The Influence of Product Design and Brand Image on Consumer Loyalty in Local Fashion

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Abstract

This study aims to determine the effect of product design and brand image on consumer loyalty to the local fashion brand Meuni Polos in West Bandung. The background of this study is based on the decline in Meuni Polos sales due to a lack of design innovation and a weakening brand image after experiencing a period of operational hiatus in 2022–2024. This study used a quantitative method with a survey approach to 96 respondents who had used Meuni Polos products. The data collection instrument was a questionnaire with a Likert scale. The analysis techniques used included validity and reliability tests, multiple linear regression analysis, t-tests, and F-tests. The results showed that both product design and brand image had a positive and significant effect on consumer loyalty, both partially and simultaneously. Attractive and functional product design and a positive brand image have been proven to increase consumer loyalty to local fashion products. This study provides strategic implications for business actors in increasing competitiveness through strengthening design and effective brand management.

Keywords : Product Design, Brand Image, Consumer Loyalty

INTRODUCTION

One of the local fashion brands in West Bandung, founded in 2018, is called "Meuni Polos." Meuni Polos is a local fashion business that produces clothing such as t-shirts, crewnecks, and hoodies. The Meuni Polos brand experienced challenges in its business operations. According to Mr. Indra, the brand's owner, Meuni Polos experienced a hiatus from 2022 to 2024 due to various technical challenges. Among them, the marketplace the brand typically uses to sell its products was hacked. The Meuni Polos owner experienced obstacles that impacted his confidence and enthusiasm in running his business. During this period, the brand was unable to produce or conduct sales activities, either online or offline. After overcoming various challenges, at the end of 2024, Meuni Polos resumed operations and

produced fashion products, albeit in limited quantities. The brand also began marketing its products to consumers again.

However, in early 2025, the brand experienced minimal consumer interest in making purchases. As per the data from the owner of the plain meuni brand, as stated in Table 1.1, Plain Meuni Brand Sales for January – March 2025, as follows:

Table 1.1 Sales Data of Meuni Polos Brand Sales January – March 2025

Month	Target (unit)	Shirt	Hoodie	Crewneck	Total Sold	Target Achieved
January	100	4	5	4	13	No
February	100	18	10	8	36	No
March	100	25	14	12	51	No

Source: Brand Owner, Meuni Polos

Based on interviews with the Meuni Polos brand owner, sales from January to March 2025 fell short of the company's target. Table 1.1 shows that sales in January totaled 13 units, as detailed in the table above, followed by 36 units in February and 51 units in March.

One factor contributing to this low interest is the lack of innovation or renewal in product design, which ultimately impacts the brand's image in the eyes of consumers. Attractive and innovative product design plays a crucial role in enhancing a brand's appeal. A positive brand image also contributes to building trust and maintaining consumer loyalty. Research (Pramana & Jatra, 2017) shows that brand image has a positive and significant effect on brand loyalty, with brand trust as an intervening variable. Furthermore, Qomariah (2023) concluded in her literature review that brand image and product quality significantly influence consumer loyalty. In the context of Meuni Polos, the lack of innovation in product design and a weak brand image are suspected to be the main factors contributing to low consumer loyalty to the brand.

Based on the description above, researchers observe a link between product design and brand image and consumer loyalty. Therefore, they are interested in further examining the influence of product design and brand image on consumer loyalty, using a case study of the local fashion brand Meuni Polos. This research is expected to contribute to the development of local brand strategies to build sustainable consumer loyalty.

LITERATURE REVIEW

Product Design

Kotler and Armstrong (2012, 332) describe product design as the totality of features that influence a product's appearance, feel, and function based on consumer needs. Meanwhile, according to Tjiptoo (2010, 78), product design refers to how a product has a unique style to enhance its value to the end user. This value can be in the form of increased function and usability (Hananto, 2021).

Product Design Dimensions According to Kotler and Armstrong (2012, 410), there are many design parameters, including (Hananto, 2021)

(1)   Form, which allows products to be customized to fit any shape, size, or model;

(2)   Features, which allow most products to be equipped with different features to complement the product's basic function.

(3)   Quality: Consumers expect the products they purchase to meet high standards and specifications.

(4)   Durability: Consumers expect a product to have a long life expectancy under normal operating conditions.

(5)   Reliability: Customers will purchase products that are more reliable.

(6)   Repairability: Customers purchase products that are easy to repair.

(7)   Style: Customers purchase products that evoke feelings and appearances..

Brand Image

According to Kotler and Keller (2016:68), brand image is a term, word, sign, symbol, design, or combination of these used to distinguish goods or services sold by one seller or group from those sold by competitors. According to Tjiptono (2015:49), brand image is a depiction of how and what people think about a particular brand. Brand image is the perception and beliefs held by customers, as reflected in their memories or associations. (Solihin & Kamal, 2023).

Brand image consists of five main dimensions according to Kotler and Keller (2016) in the article (Laksono & Suryadi, 2020).

a.   Brand identity includes things like logos, colors, packaging, locations, corporate identity, slogans, and more. Brand identity can be used to differentiate a company's products from competitors' products.

b.   Brand personality is the characteristics of a brand that shape its personality. These characteristics include being assertive, firm, authoritative, friendly, and sociable, among others.

c.   Brand associations are certain things that are appropriate and directly associated with a product or brand. Brand associations include ongoing activities such as sponsorships or social responsibility, as well as highly relevant issues related to the brand.

d.   Brand attitudes and behaviors are the brand's interactions with customers when offering benefits and value. Brand attitudes and behaviors include communication and actions.

e.   The values and advantages a brand offers to consumers are called "brand benefits." These values can be functional, emotional, and social, and enable consumers to experience benefits when they purchase the product.

Brand Trust

Consumers develop trust in a seller because they can rely on the service they expect. However, brand trust is the customer's willingness to rely on the brand's capabilities, consistent with the brand's image. Brand trust stems from customers' belief that the product will deliver on the brand's values and goodwill (Delgado, 2014). Four indicators of brand trust (R. Lassoued and J.E. Hobbs, 2015):

a.   Brand credibility is defined as the level of trust in the product information contained in the brand, which is expected to enhance the brand's perceived quality and value.

b.   Brand competence can be built through direct use or word of mouth. Brand competence can be seen when customers perceive that the quality of the goods or services offered meets their expectations.

c.   Brand goodness demonstrates the company's intentions toward customers. These goals can include benefits (social, health, or environmental) that customers will experience when they purchase or use the company's products.

d.   Brand reputation encompasses customers' confidence that the brand will consistently deliver high-quality products, which is reflected in their reluctance to pay higher prices.

Consumer Loyalty

Consumer loyalty according to Lovelock & Wirtz, 2011, p. 338 in the article by Quintania & Sasmitha (2020) is the attitude of consumers who are loyal to buying products consistently or repeatedly and recommending them to others.

METHODS

The research method used is a quantitative method, defined as objective, concrete, empirical, measurable, rational, and systematic research. The subjects in this study are consumers of the Meuni Polos fashion brand, the objects include:

1)   Product Design (X1): The visual and functional aspects of a product that can influence consumer perceptions and purchasing decisions.

2)   Brand Image (X2): Consumer perception of a brand based on their experiences, reputation, and associations.

3)   Consumer Loyalty (Y): Consumer commitment to consistently purchase or use a particular product/brand..

RESULTS AND DISCUSSION
Validity Test
Product Design Variables

Table of Variable Validity Test Results (Product Design)

Indicator	Item	R-Count	R-Table	ket.
Aesthetics	X1.1	0,880	0,2006	Valid
	X1.2	0,690	0,2006	Valid
Functionality	X1.3	0,808	0,2006	Valid
	X1.4	0,810	0,2006	Valid
Innovation	X1.5	0,728	0,2006	Valid
	X1.6	0,866	0,2006	Valid

Source: Primary Data processed by Researchers 2025

Brand Image Variables

Table of Variable Validity Test Results (Brand Image)

Indicator	Item	R-Count	R-Table	ket.
Brand Association	X2.1	0,853	0,2006	Valid
	X2.2	0,855	0,2006	Valid
	X2.3	0,878	0,2006	Valid
Brand Personality	X2.4	0,864	0,2006	Valid
	X2.5	0,891	0,2006	Valid
	X2.6	0,868	0,2006	Valid
Brand Association	X2.7	0,843	0,2006	Valid
	X2.8	0,884	0,2006	Valid
	X2.9	0,891	0,2006	Valid
	X2.10	0,861	0,2006	Valid

Source: Primary Data processed by Researchers 2025

Consumer Loyalty Variables

Table of Variable Validity Test Results (Consumer Loyalty)

Indicator	Item	R-Count	R-Table	ket.
Repeat Purchases	Y1	0,631	0,2006	Valid
	Y2	0,599	0,2006	Valid
	Y3	0,627	0,2006	Valid
Recommendations	Y4	0,508	0,2006	Valid
	Y5	0,509	0,2006	Valid
	Y6	0,520	0,2006	Valid

Repeat Purchases	Y7	0,509	0,2006	Valid
	Y8	0,516	0,2006	Valid
	Y9	0,522	0,2006	Valid

Source: Primary Data processed by Researchers 2025

Reliability Test

Reliability Test Results Table

Variabel	Cronbach's Alpha	Koefisien Cronbach's Alpha	Ket
Product Design	0,876	0,60	Reliabel
Brand Image	0,964	0,60	Reliabel
Consumer Loyalty	0,721	0,60	Reliabel

Source: Primary Data processed by Researchers 2025

Descriptive Analysis

Product Design

Table 4.1 Respondents' Responses to Product Design Variables

Responses Questions	SSS 5	SS 4	S 3	TS 2	STS 1	Total Skor	Skor Ideal	IS	Criteria
X1.1	40	52	8	0	0	432	480	90%	Very Strong
X1.2	47	44	9	0	0	438	480	91%	Very Strong
X1.3	45	51	4	0	0	441	480	92%	Very Strong
X1.4	51	41	8	0	0	413	480	86%	Very Strong
X1.5	62	34	4	0	0	458	480	95%	Very Strong
X1.6	45	50	5	0	0	440	480	92%	Very Strong
TS	290	272	38	0	0	2622			
%	48,3	45,3	6,3	0,0	0,0	437			
Standard Deviation	14,61506073								91%
Value Range	413 - 458								
Criteria	Strong - Very Strong								

Primary Data Sources Processed by Researchers, 2025

Brand Image

Respondent Response Table for Brand Image Variables

Responses Questions	SSS 5	SS 4	S 3	TS 2	STS 1	Total Skor	Skor Ideal	IS	Criteria
X2.1	51	40	9	0	0	442	480	92%	Very Strong
X2.2	42	52	6	0	0	436	480	91%	Very Strong
X2.3	48	47	5	0	0	443	480	92%	Very Strong
X2.4	51	41	8	0	0	443	480	92%	Very Strong
X2.5	59	37	4	0	0	455	480	95%	Very Strong
X2.6	60	37	3	0	0	457	480	95%	Very Strong
X2.7	42	49	9	0	0	433	480	90%	Very Strong
X2.8	41	52	5	2	0	432	480	90%	Very Strong
X2.9	50	44	6	0	0	444	480	93%	Very Strong
X2.10	52	39	8	0	0	440	480	92%	Very Strong
TS	496	438	63	2	0	4425			
%	49,6	43,8	6,3	0,2	0	442,5			
Standard Deviation	8,289886744							92%	
Value Range	432 - 457								
Criteria	Strong - Very Strong								

Source: Primary Data processed by Researchers 2025

Consumer Loyalty

Table 4.2 Respondents' Responses to the Consumer Loyalty Variable

Responses Questions	SSS 5	SS 4	S 3	TS 2	STS 1	Total Skor	Skor Ideal	IS	Criteria
Y.1	52	42	6	0	0	446	480	93%	Very Strong
Y.2	49	45	5	0	0	440	480	92%	Very Strong
Y.3	56	35	9	0	0	447	480	93%	Very Strong
Y.4	52	41	7	0	0	445	480	93%	Very Strong
Y.5	47	45	8	0	0	439	480	91%	Very Strong
Y.6	50	44	6	0	0	444	480	93%	Very Strong
Y.7	51	43	6	0	0	445	480	93%	Very Strong
Y.8	46	47	7	0	0	439	480	91%	Very Strong
Y.9	55	39	6	0	0	449	480	94%	Very Strong
TS	458	381	60	0	0	3994			
%	50,89	42,33	6,67	0	0	443,78			
Standard Deviation	3,632415786							92%	
Value Range	439 - 449								
Criteria	Strong - Very Strong								

Source: Primary Data processed by Researchers 2025

Verification Analysis
Classical Assumption Test
Normality Test

Table 4.3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,13764555
Most Extreme Differences	Absolute	,083
	Positive	,046
	Negative	-,083
Test Statistic		,083
Asymp. Sig. (2-tailed)		,103[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data processed by Researchers 2025

Multicollinearity Test

Table 4.4 Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	20,246	1,536		13,181	,000		
	X1	,053	,111	,069	,479	,633	,266	3,765
	X2	,303	,068	,641	4,470	,000	,266	3,765

a. Dependent Variable: Y

Source: Primary Data processed by Researchers 2025

Heteroscedasticity Test

Table 4.5 Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.965	.580		3.389	.001
	Desain produk	.005	.021	.027	.264	.793
	Citra Merk	-.024	.021	-.116	-1.125	.264

a. Dependent Variable: Consumer Loyalty

Source: Primary Data processed by Researchers 2025

Correlation Test

Pearson Correlation Test Results Table for Product Design

Correlations

		Religiusitas	Agresivitas
Religiusitas	Pearson Correlation	1	,618**
	Sig. (2-tailed)		,000
	N	96	96
Agresivitas	Pearson Correlation	,618**	1
	Sig. (2-tailed)	,000	
	N	96	96

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

Source: Primary Data processed by Researchers 2025

Pearson Correlation Test Results Table of Brand Image

Correlations

		Religiusitas	Agresivitas
Religiusitas	Pearson Correlation	1	,700**
	Sig. (2-tailed)		,000
	N	96	96
Agresivitas	Pearson Correlation	,700**	1
	Sig. (2-tailed)	,000	
	N	96	96

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

Source: Primary Data processed by Researchers 2025

Multiple regression analysis

Multiple regression analysis results table

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.617	4.724		3.094	.003
	Desain Produk	.231	.073	.282	3.183	.002
	Citra Merk	.241	.047	.455	5.140	.000
a. Dependent Variable: Loyalitas Konsumen						

Source: Primary Data processed by Researchers 2025

Coefficient of Determination Test (R2)

Table of Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,701ᵃ	,491	,481	2,161

a. Predictors: (Constant), Citra Merek, Desain Produk

Source: Primary Data processed by Researchers 2025

Hypotesis
Partial Test (T)

Partial Test Results Table (T-Test)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.617	4.724		3.094	.003
	Desain Produk	.231	.073	.282	3.183	.002
	Citra Merk	.241	.047	.455	5.140	.000

a. Dependent Variable: Loyalitas Konsumen

Source: Primary Data processed by Researchers 2025

Simultaneous Test (F)

Simultaneous Test Results Table (F Test)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	419,520	2	209,760	44,938	,000ᵇ
	Residual	434,105	93	4,668		
	Total	853,625	95			

a. Dependent Variable: Loyalitas Konsumen

b. Predictors: (Constant), Citra Merek, Desain Produk

Source: Primary Data processed by Researchers 2025

Discussion

The Influence of Product Design on Consumer Loyalty

The first hypothesis states that product design influences consumer loyalty. The t-test

results demonstrate the significant effect of variable X1 on Y, with a significance value of 0.002

<0.05, with a calculated t-value of 3.183, greater than the t-table of 1.985. Therefore, the

hypothesis is accepted, proving that product design influences consumer loyalty. Meanwhile, the regression coefficient for product design is 0.300, meaning that every 1-unit increase in product design quality will increase consumer loyalty by 30%.

Theoretically, this aligns with the views of Kotler & Armstrong (2012) and Norma & Susistyo (2023), who state that design encompasses not only aesthetic aspects but also the function and emotional value of a product. Innovative and relevant design directly creates a pleasant experience and encourages loyalty. This research is further supported by Adam Muhammad Djordan et al. (2021) stated that product design has a significant influence on purchasing decisions, which is a prerequisite for creating consumer loyalty.

The Influence of Brand Image on Consumer Loyalty
The second hypothesis concludes that Brand Image influences Consumer Loyalty. The T-test results demonstrate the significant influence of variable X2 on variable Y, which obtained a significance value of 0.000 <0.05, with a calculated t-value of 5.140, indicating a strong influence. The brand image regression coefficient is 0.478, meaning that every one-unit increase in perceived brand image will increase consumer loyalty by 47.8%.

These results align with research by Qomariah (2023) and Solihin & Kamal (2023), which states that brand image significantly influences loyalty through consumer trust. Wulandari's (2021) research further confirms that the emotional connection between consumers and brands is strengthened by a strong and consistent brand image.

The Influence of Product Design and Brand Image on Consumer Loyalty
The results of this study can be concluded that product design and brand image influence consumer loyalty. This can be seen from the F-test results, which examine the simultaneous influence of variables X1 and X2 on variable Y, which obtained a significance value of 0.000 <0.05 and a calculated F of 47.473, indicating that product design and brand image together significantly influence consumer loyalty.

The coefficient of determination (R^2) value of 0.504 indicates that 50.4% of the variation in consumer loyalty can be explained by product design and brand image simultaneously, while

the remainder is influenced by other factors outside this study. This indicates that these two variables complement each other in creating loyalty. Consumers not only look at the physical appearance of the product but also assess the brand emotionally and cognitively. This is consistent with Kotler and Keller's marketing approach. This research is supported by research by Michael Reinount Adonis et al. (2023) and Inti Sari Haryati et al. (2022) which states that product design and brand image have a significant influence on consumer loyalty in micro and small businesses in the local fashion sector.

CONCLUSION

Based on the analysis and discussion of the data on "The Influence of Product Design and Brand Image on Consumer Loyalty," the following conclusions were obtained:

1) Product design and brand image have a significant and strong influence on consumer loyalty, as evidenced by the R-square value of 0.491. This study indicates that consumers consider product design and brand image to increase consumer loyalty.

2) Product design has a significant influence on consumer loyalty, as evidenced by the t-test, where the calculated T-value = 3.183 > T-table = 1.985, indicating that product design influences consumer loyalty.

3) Brand image has a significant influence on consumer loyalty, as evidenced by the t-test results, which demonstrated the magnitude of the influence of variable X2 on variable Y. The significance value was 0.000 < 0.05, with a calculated t-value of 5.140, indicating a strong influence.

Product Design and Brand Image have a simultaneous influence on Consumer Loyalty of , which can be seen from the results of the F-Test to see the simultaneous influence of variables X1, X2 on variable Y which obtained a significance value of 0.000 < 0.05 and a calculated F of 47, 473, which means that product design and brand image together have a significant influence on consumer loyalty.

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