FACTORS INFLUENCING BRAND LOYALTY TOWARDS SPORTSWEAR IN BANDUNG

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Abstract. Sportswear has been accepted by millions of people in Indonesia. In the recent years, the usage of sportswear in Indonesia became more and more acceptable, and we could see them in the malls, the roads, the schools and places, especially in Bandung. Many people became loyal to sportswear brands, and we could see that from what they wore. Sportswear including sports jacket, footwear, shorts, caps and many other types of apparel is very common nowadays because many people have been wearing them for quite some time.This research is made with the objective of learning what makes a customer loyal toward a sportswear brand, and to see whether the factors are significant or not. The researcher believe that local or any international sportswear brands could learn from the worldwide leading sportswear brands, such as Nike and Adidas, and build brand loyalty for the customers with the same quality as the best sportswear.The researcher believe if many sportswear brand could learn from the factors influencing brand loyalty towards sportswear in Bandung, any sportswear brand could build the brand loyalty in big cities such as Jakarta, and Surabaya, as Bandung is known as 'The City of Mode'. This research will separate the 7 main factors building the brand loyalty toward a sportswear brands, such as Product Quality (PQ), Style (ST), Brand Name (BN), Store Environment (SE), Service Quality (SQ), Sales Promotion (SP), Price (PR) with the Brand Loyalty (BL) itself. With the Questionnaire of 39 questions, the quantitative data was filled by Young-Adults in Bandung to see the priorities in the brand Loyalty. After the Questionnaire is filled with respondents, the researcher use the SPSS 22 to do the reliability and validity test, calculate and descriptively analyze the the response and use regression to see the correlation of the factors with brand loyalty. All the hypothesis used in this research supports the current hypothesis and support the work of previous researchers, such as Yee and Sidek (2008), and Lau & Lee (1999). Thus research from both practical and theoretical aspect is discussed to build brand loyalty as well as consideration for future research.

Keyrords: Marketing, Brand Loyalty, Sportswear, Product Quality, Store Environment, Service Quality, Pricing, Promotion, Brand Name

Introduction

Background
In today's highly competitive public market of sports and casual apparels, there are several brands that are recognized the most in the Sportswear industry, Nike and Adidas. Sportswear is one of the most well-known industries all around the world, and is the main contributor to the history of fashion design. Sportswear was described as a category of fashion-oriented, comfortable wear based on clothing developed for sports. Sportswear usually is worn for physical and sport activities, which includes the shirt, sports shorts, and athletic footwear. According to Global Business Guide Indonesia, Sportswear have 10% year-to-year growth in 2013, which made it very important for sportswear brands to get the loyalty from their customers. Sportswear has become very popular and lucrative that the brands are recently innovating and extending their brands, not just to make better performance for sports, but also making Footwear and clothes to be used on daily basis. This extension product, which is more like casual products, generates more revenue to the brand and also raising the brand recognition from

person-to-person. These products could attract many more customers for the brand and develop further characteristic of the brand itself, and could also introduce the brand to the customer.

This is a research that studies the factors that build the brand loyalty toward sportswear brand in Bandung, because the author currently lives in Bandung, and will distinguish the similarities and difference in brand loyalty factors for two leading sportswear brands in Bandung, Adidas and Nike. This research hopefully will answer several questions such as the correlation between marketing mix (Lau et al 2006) toward the brand loyalty to a sports brand. This research will advance from the past researches with comparing the factors building the brand loyalty toward the brand Nike and Adidas and seek for the similarities from both loyal customers. This study hopefully will help the practitioners to decide what to do to build brand loyalty of their customers and make them repeat purchases with them. This study will also hopefully help the scholars in finding the priorities and the correlation of the factors that builds brand loyalty.

Many sportswear companies put a great interest in the brand loyalty of their customers. It is shown from their effort to keep the customers that has bought their product into buying more products from them, such as making great slogans from the company, creating product extensions, making unique promotional videos and programs, and sponsoring their favorite sports team. The brand loyalty of the sportswear customers are also very astonishing, which is shown from the phenomena of Air Jordan. Many loyal Air Jordan customers wait in line to buy the new release of Air Jordan products several times every year, and sometimes the product even goes out of stock hours after its' launching. The main brands in the sportswear industry, such as Nike and Adidas, are trying to build a strong brand image and strengthen a brand loyalty to their customers to keep them in the race of becoming the best sportswear brand. Numerous programs, such as 10k run from Nike 'Bajak Jakarta', Nike+ training applications, and Adidas micoach, has been made to improve the performance of the customers and build stronger branding to the public, which make more publicity, interests more people, brings more recognition to the brand and make the customers even more loyal to the brands.This research will use the research stream from the past studies brand loyalty to sportswear that has been conducted in U.K. and Malaysia. From the Previous research of Yee and Sidek (2008), it is proved that Brand Loyalty factors are divided into 7 marketing mix that was stated by Lau et. Al. (2006), which are the Product Quality, Style, Brand Name, Store Environment, Service Quality, Sales Promotion and Pricing factor.With the current condition at hand, the researcher will choose Bandung as the place of research, for Bandung is known as the 'city of mode' in Indonesia, and one of the trendsetter in style and new products, along with Jakarta, the capital city of Indonesia. Adidas and Nike are chosen as they are the best sportswear there is right now with highest number of loyal customers.

Brand Loyalty
Definition
Brand loyalty could be defined with several meanings, but mostly brand loyalty is when the consumers became committed to their favorite brand and repeat their purchases over time.Brand loyalty is the result of consumer behavior and is affected by consumer's preferences.Brand loyalty could also be defined as the strength of preference for a brand compared to other available options that is similar, which is often measured in terms of repeated purchase or price.

True brand loyalty can be seen exist when customers have relatively high attitude toward the brand seen by active repurchase of a brand's goods. Companies could consider the brand loyalty as a necessary asset toward the brand itself because of the willingness from the customers to buy repeatedly without too much concerns about a slight raise in price, fewer cost of serving and higher opportunity of bringing new customers to the brand (Sasser and Reichheld, 1990). Most of the loyal customers tend to skip several evaluation stages when buying a product because they tend to choose their favorite brand that theyhave known. A feedback and responsefrom theirpositive experience and evaluations makes them loyal to the brand.A good experiencewith the brand starts the positive evaluation and a good feedback for the brand under their consideration, and itmakes them more loyal to the brand.
Types

According to Amine (1998), brand loyalty has 2 main approaches, either it is behavioral, which could be seen by the customers that keeps to repurchase the product of the brand over the time and indicates brand loyalty to them. The second perspective is from the attitude that supposes the necessary condition of brand loyalty, which is the consistent buying, which is not enough to prove the authenticity of the brand loyalty. It has to be supported by a good attitude toward the brand to confirm the continuation of the behavior. There are differences in the middle between repeated purchase and brand loyalty, according to Jacoby and Kyner (1973). According to Jacoby and Kyner (1973), several added statements, such as verbal reports of loyalty are not enough to explain loyalty because verbal reports must be pooled with the customers' loyal behaviour of purchasing to be defined as brand loyalty.

Philip Kotler (1994), a professor of marketing, defined the four stages of brand loyalty, which are
1.   Hard-core Loyals - Loyal customers who buy the specific brand all the time.
2.   Split Loyals – 'Loyal' customers that buys two or three brands.
3.   Shifting Loyals – Customers that is moving from one brand to another.
4.   Switchers – Customers with no loyalty (possibly 'deal-prone', constantly looking for bargains or 'vanity prone', looking for something different).

Factors affecting brand loyalty
Lau *et al.*In 2006has distinguished that customers' brand loyalty towards particular sportswear brands is influenced by seven factors. The factors include: name of brand, quality of product, style, price, environment of store, promotional activities and quality of service.

Brand Name
Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits and more product benefits than brand names which are not popular (Keller, 2003). Many alternatives are available with a lot of different unfamiliar brand names in the market. As a customer myself, we customers prefer bigger brand names with more powerful and trusted brand names with good reputation. Brand names that are prestigious attract more consumers to the brand with their image,

and encourage customers to purchase the product of the brand and bring repeat purchasing behavior. These behaviors also provide the consumers with reduced price related switching behaviors(Cadogan and Foster, 2000).Furthermore, any links to the brand's emotional and self-expressive utilities of differentiation are given by brand personality. This is crucial for brands that are consumed in a social setting and have minor physical differences where a visible image is created about the customer by brand itself.

On the other hand, fashion press and fashion magazines reinforce better pictures and describe the designer's collections to the total extent to facilitate customer recognition (Colborne, 1996). Usually, customers could evaluate each of the products and the attributes of the brand name (Keller, 2003). It is noteworthy thatthis information is mandatory for marketing managers for taking information based decisions about differential advantages, positioning of product and repositioning of product. A brand's image is based on its name. Brand name is one important aspect for the company to promote repeat purchasing habit and encourage customers to purchase the product.

Product Quality
The product quality includes the functions, features, and comfortability of a service or product that carries its capability to satisfy the needs of the customer. In other words, product quality is defined as "fitness for use" or 'conformance to requirement" (Russell and Taylor, 2006). Consumers may repeat the purchase of single brands or switch around severalbrands due to the tangible quality of the product sold. According to Frings (2005), the elements of product quality of fashion merchandise include size measurement, cutting or fitting, material, colour, function and the performance of the prouct. Fitting is a crucial aspect in garment selection because some fitted garments such as swimsuits and aerobic wear can ideally enhance the consumers' general appearance.

For garment products, material is one of the most important aspects in product quality because it affects texture, the feel of the garment and other performance aspects of the product. Furthermore, consumers could personally relateto the color, and they could select or reject a fashion simply because of the color selection. If the color does not appeal to them or flatter their own color, they will reject the fashion (Frings, 2005).

Waterproof, Quick-dry, breathable, lightweight, odor-resistance and antimicrobial and lastly durability, which is the use life of the product are included in functional attributes in sportswear. For example, some customers wear sportswear for leisure and sports and some for heavy work or labor, as a lot of movement is needed, while in purchasing sportswear durability is also an important factor (Garvin, 1988).

Quality consciousness, or perfectionist, is one kind of demand for and awareness of high quality products, as well as the need of making the perfect or best choice instead of purchasing the first available brand or product (Kendall and Sproles, 1986).

Price
Some average customers consider the price as the most significant factor, according to Cadogan and Foster (2000). Customers who havehigh brand loyalty are usually ready to pay the additional price for their favourite brand's products that they wanted, as price can't affect their purchase intention easily. In addition, several customers believe that the price and value of their favorite brands would be the best to be considered with so that they could compare and evaluate the prices with the competing brands (Keller; 2003). The satisfaction of the consumers can be built by comparing the price with the value and the perceived cost. It has been observed that consumers will buy product that has good value-for-

money according to their will. Loyal customers tend to be willing to pay higher prices, even if the price is increased because of the high risk. They also prefer to pay in higher price avoiding the risk of any change (Yoon and Kim, 2000). Long-term relationships of service loyalty basically make loyal customers more tolerant toward the pricing of a product since it discourages customers from making price comparison with other brand's products. Price has increasingly become a focal point in consumers' judgements of value that is offered, as well as their overall assessment of the retailer (De Ruyter *et al.*, 1999).

Style
Style includes the line, silhouette, and details affecting the consumer's perception towards the product, which is basically the visual appearance (Frings, 2005). Abraham and Littrell(1995) mentioned that a composite list of apparel attributes has been generated and one of the main category is the style. Consumers' judgement on the level of fashion consciousness depends, so judgement will be conditioned by their opinion of what's fashionable in the stores.

Duff(1999) once conducted research that investigate women's sportswear niche market. The findings presented the purchasers of sportswear tend to be more careful about the fashion and the stylish products are demanded more; for customers tend to wear different attires in different occasions. According to Spores and Kendall(1986), fashion consciousness is defined as the awareness about the newer styles, the changing of fashions, and attractive styling as well as the desire to buy trendy and exciting products.

Store Environment
Omar (1999) stated that store longevity and retail marketing success is significantly depended on the environment of the store. Attributes reinforced from the store incudes the store location, the in-store stimuli and the layout of the store. These aspects affect the brand loyalty so some extent. The number of outlets, and their locations, are crucial in altering the consumer shopping patterns. If the customers find the stores to be very accessible during their trip to shop and satisfied with the store's assortment and services, these consumers may becoming loyal afterwards (Eans *et al.*, 1996). So, the atmosphere inside the store is one of the factors that influences the consumer's purchase decision making.The in-store stimuli, such as the other shopper's characteristics and the salesperson, the layout of the store, the songs and the smell, the temperature and the shelf space with the display sign, colors and merchandises affect the consumers and serve as the elements of apparel attributes (Abraham and Littrell, 1995), which may affect the consumer's decision making and the satisfaction with the brand (Evans *et al.*, 1996). Background music that is played in the stores also affect the attitude and behavior of the shoppers, according to Milliman (1982). The slow-beat musical selection could lead to higher sales volume, as the consumers spend more time and money in a conducive environment.

Lin and Chang (2003) showed the channel convenience of the brands had significant influence on the buying behaviour. This menas the accessibility to the product and the stores is important when low involvement products are purchased. Consumers will not just go to the brands, but they will buy the other brand that is convenient for them.

Promotion
Promotion is one of the marketing mix component, which is the kind of communication with the other consumers. Promotion also includes the use of the advertising, the sales promotions, the personal selling and the publicity. Advertising is a wide presentation of information in the mass media about the products, the brand, the company or the store. It affects the consumers' image greatly on the brand image, the belief and attitude toward the brands, which influence their purchase behaviours (Evans *et al,*. 1996). Rowley (1998) stated that the Promotion is an important element of the firm's marketing

strategy. It is used as a communication tool with the customers with the respect of product offerings, and encourage the purchase or sales of product and service. Promotion tools are used mostly by organizations to advertise and for public relations activities, and targeted toward the consumers as final users. The key role of the promotion includes the advertising, Direct marketing, sales promotion, public relations, and publicity; personal selling and sponsorship.

Service Quality

The common definition of the service quality is the service has to correspond to the expectation of the customers and satisfy the needs and requirements from the customers (Gronroos, 1990). This is a kind of personal selling, and involves the direct interactions between the salesperson and the potential buyers. Consumers sometimes likes to shop at the specific stores because they like the services that is provided and assured of the service privilages. The impact from the relationship of the salesperson and the consumer will generally result In longer term orientation of the consumer toward the brand or the store. The reliability, the responsiveness, the personalization, the tangibles and the assurances significantly influence the experience and the evaluation of service and affect the brand loyalty of the customer (To and Leung, 2001).

 Hypothesis

This research intends to critically analyse the factors that truly influence the brand loyalty towards a sportswear brand in Bandung. Taken from Yee and Sidek (2008), the following hypotheses are consequent on the factors that influence brand loyalty.

H1: There is significant correlation between brand loyalty and product quality on sportswear consumer.

H2: There is significant correlation between brand loyalty and style on sportswear consumer.

H3: There is significant correlation between brand loyalty and brand name on sportswear consumer.

H4: There is significant correlation between brand loyalty and store environment on sportswear consumer.

H5: There is significant correlation between brand loyalty and service quality on sportswear consumer.

H6: There is significant correlation between brand loyalty and promotion on sportswear consumer.

H7: There is significant correlation between brand loyalty and price on sportswear consumer.

H8: There are significant differences between the factors influencing the brand loyalty among different sportswear brands.

Research Method

In this stage of research, the researcher has to decide which method of approach he will use to conduct the research. This paper will use the Deductive pattern approach to do the research because this paper builds up hypothesis from a recognized theory that exists. First, the researcher identified the problem, which is the focus of this research. After that, the researcher have to look for the literatur about his research, which is already explained on the previous chapter. After getting the theory from reviewing the literature, the researcher have to collect the data using questionnaire that has its' parameter explained in this chapter. After that, the data collected was tested to check its validity to the variables and its reliability. The final step involves with data analysis result and how the researcher interprets it.

Data Collection Method

The data that will be provided here are both First and secondary data, the interview result and the studies from the past studies.

A.   Survey with Questionnaires

The survey instrument in this research will be Questionnaire conducted from July 27th until August 12th with the total respondent of 134. Survey has advantage of being able to produce a quick, inexpensive,

efficient and accurate means of assessing information about a population, Despite that it also has disadvantages, which is prone to many errors such as sampling error, systematic design error, respondent error, and administrative error (Zikmund, Babin, Carr, & Griffin, 2010).

B. Literature study

This research will use literature studies to have insight from another journal and studies related to this research. The studies will achieve the theory from the books, online articles, journals, electronic databases, and the internet that is correlated to the variables and also other library studies that relates to this study.

Sampling Method

Population

The target population is people that have lived in Bandung for more than 6 months, and Nike / Adidas customers or people that are interested in Nike or Adidas products. To give the ideal limitation to the population, the researcher will have to note the unit analysis limitation units and observation units. The analysis units are the pieces that became the data source and observation units are the pieces from where the data is gathered (Prasetyo & Jannah, 2005). In this research the population is all of the Nike and Adidas users that is whether using a Nike or Adidas shoes, shirts and shorts for the main target of the research is the sportswear. The observation units are the young adult users inside Bandung with the age under than 30 inside universities and sports center inside Bandung. According to the data.go.id(2013), the population of 15-29 years old in Bandung is 700,000 people, and since sportswear are meant for all of them, they are the population of the research

Sampling Technique

This sampling will use the objective nature of sampling, and using the convenience sampling to provide the most representative of total population for everyone has the chance to be selected. The sampling gathering method will be Non-judgmental sampling.

The Sample

As the researcher can't divide the population by the age and gender group at the same time, Slovin Formula will be used to determine the number of respondents needed.

Slovin Formula

$$n = \frac{N}{1 + Ne^2}$$

N =   Population size
e =   Allowed probability in committing an error. The researcheruses 0.1 as the number because of time constraint
n =   Sample size

Based on this formula the calculation of sample size is:

$$\frac{700000}{1 + 700000 * 0.1^2} = 101$$

The criteria of the respondents are: aged 15-29, living in Bandung, have used one or more Nike or Adidas products.

Data Summary

Variables	Nike			Adidas		
	Mean	Standard deviation	Variance	Mean	Standard deviation	Variance
Product Quality PQ 1-3	4.56	0.61	0.38	4.4	0.74	0.55
Style ST1-5	3.92	0.93	0.87	3.74	1.02	1.05
Brand Name BN1-5	3.76	1.05	1.12	3.5	1.28	1.64
Store Environment SE1-5	3.25	1.03	1.08	3.03	1.16	1.35
Service Quality SQ1-8	4.2	0.79	0.63	4.21	0.79	0.63
Sales Promotion SP2-4	3.77	0.89	0.8	3.6	0.95	0.89
Price PR1-3	3.57	0.98	0.97	3.67	0.97	0.94

Based on the Analysis that has been done, the priority for the Brand Loyalty of both Adidas and Nike is the Product Quality, as the average of the score are 4.56 and standard deviation of 0.61 from Nike customers and 4.4 with 0.74 standard deviation from Adidas customers. The second most important aspect for both Adidas and Nike customers is the Service Quality from the brand, with the average score of 4.2 and 4.21, and the same standard deviation of 0.79. The style is the third most important factor of brand loyalty from both sides of Adidas and Nike customer. The average score from Nike customers is 3.92 with 0.93 standard deviation, and 3.74 from Adidas customers. Sales promotion has the mean of 3.92 and standard deviation of 0.89, the fourth highest score from Nike customers, and has the mean of 3.6 with 0.95 standard deviation from Adidas customers, making them the fifth highest score for Adidas brand loyalty. Brand name is perceived as the next priority for both Adidas and Nike customers, having the score of 3.76 with 1.05 standard deviation from Nike customers, and 3.5 with 1.28 standard deviation from Adidas customers,. Brand name makesit asthe 5th ranked of importance for Nike and 6th for Adidas' brand loyalty. Price is considered more important from Adidas customers than from Nike customers, as it is ranked 6th of importance by Nike customers and 4th by Adidas customers, having 3.67 average score with 0.97 standard deviation from Adidas customers and 3.57 with 0.98 standard deviation from Nike customers. The least important aspect in brand loyaltyfrom both customers perception is the store environment, with the average score of 3.25 (Nike) and 3.03 (Adidas).

Validity Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.772
Bartlett's Test of Sphericity	Approx. Chi-Square		2296.299
	df		666
	Sig.		.000

From the result above, the data is valid because the KMO Measure of sampling adequacy has the score of .772, higher than the cutoff (.500), indicating that the researcher could do factor analysis for this set of variable. Next, the researcher will calculate the results with the component matrix scores and anti image correlation score to ensure the validity of each variable in this research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.895	37

Reliability Test

After the validity test is done and the variables are valid, the researcher will proceed to do the reliability test for the data. On the table 4-6, we could see that the Cronbach's alpha's score for all questions is .898, significantly higher from the cutoff point of .500 and perceived as good, near excellent. The reliability test of each of the variables in this research is shown in the table 4-5. The variable Product Quality have the Cronbach's alpha of .678, the style has the alpha of .549, the store environment with alpha of .789, the brand namewith the alpha of .678, the service quality with the alpha of .836, sales promotion with the Cronbach alpha of .727, pricing with the alpha of .649 and brand loyalty with alpha of .704. All of them are higher than the cutoff point of .500, passing the requirement of alpha and giving reliability for the test.

Correlation test

Pearson's Correlations

		PQ	ST	BN	SE	SQ	SP	PR	BL
NIKEBL	Pearson Correlation	$.437^{**}$	$.333^{*}$	$.401^{**}$	$.358^{*}$	.212	$.287^{*}$	$.522^{**}$	1
	Sig. (2-tailed)	.002	.021	.005	.012	.148	.048	.000	
	N	103	103	103	103	103	103	103	103
ADIBL	Pearson Correlation	$.651^{**}$	$.499^{**}$	$.732^{**}$	$.474^{**}$	$.691^{**}$	$.456^{**}$	$.563^{**}$	1
	Sig. (2-tailed)	.000	.004	.000	.006	.000	.009	.001	
	N	31	31	31	31	31	31	31	31

From the table 4-7, we could see that all of Nike factors have significance to Nike's brand loyalty except for the service quality that has the significance of 0.178. According the result from Pearson's correlation, Style, Store Promotion and Sales Promotion have low correlation towards brand loyalty with high significance, and service quality has low correlation with no significance toward the brand loyalty. Product Quality, Brand Name, and Pricing have moderate correlation toward Brand Loyalty with high significance

All of Adidas factors toward brand loyalty have high significance (all significance under 0.05). from the table 4-7, we can see Product Quality, Brand Name and Service Quality have high correlation and

significant for the brand loyalty, while Style, Store Environment, sales promotion and Pricing have moderate correlation with brand loyalty with high significance

Adidas Test

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	251.534	7	35.933	6.486	.000[b]

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812[a]	.670	.520	.46467

From the tables above, we could see the Brand loyalty from Adidas customers are
Significant when combined with all of the factors, and having a strong correlation with each and every factors are combined. The R score indicates a very strong correlation inside the variables, while the R square indicates that this research has covered 66% of the variables.

Adidas Multilinear Regression

Endogenous variable	Exogenous variable	Standardized Coefficients	Sig.	Correlation	R square
		Beta		Zero-order	
Brand Loyalty (BL)	PQ	.126	.598	.526	0.066358958
	ST	.287	.153	.174	0.049816959
	BN	.272	.027	.131	0.048572789
	SE	.465	.025	.503	0.233868965
	SQ	.311	.073	.179	0.03340731
	SP	.161	.426	.384	0.061575301
	PR	.509	.008	.537	0.27334657
			Total		0.670

From the table 4-11, we can see the result of the multi linear regression. The R square is theresult of Beta x Zero-order, and the total have to match the R square from the Model Summary. As we can see, the total of the R square in the Table 4-11 equals to the R square in table 4-10, which means that the result is right, and the Factors covers the 66% of the brand loyalty study.

From the Table 4-11, Price has the significance of .008, which means very significant. This means that the pricing have significant correlation to the brand loyalty of Adidas brand. Store Environment and Brand name have the significance of 0.25 and 0.27, which means both also have significant correlation to the brand loyalty of Adidas. The Beta in the table have positives and negatives, which means there are positive and negative correlation between each variables.

Nike Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	406.230	7	58.033	11.107	.000[b]
	Residual	496.379	95	5.225		
	Total	902.609	102			

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693[a]	.481	.394	2.14604

a. Predictors: (Constant), NIKEPR, NIKESE, NIKESQ, NIKEPQ, NIKESP, NIKEST, NIKEBN

b. Dependent Variable: NIKEBL

From the tables 4-12 above, we could see the Brand loyalty from Nike customers are Significant when combined with all of the factors, and having a strong correlation with each and every factors are combined. The R score indicates a strong correlation inside the variables, while the R square indicates that this research has covered 48% of the variables.

Table 4-20 = Nike Multi Regression

Endogenous variable	Exogenous variable	Standardized Coefficients Beta	Sig.	Zero-order	R Square
Brand Loyalty			.815		
	PQ	.287	.024	.381	0.109550545
	ST	.001	.994	.261	0.00029193
	BN	.266	.083	.352	0.093767558
	SE	.075	.583	.179	0.013357928
	SQ	.224	.048	.322	0.072166777
	SP	.000	.999	.261	0
	PR	.369	.004	.521	0.192265752
	TOTAL				0.481

From the table 4-13, we could see that most of the betas have positive result, which means nearly all of the factors have correlations with each other. From the table, we could see the sum of the R square equals to the R square of Model Summary, indicating that it is matched with 48% of the brand loyalty study has been covered in this research. According to the table, Product Quality, Service Quality and Pricing have significant correlation to the brand loyalty of Nike, with their beta have all positive result, indicating correlation between their factors.

Based on the result the researcher concludes the hypothesis as followed:
H1: There is significant correlation between brand loyalty and product quality on sportswear consumer. From the result in the Pearson's Correlation, the significance is less than 0.05, which makes this

hypothesis SUPPORTED and product quality have significant and positive correlation with brand loyalty.

H2: There is significant correlation between brand loyalty and style on sportswear consumer. From the result in the Pearson's Correlation, the significance is less than 0.05, which makes this hypothesis SUPPORTED and style have significant and positive correlation with brand loyalty.

H3: There is significant correlation between brand loyalty and brand name on sportswear consumer. From the result in the Pearson's Correlation, the significance is less than 0.05, which makes this hypothesis SUPPORTED and brand name have significant and positive correlation with brand loyalty.

H4: There is significant correlation between brand loyalty and store environment on sportswear consumer. From the result in the Pearson's Correlation, the significance is less than 0.05, which makes this hypothesis SUPPORTED and store environment have significant and positive correlation with brand loyalty.

H5: There is significant correlation between brand loyalty and service quality on sportswear consumer. From the result in the Pearson's correlation table, this hypothesis is NOT SUPPORTED because of the significance is higher than 0.05, making there is no significant correlation from service quality with brand loyalty.

H6: There is significant correlation between brand loyalty and promotion on sportswear consumer. . From the result in the Pearson's Correlation, the significance is less than 0.05, which makes this hypothesis SUPPORTED and sales promotion have significant and positive correlation with brand loyalty.

H7: There is significant correlation between brand loyalty and price on sportswear consumer. . From the result in the Pearson's Correlation, the significance is less than 0.05, which makes this hypothesis SUPPORTED and price have significant and positive correlation with brand loyalty.

H8: There are significant differences between the factors influencing the brand loyalty among different sportswear brands. SUPPORTED – There are difference in the response of Service Quality of Nike and Adidas customers, which Nike said it isn't significant while Adidas customers says otherwise.