Image (X2)	12 Items	0.270 – 0.655	0,00	valid
Customer Loyalty (Y)	11 Items	0.462 – 0.696	0,00	valid

Source: SPSS 30 Result (2025)

Table 7. Reliability Test Result

Variable	Alpha Cronbach	Description
Product Quality (X1)	0,778	Reliable
Brand Image (X2)	0,801	Reliable
Customer Loyalty (Y)	0,849	Reliable

Source: SPSS 30 Result (2025)

Based on the table above, the validity test results for the variables Product Quality (X1), Brand Image (X2), and Customer Loyalty (Y) for 35 Indicators obtained a calculated r count $>$ r table, thus concluding that all variable statements are valid.

Based on the table above, the reliability analysis indicated that the Product Quality variable (X1) gained a Cronbach's alpha coefficient of 0.778, the Brand Image variable (X2) gained 0.801 score, and the Customer Loyalty variable (Y) demonstrated a coefficient of 0.849. Since all variables exhibited Cronbach's alpha values exceeding the threshold of 0.60, it can be inferred that the measurement instruments used for each variable are reliable, thereby indicating that the research results are both dependable and consistent.

Classical Assumption Test

Before conducting the regression analysis, classical assumption tests were performed to ensure the model's validity. The results are summarized in the table below:

Table 8. Classical Assumption Test Result

Test Type	Indicator	Result	Criterion	Description
Normality	Kolmogorov-Smirnov (Asymp. Sig)	0.200	> 0.05	Normally Distributed
Multicollinearity	Tolerance Value	0.650	> 0.10	No Multicollinearity
Heteroscedasticit	Glejser Test (Sig. X1 & X2)	0.080	> 0.05	No Heteroscedasticity

Source: SPSS 30 Result (2025)

Based on Table 3, the normality test using the Kolmogorov-Smirnov method shows a significance value greater than 0.05, indicating that the data is normally distributed. The multicollinearity test results show a Tolerance value > 0.10 , meaning there is no correlation between independent variables. Furthermore, the heteroscedasticity test (Glejser) shows that all variables have a significance value > 0.05 , confirming the absence of heteroscedasticity in the regression model.

Multiple Linear Regression and Hypothesis Test

Multiple linear regression was employed to analyze the relationship between independent variables and the dependent variable, ensuring the model's predictive power Kotler & Keller (2016) The data analysis was conducted using IBM SPSS software to perform validity, reliability, and classical assumption tests, providing a robust statistical foundation for the research results Kotler & Keller (2016) The following table summarizes the results of the multiple linear regression and the statistical tests (T-test and F-test) according to the SPSS output in this study:

Table 9. Multiple Linear Regression and Hypothesis Test Result

Variable	Unstandardized B	t-count	Sig.	Result
(Constant)	3.167	-	-	-
Product Quality (X1)	0.354	6.845	0.000	Significant
Brand Image (X2)	0.392	7.422	0.000	Significant
F-count	88.041	-	-	-

Variable	Unstandardized B	t-count	Sig.	Result
Sig. F	0.000	-	-	-
R-Square (R²)	0.562	-	-	-

Source: SPSS 30 Result (2025)

The significant influence of Product Quality (X1) aligns with Kotler & Keller (2016) who emphasizes that a product's functional performance and durability are core to marketing success. For Adidas Combat Sport users, high-quality gear is essential for training safety and comfort. Furthermore, this study is consistent Kotler & Keller (2016) which suggests that perceived quality is a primary driver of long-term commitment. When quality meets expectations, it fosters trust and emotional attachment, making it difficult for competitors to shift customer loyalty. Thus, the synergy between reliable quality and a strong brand reputation is the key determinant of loyalty in the martial arts community.

D. Conclusion

Based on the results of the research conducted on the influence of Product Quality and Brand Image on Customer Loyalty toward Adidas Combat Sport products in Bandung, the following conclusions can be drawn:

1. The Product Quality of Adidas Combat Sport is highly effective and generally perceived as high by consumers. User responses indicate that the products are functionally effective, responsive, and comfortable, successfully meeting athletes' expectations in the combat sport segment.
2. The Brand Image of Adidas is perceived very positively, reflecting a strong emotional and cognitive connection with consumers. Survey results show that its premium reputation and local relevance in Bandung make it an essential intangible asset in maintaining loyalty.
3. Customer Loyalty among Adidas Combat Sport users is relatively high. The analysis reveals strong indicators of behavioral loyalty, such as repeat purchase intentions and word-of-mouth promotion, as well as affective loyalty through emotional attachment to the brand.
4. Statistical analysis through the t-test reveals that Product Quality has a significant positive effect on customer loyalty. Improvements in functionality and consistency directly correlate with higher levels of continued consumer engagement and brand preference.
5. Furthermore, the t-test also confirms that Brand Image exerts a significant influence on customer loyalty. The emotional and psychological associations customers have with the brand's excellence and innovation are essential for reinforcing long-term trust.

Finally, the F-test results demonstrate that Product Quality and Brand Image jointly have a significant simultaneous influence on customer loyalty. Combining functional excellence with a strong brand identity is essential for sustaining consumer retention in a competitive market.

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