

Influence of Brand Image, Price Perception, and Product Quality on Customer Loyalty Toward Hammerstout Brand in Bandung City of Indonesia

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Abstract:

The streetwear fashion industry in Bandung has grown rapidly, evolving beyond a clothing trend into a cultural phenomenon and a marker of social identity. As a creative hub in Indonesia, Bandung has given rise to local brands like Hammerstout, renowned for their unique and contemporary streetwear designs. These brands primarily target young consumers drawn to casual urban aesthetics and street-style influences. This study employs a quantitative approach, collecting data from 132 Hammerstout customers through structured questionnaires. The responses were analyzed using multiple linear regression with SPSS software. The findings three variables reveal that brand image, price perception, and product quality significantly and positively influence customer loyalty, both partial and simultaneous. Among these factors, brand image emerges as the strongest predictor of loyalty. The results highlight the importance of cultivating a strong brand identity, setting prices aligned with consumer expectations, and maintaining consistent product quality as key strategies for sustaining customer loyalty. This research contributes to the broader understanding of consumer behavior and offers practical insights for brand management in the dynamic and competitive local streetwear market.

Keywords:

Brand Image, Price Perception, Product Quality, Customer Loyalty, Streetwear, Hammerstout.