

The Effect of Product Quality on Consumer Loyalty Mediated by Customer Satisfaction: Evidence from Persib Bandung Official Store Merchandise

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ABSTRACT

This study aims to examine how product quality shapes consumer loyalty, with consumer satisfaction functioning as a mediating variable among buyers of merchandise from the Persib Bandung Official Store. The research applies a quantitative approach grounded in a positivist paradigm, ensuring that the analytical process produces objective and measurable findings. A total of 102 respondents, all users of official Persib merchandise residing in Bandung, were selected through purposive sampling because they met the criteria relevant to the study's objectives. Data were collected using a Likert-scale questionnaire designed to capture consumer perceptions systematically. Once the data were obtained, several analytical procedures were performed, including validity and reliability tests, linear regression analysis, and the Sobel test to assess the mediating role of consumer satisfaction in strengthening the relationship between product quality and loyalty. The results indicate that product quality has a positive and significant influence on consumer satisfaction and directly enhances consumer loyalty. Furthermore, consumer satisfaction serves as an important factor that reinforces the impact of product quality on loyalty, demonstrating its role as an effective mediator. These findings highlight that maintaining high product quality is a key strategy for retaining consumers. When merchandise is perceived to be of good quality, consumers tend to feel more satisfied and remain loyal. Therefore, management must consistently uphold strong quality standards to build and sustain long-term relationships with Persib supporters.

INTRODUCTION

In the context of rapidly changing business competition, a company's ability to maintain long-term relationships with customers has become a key factor in ensuring business sustainability. Consumer loyalty is not only reflected in brand preference, but also in the commitment to make repeat purchases and the willingness to share positive recommendations with others (Nugroho, 2025). In the sports industry, loyalty has more complex characteristics because it is strongly influenced by the emotional bonds between supporters and the clubs they support (Fatoni et al., 2022). Modern football clubs are no longer oriented solely toward on-field performance, but also actively build commercial value through product development, including the provision of official merchandise. Supporters' decisions to purchase jerseys, scarves, caps, and other attributes represent a form of loyalty that simultaneously serves as an expression of club identity. For fans, such merchandise functions as a symbol of attachment and a medium to strengthen a sense of belonging within the supporter community (Fereydouni et al., 2024). This supporter loyalty directly contributes to strengthening the club's image and increasing revenue sources beyond match ticket sales, which has become increasingly crucial along with the professionalization of the football industry. Therefore, a relevant issue that deserves further investigation is how product quality and customer satisfaction, particularly among consumers aged 17 years and above, play a role in shaping and sustaining such loyalty.

In addition to loyalty, product quality plays a strategic role in building and maintaining long-term relationships between football clubs and their consumers. Internationally, the sports merchandise industry has shown consistent growth, with the global market value exceeding USD 30 billion and an average annual growth rate of 5.1% (Manoli, 2024). In the Indonesian context, this phenomenon is clearly observed in Persib Bandung as one of the clubs with the largest and most loyal supporter bases, known as Bobotoh. The strong emotional attachment and loyalty of this community are reflected in the intensity of official merchandise purchases through the Persib Official Store, which not only serves as a provider of authentic products but also represents part of the club's efforts toward professionalization and improved governance (Nugraha et al., 2025). The selection of Persib Bandung as the object of this study is therefore highly relevant due to the strong and consistent characteristics of its supporter loyalty, providing a clear empirical context for analyzing the effect of product quality. Nevertheless, the findings of this study remain open to being tested and compared with those of other clubs in future research.



Figure 1. Monthly Sales Data of Persib Official Store (April 2024 – March 2025)

Source: Persib Official Store, 2025

Sales data of official Persib Bandung merchandise from April 2024 to March 2025 reveal an inconsistent pattern. During several periods, such as April, August, and November 2024, sales levels tended to remain relatively stable. However, this condition changed drastically in December 2024, when sales declined significantly by approximately 40%, reaching only IDR 648 million. In contrast, January 2025 recorded a substantial surge in sales, exceeding IDR 1.2 billion, coinciding with the launch of the supporter edition jersey product. Following this period, sales declined again in February and March 2025. This fluctuating pattern indicates challenges in maintaining consumer loyalty, which appears to be highly dependent on product innovation and the effectiveness of marketing strategies. On the other hand, the widespread circulation of unofficial merchandise has intensified competition for official stores, making product quality and consumer satisfaction crucial differentiating factors in attracting and retaining customers (Belgiawan & Maulida, 2022).

Research Framework. Although the relationships among product quality, consumer satisfaction, and consumer loyalty have been extensively examined, findings from previous studies remain mixed. Some studies report that product quality has a significant effect on consumer loyalty (Daniswara & Rahardjo, 2023), while other studies suggest that its direct effect is insignificant and is instead mediated by factors such as satisfaction and brand trust (Nur Rahmawati & Irmayanti Hasan, 2023). These discrepancies highlight the need for further research to deepen theoretical understanding and to enhance the generalizability of findings in a more comprehensive manner. In line with the established research objectives and scope, the following research hypotheses are proposed:

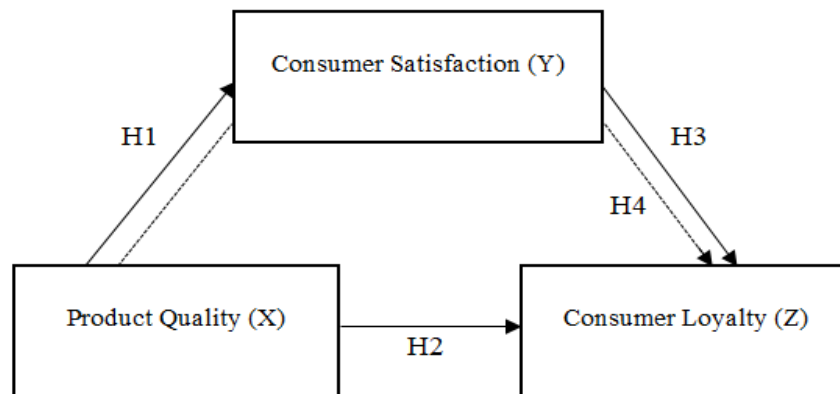


Figure 2. Research Framework

The Effect of Product Quality (X) on Consumer Satisfaction (Y). Product quality is a fundamental aspect that influences consumers' purchasing decision-making processes (Puspitasari et al., 2023). Quality reflects a combination of attributes that determine a product's ability to meet customer needs. In the context of sports merchandise, quality encompasses not only material comfort and durability (Matharu et al., 2020), but also visual elements such as design and color that strengthen product image and appeal (Martiningsih et al., 2025). In addition, symbolic value associated with club identity enhances consumers' emotional attachment to the product (Olaoye et al., 2025). When products deliver positive consumption

experiences, consumer satisfaction increases accordingly (Najam et al., 2020; Ramadhan & Fajarwati, 2024). Therefore, the first hypothesis is formulated as follows:

H1: Product quality has a positive effect on consumer satisfaction.

The Effect of Product Quality (X) on Consumer Loyalty (Z). Beyond its influence on satisfaction, perceived product quality can also directly strengthen consumer loyalty (Ariyani et al., 2022). Loyalty is formed through a combination of satisfaction, trust, consistent quality, and emotional bonds between consumers and the brand (Ciacci et al., 2025). These conditions encourage customers to continue purchasing and recommending the product to others (Ariyani et al., 2022). In the context of football clubs such as Persib Bandung, high-quality merchandise can reinforce supporters' loyalty. Accordingly, the second hypothesis is proposed as follows:

H2: Product quality has a positive effect on consumer loyalty.

The Effect of Consumer Satisfaction (Y) on Consumer Loyalty (Z). Consumer satisfaction arises from an evaluation of the congruence between expectations and perceived performance (Dimas Fitrah Adi et al., 2025). Satisfied consumers tend to develop long-term relationships with a brand and exhibit higher levels of loyalty (Mahmud et al., 2024; Yani & Evasar, 2024). Empirical evidence indicates that satisfaction plays a crucial role in building loyalty toward sports-related products (Jafar & Aziz, 2024). Based on this argument, the third hypothesis is formulated as follows:

H3: Consumer satisfaction has a positive effect on consumer loyalty.

The Effect of Product Quality (X) on Consumer Loyalty (Z) through Consumer Satisfaction (Y). Product quality may also influence consumer loyalty indirectly through consumer satisfaction (Wagiyem & Larasati, 2023). High product quality has been shown to enhance satisfaction, which subsequently fosters consumer loyalty toward online sports products (Yang et al., 2024). However, empirical evidence within the context of official club stores in Indonesia remains limited. Therefore, the fourth hypothesis is proposed as follows:

H4: Consumer satisfaction mediates the effect of product quality on consumer loyalty.

RESEARCH METHODS

This study employs a quantitative research approach aimed at testing and explaining the causal relationships among product quality, consumer satisfaction, and consumer loyalty among customers of the Persib Bandung Official Store merchandise. The research framework is grounded in the understanding that product quality not only plays a role in creating short-term satisfaction but also serves as a crucial foundation for building sustainable loyalty, particularly in the football club merchandise industry, which is characterized by strong emotional bonds between supporters and the club. The study population comprises all consumers who have purchased official Persib merchandise, with a particular focus on consumers domiciled in Bandung City as the club's primary supporter base.

Respondents were selected using purposive sampling, in which participants were deliberately chosen based on specific criteria, namely being at least 17 years old, having prior experience purchasing official Persib merchandise, and possessing the ability to evaluate product quality and post-purchase satisfaction. Although the questionnaire was distributed online, respondent participation was restricted through screening questions to ensure compliance with these criteria, thereby maintaining the characteristics of purposive sampling. The sample size was set at 102 respondents, taking into account the adequacy of research indicators to ensure reliable statistical testing. Primary data were collected through an online questionnaire utilizing a five-point Likert scale, as this scale is considered effective in measuring respondents' attitudes and perceptions in a graduated manner, easy to understand, and capable of enhancing data reliability and sensitivity in consumer behavior research (Taherdoost, 2022).

Data processing and analysis were conducted using SPSS software, which was employed to evaluate the accuracy and consistency of the research instruments through validity and reliability tests. The selection of SPSS was based on its extensive capabilities in quantitative data analysis and its high level of accuracy in processing social and behavioral statistics, making it widely recommended in management and marketing research (Hair et al., 2022). Furthermore, prerequisite testing for regression analysis was carried out through a series of classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the data met the necessary statistical assumptions prior to hypothesis testing. Subsequent analytical stages involved linear regression analysis to examine the magnitude of direct effects among variables, particularly the effects of product quality on consumer satisfaction and consumer loyalty.

Decisions regarding the acceptance of effects were based on a significance value (Sig.) of less than 0.05 and a calculated *t*-value exceeding the critical *t*-value. To examine indirect effects, the Sobel test was applied, with the criterion that the Sobel *t*-value must exceed 1.96 at a 5% significance level, indicating that consumer satisfaction plays a significant mediating role. Within this research framework, product quality is positioned as the independent variable, consumer satisfaction as the intervening variable, and consumer loyalty as the dependent variable. This analytical approach enables the empirical and measurable examination of structural relationships among variables. Consequently, the findings are expected to provide quantitative evidence regarding the strategic role of product quality in enhancing consumer satisfaction and fostering consumer loyalty, particularly in the highly competitive sports merchandise industry.

The total number of respondents involved in this study was 102. The dominant age group was 17–22 years, accounting for 77.5% of the sample. In terms of gender distribution, male respondents comprised 70.6%, while female respondents accounted for 29.4%. All respondents were residents of Bandung City (100%). Regarding occupational status, the majority of respondents were students, representing 64.7% of the sample. In terms of monthly income, 49% of respondents reported earnings below IDR 1,000,000. Data collection for this study was conducted between September and November 2025.

Table 1. Validity and Reliability Test Results

NO	STATEMENT	INSTRUMENT	INSTRUMENT
		VALIDITY TEST RESULTS	RELIABILITY TEST RESULTS
		Calculated <i>r</i> -value (Pearson Correlation)	Cronbach's Alpha
Product Quality			
1	Persib merchandise products have good durability	0,835	
2	Persib merchandise products are comfortable to use in daily activities	0,793	0,758
3	Persib merchandise products are visually appealing in terms of design	0,835	
Consumer Satisfaction			
1	I feel that the price offered is appropriate for the value of the product	0,864	
2	The merchandise product I purchased meets my expectations.	0866	0,811
3	I am confident that purchasing official Persib merchandise is the right choice	0,839	
Consumer Loyalty			
1	I intend to repurchase Persib merchandise in the future.	0,849	
2	I am willing to recommend Persib merchandise to others.	0,890	0,848
3	I will continue to choose official Persib merchandise even though unofficial products are available on the market.	0,900	

Source: Data Research (Processed), 2025

The validity evaluation results indicate that all indicators of the Product Quality, Consumer Satisfaction, and Consumer Loyalty variables exhibit item–total correlation values (*r*-calculated) exceeding the *r*-table threshold of approximately ± 0.30 , which is commonly applied as the minimum acceptability criterion in quantitative research. For the Product Quality variable, *r*-calculated values range from 0.758 to 0.835, while the Consumer Satisfaction variable records values between 0.839 and 0.866. The Consumer Loyalty variable demonstrates even higher correlation values, ranging from 0.849 to 0.900. The use of item–total correlation is essential, as this indicator assesses the extent to which each statement item significantly correlates with the total score of its respective variable, thereby ensuring that each item effectively measures the intended construct. Since these criteria are satisfied, all items are deemed valid and representative in explaining the research variables. According to the criteria proposed by Sekaran and Bougie, the reliability of a research instrument can be assessed using Cronbach's Alpha, where values below 0.60 indicate low reliability, values between 0.60 and 0.80 reflect acceptable reliability, and values above 0.80 signify good reliability (Sekaran &

Bougie, 2017). All variables in this study exhibit Cronbach’s Alpha values greater than 0.60, indicating that the research instrument is reliable and capable of producing consistent and stable measurements.

Table 2. Classical Assumption Test Results

NO	TESTED PARAMETERS	ACCEPTANCE CRITERIA	TEST RESULTS	INTERPRETATION
Normality Test (<i>Kolmogrov – Smirnov</i>)				
1.	X → Y → Z	(Sig) ≥ 0.05	(sig) = 0.200	Data are normally distributed
Multicollinearity Test				
2.	X → Y → Z	Tolerance value > 0.01 dan VIF < 10	Tolerance value = 0,687 VIF = 1.455	There is no perfect correlation among the variables
Heteroscedasticity Test				
3.	X → Y → Z	(Sig) ≥ 0.05	(Sig) = 0.287 (Sig) = 0.196 (Sig) = 0.287	There is homogeneity of variance in the regression model residuals

Source: Data Research (Processed), 2025

The results of the classical assumption tests indicate that the data in the regression model meet all the required statistical criteria. First, the Kolmogorov–Smirnov normality test yields a significance value of 0.200, which exceeds the 0.05 threshold. This result indicates that the residuals are normally distributed, confirming that the regression model is appropriate for use as the normality assumption is satisfied. Second, the multicollinearity test shows a tolerance value of 0.687 and a Variance Inflation Factor (VIF) value of 1.455. Both indicators fall within the acceptable limits (tolerance > 0.01 and VIF < 10), suggesting that there is no high correlation among the independent variables and that the model is free from multicollinearity issues. Third, the heteroscedasticity test produces significance values of 0.287, 0.196, and 0.287 for each variable, all of which exceed the 0.05 level.

Table 3. Results of Simple Linear Regression Analysis

MODEL	UNSTANDARDIZED COEFFICIENT		STANDARDIZED COEFFICIENTS	SIG.
	B	STD. ERROR	BETA	
1 (Constant)	2,924	1,285		0,025
Product Quality	0,772	0,105	0,559	0,001

a. Dependent Variable: Consumer Satisfaction

Sumber: Data Research (Processed), 2025

The results of the simple linear regression analysis indicate that Product Quality has a significant effect on Consumer Satisfaction. This is evidenced by a regression coefficient of 0.772, suggesting that a one-unit increase in Product Quality leads to an increase of 0.772 units in Consumer Satisfaction. The calculated *t*-value reaches 6.749 with a significance level of

0.001, which is far below the 0.05 threshold, thereby statistically confirming a significant relationship between Product Quality and Consumer Satisfaction. In addition, the constant value of 2.924 implies that even when Product Quality is at zero, Consumer Satisfaction remains at a baseline level of 2.924. The standardized beta coefficient of 0.559 further indicates that Product Quality plays a relatively strong role in explaining variations in Consumer Satisfaction.

Table 4. Results of Multiple Regression Analysis

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T VALUE	SIG.
	B	STD. ERROR	BETA		
(Constant)	-0,699	1.206		-0,580	0,563
Product Quality	0,196	0,116	0,131	1,686	0,001
Consumer Satisfaction	0,808	0,092	0,686	8,830	0,001

Dependent Variable: Consumer Loyalty

Source: Data Research (Processed), 2025

Based on the results of the multiple regression analysis presented in Table 4, the following regression equation is obtained:

$$Y = -0,699 + 0,196 X + 0,808 Y \dots\dots\dots (1)$$

The equation indicates that both Product Quality and Consumer Satisfaction exert positive effects on Consumer Loyalty. The significance values for both variables are 0.001, confirming that they have a statistically significant influence on consumer loyalty. The coefficient for Product Quality (0.196) suggests that improvements in product quality contribute to increased loyalty, although the magnitude of this effect is smaller compared to the second variable, which has the highest coefficient and standardized beta value ($\beta = 0.686$), making Consumer Satisfaction the most dominant factor influencing consumer loyalty. Therefore, the regression model demonstrates that both independent variables simultaneously make positive and significant contributions to enhancing consumer loyalty.

Sobel Test Results. The Sobel test results indicate that the indirect effect of Product Quality on Consumer Loyalty through Consumer Satisfaction is statistically significant. The path coefficients of $a = 0.711$ (the effect of product quality on consumer satisfaction) and $b = 0.808$ (the effect of consumer satisfaction on consumer loyalty) show that both relationships are strong and positive. The standard errors for each path ($Sa = 0.105$ and $Sb = 0.092$) were used to calculate the Sobel t -value, which reached 5.262. This value is substantially higher than the critical value of 1.96 at the 0.05 significance level. Accordingly, it can be concluded that consumer satisfaction serves as a mediating variable that bridges the effect of product quality on consumer loyalty.

RESULTS & DISCUSSION

The Effect of Product Quality on Consumer Satisfaction. Based on the analysis results showing a calculated t -value of 6.749, which exceeds the critical t -value of 1.6603, and a significance level of $0.001 < 0.05$, H1 is accepted. These findings indicate that the better the product quality perceived by consumers, the higher the level of satisfaction they experience. Product quality serves as a critical element in shaping consumer perceptions of a brand's value and reliability. This underscores the importance for companies to continuously enhance product quality, both functionally and emotionally, in order to create positive customer experiences. These findings are consistent with the study by Sari & Nugraha (2022), which revealed that improvements in product quality directly increase customer satisfaction, particularly within Indonesia's sports retail sector. Their research emphasized that quality dimensions such as reliability, aesthetic appeal, and ease of use contribute significantly to the formation of consumer loyalty. Similarly, Li and Yang (2023) explained that product quality encompassing design, durability, and comfort significantly influences consumer satisfaction and brand value perception. Moreover, product quality not only directly affects satisfaction but also plays an important role in fostering trust and building a positive brand image. Satisfied consumers are more likely to demonstrate repurchase intentions and encourage others to make similar purchases. Thus, efforts to enhance product quality function not only to maintain satisfaction but also to establish long-term relationships between consumers and firms. Overall, these findings reinforce the view that product quality is a fundamental factor in creating and sustaining consumer satisfaction across various industries (H. Li & Yang, 2023; Sari & Nugraha, 2022)

The Effect of Product Quality on Consumer Loyalty. The analysis results indicate a calculated t -value of 6.009, which exceeds the critical t -value of 1.6603, with a significance level of $0.001 < 0.05$; therefore, H2 is accepted. This confirms that higher product quality leads to increased consumer loyalty toward the brand. Products that meet or exceed consumer expectations generate satisfaction, followed by increased trust, which in turn encourages repeat purchases and positions the product as the consumer's primary choice. These findings align with previous research demonstrating that product quality directly influences customer loyalty through enhanced perceived value and brand trust, particularly within the sports fashion industry (Rahman & Widodo, 2023). High-quality products not only fulfill functional needs but also strengthen emotional connections between consumers and brands. Furthermore, quality dimensions such as reliability, unique design, and product durability play a crucial role in forming consumers' emotional attachment to brands (Kurniawati et al., 2022). Such attachment serves as the foundation for long-term loyalty, as consumers perceive the product as representing their preferences and identity. Additional support is provided by studies conducted by Rahardjo (2020) and Tuan & Linh (2022), which consistently identify high-performing product quality as a key determinant in customer retention amid intense market competition. Superior product quality enhances perceived value, strengthens trust, and fosters consumer commitment to the brand. Accordingly, companies that maintain high product quality gain not

only satisfaction but also sustainable loyalty. These findings confirm that product quality is a critical determinant in building strong and enduring consumer loyalty (Rahardjo, 2020; Tuan & Linh, 2022).

The Effect of Consumer Satisfaction on Consumer Loyalty. The findings reveal a calculated t -value of 11.684, exceeding the critical t -value of 1.6603, with a significance level of $0.001 < 0.05$; thus, H3 is accepted. This indicates that the higher the level of satisfaction experienced by consumers with the products or services received, the greater the likelihood that they will remain loyal to the brand. Consumer satisfaction not only generates short-term positive experiences but also serves as the primary foundation for building long-term relationships with firms. These results are consistent with studies demonstrating that satisfaction significantly influences customer loyalty in Indonesia's sports retail sector (Putri & Santoso, 2023). Strong satisfaction fosters trust and emotional attachment to the brand, which ultimately increases the likelihood of repeat purchases and recommendations to others. Research also confirms that satisfied consumers tend to exhibit long-term loyalty through positive behaviors such as word-of-mouth communication and brand commitment (Nguyen et al., 2022). These findings are further reinforced by Hue et al. (2024), who concluded that positive consumption experiences are a key factor in sustaining long-term loyalty. Furthermore, consumer satisfaction plays a critical mediating role in the relationship between product quality and loyalty. When consumers feel satisfied, they perceive that the product meets or exceeds their expectations, thereby strengthening trust and emotional closeness. The resulting loyalty is reflected not only in repeat purchasing behavior but also in attitudinal loyalty, such as strong brand preference and commitment amid competitive markets. Thus, this study reinforces the conclusion that consumer satisfaction is a fundamental element in creating sustainable customer loyalty (Hue et al., 2024).

Consumer Satisfaction as a Mediator between Product Quality and Consumer Loyalty. The calculated t -value of 5.262 exceeds the critical t -value of 1.6603, with a significance level of $0.001 < 0.05$, indicating that H4 is accepted. This demonstrates that product quality influences consumer loyalty not only directly but also indirectly through consumer satisfaction. High-quality products generate satisfaction, which subsequently fosters trust and emotional attachment, thereby strengthening consumer loyalty. These results are consistent with prior studies showing that satisfaction serves as a significant mediating variable in the relationship between product quality and customer loyalty in the sports fashion industry (Rahmawati & Hidayat, 2023). Their findings highlight that satisfaction emerges from positive consumer perceptions of quality dimensions such as durability, comfort, and design. Satisfied consumers are more likely to engage in repeat purchases and willingly recommend products to others. Additional evidence from Zhang and Liu (2022) suggests that improvements in product quality significantly enhance satisfaction, which then cultivates loyalty through trust and emotional closeness to the brand. Further support is provided by Esquivias and Kusumah (2023) and Nasir et al. (2024), who conclude that customer satisfaction represents a key psychological

mechanism linking perceived quality to long-term loyalty. Accordingly, consumer satisfaction functions as a crucial bridge that transforms perceptions of product quality into both attitudinal and behavioral loyalty. Satisfaction derived from positive experiences strengthens long-term bonds between consumers and brands (Esquivias & Kusumah, 2023; Nasir & Rahi, 2024).

CONCLUSION & SUGGESTION

Based on the findings from consumers of Persib Bandung Official Store merchandise, it can be concluded that product quality plays a vital role in shaping consumer loyalty, both directly and indirectly through consumer satisfaction as a mediating variable. The results demonstrate that high perceived merchandise quality enhances consumer satisfaction, which subsequently encourages loyal behaviors such as repeat purchases and product recommendations. Therefore, product quality represents a strategic factor in maintaining long-term consumer relationships. Nevertheless, this study has several limitations. The respondents were drawn exclusively from Bandung City and were predominantly aged between 17 and 25 years, which limits the extent to which the findings represent the broader population of Persib Bandung supporters across different regions. Moreover, the exclusive use of a quantitative approach restricts the exploration of emotional and subjective consumer experiences that may significantly influence loyalty.

Research Limitations. This study presents several limitations that affect the generalizability of its findings. First, the geographical scope limited to Bandung City prevents the results from fully representing national consumer behavior among Persib Bandung supporters. Second, the dominance of respondents aged 17–25 years reduces representation of perspectives from other age groups. Third, the purely quantitative research design limits the exploration of emotional dimensions and personal consumer experiences, despite their potential importance in shaping loyalty (Rike & Sudarmiatin, 2024; Sutanto et al., 2024).

Future Research Directions. In light of these limitations, future studies are encouraged to pursue several methodological and conceptual enhancements. Expanding the geographical coverage and respondent demographics to include consumers from various regions and age groups would enhance generalizability and enable intergenerational comparisons of loyalty behavior, not only among Generation Z but also Millennials and older generations. Additionally, adopting a mixed-methods approach is highly recommended, as quantitative methods objectively assess variable relationships, while qualitative methods provide deeper insights into motivations, experiences, and emotional meanings underlying consumer loyalty toward club brands. Through this integrative approach, future research is expected to capture the phenomenon of loyalty more comprehensively. Furthermore, future studies may consider incorporating additional variables such as brand trust or symbolic value as mediating or moderating factors to enrich the scope of research on sports brand loyalty.

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