

***INFLUENCE OF BRAND LOYALTY ON CONSUMER SATISFACTION TOWARDS
SPORTSWEAR (FUTSAL SHOES)***

**PENGARUH *BRAND LOYALTY* PADA KONSUMEN TERHADAP KEPUASAN KONSUMEN
PENGUNTA SEPATU FUTSAL**

by:

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Abstract: *Sportswear has become a common and popular category among young people as it identifies them with a more relaxed lifestyle, greater versatility and comfort. Many companies, especially those in the sportswear industry try to enhance brand loyalty among their customers. The purposes of this research is to know the impact of brand loyalty of sportswear based on customer satisfaction on marketing. This research use quantitative research with Multiple Regressions analysis method by using validity and reliability test to measure the data that had been gathered by the questionnaire. The result shows that Brand Name, Product Quality, Product Style, and Product Promotion influence have significant impact on Consumer satisfaction towards futsal shoes simultaneously. The marketers of sport wear products must consider about the importance Brand Name, Product Quality, Product Style and Product Promotion, regarding with it in advanced. On the other hand, the owner of sport wear products must also evaluate other important factors that affect the consumer satisfaction in regard to the continuity of the business in the future.*

Keywords: *brand name, product quality, product style, product promotion, consumer satisfaction*

Abstrak: *Perlengkapan olahraga telah menjadi kategori umum dan populer di kalangan orang-orang muda seperti mengidentifikasi mereka untuk gaya hidup yang lebih santai, dan fleksibel. Banyak perusahaan, terutama di industri olahraga mencoba untuk meningkatkan loyalitas merek antara para pelanggan mereka. Tujuan penelitian ini untuk mengetahui dampak dari loyalitas merek perlengkapan olahraga khususnya sepatu futsal terhadap kepuasan para pelanggan. Penelitian ini berbentuk kausal dengan metode kuantitatif yang menggunakan kuesioner sebagai alat untuk mengumpulkan data dan analisis. Hasil penelitian menunjukkan bahwa Nama Merek, Kualitas Produk, Gaya Produk, dan Promosi Produk mempengaruhi kepuasan konsumen terhadap sepatu futsal secara bersama. Penyedia produk pakaian olahraga sebaiknya mempertimbangkan tentang pentingnya Nama Merek, Kualitas Produk, Gaya Produk dan Promosi dalam pemasaran produknya, untuk meningkatkan kepuasan dan loyalitas para pelanggan.*

Kata kunci: *merek, kualitas, gaya, promosi, kepuasan konsumen*

INTRODUCTION

Research Background

Sportswear brands such as Nike, Adidas, Reebok, Puma, Umbro and Fila are popular among sportswear consumers. Sportswear has become a common and popular category among young people as it identifies them with a more relaxed lifestyle, greater versatility and comfort. This has prompted manufacturers like Nike and Adidas to start expanding their business particularly in Asia as it has the potential to give them higher volume of sales for their products. Many companies, especially those in the sportswear industry try to enhance brand loyalty among their customers. Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behavior to repurchase a particular brand continually. Brand loyalty has been proclaimed to be the ultimate goal of marketing. In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviors such as word of mouth. This indicates that the repurchase decision very much depends on trust and quality performance of the product or service.

There are many operational definitions of brand loyalty. In general, brand loyalty can be defined as the strength of preference for a brand compared to other similar available options. True brand loyalty exists when customers have a high relative attitude toward the brand exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm. The brand loyal consumer does not attempt any kind of attribute evaluation but simply chooses the familiar brand on the basis of some overall positive feelings towards it.

This overall positive evaluation stems from past experience with the particular brand under consideration. Thus, brand loyalty is a function of both behavior and attitudes. It is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for new buying habits. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar.

Research Objectives

Regarding to all the problem statements that are mentioned in the previous section, there are several main objectives that can be derived, to determine the importance, which are:

1. Influence of Brand name, Product quality, Product style, and Product promotion on Consumer satisfaction.
2. Influence of Brand name on Consumer satisfaction.
3. Influence of Product quality on Consumer satisfaction.
4. Influence Product style on Consumer satisfaction.
5. Influence of Product promotion on Consumer satisfaction.

THEORITICAL FRAMEWORK

Marketing

Kotler and Keller (2009:5) broadly defined that marketing deals with identifying and meeting human and social needs. In social definitions, marketing is a social process by which individuals and group obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. For a managerial definition, marketing has often been described as the art of selling product, but people are surprised when they hear that the most important part if marketing is not selling. Drucker (1973) in Kotler and Keller (2009:5) founds that there will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or services fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or services available. So, Marketing is the collection and analysis of data that helps companies sell products. This information helps companies make new products or change existing ones, set prices, choose distribution channels and create a brand or image in the marketplace. The data companies use in marketing include customer demographics, sales numbers, information on competitors and industry statistics.

Marketing Communication

Marketing communication is an audience-centered activity. Everything that people and organizations do in the name of marketing communication should be, first and foremost, focused on the consumers. (Fill, 2006:5). The role of marketing communications is to deliver against one or more of the following four tasks as explained by Fill (2006:6) which are:

1. It can *inform* and make potential customers aware of an organization's offering.
2. It may attempt to *persuade* current and potential customers of the desirability of entering in to an exchange relationship.
3. Communications can also be used to *reinforce* experiences. This may take the form of *reminding* people of past transactions and as well provide *reassurance* or comfort.
4. Finally marketing communication can act as a *differentiator*, particularly in markets where there is little to separate competing products and brands.

Customer Satisfaction

Kotler et al (2012:17) stated that depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectation, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. According to Kotler and Armstrong (2001:46) customer satisfaction is the level of one's feelings after comparing the performance (or outcome) that he felt compared to expectations. If performance exceeds expectations they will feel satisfied and vice versa if the performance is not as expected it will be disappointed.

Brand Loyalty

Brand loyalty is of paramount importance for marketers and consumer researchers (Aaker, 1991:23, Reichheld, 1996). In services context, many scholars focused on importance and significance of brand loyalty (Asuncian et al., 2004). The organization that have pool of brand loyalists have greater market share and higher rates of return on investments, in turn. Many other researchers favored this (Jensen and Hansen, 2006). Such results persuade marketing officials to generate and up-hold brand loyalists. To attain such targets, information about variables which causes brand loyalty becomes a core issue. Brand loyalty is often based upon perception.

Conceptual Framework

Product Reviews in conceptual framework.

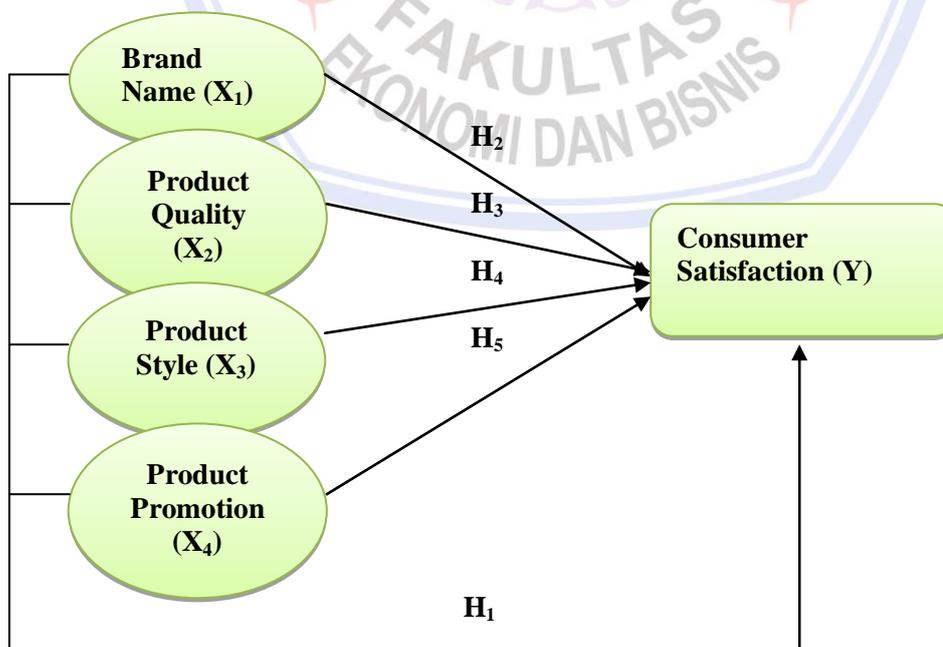


figure 1. Conceptual Framework

Source: Processed Data, 2015

Hypothesis

There are five main hypotheses those can be drawn and further examined, which are:

- H₁: There is a significant influence of Brand name, Product quality, Product style, and Product promotion on Consumer satisfaction.
- H₂: There is a significant influence of Brand name on Consumer satisfaction.
- H₃: There is a significant influence of Product quality on Consumer satisfaction.
- H₄: There is a significant influence of Product style on Consumer satisfaction.
- H₅: There is a significant influence of Product promotion on Consumer satisfaction.

Previous Research

Alamgir (2010) about The Influence of Brand Name on consumer decision making process an empirical study on car buyers. The study shows that how automobile brands companies become successful by getting close to the customers and designing their cars according to the customers needs. Hanif, Hafeez & Riaz (2010) about Factoring affecting consumer satisfaction. The research study has shown that independent variables that are customer services and price fairness play a very important role in making customer satisfied. Each independent variable not only influences dependent variable but complement each other as well

RESEARCH METHOD

Type of Research

The purpose of this research is to know the impact of brand loyalty base on customer satisfaction on marketing. This research is causal type. Causal since the purpose is to determine if one or more variables cause another variable to occur or change. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Place and Time of Research

The study was conducted in manado and will be implemented on Review product. That field is a perfect location to do this research and find if brand loyalty can influence customer satisfaction. This research regarding the football shoes as respondents from September – October 2014 and the survey started on September 2014

Population and Sample

Population

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009:21). The population in this research is the futsal shoes users in Manado.

Sample

Sekaran and Bougie (2009:14) sample is a subset of a population that comprises some members selected from it. The sample in this research is the futsal shoes users. The samples taken are 100 respondents. Hair et al (1999:21) mention that the ratio should never fall below five observations for each independent variable, but to avoid making the result specific to the sample, at least 15-20 respondents per variable is desirable ratio. Since there were five variables in this research, the sample of 100 respondents gave a ratio approximately 25 respondent per independent variable, which proved that a more than sufficient sample size was achieved to allow generalizability.

Data Collection Method

Primary Data

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are the other rich source of primary data (Sekaran and Bougie 2009:10). The primary data used in this research is the questionnaire that has been distributed to futsal shoes users in Manado.

Operational Definition and Measurement of Research Variables

Definition of Research Variables

1. Brand Name (X_1), Keller (2003:20) Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names.
2. Product quality(X_2), Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as “fitness for use” or ‘conformance to requirement’ (Russell and Taylor, 2006:31).
3. Product Style(X_3), Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as “fitness for use” or ‘conformance to requirement’ (Russell and Taylor, 2006:31).
4. Product Promotion(X_4), Promotion is a marketing mix component which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers’ images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours.
5. Consumer Satisfaction (Y), Customer satisfaction is actually how customer evaluates the ongoing performance (Gustafsson, Johnson and Roos, 2005). According to Kim and Jeong (2004) customer satisfaction is customer’s reaction to the state of satisfaction, and customer’s judgment of satisfaction level.

Measurement of Research Variables

Measurement of the variables is an integral part of research and an important aspect of research design. Likert scale as a widely used rating scale is designed to examine how strong subjects agree or disagree with statements on a five point scale as shown in table 1.

Table 1. Likert Scale Grading Point

Statement	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: *Research Methods for Business, 5th edition, (2009)*

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach’s alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie 2009:32). Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et, al 1999:15)

Multiple Regressions Analysis Method

The method of analysis used in this study is multiple regression models approach the return. Sekaran and Bougie (2009:44), multiple linear regression is used to find out the influence of independent variables on dependent variable.

RESULT AND DISCUSSION**Result****Data Analysis****a. Validity Test****1. X₁ (Brand Name)**

The validity test of variable X₁ indicators. The table shows the total number for X_{1,1} is 0.838; X_{1,2} is 0.866, X_{1,3} is 0.734 and X_{1,4} is 0.825. All the indicators are above 0.3 means that the indicators are valid.

Table 2. Correlations

		X _{1,1}	X _{1,2}	X _{1,3}	X _{1,4}	X _{1,Total}
X _{1,1}	Pearson Correlation	1	.723(**)	.386(**)	.577(**)	.838(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X _{1,2}	Pearson Correlation	.723(**)	1	.512(**)	.558(**)	.866(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X _{1,3}	Pearson Correlation	.386(**)	.512(**)	1	.575(**)	.734(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X _{1,4}	Pearson Correlation	.577(**)	.558(**)	.575(**)	1	.825(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X _{1,Total}	Pearson Correlation	.838(**)	.866(**)	.734(**)	.825(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data, 2014

2. X₂ (Product Quality)

The validity test of variable X₂ indicators. The table shows the total number for X_{2,1} is 0.823; X_{2,2} is 0.783, X_{2,3} is 0.553 and X_{2,4} is 0.777. All the indicators are above 0.3 means that the indicators are valid.

Table 3 Correlations

		X _{2,1}	X _{2,2}	X _{2,3}	X _{2,4}	X _{2,Total}
X _{2,1}	Pearson Correlation	1	.776(**)	.103	.456(**)	.823(**)
	Sig. (2-tailed)		.000	.307	.000	.000
	N	100	100	100	100	100
X _{2,2}	Pearson Correlation	.776(**)	1	.080	.336(**)	.783(**)
	Sig. (2-tailed)	.000		.432	.001	.000
	N	100	100	100	100	100
X _{2,3}	Pearson Correlation	.103	.080	1	.577(**)	.553(**)
	Sig. (2-tailed)	.307	.432		.000	.000
	N	100	100	100	100	100
X _{2,4}	Pearson Correlation	.456(**)	.336(**)	.577(**)	1	.777(**)
	Sig. (2-tailed)	.000	.001	.000		.000
	N	100	100	100	100	100
X _{2,Total}	Pearson Correlation	.823(**)	.783(**)	.553(**)	.777(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data, 2014

3. X₃ (Product Style)

The validity test of variable X₃ indicators. The table shows the total number for X_{3,1} is 0.786; X_{3,2} is 0.717, X_{3,3} is 0.689 and X_{3,4} is 0.792 . All the indicators are above 0.3 means that the indicators are valid.

Table 4. Correlations

		X _{3,1}	X _{3,2}	X _{3,3}	X _{3,4}	X _{3.Total}
X _{3,1}	Pearson Correlation	1	.512(**)	.276(**)	.468(**)	.786(**)
	Sig. (2-tailed)		.000	.005	.000	.000
	N	100	100	100	100	100
X _{3,2}	Pearson Correlation	.512(**)	1	.269(**)	.357(**)	.717(**)
	Sig. (2-tailed)	.000		.007	.000	.000
	N	100	100	100	100	100
X _{3,3}	Pearson Correlation	.276(**)	.269(**)	1	.577(**)	.689(**)
	Sig. (2-tailed)	.005	.007		.000	.000
	N	100	100	100	100	100
X _{3,4}	Pearson Correlation	.468(**)	.357(**)	.577(**)	1	.792(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X _{3.Total}	Pearson Correlation	.786(**)	.717(**)	.689(**)	.792(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data, 2014

4. X₄ (Product Promotion)

The validity test of variable X₄ indicators. The table shows the total number for X_{4,1} is 0.728; X_{4,2} is 0.786, X_{4,3} is 0.813 and X_{4,4} is 0.625. All the indicators are above 0.3 means that the indicators are valid.

Table 5. Correlations

		X _{4,1}	X _{4,2}	X _{4,3}	X _{4,4}	X _{4.total}
X _{4,1}	Pearson Correlation	1	.514(**)	.397(**)	.127	.728(**)
	Sig. (2-tailed)		.000	.000	.209	.000
	N	100	100	100	100	100
X _{4,2}	Pearson Correlation	.514(**)	1	.489(**)	.316(**)	.786(**)
	Sig. (2-tailed)	.000		.000	.001	.000
	N	100	100	100	100	100
X _{4,3}	Pearson Correlation	.397(**)	.489(**)	1	.529(**)	.813(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X _{4,4}	Pearson Correlation	.127	.316(**)	.529(**)	1	.625(**)
	Sig. (2-tailed)	.209	.001	.000		.000
	N	100	100	100	100	100
X _{4.total}	Pearson Correlation	.728(**)	.786(**)	.813(**)	.625(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data, 20

5. Y (Consumer Satisfaction)

The validity test of variable Y indicators. The table shows the total number for Y_1 is 0.917, Y_2 is 0.870, Y_3 0.853, and Y_4 0.809. All the indicators are above 0.3 means that the indicators are valid.

Table 6. Correlations

		Y_1	Y_2	Y_3	Y_4	Y_{Total}
Y_1	Pearson Correlation	1	.728(**)	.701(**)	.673(**)	.917(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y_2	Pearson Correlation	.728(**)	1	.701(**)	.577(**)	.870(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y_3	Pearson Correlation	.701(**)	.701(**)	1	.577(**)	.853(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y_4	Pearson Correlation	.673(**)	.577(**)	.577(**)	1	.809(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Y_{Total}	Pearson Correlation	.917(**)	.870(**)	.853(**)	.809(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: *Processed Data, 2014*

5 Reliability Test

Table 7. Reliability Statistics

No	Variables	Cronbach's Alpha
1	X_1 Brand name	.834
2	X_2 Product quality	.719
3	X_3 Product style	.732
4	X_4 Product promotion	.721
5	Y Consumer Satisfaction	.880

Source: *Processed Data, 2014*.

From the table above shows the Cronbach's Alpha > 0.6 , indicated that all research instrument indicator of variable are reliable.

Result of Multiple Regression Analysis

In calculating the regression between the influence of Brand Name (X_1), Product Quality (X_2), Product Style (X_3), and Product Promotion (X_4) on Consumer Satisfaction (Y) towards Sportswear (futsal shoes) as the dependent variable, with the help of a computer program package Based on the statistical software SPSS Version 15.0, of the data processing on the attachment is as follows:

Table 8. The Multiple Regression Output

Model		Coefficients(a)						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	.582	.189		3.081	.003		
	X ₁	.883	.090	.869	9.816	.000	.239	4.189
	X ₂	.472	.106	.395	4.466	.000	.238	4.194
	X ₃	1.138	.124	.929	9.201	.000	.184	5.449
	X ₄	.374	.090	.322	4.157	.000	.311	3.214

a Dependent Variable: Y

Source: Processed Data, 2014

From the analysis, obtained by multiple regression equation as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 0.582 + 0.883 X_1 + 0.472 X_2 + 1.138 X_3 + 0.374 X_4$$

From the multiple regression equation above, it can inform the interpretation as follows:

- 1) Constant value of 0.582 means that if the variables in this research of Brand name, Product quality, Product style, and Product promotions simultaneously increased by one scale or one unit will increase the Consumer satisfaction towards sportswear (futsal shoes) of 0.582.
- 2) Coefficient value of 0.883 means that if the variables in this research of Brand name increased by one scale or one unit it will improve and increase Consumer satisfaction towards sportswear (futsal shoes) of 0.883.
- 3) Coefficient value of 0.472 means that if the variables in this research of Product Quality increased by one scale or one unit it will improve and increase Consumer satisfaction towards sportswear (futsal shoes) of 0.472.
- 4) Coefficient value of 1.138 means that if the variables in this research of Product Style increased by one scale or one unit it will improve and increase Consumer satisfaction towards sportswear (futsal shoes) of 1.138.
- 5) Coefficient value of 0.374 means that if the variables in this research of Product Promotion increased by one scale or one unit it will improve and increase Consumer satisfaction towards sportswear (futsal shoes) of 0.374.

Discussion

This research discovers that there are some factors that influence brand loyalty on consumer satisfaction towards sportswear (futsal shoes). It shows that brand name has significant influence to brand loyalty on consumer satisfaction towards sport wear (futsal shoes). Data show the respondents satisfied with the futsal shoes that already has reputation, means that the brand futsal shoes is well known. It shows that people in Manado really concern about the brand name of the futsal shoes. Besides that, the shoes are following the style nowadays, and the brand is easy to remember by the consumer. This becomes the reasons why consumers were chose the futsal shoes with good reputation of brand name.

The result shows that product quality has significant influence to brand loyalty on consumer satisfaction towards sport wear (futsal shoes). The researcher find out that consumer satisfied with futsal shoes which have good quality, good durability, endurance, and easily to fix. On other hand consumer satisfied because their futsal shoes have aesthetics value. We can conclude that quality have direct relationship with consumer satisfaction. Another result showed that community product style has significant influence to brand loyalty on consumer satisfaction towards sport wear (futsal shoes). Generally respondents like to use sport wear because it is a trend

nowadays. The good appearance and design of sport wear make consumer have confidence when they use it. On other hand, it can improve their life style. Consumer really concern about design of the product, make them satisfied when used the product, besides that, the good material of the product give additional satisfaction for consumer. Alamgir (2010) about The Influence of Brand Name on consumer decision making process an empirical study on car buyers. The study shows that how automobile brands companies become successful by getting close to the customers and designing their cars according to the customers needs.

The other multiple regression result showed that, product promotion has significant influence to brand loyalty on consumer satisfaction towards sport wear (futsal shoes). Product promotion is the one of marketing tools, it can use to attract consumer to buy product. The good promotion can make consumer satisfied when buying. Generally respondents show that they attracted by the product promotion because they use celebrity endorser who known well by respondents. Besides that giving discount and event by the store make consumer satisfied when buy the sport wear product. It can tell us that people really concern about product promotion, and it can increase their satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusion

There are five constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Brand name, Product quality, Product style, and Product promotion influence on Consumer satisfaction towards sport wear simultaneously.
2. Brand name influence on Consumer satisfaction towards sport wear partially.
3. Product quality influence on Consumer satisfaction towards sport wear partially.
4. Product style influence on Consumer satisfaction towards sport wear partially.
5. Product promotion influence on Consumer satisfaction towards sport wear partially.

Recommendation

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The marketers of sport wear products must consider about the importance brand name, product quality, product style and product promotion, regarding with it in advanced.
2. The other hand, the owner of sport wear products must also evaluate other important factors that affect to the consumer satisfaction regarding with the continuity of the business in the future.

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