The Effect of Endorsement and Product Quality on Brand Image and Its Implication on Customer Loyalty of Fashion Product

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ABSTRACT:

The Covid-19 pandemic, which has hit the whole world and brought about economic downturn in various business fields, has not reduced consumer interest in shopping for fashion products. One of the fashion products that has actually experienced an increase in business in recent times is the Erigo fashion brand. This research aims to analyze the effect of endorsement and product quality on brand image and its impact on consumer loyalty. This quantitative research involved 100 respondents who use Erigo fashion products as a sample selected by purposive sampling method. The data obtained from the respondent's questionnaire were processed using correlation and regression tests using SPSS 22 software. The results of this study indicate that the researcher's hypothesis is proven. Even though the endorsement and product quality have an effect on Erigo's fashion products, this brand is not quite right at targeting the appropriate consumer targets, so that the brand image displayed is less able to be captured by consumers. If this brand image can be improved in the future, customer loyalty can increase significantly.

Keywords: brand image, endorsement, product quality, customer loyalty.

JEL Classification: P42; L15; M31.

INTRODUCTION

In the era of the Covid-19 pandemic, people were required to stay and have limited activities at home. This resulted in sluggish shopping centers which were previously filled with consumers shopping for consumer goods

such as groceries, fashion, food and beverage products as well as various types of other products and services. For this reason, business actors in the midst of social restrictions are required to continue to look for creative and innovative ways to run their business.

The pandemic has changed the way people socialize. This has made quite significant changes to the people's purchasing power of products and services since the beginning of the pandemic. Uniquely, Indonesian consumers' buying interest in fashion products has not decreased too much; even during the implementation of Large-Scale Social Restrictions (PSBB) which were implemented several times by the government in tackling the spread of the Covid-19 virus. According to research conducted by the Central Statistics Agency (BPS) data in the fourth quarter of 2020, it shows that the growth rate of the textile and apparel industry has indeed fallen 10.49% on an annual basis. This has slightly improved in the latest data for the third quarter of 2021, which shows the industry's growth rate has decreased by 3.34% compared to the same period the previous year.

One of the things that must be a concern when doing business in the pandemic era is the level of sales from the organization. Declining public purchasing power makes it appropriate for every organization to monitor their sales level. One of the factors that influence sales is the brand image of the product being sold. According to Arta et al. (2015) brand image is a person's or consumer's perception of a brand that immediately appears in the minds of consumers.

One that influences brand image is endorsement. In research conducted by Eko (2019) celebrity endorsers are a means of promotion using artists/tellent advertisements in the media, starting from print media, social media, and television media. Not only that, celebrities are usually used because of various things attached to them including his attractiveness, talent, and uniqueness. Endorsement is very proven as a powerful medium in building the brand image of a product. Referring to research conducted by Garvin (2016) showing an increase in motorcycle sales after doing celebrity endorsements to increase brand image as shown in the image below 1.2 it is written that Yamaha sales have increased quite high up to 10% from 2018 to 2019 at endorse 2.5 billion with 12.3 million followers.

Another thing that affects brand image is product quality. Referring to the results of research conducted by Haribowo et al. (2022) explaining that the quality of the product as a product is able to carry out according to its function and includes the durability of the product as well as the precise shape so that it can be operated. This means that the ability of a product to perform its functions, including the overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes, is then reinforced by statements that underlie why Erigo has high quality (businesscorner.com, 2019), reinforced by Haribowo et al. (2022) quality is something that has been decided by consumers, meaning that quality is based on consumers' actual experiences with products or services which are measured based on these requirements in accordance with what erigo does, namely becoming a clothing line best based on experience (bisniscorner.com, 2019). From the above understanding it can be concluded that product quality is the satisfaction of a product that is decided by the customer based on actual experience with the product or service as measured based on existing provisions. Brand image itself is defined as a brand image or brand, this is a view or depiction of a brand when customers think of a product or brand. A good brand image will generate more emotional feelings for consumers, therefore companies really need to improve their brand image because emotional feelings will trigger a very positive perception of a product that will generate purchase interest (Jamil, 2015). This is also done by erigo as apparel, which is to give a good impression of the brand in 2022.

LITERATURE REVIEW

According to Haribowo et al. (2022) celebrity endorsers are using artists as advertisement stars in media, ranging from print media, social media, and television media. Not only that, celebrities are used because of various attributes attached to them including attractiveness, talent, and so on.

Celebrity Endorsement can be defined as the activity of utilizing an artist, entertainer, athlete and public figure which is widely known by many people for success in their respective fields from the supported fields (Jasniko, 2013). The VisCap model is used to evaluate potential endorsers based on audience perceptions of the endorser. The VisCap model consists of four elements. The four elements are Visibility, credibility, attraction, power.

According to Jasniko (2013) there are five characteristics of a celebrity endorser called the TEARS model. These five characteristics can be used by companies as a reference in selecting celebrity endorsers so that the advertisements they star in can be effective in influencing consumer response (Kotler, 2012) are as follows:
1. Trustworthiness, refers to the ability to be trusted, honesty, and integrity of a celebrity. A celebrity must be

able to convince consumers that he is not trying to manipulate and be objective in presenting a product or service. By doing this, celebrities establish themselves as people who can be trusted. Consumer trust in celebrity endorsers can be obtained through information about celebrity life professionally and personally which of course is available in the mass media. Companies can benefit from the value of trust by choosing endorsers who are seen as honest, trustworthy and people can rely on.

2. Expertise, refers to the knowledge or skills possessed as an endorser. Is it very important for companies to choose the right celebrity endorser because it is hoped that the celebrity will be able to be more persuasive in changing consumer opinion.

3. Attractiveness, refers to a number of physical characteristics that can be seen in the celebrity, for example good looks / beauty, body athleticism, and so on.

4. Respect, refers to an endorser who is admired and respected by consumers because of his personal qualities and achievements.

5. Similiarity, is an important attribute because it is easier for consumers to relate to an endorser who has the same characteristics as the consumer himself.

Testimonial, if a celebrity personally uses the product, then his party can testify about the quality and benefits of the advertised product or brand. Endorsements are when celebrities are asked to star in product advertisements where they are personally not experts in the field. Actors, celebrities are asked to promote a certain product or brand related to the role he is currently starring in a certain broadcast program. Spokeperson, a celebrity who promotes a product, brand or a company within a certain period of time is included in the spokeperson role group. Their appearance will be associated with the products and brands they represent. The use of celebrity endorsers is believed to be able to help achieve company goals, because celebrities are believed to be able to influence consumers psychologically by using their popularity. The use of celebrities is also believed to have its own charm so that it can steal the attention of potential customers.

Saladin (2011) found that Celebrity Endorser (artist Agnes Monica) had a significant influence on the formation of the Honda Brand Image with 26.4 million followers and 2.8 million views on YouTube. This can be seen from several aspects of visibility, credibility, attraction, and power. In addition, Marselina (2017: 8) has found the same results but can be seen from the aspects of trustworthiness, expertise, attractiveness, respect and similarity of celebrity endorsers. After that Hidayah & Idris (2019) reiterated the same thing in his research related to Indosat IM3 products. This can be seen from several aspects of attractiveness and credibility. Then from another study said a meta-analysis performed by Knoll and Mathes (2017: 290) has shown that studies on the subject have found positive, negative and neutral effects, which has left doubts about the true effectiveness of celebrity endorsements. This research was also carried out by Siregar et al. (2022) examined the influence of celebrity endorsements on purchasing decisions in Pakistan.

Kotler (2012) state that product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes. Product quality is an important thing that must be sought by every company if you want what is produced to be able to compete in the market to satisfy consumer needs and desires. Meanwhile, according to Kotler (2012) define product quality as the characteristics of a product or service that depend on its ability to satisfy stated or implied customer needs. This opinion states that product quality is a characteristic of a product or service that supports its ability to satisfy customer needs.

Other studies also do the same to reinforce that quality is part of brand image. Sutrisno's research (2022), product quality is quality that includes efforts to meet or exceed consumer expectations, quality that can include products, services, people, processes, and the environment, quality is a condition that is always changing (for example what is considered current quality may be considered less qualified in the future). An external study also said that apart from Deming, many have contributed to the growth of quality management with some of them known as quality gurus (Sutrisno et al., 2022). External research also strengthens through research the after-sales service is a form of service provided by companies to customers purchases including maintenance and repair services (Haribowo et al., 2022) there is also research conducted by Suryani et al. (2022) defines that Product Quality is the totality of features and characteristics of a product or service that depend on its ability to meet stated or implied needs.

Product quality has dimensions that can be used to analyze the characteristics of a product. According to Kotler (2012) product quality has eight dimensions as Performance, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived Quality. According to Sutrisno et al. (2022) brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. These

associations can simply appear in the form of certain thoughts or images associated with a brand, just as when we think about other people.

Another definition of brand image is a name, term, sign, symbol, or design or a combination of all that is intended to identify the goods or services of one seller or group of sellers in order to differentiate them from competitors' products or goods. According to Suryani et al. et al. (2022) celebrity endorser support really helps consumers to have a better relationship with celebrities and can help in developing a positive attitude towards the brand to increase consumer buying interest. Suryani et al. (2022) states that celebrities should be very capable of having a positive impact, which results in a stronger bond between the image and quality of celebrities and products. According to Haribowo et al. (2022) Brand image can contribute to a company's success when customers are willing to buy products or services at a higher price. Kotler (2022) Brand and Image are single concepts, but not identical. "Image" in relation to "brand" is perceived by the target audience as a "general portrait" of the branded object. The quality that produces an image is a planned action from a branded object, which shows that we can form public opinion. Sutrisno et al. (2022) states that social media influencers influence consumer perceptions of products. This is also in accordance with Suryani's research (2022) which states that the higher the perception, the higher the product brand image used by influencers. Furthermore, Hidayah & Idris (2019) states that marketing practices through social media influencers will produce a positive relationship with brand image.

RESEARCH METHODOLOGY

The method chosen is a quantitative type research method, because the amount of data can be counted clearly. The research was conducted using a digital way of distributing questionnaires, by using Google Forms on Google Drive which was distributed to respondents and had predetermined criteria, namely respondents who knew Erigo. The distribution of this questionnaire was carried out from the beginning of September to October 2022. During this period, research was carried out by distributing and processing questionnaire data. Before conducting research, it is necessary to do a pre-test to measure whether the indicators of a dimension are valid or not. If the results of the pre-test indicate that there are invalid indicators, then these invalid indicators can be replaced with others so that when the research is conducted, valid indicators can be used. This pre test was carried out or tested on 30 respondents.

RESULTS AND DISCUSSIONS

Table 1. Mean of Endorsement

No.	Indicators	Mean
1	The endorsement by Erigo is world class	3,14
2	Erigo Doing endorsements with an international concept	3,10
3	The endorsement by Erigo was very informative	3,15
4	The artists who work together are very interesting	3,12
5	The collaborating artists portray Erigo very well	3,22
6	Most of the artists who work together are young people	2,97

From table 1, it can be seen that the smallest mean is 2.97 which states "the average artist who collaborates is a young person". This shows that respondents do not see a 'young person' figure in the artist who is the endorser of Erigo's fashion products. The impact is that Erigo's products cannot reach the intended target consumers, this is proven by the presence of more than 50% of users of Erigo's fashion products coming from the more senior age segment (28 years and over).

For that Erigo management should make a policy. The largest mean of 3.22 stated that "the artist who collaborated really described Erigo" was well communicated to consumers. So by looking at the artist's social media content, consumers can remember the Erigo fashion brand well.

Table 2. Mean of Product Quality

No.	Indicators	Mean
1	Erigo's product quality is not inferior to foreign products	3,00
2	Erigo's product quality is one of the best in Indonesia	3,18
3	The quality of the products provided is very maximum	2,93

From table 2, it can be seen that the smallest mean is 2.93 which states "the quality of the product provided is very maximal". This shows that respondents do not see maximum quality which is the advantage of Erigo fashion products. The impact is that Erigo's products do not meet consumer expectations, for this reason Erigo's management should make a policy suggesting that Erigo should review the quality again, because with this the company will know which products are of less quality and which have good quality products. In order to have good quality in the products sold.

The largest mean of 3.18 stated that "the quality of Erigo products is one of the best in Indonesia" which was well communicated to consumers. So by looking at the artist's social media content, consumers can remember the Erigo fashion brand well.

Table 3. Mean of Brand Image

No.	Indicators	Mean
1	Erigo really portrays youth	2,99
2	Erigo is known as international product	3,01
3	Brand Erigo is very up to date	3,59

Based on table 3, the smallest mean is 2.99 which states that Erigo really describes a young person. This shows that the respondents did not see any image depicting Erigo. The impact of Erigo's products is not seen by young people, it is suggested that Erigo should review the telent that is used to market their products, because with this the company will know which products are less attractive to young people and which young people can remember. So that young people can be interested in buying.

The largest mean of 3.59 stated "Erigo brand which is very up-to-date" has been communicated well enough to consumers. So by looking at the artist's social media content, consumers can remember the Erigo fashion brand well.

Table 4. Mean of Customer Loyalty

No.	Indicators	Mean
1	I will buy more clothes at Erigo	3,13
2	I really believe in Erigo products	3,09
3	I will tell my friends about Erigo	4,17

Based on table 4, the smallest mean is 3.09 which states that I am very confident about the Erigo product. This shows that respondents are not sure about Erigo products. As a result, Erigo's products are no longer of interest. For this reason, Erigo's management should make a policy, suggesting that Erigo's party should review its strengths by providing new, fresher and new variants. The biggest mean of 4.17 states "I will tell my friends" which has been very well communicated to consumers. So by looking at the artist's social media content, he wants to suggest it to his friends.

CONCLUSION

Based on the formulation of the problem, research objectives, research hypotheses, results of the analysis and discussion described in the previous chapter, the conclusions of the researchers are as follows: Endorsement variable (X1) has a significant influence on brand image on Erigo (Y). Product quality variable (X2) has a significant

influence on brand image on Erigo (Y). The endorsement and product quality variables are in accordance with the criteria in the study so that the results of the study show that the endorsement and product quality have a simultaneous effect on Erigo.

Brand image variable (Y) has a significant influence on customer loyalty on Erigo (Z). Based on the answers above, it can be concluded that endorsements and product quality affect brand image which impacts customer loyalty. Meanwhile, endorsements and product quality simultaneously affect brand image which impacts customer loyalty.

Based on the results of the research indicators and variables, there is the highest mean result for each variable in this study as follows: Endorsement variable, statement with the highest mean value of 2.97 on the average indicator of the artists working together are young people. This indicates that the endorsement by Erigo has not succeeded in targeting young people, so the Erigo company can easily find consumers to shop for clothes at Erigo. With this, the Erigo company must cooperate with younger artists, so that consumers will not be bored buying products at Erigo. Product quality variable with the highest mean value, namely 3.18, namely on the product quality indicator Erigo is one of the best in Indonesia, so the clothes that are sold are of very good material. With this, the Erigo company dares to provide quality products so consumers don't have to worry. The brand image variable with the highest mean of 3.59 is the Erigo brand indicator which is very recent. With this, of course consumers have previously searched for information about the products offered, consumers have seen from the image that has been established so that they are more confident in making purchases. The company or founder of Erigo must also be able to formulate a strategy well, by disseminating information regarding products sold at retail so that consumers know the information in more detail and are interested in buying it. The Loyalty variable with the highest mean of 4.17 is on the indicator I will tell my friends. With this, of course consumers have previously searched for information about the products offered, consumers have seen from the image that has been established so that they are increasingly confident to make repeat purchases. The company or founder of Erigo must also be able to formulate a strategy well, by disseminating information regarding products sold at retail so that consumers know the information in more detail and are interested in buying it.

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