The Influence of Brand Image and Product Quality on User Satisfaction and Loyalty of Yonex Racket Users

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Abstract: Technological developments in the racket industry continue to increase in accordance with the increasing needs of the market. Yonex rackets have become one of the leading brands in the sporting goods industry, particularly for badminton. Yonex rackets are known for their superior quality, technological innovation, and ergonomic design. The advanced technology used in their rackets, as well as the benefits and advantages that make them the top choice of badminton players so that they can create customers who have loyalty because they feel they get satisfaction from buying these products. This customer satisfaction can be influenced by several things, such as product quality and the image of the brand itself. Broadly speaking, the purpose of this study is to examine the effect of brand image and product quality on user satisfaction and user loyalty of the Yonex racket (case study on badminton players gor WGN sport center bekasi). The sample taken for this study was 156 respondents selected using purposive sampling. This research method is quantitative. The data analysis technique used in this research is structural equation modeling (SEM) using the SPSS AMOS 20 application. The results of this study indicate that there is a significant positive effect of brand image and product quality on user satisfaction, there is a significant positive effect on yonex racket user loyalty, and there is a significant positive effect on yonex racket user loyalty mediated by user satisfaction.

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

INTRODUCTION

Badminton is one of the most popular and popular sports in Indonesia, even around the world. As a badminton sport that is popular with people in Indonesia, many industries and companies have emerged in the field of badminton equipment. The existence of national and international competitions that are routine every year provides huge business opportunities for companies in the field of badminton equipment, one of the important components in playing badminton is rackets. The popularity as well as the fierce competition between badminton players make it necessary for the players to have quality equipment. With many companies in Indonesia, it causes competition between companies, so that consumers are interested in using their products are fulfilled. Then he will feel satisfied, and if it exceeds consumer expectations, then consumers will feel happy (Zulher & Ratnasih, 2021; Yolanda, 2017).

The literature states that there are many well-known brands of badminton rackets, so there are also many variations of player choices in choosing a racket that suits their desires, each player has their own opinion in choosing a racket. Based on the badminton racket brand circulating in Indonesia, it proves that the importance of the role of the brand is as a product identifier, simplifying product management, offering legal protection, determining quality, assets, and securing prices. Factors that can affect players in choosing a badminton racket, for example price, racket weight and grip, balance point, and others. One of the leading badminton racket brands in Indonesian society is the Yonex brand.

At the WGN Sport Center Bekasi Sports Hall, the enthusiasm of players in badminton is very high, this can be seen from the large number of badminton clubs, and badminton courts that are rented. This is strengthened by data on the use of badminton rackets based on the results of a research survey. The following are the results of the survey on the use of badminton rackets in 2023 at the WGN Sport Center Bekasi Sports Center.

Table 1. Results of Racquet User Survey

No	Racket Brand	User	Percentage (%)
1	Lining	262	49%
2	Yonex	255	48%
3	RS	10	2%
4	Victor	7	1%

Table 1 shows that the results of the usage survey showed that there were 534 players who used rackets at GORWGN Sport Center, the highest and dominant was the Lining brand racket. Although the number of Yonex racket users at the WGN Sport Center is smaller, the users already feel satisfaction and have a sense of loyalty to the Yonex brand. Based on the results of the pre-survey, Brand Image and Product Quality on User Satisfaction and User Loyalty. That consumers will choose products based on these factors. Each racket manufacturer such as Lining, Yonex, RS, Victor, and others are competing to launch their latest products that offer better performance than previous versions. This is done to improve the brand image and product quality to provide satisfaction to its customers and is expected to become loyal customers.

This research can provide empirical evidence regarding factors that affect user loyalty, so that it can provide more in-depth insight and knowledge and as a basis for further research on user loyalty. The results of this research are expected to increase the treasury for the development of science, especially Marketing Management. For company decision makers, it can be taken into consideration in determining their marketing policies.

LITERATURE REVIEW

The satisfaction of customers who have bought and tried rackets arises because of the fulfillment of their expectations for the racket products they buy. This is explained by Lenzun (2014) who argues that satisfaction is a person's feelings that result from comparing the performance of the product they feel (or the result) with their expectations. The level of user satisfaction with a product will reflect the success of the manufacturer in producing a product, and vice versa if a product will reflect the failure of the manufacturer if the product cannot provide satisfaction to the user.

Quality products will affect user satisfaction and also user loyalty. Product quality is defined by Gaol (2016) as the ability of a product to demonstrate its function, it includes the overall durability, accuracy, ease of operation, and product repair as well as other product attributes. Manufacturers who are able to create products that have good quality will provide a perception or image of the brand that will be embedded in the minds of users. Rimiyati (2014) added that parts of a brand that are recognizable but cannot be pronounced, such as a logo, design, special letters or colors, or customer perception of a product or service represented by their brand.

Based on previous research conducted by Saparudin (2016) in his research entitled "The Influence of Product Quality and Brand Image on Consumer Satisfaction and Customer Loyalty of Canon *Digital Single Lens Reflex* (DSLR)". In the study, the respondents were members of the *Pontianak Photographer Community* (PPC) who owned Canon brand DSLR digital cameras. In the study, the sample in this study amounted to 100 people who were members of the community using *the purposive sampling* technique, then the data obtained was analyzed using descriptive analysis and *path analysis*. Another research conducted by Budiastri (2016), found evidence of the influence of product quality, price perception, and brand image on customer satisfaction and loyalty at Semen Hocim in Jakarta.

This opinion is added by the results of research conducted by Sitanggang (2019) and Khoironi (2018) which stated that product quality mediated by customer satisfaction has a significant influence on customer loyalty. In addition, the results of the study from Djumarno (2018) also stated the same thing by obtaining a P value of 0.042 (< 0.05), it is proven that there is a significant relationship between product quality mediated by customer satisfaction and customer loyalty.

According to Dwiastuti (2012) and Ratnasih (2023), customer loyalty is a customer who feels satisfaction when buying a product or using a service and will repurchase the product or service, and recommend it. As has been explained, customer loyalty is influenced by several factors, one of which is customer satisfaction. Previous studies have found evidence that product quality, brand image, and customer satisfaction have a positive influence on their loyalty (Siafar & Djamaluddin, 2017; Erwin & Sitinjak, 2017; Darmawan et al., 2017).

METHOD

This research will be conducted on a badminton club and community that uses Yonex rackets at the WGN Sport Center Bekasi Sports Center. . This research will be carried out from the research proposal seminar to the final completion of the research starting from January-July 2023. The subject of this study is a member of the badminton community domiciled in the JABODETABEK area with a population of 255 people. Based on the calculation of the Slovin formula to facilitate research and search for sample data, this study was taken as many as 156 respondents who have used or owned a Yonex racket for at least one year.

The research was conducted by distributing questionnaires to the social media group of GOR WGN Sport Center badminton players by providing page addresses (*website links*) created using *Google Forms* to obtain primary data on the influence of brand image, product quality on user satisfaction and its impact on user loyalty. Respondents were asked to choose alternative answers given to questions asked related to the influence of brand image, product quality on user satisfaction and its impact on user loyalty. The type of questionnaire that will be used is a closed questionnaire where respondents are asked to answer questions by choosing answers that have been provided with a level scale (*likert*) which contains five levels of answer choices regarding the respondent's agreement with the statement submitted.

This study uses a quantitative method and the data analysis technique used in this study is SEM *(Structural Equation Modeling)* with the application of SPSS AMOS. Through this SEM, researchers can carry out three activities simultaneously, namely checking the validity and reliability of the instrument (equivalent to confirmatory analysis factors), testing the model of relationships between latent variables (equivalent to path analysis) and obtaining a model that is useful for forecasting or forecasting (equivalent to structural models or regression analysis). The ultimate goal of

SEM is to obtain a structural model that has a conformity between theory and empirical data and produce conclusions that can be generalized.

RESULT AND DISCUSSION

In 1961, the Yoneyama branded racket was first introduced, and in the next two years an export company was created for worldwide distribution. There were 156 respondents with most of the respondents being male, namely 128 respondents (82.1%), most of the respondents had jobs as private employees, namely 82 respondents (52.6%), most of the respondents who filled out the questionnaire came from DKI Jakarta with a total of 99 respondents (63.5%), and most of the respondents had used Yonex rackets for 1-2 years totaling 101 respondents (64.7%).
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All research instruments used were not found items with an r value below 0.1572, meaning that the statement items were valid and not dropped from the questionnaire, and could be used in research. *Cronbach's Coefficient Alpha* > value of 0.6 on the construct used in the study has met the criteria of reliability. Thus, the statements used to measure each construct are consistent and the construct is reliable.

Based on the results of AMOS 20 and SPSS v25, it can be explained in the results of the hypothesis test as follows:
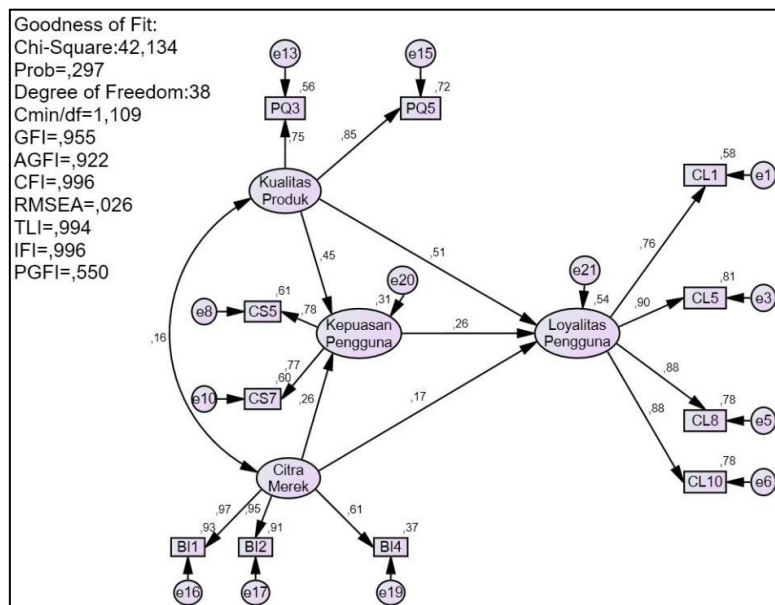The modified model has met the *criteria of Goodness of Fit*

Figure 1. Structural Model Modification

After modifying the fitted structural model, the researcher continued to examine the results of the model in figure 1 above. The results of the model in figure 4.9 can be seen in table 2 below:

Table 2. Results *of Goodness of Fit* Modified Structural Model

Criterion	Cut-off Value	Model Test Results	Information
Chi-Square (x²)	The smaller, the better	42,134	*good fit*
CMIN/DF	≤ 5 (*reasonable*) ≤ 2 (*fit*)	1,109	*good fit*
P (probability)	≥ 0,05	0,297	*good fit*
RMSEA	≤ 0,08	0,026	*good fit*
GFI	≥ 0,90	0,955	*good fit*
AGFI	≥ 0,90	0,922	*good fit*
PGFI	≥ 0,50	0,550	*good fit*
TLI	≥ 0,90	0,994	*good fit*
YOUTH	≥ 0,90	0,996	*good fit*
CFI	≥ 0,90	0,996	*good fit*

Source : Data Processing Results, 2023

Table 3. Results of Structural Model Analysis

Hypothesis	Jalur	C.R.	P	Conclusion
H1	Brand_Image ---> User_Satisfaction	2,707	0,007	Accepted
H2	Product_Quality ---> User_Satisfaction	4,21	***	Accepted
H3	User_Satisfaction ---> User_Loyalty	2,528	0,011	Accepted
H4	Product_Quality ---> User_Loyalty	4,943	***	Accepted
H5	Brand_Image ---> User_Loyalty	2,333	0,020	Accepted

Source : Data Processing Results, 2023

In Tables 2 and 3, it can be seen that each C.R. value is the same as t-count, so it will make a comparison between t-count and critical point with a significance level of 5%. The critical point value at the significance of 5% is 1.96. If the C.R. value is greater than its critical value with a significance level of $P \leq 0.05$, then the proposed hypothesis is accepted. On the other hand, if the C.R. value has not been able to reach its critical value at the significance level of $P \leq 0.05$, then the hypothesis proposed is rejected. Based on these criteria, it can be concluded that all hypotheses (H1 to H5) of the decision are accepted, this is because the P-value produced is of $P \leq 0.05$, where the *** sign is significant $P < 0.001$ and the t-calculated value (C.R.) >1.96.

Furthermore, to find out whether the indirect relationship (mediation) is significant or not, the researcher used *bootstrap* on the AMOS 20 application. Table 4.25 below is the result of testing of an AMOS 20 application using bootstrap:

Table 4. Mediation Test Results *(Bootstrap)*

Hypothesis	Mediation Pathway	P value	Conclusion
H6	Brand Image ---> ---> User Satisfaction User Loyalty	0,005	Accepted
H7	Product Quality ---> ---> User Satisfaction User Loyalty	0,003	Accepted

Source : Data Processing Results, 2023

Based on Table 4 of the hypothesis regarding the indirect relationship (mediation), it can be concluded that the hypothesis (H6 and H7) is accepted, this is due to the P-value resulting in significance at $P < 0.05$.

Brand image has a significant effect on customer satisfaction of Yonex rackets
From the test results, the results of the estimated parameters obtained between the brand image and customer satisfaction with a CR value of 2.707 where the value meets the requirements of CR >1.96 and the value of P = 0.007 also meets the requirements of a significance level of 5% (P <0.05). The results of this study are in accordance with the statement conveyed by Kotler (2016) that if the product is in line with or better than the customer's expectations, then satisfaction or pleasure will be felt by the customer. Previous research from Khoironi (2018) stated that brand image has a significant influence on direct customer satisfaction

with a C.R of 3.62 (> 1.96). From the results of the test in the study conducted by Darmawan (2018), the C.R. value produced was 3.556 (> 1.96) and the P value obtained was *** (< 0.05). Meanwhile, the research conducted by Ginantra (2017), states the same thing, namely that brand image has a significant positive influence on customer satisfaction with the test results of a C.R. value of 2.883 (> 1.96) and a P value of 0.004 (< 0.05). These results are supported by the theory from Kotler (2016) and the test results from previous research by Waluya (2019), Djumarno (2017), and Budiastri (2016) which states that there is a significant positive influence of brand image on customer satisfaction. The results of the H1 hypothesis test in this study can be concluded by the researcher based on the theory, actual test results, and test results from previous studies, that the user of this Yonex racket is satisfied with the brand image built by the Yonex brand or in other words (Ha)1 is accepted.

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Product quality has a significant effect on customer satisfaction of Yonex rackets

From the test results, the results of the estimated parameters obtained between product quality and customer satisfaction with a CR value of 4.21 where the value met the requirements of CR >1.96 and the resulting P value <0.001 (***). Thus this means that the alternative hypothesis (Ha2) is accepted. So that customer satisfaction from Yonex rackets is influenced by product quality. The results of this study are in accordance with Kotler's statement (in Gaol, 2016) that customer satisfaction depends on product quality, because the higher the level of product quality, the higher the level of customer satisfaction produced. In addition, from previous research conducted by Sitanggang (2019) it was stated that product quality has a significant positive influence on customer satisfaction. Another study conducted by Khoironi (2018) stated a similar thing, with a C.R. value of 4.91 (> 1.96), product quality is proven to have a significant positive influence on customer satisfaction. Djumarno (2018) also stated that product quality affects customer satisfaction with a C.R. value of 2.583 (> 1.96) and a P value of 0.013 (< 0.05).

The results of these findings are supported by the theory of Kotler (in Gaol, 2016) and the test results of previous research by Waluya (2019), Wantara (2019), Hoe (2018), Ginantra (2017), Djumarno (2017), and Budiastri (2016) which states that there is a significant influence of product quality on customer satisfaction. The results of the H2 hypothesis test in this study can be concluded by the researcher based on the theory, actual test results, and test results from previous research, that the user of this Yonex racket is satisfied with the quality of the Yonex brand racket product or in other words (Ha)2 is accepted.

Customer satisfaction affects customer loyalty of Yonex rackets

From the test results, the results of the estimated parameters obtained between customer satisfaction and customer loyalty with a CR value of 2.528 where the value met the requirements of CR >1.96 and the value of P = 0.011 also met the requirements of a significance level of 5% (P <0.05). Thus this means that the alternative hypothesis (Ha3) is accepted. So that customer loyalty from Yonex rackets is influenced by customer satisfaction. The statement is based on the opinion of Tjiptono (in Gaol, 2016) which states that the influence between customer satisfaction and customer loyalty, that satisfaction will give rise to customer loyalty. One of the factors that affect the occurrence of loyalty is the level of consumer satisfaction. Consumers who have a high level of satisfaction will experience loyalty from those consumers. The opinion of the expert above, the results of previous research also support the results of research conducted by researchers. Sitanggang (2019) and Hoe

(2018) in their research obtained a P value of 0.001 (< 0.05), in addition to Khoironi (2018) the C.R. value obtained was 6.21 (> 1.96). Maisya (2019), Wantara (2019), Djumarno (2018), Darmawan (2018), Erwin (2017), Chiguvi (2017), and Djumarno (2017) stated that there is a significant influence of customer satisfaction on customer loyalty. Therefore, it can be concluded that customer satisfaction has a significant positive influence on customer loyalty based on the test results obtained by the researcher supported by the theory and results of previous research or in other words (Ha)3 is accepted.

Product quality affects customer loyalty of Yonex rackets

From the test results, the results of the estimated parameters obtained between product quality and customer loyalty with a CR value of 4.943 where the value met the requirements of CR >1.96 and the resulting P value <0.001 (***). This researcher's opinion is supported by the results of a previous study conducted by Sitanggang (2019) which obtained a P value of 0.029 (< 0.05), in addition to the results of research conducted by Khoironi (2018) stated that product quality has a significant positive influence on customer loyalty with a C.R. value of 2.6 (> 1.96). Other research results are from Djumarno (2018) who received a C.R. value of 3.095 (> 1.96) and a P value of 0.004 (< 0.05), and Djumarno (2017, 2018) who stated that there is a significant influence of product quality on customer loyalty. Therefore, based on the theory and results of previous tests and added by the facts of the tests conducted by the researcher, it can be concluded that product quality has a significant influence on customer loyalty.

Brand image affects customer loyalty of Yonex rackets

From the test results, the results of the estimated parameters obtained between product quality and customer loyalty with a CR value of 2.333 where the value meets the requirements of CR >1.96 and the value of P = 0.02 also meets the requirements of a significance level of 5% (P <0.05). Thus this means that the alternative hypothesis (Ha3) is accepted. So that customer loyalty from Yonex rackets is influenced by the brand image. This is in accordance with the results of previous research which showed that brand image has a significant influence on customer loyalty, including Khoironi (2018) which received a C.R. value of 3.89 (> 1.96), Darmawan (2018) where received a C.R. value of 3.556 (> 1.96) and the P value obtained was *** (< 0.05). In addition, the results of the study conducted by Ginantra (2017) also stated the same thing, where the C.R. value obtained was 2.883 (> 1.96) and the P value was 0.004 (< 0.05). Djumarno (2017) in his research produced a C.R. value of *** (< 0.05). From the results of previous tests and added by the facts of the tests conducted by the researchers, it can be

concluded that brand image has a significant positive influence on customer loyalty.

Brand image has a significant effect on customer loyalty with customer satisfaction as a mediator

From the test results, the results of the estimated parameters obtained between brand image, customer satisfaction, and customer loyalty by meeting the requirements of P = 0.007 value also met the requirements of a significance level of 5% (P <0.05). Thus this means that the alternative hypothesis (Ha6) is accepted. So that customer loyalty from Yonex rackets is influenced by the brand image mediated by customer satisfaction. Previous research conducted by Khoironi (2018) and Budiastri (2016) stated that brand image mediated by customer satisfaction has a significant positive influence on customer loyalty. In his research, Budiastri (2016) obtained a P value of *** (< 0.05) so that his hypothesis was accepted. Based on the results of previous tests and added by the facts of the tests conducted by the researchers, it can be concluded that the brand image mediated by customer satisfaction has a significant positive influence on customer loyalty.

Product quality has a significant effect on customer loyalty with customer satisfaction as mediation

From the test results, the results of the estimated parameters obtained between brand image, customer satisfaction, and customer loyalty by meeting the requirements of the value of P= 0.002 also met the requirements of the significance level of 5% (P <0.05). Thus this means that the alternative hypothesis (Ha7) is accepted. So that customer loyalty from Yonex rackets is influenced by product quality mediated by customer satisfaction. Gaol (2016) said that if the product sold offers good quality, consumers will buy it, after that if consumers are satisfied, they will buy the product again and will become loyal customers. In addition, previous research conducted by Sitangga (2019), Khoironi (2018), Djumarno (2018), and Budiastri (2016) found that product quality has a significant positive influence on customer loyalty by being mediated by customer satisfaction. Based on previous testing and added by the facts of the tests conducted by the researcher, it can be concluded that product quality mediated by customer satisfaction has a significant positive influence on customer loyalty.

From the results of the description analysis, there is an indicator that has the lowest average value which can be interpreted that not all customers / users of Yonex rackets will always prefer to buy Yonex brand products. This can be used as a material for Yonex's evaluation regarding the response from its customers / users. Yonex racket companies need to increase the number of training in various cities about their racket products, because it can affect the knowledge of the product so that users can maximize the features contained in their Yonex rackets, in other words this will also have an impact on the satisfaction of customers using Yonex rackets.

CONCLUSION

Based on the results of the research, discussion, and analysis that have been carried out in the previous section, the researcher can draw conclusions from the research on the influence of brand image and product quality on customer satisfaction and customer loyalty of Yonex rackets. The following are the conclusions of this study. Brand image and product quality have a significant influence on customer satisfaction and loyalty. This means that the better the image of Yonek rackets and the quality of the product, the more satisfaction will increase the satisfaction of Yonex racket users. Customer satisfaction and Yonek product quality have a significant effect on customer loyalty. This means that the higher the level of customer satisfaction and product quality produced by the Yonex brand, it will increase loyalty to Yonex racket users/customers. The results of the final hypothesis test found that there was an influence of product quality on customer loyalty mediated by customer satisfaction. Therefore, it can be concluded that the quality of the products offered and produced by the Yonex brand also indirectly affects the level of loyalty of Yonex racket users/customers caused by the level of satisfaction of Yonex racket users/customers. This research stimulates further researchers to develop research based on theories through empirical studies This research model can still be developed in the context of various objects and factors.

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