

PRICE AND BRAND IMAGE: DRIVERS OF CONSUMER LOYALTY IN THE FOOTWEAR MARKET

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ABSTRACT

The shoe market is one of the industrial sectors that continues to grow rapidly in various countries, including Indonesia. Consumer demand for shoes is not only driven by functional needs, but also by psychological and emotional factors, such as price and brand image. In this context, this study aims to explore the effect of price and brand image on the level of consumer loyalty to Tomkins shoe products. This study shows the impact of the influence of price and brand image on customer loyalty. A total of 100 respondents were selected by purposive sampling to fill out a questionnaire to measure their loyalty to the Tomkins shoe brand. The survey questionnaire uses a five-point Likert scale. Then the data were analyzed using the validity test, reliability test, classical assumption test and multiple linear regression. Analysis of research results was carried out using SPSS software for statistical analysis. Through statistical testing, the results show that price has a significant effect on customer loyalty. In addition, brand image was found to have a significant effect on customer loyalty.

Keywords: price, brand image, consumers loyalty.

INTRODUCTION

The shoe industry holds a significant position within the fashion and lifestyle sector, exerting substantial influence. Beyond serving as foot protection, shoes symbolize style and social standing for many individuals (Gillath et al., 2012). There is a growing demand for high-quality, functional, and fashionable shoes, presenting lucrative opportunities for industry players. Shoes constitute a vital aspect of consumers' desired appearance, with trends like sports or lifestyle preferences shaping their shoe choices.

Tomkins, a prominent player in Indonesia's shoe industry, has a vision of crafting comfortable and practical footwear. By integrating cutting-edge technology with appealing designs, Tomkins has successfully developed shoes that cater to modern consumers' needs and lifestyles. This brand has emerged as a leading local shoe brand, fostering a positive reputation through product innovation, superior quality, and effective marketing strategies (Henard & Dacin, 2010). Tomkins' success and popularity as a local shoe brand hinge upon the support and trust of its loyal consumers. Nevertheless, amidst intensifying competition, companies must comprehend the factors influencing consumer loyalty, particularly regarding price and brand perception.

Consumer loyalty evolves gradually, shaped by consumers' experiences through consistent purchases over time (Chiguvi & Guruwo, 2017). It denotes consumers' commitment and

attachment to a brand, product, or service offered by a company (Srivastava & Rai, 2018). Loyal consumers opt to sustain interactions and transactions with the company, signifying the formation of consumer loyalty. This loyalty yields positive implications for a company's long-term success (Evanschitzky et al., 2012), as satisfied consumers become reliable repeat customers and advocates for the business. They not only contribute directly to revenue through purchases but also possess the potential to serve as influential brand advocates, recommending the company to others and offering positive feedback and support (Gee et al., 2008).

Price plays a central role in consumer purchasing decisions and can shape their perception of the value of a product (Widyasuti & Said, 2017). Aside from product or service pricing, a company's pricing strategies, such as discounts or special offers, can impact consumer loyalty by building an emotional connection between the consumer and the brand. Special offers or exclusive treatment make consumers feel valued and appreciated, which leads to increased loyalty (Kuncoro & Sutomo, 2018). On the other hand, if consumers perceive the price as not commensurate with the value received, they may look for alternative options. Therefore, price not only influences purchasing decisions but also influences long-term consumer loyalty (Lie et al., 2019).

In a competitive business landscape, pricing strategies can be an important tool for companies to maintain and strengthen relationships with consumers. Wise pricing not only impacts a company's revenue but also builds brand image and customer loyalty. By providing special offers or discounts, companies can show consumers that they are valued and prioritized, thereby strengthening the emotional bond between consumers and the brand (Wahab et al., 2017). However, it is important for companies to ensure that the prices set are in line with the value provided to consumers, as the perception of prices that do not match the value can lead to a loss of loyalty and a search for alternatives. By understanding the role of price in shaping consumer behavior and appropriate pricing strategies, companies can maximize consumer loyalty and strengthen their position in the market.

In addition, brand image also plays an important role in establishing the level of consumer loyalty (Manesh & Hozouri, 20113). Brand image reflects the quality, reliability, added value, and uniqueness of the products and services offered by a brand (Mourad et al., 2011). When consumers have a positive perception of a brand, they tend to be satisfied with their experience and have high trust in the brand. This encourages consumers to remain loyal and interact repeatedly with brands through purchasing products and services. In addition, a good brand image can also help differentiate a company from competitors in the minds of consumers. Consumers perceive a brand as an industry leader or as a superior brand in terms of quality or innovation, they are more likely to choose the brand over competitors who are less well known or have a less positive image (Iglesias et al., 2019). A strong brand image can provide a competitive advantage for companies by influencing consumer preferences, purchasing decisions, and their level of loyalty (Andreassen & Lindestad, 1998).

In the current era of heightened business competition, understanding the factors that contribute to consumer loyalty is crucial for companies seeking to maintain a competitive edge. Among these factors, price and brand image stand out as particularly influential. This study aims to assess the impact of both price and brand image on consumer loyalty towards

Tomkins shoe products. Price plays a pivotal role in shaping consumers' perceptions of value and affordability, influencing their purchasing decisions and subsequent loyalty. Meanwhile, brand image encompasses consumers' perceptions of a company's reputation, trustworthiness, and overall identity, which significantly influence their emotional connection and loyalty to the brand. By examining how these two factors interact and influence consumer loyalty specifically towards Tomkins shoe products, this study will provide valuable insights for the company to refine its pricing strategies and brand management efforts, ultimately fostering greater consumer loyalty and market success.

RESEARCH METHODS

This research is a quantitative research. The number of respondents involved in this study were 100 people. The object of this research is focused on users of Tomkins shoes in the city of Surabaya. In taking the sample, a purposive sampling technique was used with the criteria of having shopped for Tomkins shoes at least once and domiciled in Surabaya. This study involved two variables, namely the independent variable which included price and brand image and the dependent variable, namely customer loyalty. Furthermore, the data will be tested using the validity test, reliability test, classic assumption test, and followed by linear regression.

According to Anuwichanont (2011), price refers to the extent to which price can provide the benefits derived from an item that will influence purchasing decisions and consumer loyalty to a brand. Price is an important determinant in the buying and post-purchasing process which acts as an important factor in services with complex pricing (Matzler et al., 2006). Meanwhile, according to Khakim et al. (2015), price is a factor that influences customer loyalty which reflects the relative value of a product or service compared to the price paid. Kotler and Armstrong (2016) measure price indicators, including (a) prices affordable by consumers' purchasing power; (b) compatibility between price and quality; and (c) prices are competitive with other similar products.

Saleem and Raja (2014) state that brand image is how customers remember a brand is the first thing that comes to mind when buying a product. Kandampully and Suhartanto (2003) consider brand image as an important element for business because of its ability to influence customer perceptions of goods and services. Maroofi et al. (2012) stated that brand image can be adjusted to the characteristics and qualifications of the customer's personality so that they can benefit from the brand in the most efficient way. According to Wijaya (2013), brand image indicators include (a) brand identity; (b) brand personality; (c) brand associations; (d) brand behavior and attitudes; and (e) brand competence and benefits.

Based on Dick and Basu (1994), loyalty is a consistent action in making purchases by a group of individuals which are repeated from time to time. Loyalty can be interpreted as the extent to which a customer buys regularly and repeatedly from a company (Khan, 2013). Loyalty reflects a strong integrity to maintain a commitment to buy or subscribe to certain products in the future, even if there are situational disturbances or marketing efforts that can influence consumer behavior (Kotler & Kevin, 2009). According to Oliver (1993), states that indicators of customer loyalty are (a) confidence; (b) influence; (c) intention; and (d) action.

RESULTS AND DISCUSSION

There were 100 respondents who participated in this study, with 54 respondents (54%) who were women and the rest were men as much as 46 (46%). The findings also show that the average age of respondents is in the range of 20-22 years, with a total of 55 (55%). Furthermore, it was found that the majority of respondents, namely 73 (73%), had an income of more than 4 million, while 27 (27%) of the other respondents had an income of less than 4 million.

The data generated from the questionnaire statements were tested for validity using a validity test. It is expected that the total value of corrected items must exceed the standard 0.3 which will indicate valid data. Then it has been obtained that all statements representing the price variable (X.1) show a total corrected item value exceeding 0.3, so all statements from the price variable (X.1) have been declared valid. Furthermore, it has been obtained that the total corrected item value has exceeded 0.3 from the brand image variable (X.2) which proves that all statements representing the brand image variable (X.2) are declared valid. Then henceforth it has been obtained on the consumer loyalty variable (Y) that the total corrected item value is greater than 0.3. This value has validated all statements representing consumer loyalty.

Research data will be tested using a reliability test that determines the Cronbach Alpha value exceeds the standard of 0.6. So it has been obtained that the price variable (X.1) shows a Cronbach Alpha value of 0.777. Furthermore, the brand image variable (X.2) obtained a Cronbach Alpha value of 0.778. Then obtained Alpha Cronbach value of 0.779 on the consumer loyalty variable (Y). So it can be concluded that all variables in this study Cronbach's Alpha value exceeds 0.6, which means that all variables can be declared reliable.

Table 1. Reliability Test Results

No	Variables	Cronbach's Alpha	Status
1	Price (X.1)	0.777	Reliable
2	Brand image (X.2)	0.778	Reliable
3	Consumer loyalty (Y)	0.779	Reliable

Source: SPSS Output

Further research data will be tested using the normality test. Measurement of normality testing using the P-Plot chart. The normality test obtained is shown in Figure 1. In the management of the normality test, there is a P-Plot graph, it can be seen that the data has spread following the diagonal axis. This means that this data has normal distribution.

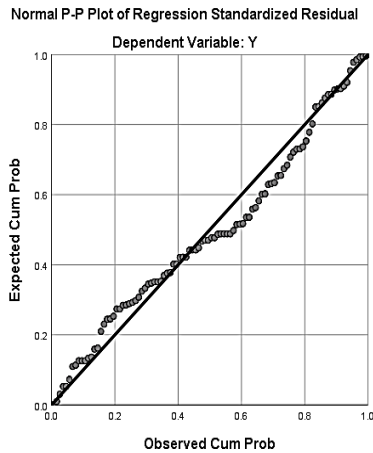


Figure 1. Normality Test

The research data was then processed using the autocorrelation test. In the autocorrelation test it is measured using the Durbin Watson (DW) value. The DW value must be between -2 to 2. In the management of the autocorrelation test, a DW value of 1.739 is obtained, which indicates the data is free from autocorrelation.

Table 2. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	14.084	5.222		2.697	.008		
	X.1	4.588	.755	.383	6.076	.000	.859	1.164
	X.2	8.440	.898	.593	9.398	.000	.859	1.164

Source: SPSS Output

In the next stage, the research data will be tested with a multicollinearity test. The value for measuring the standard multicollinearity test is VIF which has a value of less than 10 and a tolerance value of more than 0.1. The VIF value is 1.164 and the tolerance is 0.859 for the price variable (X.1). Furthermore, the brand image variable (X.2) obtained a VIF score of 1.164 and a tolerance value of 0.859. From these results it is stated that there is no multicollinearity in this research data.

Based on Table 2, overall the data can be declared eligible for further data analyzed with multiple linear regression. The multiple linear regression equation $Y = 14.084 + 4.588X_1 + 8.440X_2$ is obtained. This data shows that if the score of the price variable and brand image variable is zero, then the score of the consumer loyalty variable shows a score of 14.084. Data analysis was tested using the t test. To measure the t test used standard significance value below 0.05. Based on the analysis of the t test on the price variable (X.1), a significant value of 0.000 proves that price has an effect on consumer loyalty. Then obtained a significant value of 0.000 on the brand image variable (X.2) which proves the brand image variable has an influence on the formation of consumer loyalty.

Table 3. Summary Results for F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13929.725	2	6964.862	97.804	.000b
	Residual	6907.585	97	71.212		
	Total	20837.310	99			

Source: SPSS Output

Based on Table 3, the next step is to test the data using the F test. Measurements in the F test are expected to have a significance value not exceeding 0.05. It was found that the F test value was 97.804 with a significant value of 0.000 which indicated that together the price variable (X.1) and brand image variable (X.2) had an effect on the formation of consumer loyalty (Y).

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 ^a	.668	.662	8.439	1.739

Source: SPSS Output

The data were then analyzed using the coefficient of determination test. In this study, the R value was 0.818 and the R Square value was 0.668. Then the Adjusted R Square value is 0.662. This means that this study contributes 66.2% of consumer loyalty to price and brand image. Then the remaining 33.8% shows a contribution to other variables not examined in this study.

The findings of the data analysis conducted in this study revealed a significant correlation between price and customer loyalty, corroborating existing research by Gómez et al. (2018), Wantara and Tambrin (2019), Wilis and Nurwulandari (2020); Hariani and Sinambela (2020), Irfan and Hariani (2022), Cahyamulia (2022). These scholarly works provide valuable insights into the relationship between price sensitivity and consumer loyalty, further validating the implications of affordable pricing strategies on consumer behavior. Specifically, the results indicate that the pricing of Tomkins shoes aligns with consumer expectations, thereby fostering satisfaction and loyalty among consumers towards the brand. When Tomkins offers products at competitive prices that resonate with consumers' perceived value, it cultivates a sense of satisfaction and trust, consequently driving consumer loyalty towards the brand.

The significance of competitive and affordable pricing in influencing consumer behavior and brand loyalty cannot be overstated. Price plays a pivotal role in shaping consumers' perceptions of product value and affordability, consequently influencing their purchasing decisions and brand preferences. Research suggests that consumers are more likely to exhibit brand loyalty when they perceive the price of a product to be fair and commensurate with its quality and features. In the context of Tomkins shoes, the affordability of the products, coupled with their perceived value, creates a favorable impression among consumers, fostering a sense of loyalty and trust towards the brand.

Moreover, the findings underscore the importance of aligning pricing strategies with consumer expectations and market dynamics. Tomkins' ability to offer products at competitive prices that meet or exceed consumer expectations reflects its understanding of market trends and consumer preferences. By conducting market research and staying attuned to changing

consumer demands, Tomkins can ensure that its pricing strategies remain relevant and effective in driving consumer loyalty. Additionally, the findings highlight the role of pricing transparency and consistency in building consumer trust and loyalty. When consumers perceive pricing practices to be fair, transparent, and consistent across different channels and product offerings, they are more likely to develop a sense of trust and loyalty towards the brand (Darmawan et al., 2021).

Furthermore, the implications of the study extend beyond pricing strategies to encompass broader considerations of value proposition and brand positioning. While competitive pricing is undoubtedly important, it must be complemented by other elements of the marketing mix, such as product quality, brand reputation, and customer service. Tomkins' success in fostering consumer loyalty can be attributed not only to its competitive pricing but also to its commitment to delivering high-quality products, innovative designs, and superior customer service. By focusing on these aspects of the value proposition, Tomkins can differentiate itself from competitors and enhance its appeal to consumers, thereby strengthening brand loyalty in the long run.

Moving forward, the study offers actionable insights for Tomkins and other players in the footwear industry to enhance consumer loyalty through strategic pricing and branding initiatives. Firstly, Tomkins should continue to prioritize affordability and value proposition in its pricing strategies, ensuring that its products remain accessible and attractive to consumers across different segments. Additionally, Tomkins should invest in building brand equity and fostering emotional connections with consumers through targeted marketing campaigns, brand ambassadors, and experiential marketing initiatives. By leveraging these strategies, Tomkins can deepen consumer engagement, foster brand advocacy, and ultimately enhance consumer loyalty and retention.

In conclusion, the findings of the study underscore the critical role of price in influencing consumer loyalty towards Tomkins shoes. By offering products at competitive prices that resonate with consumer expectations, Tomkins can cultivate satisfaction, trust, and loyalty among its customer base. However, pricing strategies must be complemented by other elements of the marketing mix, including product quality, brand reputation, and customer service, to ensure sustained success and competitiveness in the footwear market. Moving forward, Tomkins should continue to prioritize affordability, value proposition, and brand building to enhance consumer loyalty and secure its position as a trusted and reputable brand in the industry.

The findings of this research reveal a significant correlation between brand image and customer loyalty, corroborating previous studies conducted by Hung (2008), Andreani et al. (2012), Durmaz et al. (2018) and Al Hakim (2022). These studies have consistently demonstrated the positive impact of brand image on customer loyalty, underscoring the pivotal role of brand perception in shaping consumer behavior and fostering brand loyalty. According to these scholars, a strong and favorable brand image fosters a sense of trust, satisfaction, and emotional connection among consumers, thereby enhancing their propensity to remain loyal to the brand over time.

In the context of Tomkins, the brand's image is characterized by qualities such as quality, style, comfort, and durability, all of which contribute to its appeal and desirability among consumers.

When consumers perceive Tomkins as embodying these desirable attributes, it not only enhances their satisfaction with the products but also fosters a sense of trust and loyalty towards the brand. Research suggests that consumers are more likely to exhibit brand loyalty when they associate the brand with positive attributes and experiences, reflecting a strong alignment between their expectations and the brand's image (Darmawan, 2022).

Furthermore, the findings underscore the importance of brand consistency and coherence in shaping consumer perceptions and fostering brand loyalty. Tomkins' ability to consistently deliver on its brand promise and maintain a positive brand image across different touchpoints and product offerings is instrumental in building consumer trust and loyalty. By ensuring that its products consistently meet or exceed consumer expectations in terms of quality, style, and performance, Tomkins can reinforce its brand image and cultivate a loyal customer base.

Moreover, the implications of the research extend beyond brand image to encompass broader considerations of brand positioning and differentiation (Irfan, 2021). In today's competitive marketplace, where consumers are inundated with choices and alternatives, a distinctive and compelling brand image is essential for standing out and capturing consumer attention. Tomkins can leverage its unique brand attributes and strengths to differentiate itself from competitors and carve out a distinct position in the market. By highlighting its commitment to quality, innovation, and customer satisfaction, Tomkins can reinforce its brand image and reinforce consumer loyalty.

Moving forward, the research provides tangible recommendations for Tomkins to bolster its brand image and cultivate stronger customer loyalty. Firstly, it's imperative for Tomkins to uphold its commitment to product quality, innovative design, and exceptional customer service. By consistently delivering high-quality products and ensuring customer satisfaction, Tomkins can solidify its reputation as a trusted and reliable brand in the footwear industry. Moreover, investing in targeted marketing and branding strategies is crucial for Tomkins to effectively communicate its brand values and unique selling propositions to consumers. Collaborating with influencers, leveraging digital marketing channels, and engaging with customers on social media platforms can help Tomkins amplify its brand message and expand its reach to a broader audience, ultimately fostering stronger connections with customers and driving loyalty.

Furthermore, embracing digital transformation and incorporating technology into its marketing and customer engagement efforts can provide Tomkins with valuable insights into consumer preferences and behavior. By harnessing data analytics and consumer insights, Tomkins can tailor its marketing campaigns and product offerings to better align with the evolving needs and preferences of its target audience. Additionally, leveraging technology to enhance the online shopping experience, such as implementing user-friendly websites and mobile apps, can further strengthen customer satisfaction and loyalty (Sigita & Al Hakim, 2022). Overall, by implementing these strategies, Tomkins can effectively elevate its brand image, foster deeper connections with customers, and ultimately drive long-term loyalty and success in the competitive footwear market.

Furthermore, Tomkins should focus on fostering meaningful relationships with its customers by engaging them in two-way communication, soliciting feedback, and addressing their needs and preferences proactively. By listening to its customers and

incorporating their input into product development and marketing strategies, Tomkins can enhance customer satisfaction and loyalty. Additionally, Tomkins should explore opportunities for brand extension and diversification to expand its product offerings and cater to evolving consumer preferences and market trends.

In conclusion, the findings of this research underscore the critical importance of brand image in influencing customer loyalty towards Tomkins. By cultivating a positive brand image characterized by quality, style, and reliability, Tomkins can enhance consumer satisfaction, trust, and loyalty. Moving forward, Tomkins should continue to invest in building and maintaining its brand image through strategic branding initiatives, product innovation, and customer engagement strategies. By aligning its brand image with consumer expectations and market trends, Tomkins can position itself for sustained success and competitiveness in the footwear industry.

CONCLUSION

The analysis of data reveals a significant correlation between price, brand image, and consumer loyalty towards Tomkins shoe products. The findings underscore the pivotal role played by both affordable pricing and a positive brand image in fostering repeated purchases and cultivating consumer loyalty. It is evident that the interplay of these factors influences consumers' decision-making processes, ultimately shaping their inclination towards Tomkins products. Consequently, the synthesis of accessible pricing and a favorable brand image emerges as crucial determinants in fostering sustained consumer loyalty towards Tomkins shoe products.

In light of these empirical insights, the researcher posits constructive recommendations aimed at enhancing consumer loyalty and fortifying Tomkins' market position. Firstly, it is imperative to conduct meticulous market research to ascertain the competitive price range for Tomkins shoes. By aligning the product's price with its perceived value, Tomkins can ensure that consumers perceive the product as offering adequate value for their investment. This strategic pricing approach not only enhances consumer satisfaction but also contributes to long-term loyalty.

Secondly, emphasis should be placed on cultivating a robust brand reputation through strategic brand-building initiatives. Tomkins should focus on enhancing various facets of its brand image, including product design, quality assurance, and continuous innovation. By consistently delivering products that meet or exceed consumer expectations, Tomkins can bolster its reputation as a reliable and reputable brand in the footwear industry. Additionally, effective communication of these brand values is paramount. Tomkins should leverage various marketing channels, including creative advertising campaigns and social media platforms, to disseminate its brand messaging effectively. By engaging consumers through compelling narratives and showcasing the brand's commitment to quality and innovation, Tomkins can forge deeper connections with its target audience and reinforce consumer loyalty.

Furthermore, Tomkins should prioritize customer engagement and satisfaction as integral components of its brand strategy. By soliciting feedback from consumers and actively addressing their concerns and preferences, Tomkins can demonstrate its commitment to customer-centricity and responsiveness. This proactive approach not only fosters trust and

loyalty but also provides valuable insights for product improvement and innovation. Additionally, Tomkins should explore opportunities to enhance the overall customer experience, whether through personalized services, seamless transactions, or enhanced after-sales support. By prioritizing customer satisfaction at every touchpoint, Tomkins can cultivate enduring relationships with its customer base and foster brand advocacy.

Moreover, Tomkins should invest in building long-term partnerships and collaborations with key stakeholders, including suppliers, distributors, and retail partners. By fostering mutually beneficial relationships with its supply chain partners, Tomkins can ensure consistent product quality and availability, thereby enhancing consumer trust and loyalty. Similarly, strategic collaborations with retail partners can facilitate broader market reach and increased brand visibility, ultimately driving sales and reinforcing brand loyalty.

In conclusion, the analysis underscores the importance of price and brand image in influencing consumer loyalty towards Tomkins shoe products. By adopting a strategic approach to pricing and brand-building, Tomkins can enhance consumer perceptions, foster sustained loyalty, and fortify its position in the competitive footwear market. By prioritizing consumer satisfaction, engagement, and innovation, Tomkins can cultivate enduring relationships with its customers and solidify its reputation as a trusted and reputable brand in the footwear industry.

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