

The Effect of Product Quality and Brand Image on Customer Loyalty For Tuff Puff Products at Happy go Lucky Bandung

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Abstract: This study examines the effect of product quality and brand image on customer loyalty for Tuff Puff products at Happy Go Lucky Bandung amid rising local fashion competition. The research aims to analyze both partial and simultaneous influences of these variables. A quantitative method with a descriptive-verificative approach was employed. The population consisted of 5,697 visitors to Happy Go Lucky Bandung, and 98 respondents were selected using purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed through classical assumption tests and multiple linear regression with SPSS 27. The results show that product quality and brand image each have a positive and significant effect on customer loyalty ($t = 2.265$, $\text{Sig} = 0.026$; $t = 5.209$, $\text{Sig} = 0.000$), and jointly have a significant influence ($F = 77.361$, $\text{Sig} = 0.000$) with an R^2 of 0.620. These findings indicate that improving product quality and a strong brand image significantly enhance customer loyalty. The conclusion emphasizes the need for consistent quality management and brand strengthening to sustain loyalty.

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Introduction

In the 21st century, rapid technological developments have changed the business landscape and people's lifestyles, including in the highly competitive Indonesian women's fashion sector.(Faidatul & Alhada, 2023). According to market data, apparel revenue in Indonesia will reach US\$22.66 billion in 2024, with the women's segment dominating US\$10.70 billion and projected growth of 3.31% (CAGR 2024-2028). The local fashion industry, especially playful casualwear, is growing rapidly among young people, driving

fierce competition between brands such as Tuff Puff, a popular local brand with shirts, sweaters, dresses, and others marketed through the Happy Go Lucky (HGL) Bandung concept store since 2008. In a market like this, business actors must understand consumer needs, innovate, and manage product quality and brand image to build loyalty.(Oktaviani & Sumaryanto, 2024) (Arvyanda et al., 2023).

HGL Bandung experienced visitor fluctuations: 45,000 in 2023, a 55.5% jump to 70,000 in 2024, then a decline to 60,000 in 2025, influenced by shopping trends, competition from concept stores in Bandung, and customer complaints from Google Reviews and Shopee such as unfriendly staff service, shipping errors, and inconsistent operating hours. Although Tuff Puff sales increased from 855 units (2023) to 1,381 units (2025), the best-selling product (e.g., Denimo Shirt 477 units) contrasted with the lowest (e.g., Harmony Trousers 1 unit), indicating a preference for comfort and playful designs. A pre-survey of 64 respondents confirmed "adequate" product quality and brand image (e.g., 57.8% were satisfied with comfort but 21.9% were not; 61% were positive about brand character but 27% were negative about identity), while loyalty was weak (e.g., only 42.7% had repeat purchase intentions) (Marbun et al., 2022) (Gao & Shen, 2024) (Afrida et al., 2020).

HGL's visitor fluctuations and service complaints have the potential to damage perceptions of Tuff Puff, even if sales increase, because loyalty is not just about transactions but emotional attachment.(Ronasih & Widhiastuti, 2021). Amid Bandung's competitiveness as a fashion hub, a decline in visitors in 2025 (14.3% from 2024) and negative Shopee reviews (e.g., admin errors) threaten customer retention, especially as consumers readily switch to alternative brands. Without intervention, Tuff Puff's sales growth could stagnate, eroding its rapidly growing local market share. This research aligns with previous studies showing product quality and brand image as key predictors of customer loyalty in the fashion industry (e.g., the influence of quality on repurchase intention) and the combination of both in emerging markets. The HGL-Tuff Puff phenomenon reinforces pre-survey findings that loyalty is weakened by "adequate" quality, consistent with literature that service inconsistencies weaken brand equity (Amal et al., 2025).

This original research focuses specifically on the influence of product quality and brand image on customer loyalty at Tuff Puff at HGL Bandung—a locally curated concept store—integrating 2023-2025 sales data, a pre-survey of 64 respondents, and digital reviews, a previously unexplored area. Different from general studies of Indonesian fashion, this approach highlights post-pandemic fluctuations in a creative city like Bandung, offering contextual insights for local playfulwear brands.

Previous studies on product quality, brand image, and customer loyalty generally examined large or national brands, leaving limited evidence from localized concept stores in creative cities where fashion culture and consumer behavior differ. Few have integrated quantitative survey data with digital review analysis and sales trends to measure customer loyalty comprehensively in post-pandemic contexts. Therefore, this study addresses that gap by focusing on Tuff Puff at HGL Bandung, providing an in-depth exploration of how product quality and brand image influence customer loyalty in a locally developed fashion ecosystem.

Research Methods

The type of research used by the researcher is quantitative research. The quantitative approach is used because it helps researchers systematically measure variables related to product quality, brand image, and customer loyalty to Tuff Puff products at Happy Go Lucky Bandung. In this study, primary data was obtained from respondents who were Happy Go Lucky Bandung customers who had made purchases. Data collection was carried out through distributing questionnaires using a Likert scale, in the Google Form digital platform. Secondary data in this study were used to support the primary data, which included company documents, annual reports, scientific articles, textbooks, research journals, and official online sources related to Happy Go Lucky Bandung products. The population in this study includes all customers who have visited Happy Go Lucky Bandung and made a purchase. The total population of the study was 5697 people, representing the number of Happy Go Lucky Bandung visitors in September 2025. In this study, the researcher used a non-probability sampling method with a purposive sampling approach where the researcher determined specific attributes that were in accordance with the research objectives so that they were expected to answer the research problem. Therefore, the sample in this study was 98 respondents. The data collection technique used to support this research was a questionnaire. Analyzed through classical assumption tests, as well as multiple linear regression with the help of SPSS software.

Results and Discussion

Classical Assumption Test

1. Normality Test

The results of the data normality test according to the Kolmogorov-Smirnov test are presented in Table 1, namely.

Table 1. Results of normality test

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual 98
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.68786427
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.039
Test Statistics		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

d. This is a lower bound of the true significance.

Based on the results of the One-Sample Kolmogorov–Smirnov normality test, the Asymp. Sig. (2-tailed) value was 0.200, which is greater than 0.05. This indicates that the residual data is normally distributed, so it can be concluded that the normality assumption in

the regression model has been met and the model is suitable for further analysis.

2. Multicollinearity Test Results

Table 2. Multicollinearity Test Results

Model	Coefficients ^a			Collinearity Statistics	
	Unstandardized Coefficients	B	Std. Error	Tolerance	VIF
1	(Constant)	-4.005	2,834		
	X1	0.221	0.098	0.333	3,002
	X2	0.686	0.132	0.333	3,002

a. Dependent Variable: Y

Based on the results of the multicollinearity test, it is known that variables X1 and X2 each have a Tolerance value of 0.333 and a VIF of 3.002. These values indicate that $\text{Tolerance} > 0.10$ and $\text{VIF} < 10$, so it can be concluded that there is no multicollinearity problem in the regression model. Thus, the variables Product Quality (X1) and Brand Image (X2) can be used together to explain the Customer Loyalty variable (Y).

3. Heteroscedasticity Test Results

Table 3. Results of Heteroscedasticity Test

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	3,940		2,793	.006
	X1	-.158	.049	-.546	.002
	X2	.205	.066	.526	.002

a. Dependent Variable: Abs_RES

Based on the results of the heteroscedasticity test using the Abs_RES variable as the dependent variable, it is known that variables X1 and X2 each have a significance value of 0.002 (< 0.05). This indicates that the independent variables have a significant effect on the absolute residual value. Thus, it can be concluded that there are symptoms of heteroscedasticity in the regression model, so the assumption of homoscedasticity has not been met.

Multiple Linear Regression Test Results

Table 4. Results of Multiple Linear Regression Test

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	-4.005		-1,413	.161
	X1	.221	.098	.248	.026
	X2	.686	.132	.571	.000

a. Dependent Variable: Y

Based on the results of the multiple linear regression test, the regression equation $Y = -4.005 + 0.221X_1 + 0.686X_2$ was obtained. The test results show that the Product Quality variable (X_1) has a significance value of 0.026 (< 0.05) with a positive coefficient value of 0.221, so it can be concluded that X_1 has a positive and significant effect on Customer Loyalty (Y). Furthermore, the Brand Image variable (X_2) also has a positive and significant effect on Y , with a significance value of 0.000 (< 0.05) and a regression coefficient of 0.686. Meanwhile, the constant has a significance value of 0.161 (> 0.05), which indicates that the constant has no significant effect. Overall, these results indicate that Product Quality and Brand Image together are able to increase Customer Loyalty.

Results of the Determination Coefficient Test

Table 5. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.787a	.620	.612	3,394

a. Predictors: (Constant), X_2 , X_1

Based on the results of the determination coefficient test, the R Square value was obtained at 0.620 and the Adjusted R Square at 0.612. This indicates that 61.2% of the variation in Customer Loyalty (Y) can be explained by the variables Product Quality (X_1) and Brand Image (X_2), while the remaining 38.8% is influenced by other factors outside this research model. In addition, the Std. Error of the Estimate value of 3.394 indicates the magnitude of the average error of the regression model in predicting Customer Loyalty. This value indicates that the level of model prediction error is still within reasonable limits.

Hypothesis Testing

1. T-test

Table 6. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-4.005	2,834		-1,413	.161
X_1	.221	.098	.248	2,265	.026
X_2	.686	.132	.571	5,209	.000

a. Dependent Variable: Y

Based on the results of the t-test, it is known that the Product Quality variable (X_1) has a calculated t-value of 2.265 with a significance level of 0.026 (< 0.05). This shows that X_1 has a positive and partially significant effect on Customer Loyalty (Y). The Brand Image variable (X_2) has a calculated t-value of 5.209 with a significance level of 0.000 (< 0.05), so it can be concluded that X_2 also has a positive and partially significant effect on Customer Loyalty (Y). The constant has a significance value of 0.161 (> 0.05), which indicates that the constant does not have a significant effect. Thus, the results of the t-test prove that Product Quality and Brand Image each have a significant effect on Customer Loyalty.

2. F test

Table 7. Results of the f-test

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1782,686	2	891,343	77,361	.000b

Residual	1094,579	95	11,522
Total	2877.265	97	
a. Dependent Variable: Y			
b. Predictors: (Constant), X2, X1			

Based on the results of the F test, the calculated F value was 77.361 with a significance level of 0.000 (<0.05). This indicates that Product Quality (X1) and Brand Image (X2) together have a significant effect on Customer Loyalty (Y). Thus, it can be concluded that the regression model used is feasible and significant to explain the relationship between the independent and dependent variables in this study.

Conclusion and Recommendation

Based on the answers to the problem formulation, analysis, and discussion, it can be concluded that product quality has a positive effect on Tuff Puff customer loyalty at Happy Go Lucky Bandung; the better the quality perceived by customers such as performance, comfort, suitability of specifications, aesthetics, and ease of service, the higher the tendency to repurchase, recommendations, and the determination to choose Tuff Puff even though there are competitors, in line with the findings of the pre-survey which showed quite good quality but not yet consistent. Brand image also has a significant effect, including identity, character, association, behavior, and brand competence that build trust and emotional attachment, although still at a sufficient level so that the effect is not optimal. Simultaneously, product quality and brand image influence customer loyalty as a combination of main factors; consistent management of both can significantly increase loyalty, strengthening the pre-survey phenomenon where loyalty is still weak due to these two variables.

As practical advice for Happy Go Lucky, the company is advised to improve the quality of offline service through staff friendliness, readiness to help, and consistency of operating hours; evaluate online administration and delivery to minimize ordering errors; and monitor online services to maintain a positive customer experience with the Tuff Puff brand. For future researchers, it is recommended to add variables such as customer satisfaction, price, service quality, or customer experience; expand the object to other local fashion brands or different concept stores for broader generalization; and consider qualitative or mixed methods for a deeper understanding of consumer behavior.

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