

# THE INFLUENCE OF BRAND IMAGE, PERCEIVED QUALITY, AND BRAND LOYALTY ON BRAND EQUITY OF BATA SHOE PRODUCTS IN PONOROGO

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## ABSTRACT

In the midst of increasingly competitive market conditions, brand equity has become one of the key elements that can strengthen a product's position in the minds of consumers. Strong brand equity not only creates a positive perception but also enhances customer loyalty and differentiates the product from its competitors. This study aims to examine the influence of Brand Image, Perceived Quality, and Brand Loyalty on Brand Equity of Bata shoes products in Ponorogo. The population consist of all Bata shoe users in Ponorogo. From this population. A sample of 100 respondents was chosen using the Simple Random Sampling method. The data collected was then processed using SPSS 26. The analysis produced the following results: (1) Brand Image significantly influences Brand Equity, with a t-value of 3.326 and a significance level of 0.001. (2) Perceived Quality also shows a significant influence on Brand Equity, with a t-value of 5.398 and a significance of 0.000. (3) Brand Loyalty, however, does not have a significant effect on Brand Equity, with a t-value of 1.591 and a significance of 0.116. (4) Simultaneously, the three variables significantly influence Brand Equity, with an F-value of 65.667 and a significance level of 0.000.

.Keywords : Brand Image, Perceived Quality, Brand Loyalty, Brand Equity

## INTRODUCTION

Along with technological advancements, social media plays a vital role in everyday life, notably in shaping and popularizing fashion trends. particularly among Generation Z, who demonstrate high responsiveness to rapidly spreading fashion trends. This condition has made consumers more selective in choosing the products they use, including footwear, which now functions not only as a form of foot protection but also as a representation of lifestyle identity. The footwear industry has experienced rapid growth, offering a wide variety of designs and models to meet increasingly diverse market demands. According to the Ministry of Industry (2024), as of the second quarter of 2024, the national footwear industry recorded a growth of 3.92% compared to the previous year. The World Footwear Yearbook (2022) noted that Indonesia ranked fourth in global footwear consumption, with a total of 806 million pairs. This growth has intensified competition among manufacturers to better understand consumer trends and preferences.

In an increasingly competitive market environment, brand strength has become a crucial differentiating factor as well as a key element in maintaining a company's sustainability and competitiveness. Strong brand equity enables a company to survive and remain relevant amid market dynamics. Tjiptono, as cited in Permatasari and Kade (2021), Brand equity refers to the collection of assets linked to a brand's name, logo, and reputation, which can affect the perceived value of a product. Meanwhile, according to Firmansyah (2019), brand equity reflects the strength of a brand in managing assets, reducing promotional costs, expanding market share, and setting higher prices. One of the most recognized brand award events in Indonesia that serves to measure a brand's strength and popularity is the Top Brand Awards.

**Table 1. TBI for the Casual Footwear Category**

Brands	2020	2021	2022	2023	2024
Adidas	-	-	-	-	16.80%
Ardiles	7.50 %	7.40%	7.00%	8.30%	10.50%
<b>BATA</b>	<b>12.50 %</b>	<b>13.70%</b>	<b>14.20%</b>	<b>11.60%</b>	<b>7.00%</b>
Carvil	10.10%	11.00%	11.40%	9.10%	5.80%
Converse	-	-	-	-	9.40%
Fladeo	5.80%	5.70%	4.90%	8.00%	5.20%

Source: <http://www.topbrandaward.com>

The TBI data above indicates that Bata experienced a significant decline, dropping from 14.20% in 2022 to only 7.00% in 2024. This decrease occurred while other brands, such as Adidas and Ardiles, showed an upward trend. In fact, on April 30, 2024, Bata closed one of its factories in Purwakarta due to a significant drop in demand. This decline was influenced by several factors, including the impact of the pandemic, shifting consumer preferences toward more modern and lightweight shoe models, and increased competition from more adaptive brands leveraging e-commerce platforms. This phenomenon illustrates that the longevity of a company's operation within a country does not necessarily equate to sustained brand strength in the market. In an era of intensifying market competition, strong brand equity is a crucial key to maintaining a brand's presence and competing with newer, more innovative and trend-responsive rivals.

One of the key factors in building brand equity is brand image. According to Shimp, as cited in Fatkhurrohman et al. (2023), brand image refers to the impression formed in the consumer's mind when recalling a brand. A positive image can enhance trust, create emotional connections, and foster customer loyalty. In line with this, Firmansyah (2019) emphasizes that a favorable perception of a brand encourages repeat purchases and increases

competitiveness. Therefore, building a strong brand image is a vital strategy in strengthening brand equity.

Strengthening brand equity is closely linked to perceived quality, which Tjiptono (in Permatasari & Kade, 2021) describes as a subjective assessment made by consumers based on their own interactions with a product.. High perceived quality reflects the belief that a product offers better durability, performance, and benefits compared to its competitors (Firmansyah, 2019). With such a clear distinction, companies can raise prices without losing customer interest, as consumers believe the quality they receive is worth the cost. Thus, high perceived quality can reinforce a brand's position in long-term market competition.

Brand loyalty plays a vital role in enhancing brand equity, as consumer loyalty reduces the likelihood of switching to competing brands. According to Tjahyadi (as cited in Fatkhurrohman et al., 2023), brand loyalty represents a favorable disposition that signifies a consumer's sustained commitment to continue purchasing in the future. Firmansyah (2019) emphasizes that loyalty is measured by how frequently consumers make repeat purchases, rather than just the initial purchase.

Bata shoes have long been present in Indonesia, including in Ponorogo. However, observations show that its brand equity in this region remains low. This is influenced by the brand image of Bata, which holds a unique position: on one hand, it has a good reputation for product reliability and comfort, but on the other hand, many younger consumers perceive Bata as an outdated or old-fashioned brand. They feel that Bata's products lack innovation and are not aligned with current fashion trends. In terms of perceived quality, although Bata has long been known for its durability and comfort, a growing perception suggests that its design quality, materials, and technology are falling behind competitors that offer better visual and functional experiences. Brand loyalty toward Bata shoes has also declined, as consumers have begun shifting to other brands that better match their lifestyles. The lack of targeted promotional campaigns and minimal use of social media particularly those that fail to engage the local community along with a weak emotional connection between the brand and its consumers, have also contributed to a significant drop in customer loyalty.

Through this study, the author aims to analyze the influence of brand image, perceived quality, and brand loyalty on brand equity of Bata shoe products in Ponorogo. This research is not only relevant for measuring the effectiveness of brand strategies implemented by the company, but also provides insights into how consumers in a specific area respond to the elements that shape brand equity. Theoretically, this study aims to contribute to the advancement of marketing knowledge, particularly by deepening the understanding of how

brand image, perceived quality, and brand loyalty interact in shaping brand equity.. It is also anticipated to serve as a reference for future research that explores similar themes in different industries and regions. Practically, the findings of this study can be utilized by Bata's management to evaluate and strengthen their branding strategies based on consumer preferences and perceptions in the local market. Moreover, these findings may also benefit other business players in designing marketing strategies that focus on strengthening overall brand equity.

## **LITERATURE REVIEW**

### **Brand Image**

Kotler & Keller (as cited in Harahap et al., 2022) explain that brand image is the overall impression formed in consumers' minds regarding a particular brand. This perception influences consumer behavior, interactions, and decision-making related to the brand.

According to Kartajaya (as cited in Sasmita et al., 2022), the components of brand image include:

1. Recognition
2. Reputation
3. Affinity

Purnomo et al. (2025) explain that Brand image significantly influences consumers' purchasing behavior and decision-making processes, as consumers tend to evaluate products based on the brand's reputation. When consumers hold a positive perception of a brand, it fosters an emotional connection that can strengthen loyalty and create high brand equity. Therefore, proper and consistent brand image management becomes an essential element in building competitive advantage in the market. Study by Fatkhurrohman et al. (2023) as well as Hamidah and Prabowo (2023) also demonstrates that brand image has a positive and significant effect on brand equity. Thus, the greater the strength of a product's brand image., the greater its contribution to enhancing overall brand value.

From the explanation provided, the study derives the following hypothesis:  
H<sub>1</sub>: Brand image positively and significantly influences the brand equity of Bata shoe products in Ponorogo

## Perceived Quality

According to Tjiptono (as cited in Permatasari & Kade, 2021), perceived quality reflects a consumer's personal judgment regarding the overall superiority or excellence of a product. This assessment is not always based on technical quality but is more influenced by the consumer's personal experience in using the product.

Tsiotsou (as cited in Firmansyah, 2019) categorizes the indicators of perceived quality as follows:

1. Good quality
2. Safety
3. Ability to provide benefits

The higher the perceived quality particularly in terms of reliability and usability the greater the trust and interest consumers have in the brand. Therefore, maintaining product quality becomes a key strategy in strengthening brand equity and fostering long-term loyalty (Padmawidjaja et al., 2023). A high perception of product quality fosters greater consumer trust in the brand, increase loyalty, and be willing to pay a premium factors that directly enhance brand equity. A study by Hamidah and Prabowo (2023) discovered that perceived quality positively influences brand equity. However, different results were reported by Permatasari and Kade (2021), who found that the effect was not significant.

From the explanation provided, the study derives the following hypothesis:  
H<sub>2</sub>: Perceived quality significantly contributes to strengthening the brand equity of Bata shoes products in Ponorogo.

## Brand Loyalty

Tjahyadi (as cited in Fatkhurrohman et al., 2023) explains that Brand Loyalty represents a psychological commitment where consumers consistently favor the same brand over alternatives which fosters commitment and a desire to make repeat purchases in the future.

Aaker (as cited in Alvarez and Rubiyanti, 2021) outlines the indicators of brand loyalty as follows:

1. Behavior measures
2. Switching cost measures
3. Satisfaction measures
4. Brand liking measures

## 5.Measuring Commitment

The higher the loyalty, the greater the potential for repeat purchases and word-of-mouth promotion (Magdalena in Harahap et al., 2022). Such loyalty creates demand stability, reinforces positive consumer perceptions, and makes the brand more resilient to competitive pressures. Loyal consumers are typically willing to pay more, are less sensitive to product shortcomings, and contribute significantly to strengthening overall brand equity. Studies by Yacub (2020) and Fatkhurrohman et al. (2023) indicate that brand loyalty exerts a beneficial influence on brand equity, although different findings were reported by Rambe and Pinem (2020).

From the explanation provided, the study derives the following hypothesis:  
H<sub>3</sub>: Brand Loyalty significantly contributes to strengthening the brand equity of Bata shoes products in Ponorogo..

### Brand Equity

According to Tjiptono (as cited in Permatasari and Kade, 2021), brand equity encompasses a collection of intangible elements linked to a brand's identity, such as its name and logo, which can either increase or decrease the market value of the product. According to Aaker (as cited in Lestari, 2022), there are four indicators of brand equity:

1. Brand awareness
2. Brand association
3. Perceived quality
4. Brand loyalty

A strong brand image fosters a favorable perception among consumers., a high perceived quality enhances trust in the product, and brand loyalty ensures that consumers consistently choose the product. These three factors work synergistically to build greater brand equity, reinforce the brand's standing in the market., and increase competitive advantage.

From the explanation provided, the study derives the following hypothesis:  
H<sub>4</sub>: Simultaneously, brand image, perceived quality, and brand loyalty show a significant and favorable impact on the brand equity of Bata shoe products in Ponorogo

## RESEARCH METHOD

This study focuses on Bata shoe consumers located in the Ponorogo area. Therefore, the population consists of all Bata shoe users in that region, although the exact number is unknown. Due to the unknown population size, a total sample of 100 respondents was chosen. Sampling was conducted using a probability sampling method, specifically simple random sampling, which guarantees that each member of the population has an equal likelihood of being chosen, without considering specific categories or strata (Sugiyono, 2017). Primary data were collected using a questionnaire distributed to Bata shoe consumers in Ponorogo.

## RESULT AND DISCUSSION

### Descriptive Analysis of Respondens

#### Based on Gender

**Table 2. Respondent Characteristics Based on Gender**

Gender	Frequency	Percentage (%)
Female	71	71 %
Male	29	29%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Primary Data processed with SPSS 26, 2025

Referring to the table, majority of the 100 respondents in this study were female, comprising 71 individuals or 71% of the total sample, while the remaining 29 respondents or 29% were male.

#### Based on Age

**Table 3. Respondent Characteristics by Age**

Age	Frequency	Percentage (%)
< 20 Years	12	12%
20-40 Years	53	53%
> 40 Years	35	35%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Primary Data processed with SPSS 26, 2025

Among the 100 respondents, 12 individuals were under the age of 20, 53 respondents were aged between 20 and 40 years, while 35 were over 40 years old. Therefore, the majority

of respondents belonged to the 20–40 age group, accounting for 53% of the total sample. Based on Occupation

**Table 4. Characteristics of Respondents by Occupation**

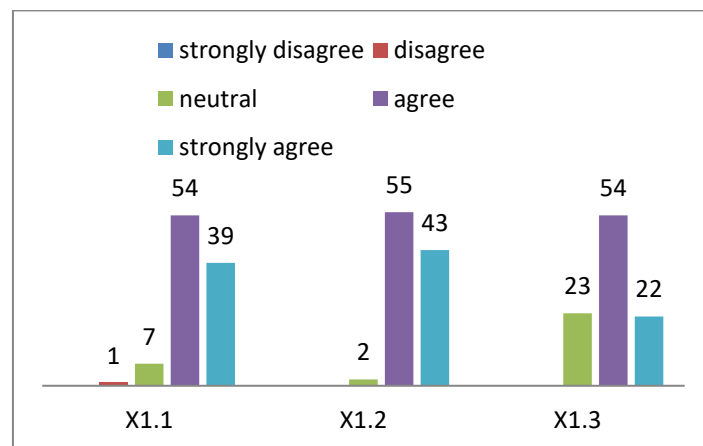
Occupation	Frequency	Percentage (%)
Students/College Students	15	15%
Civil Servants	14	14%
Entrepreneurs	22	22%
Private Employees	13	13%
Housewives	19	19%
Others	17	17%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Primary Data processed with SPSS 26, 2025

In terms of occupation, it can be concluded that among the 100 respondents, there are 15 students, 14 civil servants, 22 entrepreneurs, 13 private sector employees, 19 housewives, and 17 respondents with other types of occupations.

#### Descriptive Analysis of Research Data

##### Variable X1- Brand Image



**Figure 1 Brand Image Response Distribution**  
Source : Primary Data processed with SPSS 26, 2025

According to the graphical results, most individuals responded positively, falling into the "agree" or "strongly agree" categories. Overall, brand image (X1) received a very positive response from most respondents. The high proportion in the "agree" and "strongly agree" categories indicates that the Bata shoe brand has a positive image.

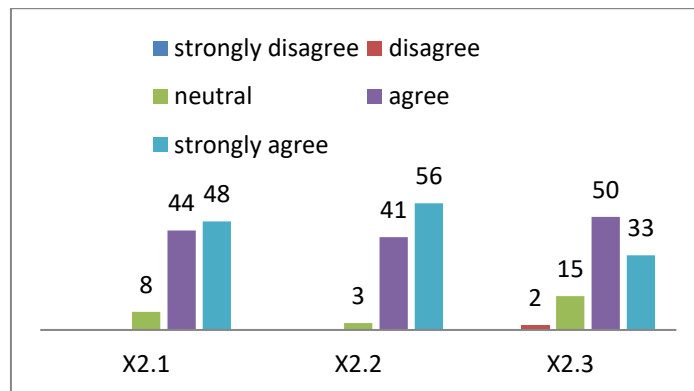
**Table 5. Descriptive Statistics of the Brand Image Variable**

Indicator	Min	Max	Mean	S.D
X1.1	3	5	4.32	0.601
X1.2	3	5	4.41	0.534
X1.3	2	5	3.97	0.703

Source : Primary Data processed with SPSS 26, 2025

From the table, the overall average score for the Brand Image variable is 4.23 extending from a lower limit of 2 to an upper limit of 5, and an average standard deviation of 0.61. This indicates that, in general, respondents strongly agreed with the brand image being studied. Indicator X1.2 obtained the highest average score (4.41) and the lowest standard deviation (0.534), indicating a high level of consistency in respondent’s positive perceptions. Meanwhile, indicator X1.3 had the lowest average score (3.97) and the highest standard deviation (0.703), suggesting a greater variation in opinions, although still within the “agree” category.

Variable X2 – Perceived Quality



**Figure 2 Perceived Quality Response Distribution**  
Source : Primary Data processed with SPSS 26, 2025

Based on the graph, the majority of respondents across all perceived quality indicators (X2.1, X2.2, and X2.3) tended to choose "agree" and "strongly agree," indicating that the perceived quality of the product is rated highly by consumers.

**Table 6. Descriptive Statistics of the Perceived Quality Variable**

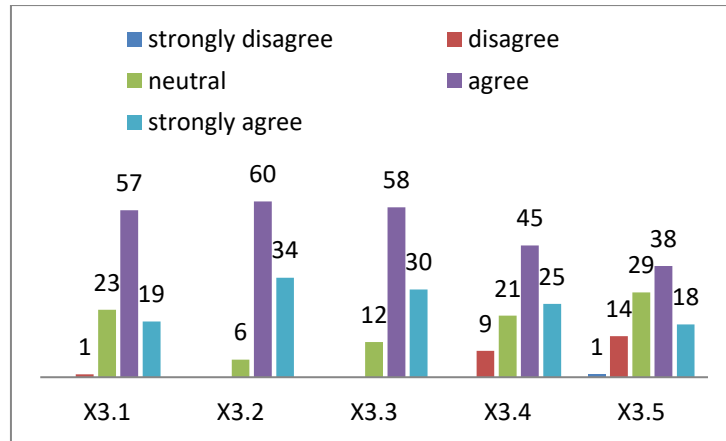
Indicator	Min	Max	Mean	S.D
X2.1	3	5	4.40	0.636
X2.2	3	5	4.53	0.559
X2.3	2	5	4.14	0.739

Source : Primary Data processed with SPSS 26, 2025

The overall mean value is 4.36, extending from a lower limit of 2 to an upper limit of 5, and an average standard deviation of 0.64. This indicates that respondents’ perception of

product quality falls into the “strongly agree” category. The relatively low data dispersion also reflects a high level of consistency in responses.

Variable X3 – Brand Loyalty



**Figure 3 Brand Loyalty Response Distribution**  
Source : Primary Data processed with SPSS 26, 2025

From the response distribution chart, it is clear that most respondents gave positive assessments across all brand loyalty indicators, as indicated by the dominance of "agree" responses. This suggests that, in general, consumer loyalty to the brand is categorized as high.

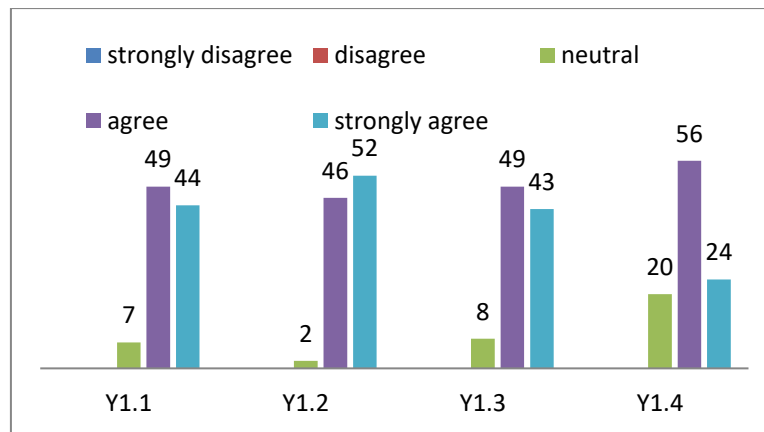
**Table 7. Descriptive Statistics of the Brand Loyalty Variable**

Indicators	Min	Max	Mean	S.D
X3.1	2	5	3.94	0.679
X3.2	3	5	4.28	0.570
X3.3	3	5	4.18	0.626
X3.4	2	5	3.86	0.899
X3.5	1	5	3.58	0.976

Source : Primary Data processed with SPSS 26, 2025

The average score for Brand Loyalty is 3.97, with observed values ranging from 1 to 5. This indicates that, in general, respondents agree that they are loyal to the brand, although there is greater variability in opinions compared to other variables, as reflected in the higher average standard deviation of 0.75.

## Variable Y- Brand Equity



**Figure 4 Brand Equity Response Distribution**  
Source : Primary Data processed with SPSS 26, 2025

Referring to the graph displaying the distribution of responses for the Brand Equity indicators (Y1.1–Y1.4), it is clear that most respondents fall into the "agree" and "strongly agree" categories. The highest frequencies for each indicator are found within these two categories, particularly for indicators Y1.2 and Y1.4, which received the most positive responses.

**Table 7. Descriptive Statistics of the Brand Equity Variable**

Indicators	Min	Max	Mean	S.D
Y1.1	3	5	4.37	0.614
Y1.2	3	5	4.50	0.541
Y1.3	3	5	4.35	0.626
Y1.4	3	5	4.04	0.665

Source : Primary Data processed with SPSS 26, 2025

The mean score for Brand Equity is 4.32, ranging from a minimum of 3 to a maximum of 5, with an average standard deviation of 0.61. This indicates that respondents strongly agree with the strength of the brand's value. The consistently high scores across all indicators reflect a strong positive perception of the brand, with relatively low variation in responses, suggesting consistency in evaluation.

## Validity Test

The aim of validity testing is to evaluate the effectiveness of the instrument in capturing the intended constructs. This test is designed to determine the relevance and validity of the questionnaire as a means of gathering data (Sugiyono, 2017).

**Table 8. Validity Test Result**

Variable	Item	r table	r count	Information
<b>Brand Image (X<sub>1</sub>)</b>	X1.1	0.1966	0.821	Valid
	X1.2	0.1966	0.784	Valid
	X1.3	0.1966	0.876	Valid
<b>Perceived Quality (X<sub>2</sub>)</b>	X2.1	0.1966	0.908	Valid
	X2.2	0.1966	0.798	Valid
	X2.3	0.1966	0.894	Valid
<b>Brand Loyalty (X<sub>3</sub>)</b>	X3.1	0.1966	0.776	Valid
	X3.2	0.1966	0.530	Valid
	X3.3	0.1966	0.814	Valid
	X3.4	0.1966	0.867	Valid
	X3.5	0.1966	0.894	Valid
<b>Brand Equity (Y)</b>	Y1.1	0.1966	0.868	Valid
	Y1.2	0.1966	0.868	Valid
	Y1.3	0.1966	0.908	Valid
	Y1.4	0.1966	0.868	Valid

Source : Primary Data processed with SPSS 26, 2025

All questionnaire items were proven to be valid. This is shown by the calculated r-values for each item being higher than the r-table value (the critical value in the validity test), which suggests that the questionnaire used in this study is regarded as accurate and appropriate.

#### Reliability Test

Reliability refers to the degree of consistency in measurement, and testing for it helps confirm that the instrument performs reliably across multiple trials and ensuring that its results can be trusted. An instrument is considered reliable if the statements in the questionnaire produce stable and consistent results when answered by many respondents or when repeated, indicating that the results are dependable ( Sugiyono, 2017).

**Table 9. Reliability Test Result**

Variable	Criteria	Cronbach's Alpha	Information
<b>Brand Image (X<sub>1</sub>)</b>	0.60	0.767	Reliable
<b>Perceived Quality (X<sub>2</sub>)</b>	0.60	0.832	Reliable
<b>Brand Loyalty (X<sub>3</sub>)</b>	0.60	0.839	Reliable

<b>Brand Equity (Y)</b>	0.60	0.899	Reliable
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Source : Primary Data processed with SPSS 26, 2025

The conclusion from the table above is that brand image has a Cronbach's alpha value of 0.767, perceived quality is 0.832, brand loyalty is 0.839, and brand equity is 0.899. This indicates that all Cronbach's alpha values for each variable exceed the minimum threshold of 0.60, and therefore can be concluded to be reliable or consistent..

### Multiple Linear Regression Analysis

**Table 10. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.039	1.114		1.831	.070
Brand Image	.409	.123	.291	3.326	.001
Perceived Quality	.635	.118	.498	5.398	.000
Brand Loyalty	.087	.055	.121	1.585	.116

Source : Primary Data processed with SPSS 26, 2025

### Multiple Linear Regression Equation

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2,039 + 0,409 X_1 + 0,635 X_2 + 0,087 X_3 + e$$

This equation can be translated into analysis as follows :

- a. Constant Value (a) = 2,039

With a constant (a) value of 2.039, this indicates that if the independent variables are set to zero, then the predicted value of the dependent variable Brand Equity (Y), for Bata shoe products in Ponorogo is 2.039, assuming other variables remain constant.

- b. Brand image (X1) Regression Coefficient Value = 0,409

The coefficient value of 0.409 indicates that Perceived Quality contributes to an increase in Brand Equity by 0.409 for every one-unit increase, assuming other variables remain unchanged.

- c. Perceived quality (X2) Regression Coefficient Value = 0,635

The coefficient value of 0.635, indicates that Perceived Quality contributes to an increase in Brand Equity by 0.635 for every one-unit increase, assuming the other variables remain constant.

d. Brand loyalty (X3) Regression Coefficient Value = 0,087

A regression coefficient of 0.087 for the Brand Loyalty variable indicates that each one-unit increase in Brand Loyalty contributes 0.87 to the improvement of Brand Equity, assuming the other variables remain unchanged.

#### Determination Coefficient Test

**Table 11. Coefficient of Determination**

Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.820	.672	.662	1.249

Source : Primary Data processed with SPSS 26, 2025

The R-squared value obtained was 0.672, this suggests that 67.2% of the variability in brand equity is attributable to the variables brand image, perceived quality, and brand loyalty, whereas The residual 32.8% is likely influenced by other determinants not included in the present analysis

#### T Test

**Table 12. T Test Result**

	Model	T	Sig
1	(Constant)	1.831	.070
	Brand Image	3.326	.001
	Perceived Quality	5.398	.000
	Brand Loyalty	1.585	.116

Source : Primary Data processed with SPSS 26, 2025

#### Determining the t-table Value

The study adopts a significance level of 5% ( $\alpha = 0.05$ ). Since a two-tailed test is applied, the  $\alpha$  value is divided by two, resulting in 0.025. With a sample size (N) of 100 and the number of variables (k) being 4, the DF ( $df = N - k$ ) is 96. Based on this df, the t-table value used is 1.985.

#### Conclusion

a. With a t-value of 3.326, which is higher than the t-table threshold of 1.985, Brand Image demonstrates a statistically significant effect. and,  $H_1$  is accepted.

- b. With  $t$ -value of 5.398 >  $t$ -table 1.985, Perceived Quality demonstrates a statistically significant effect on Brand Equity and  $H_2$  is accepted.
- c. The  $t$ -value for Brand Loyalty (X3) is 1.585, which is lower than the  $t$ -table value of 1.985. Therefore,  $H_3$  is rejected, as brand loyalty, when tested partially, is not proven to have a significant effect on brand equity.

F Test

**Table 13. F Test Result**

Model	F	Sig
1	65.667	.000

Source : Primary Data processed with SPSS 26, 2025

F Table

At a 5% significance level (0.05), with degrees of freedom  $df_1 = 3$  ( $k - 1 = 4 - 1$ ) and  $df_2 = 96$  ( $n - k = 100 - 4$ ), the corresponding F-table critical value is 2.70.

Conclusion

The significance value of 0.000 is lower than the standard threshold of 0.05, indicating that the result is statistically significant, along with an F-count of 65.667, which exceeds the F-table value of 2.70. Therefore,  $H_4$  is accepted, as this condition indicates that brand image, perceived quality, and brand loyalty simultaneously lead a positive and significant contribution on brand equity of Bata shoe products in Ponorogo.

### **The Influence of Brand Image on Brand Equity of Bata Shoe Products in Ponorogo**

The output results show that the brand image variable (X1) has an influence of 0.409 on brand equity for Bata shoe products in Ponorogo. Based on the t-test (partial), the calculated t-value is 3.326, with a significance level of 0.001. This indicates that a strong brand image contributes to 40.9% of the formation of brand equity for Bata shoes in Ponorogo, assuming the other independent variables remain unchanged. Individually, the brand image variable has a noteworthy positive effect on brand equity for Bata shoe products in Ponorogo.

This means that consumers in Ponorogo generally perceive Bata as a durable and comfortable shoe brand a perception shaped by long-standing experience and consistent product quality over time. A positive image emerges when Bata is recognized as a brand that offers lasting comfort and durability; consumers are more confident that the product they

purchase carries greater value compared to products from other brands. Consumer choices often fall on products they already know or are familiar with, either through personal experience or information from various media sources (Pandiangan et al., 2021). Consumers tend to make purchasing decisions derived from their experiences with a brand. If the experience is positive, the brand image will improve and support continued sales growth. A positive brand image increases consumer confidence and trust in the brand, which in turn enhances the overall value of the brand (brand equity) (Saputra, as cited in Harahap et al., 2022).

### **The Influence of Perceived Quality on Brand Equity of Bata Shoe Products in Ponorogo**

The conducted test results show that Perceived quality exerts a positive influence of 0.635 on brand equity for Bata shoe products in Ponorogo. The results of the partial (t) test reveal a significance level of 0.000 and a t-value of 5.398. These findings confirm that perceived quality significantly and positively affects brand equity. This implies that an increase in perceived quality contributes 63.5% to the formation of brand equity, assuming other independent variables remain constant. Therefore, the hypothesis stating that perceived quality (X2) affects brand equity is accepted.

Although there are some opinions suggesting that Bata's design and technology are starting to fall behind compared to other brands, the data collected from respondents shows that the perceived quality of Bata shoes remains at a positive and significant level in influencing brand equity. Respondents in this study view Bata shoes as reliable products, especially in terms of durability and comfort, which still contribute positively to brand equity. In other words, despite limitations in design and technology, for most Bata shoe consumers in Ponorogo, the perceived quality is still relevant and continues to support the brand's competitiveness compared to other products that offer more modern visual and functional experiences.

## **The Influence of Brand Loyalty on Brand Equity of Bata Shoe Products in Ponorogo**

The multiple regression results show that the brand loyalty variable has an influence of 0.087 on brand equity for Bata shoe products in Ponorogo. The partial test results indicate a significance value of 0.116 and a t-value of 1.585. This suggests that brand loyalty contributes to the formation of brand equity in Bata shoes by only 8.7%, assuming the other independent variables remain unchanged. Therefore, the hypothesis stating that brand loyalty (X3) affects brand equity for Bata shoe products in Ponorogo is rejected, as the data analysis shows no significant influence.

The analysis indicates that brand loyalty does not play a significant role in influencing brand equity for Bata products in Ponorogo. This suggests that consumer brand loyalty toward Bata shoes is still relatively low and therefore has not been able to contribute to building or enhancing brand equity. Based on the observations, consumers tend to easily switch to other brands, especially those that are more attractive, trending, or active in digital promotion. This reflects a low emotional connection between consumers and the Bata brand, meaning brand attachment has not yet occurred. Most consumers make purchases based solely on functional factors such as comfort, durability, and product availability in stores. As a result, when another brand offers a similar product with added advantages, consumers are easily swayed and switch without showing commitment to the brand.

## **The Influence of Brand Image, Perceived Quality, and Brand Loyalty on Brand Equity of Bata Shoe Products in Ponorogo**

The results of the simultaneous (F) test reveal that the calculated F-value of 65.667 surpasses the critical value of 2.70, with a significance level of 0.000, which is well below the 0.05 threshold. This indicates that the variables brand image, perceived quality, and brand loyalty collectively exert a statistically significant and positive influence on brand equity for Bata shoe products in Ponorogo. Additionally, the R-squared value of 0.672 implies that 67.2% of the variation in brand equity is accounted for by these three variables, while the remaining 32.8% may be influenced by other unexamined factors in this study.

This suggests that the combination of a positive brand image shaped by a long-standing reputation and experience makes the product more easily recognized and accepted by consumers. This is further reinforced by perceived quality, built on the durability and comfort of the product, which enhances consumer trust and perceived value. In addition, the

loyalty that arises from these positive experiences encourages consumers to continue choosing and recommending Bata shoes over other products. This behavior has a positive impact on the formation and growth of brand equity, as strong brand loyalty strengthens the brand's value and consumer trust over time.

## **CONCLUSION**

According to the findings of this study, a positive and significant relationship between Brand Image and Brand Equity was established in the partial regression analysis. A strong brand image contributes to positive consumer perceptions, trust, and emotional attachment among consumers, thereby strengthening brand value. Perceived Quality also shows a significant effect, where the higher the quality perceived by consumers, the stronger the brand value in their eyes. Perceived quality builds trust in the product's superiority and benefits. In contrast, The findings reveal that Brand Loyalty does not independently contribute significantly to Brand Equity within the scope of this study, indicating that consumer loyalty is still low and purchases tend to be functional rather than driven by emotional attachment. However, when tested simultaneously, all three variables have a significant effect on brand equity. Therefore, a strong brand image, enhancing perceived quality, and Developing robust relationships with consumers is an important strategy for elevating brand equity in the midst of market competition. For future researchers, it is recommended to broaden the focus of the study by including additional variables that may potentially influence brand equity but were not examined in this research, such as Brand Awareness and Brand Association. Furthermore, expanding the research area or sample to other regions is also suggested in order to assess the consistency and relevance of the findings across different markets.

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