THE INFLUENCE OF LIFESTYLE, REFERENCE GROUP, AND BRAND IMAGE TOWARDS BRAND LOYALTY ON NIKE SHOES

By:

Abi Muhammad Nugraha  
Faculty of Economics and Business Universitas Brawijaya  
abimnugraha@student.ub.ac.id

Abstract

This research aims to examine the influence of lifestyle, reference group, and brand image towards brand loyalty on Nike shoes product. This type of research is explanatory research. This research conducted on Nike shoes users. This questionnaire has been distributed 150 randomly to every consumer who has bought Nike shoes product. The sampling technique used purposive sampling and the research instruments were tested using the validity test, reliability test, and classical assumption test. The hypothesis used partial (t-Test). Results of the data analysis from multiple regression showed that lifestyle, reference group, and brand image have a significant effect partially to brand loyalty by consumers. From the test results, the dominant test show that variables reference group has a dominant to influence on brand loyalty. The results from this study can be applied to marketing strategy for companies and interested parties for enhancing and maximizing lifestyle, reference group, and brand image to get a positive effect that can lead to brand loyalty.

Keywords: lifestyle, reference group, brand image, and brand loyalty.
PENGARUH GAYA HIDUP, KELOMPOK REFERENSI, DAN CITRA MEREK, TERHADAP LOYALITAS MEREK PADA SEPATU NIKE

Oleh:

Abi Muhammad Nugraha
Fakultas Ekonomi dan Bisnis Universitas Brawijaya
abimnugraha@student.ub.ac.id

Abstrak


Kata kunci: gaya hidup, kelompok referensi, citra merek, dan loyalitas merek.
1. INTRODUCTION

The fashion apparel industry had significantly evolved, particularly over the last 20 years when the boundaries of the industry started to expand (Bhardwaj & Fairhurst, 2010). In this era, the fashion industry has changed dynamically, such as the fading of mass production, an increase in the number of fashion seasons, and modified structural characteristics in the supply chain have forced retailers to desire low cost and flexibility in design, quality, delivery and speed to market (Doyle, Moore, & Morgan, 2006).

In addition, fashion also serves as a reflection of social and economic status, namely the function that explains the popularity. Fashion is increasingly becoming an international profitable industry because of the emergence of world-famous fashion houses and fashion magazines.

Fashion trends are mostly driven by fashion designers who make and produce clothing. In this case, the fashion business term will be used in the business related to fashionable clothing, or clothing as a creative industry that is created and produced by fashion designers. Fashion types that continues to grow is the shoes. Time changing forces shoe companies to adjust to the technology and its user’s needs. The competition in the footwear industry is very tight due to the many emerging brands both domestic and international. In addition to supporting the appearance, the use of shoes has become a lifestyle in modern society. Many teenagers, adults, and parents go anywhere wearing shoes. Appearance has been made into the needs of today’s modern society. This is an opportunity for shoe industry companies.

Nike is a big company engaged in athlete sports and supplies that also produce shoes of various types to meet consumer needs. Based on the results of the Top Brand research, Nike in the casual shoe category entered the top three in 3 years in a row in 2016, 2017 and 2018. It shows that the brand image in Nike is very popular in Indonesia community. One indicator of a product's success is entering popular brands. In Indonesia, Top Brand is a survey institution that can be relied upon by the community. The Top Brand Award itself is an award given to brands that have good ratings in Top Brand calculations. The following is Top Brand table in the casual shoes category:

<table>
<thead>
<tr>
<th>BRAND</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bata</td>
<td>19.2%</td>
<td>19.3%</td>
<td>16.9%</td>
</tr>
<tr>
<td>Nike</td>
<td>12.4%</td>
<td>12.2%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Converse</td>
<td>6.4%</td>
<td>6.3%</td>
<td>-</td>
</tr>
<tr>
<td>Adidas</td>
<td>11.5%</td>
<td>11.2%</td>
<td>-</td>
</tr>
<tr>
<td>Fladeo</td>
<td>6.1%</td>
<td>6.5%</td>
<td>11.7%</td>
</tr>
</tbody>
</table>

Source: Top Brand, Data Retrieved 2019

The table shows that Nike Brand appears as one of the favourite brands in Indonesia, Top Brand version, which means this brand is famous enough for Indonesia market.

The characteristics of modern human lifestyles today are unique, they have more in-depth view of the needs, and put their spending on posts that are most needed, and this prudence is what changes the consumption patterns of Indonesian consumers in the new era, far away from the traditional
consumption style whose scope only dwells on satisfaction.

According to Kotler and Keller (2016) lifestyle is a person's lifestyle in the world that is expressed in activities, interests and opinions. In that sense, a person's lifestyle can be seen from the routine activities carried out, what they think about everything around and how far he cares about it and what he thinks about himself and the outside world.

Everyone has a different lifestyle, it will affect the culture of consumption, and what they usually consume, and the lifestyle of individuals has always been of great interest to marketers. They deal with behaviourally oriented facts of everyday people as well as their feelings, attitudes, interest, and opinions.

A lifestyle marketing perspective recognizes that people deal themselves into the group based on the things they like to do, how they like to spend their leisure time and how they choose to spend their disposable income.

The concept of lifestyle was introduced by Bell (1958), Rainwater, Coleman, and Handel (1959), and Havinhurst and Feigenbaum (1959) as close to 1950s pointing to its potential significance in understanding, explaining, and predicting consumer behaviour (Krishnan, 2011).

Lifestyle is an important concept used in segmenting markets and understanding target consumers, which is not provided by the study of demographics alone. Lifestyle measurements include measuring the activities, interests, opinions, and demographics that exist in the consumer (Plummer, 1974). The concept of lifestyle makes it easy for consumers to understand what consumers think, feel, and choose and also how consumers are influenced by the surrounding environment such as reference groups, family, friends, etc.

Reference group, according to Kotler and Keller (2016) is a person consisting of all groups that have a direct (face-to-face) or indirect influence on the person's behaviour. In addition, Schiffman and Kanuk (2008) stated that reference group is any person or group that is considered as the basis of comparison or reference for someone in the form of general or specific values and attitudes or specific guidelines for behaviour. Reference groups affect members in at least three ways, namely introducing new behaviours and lifestyles to a person, influencing attitudes and self-concepts, and creating comfort pressures that can influence their product choices (Kotler and Keller, 2016).

Research results on reference group influence may be implied in the field of advertising and personal selling. The meaning and value of broad do not only originate from the ability to express the personality of its owner but play an important role helping the user to create his/her self-identity (McCracken 1988 on Erzster 2008).

The brand uses reference group to provide image associations, while the brand name is a feeling of psychological utility to the consumer. In order to achieve their goals related to
self-identity, people often use products and brands to create and demonstrate their self-image (Mowen 1993 on Eszter 2008). There are three steps in highlighting the relationship between symbolic consumption and self-image; first, the individual purchases the product that symbolizes his/her self-image. Secondly, the reference group associates the chosen product to the individual. The last, the reference group considers the symbolic features of the product as the individual's characteristics.

Loyalty is often understood as consisting of both a behavioural and an attitudinal dimension (Dick & Basu, 1994 in Krystallis & Chrysochou, 2014), and thus refers to a deeply held dispositional commitment, which induces users to resist situational influences and marketing efforts that might have the potential to cause brandswitching behaviours (Oliver, 1999 in Krystallis & Chrysochou, 2014).

Based on the background described above, the problems that can be constructed in this study are as follows:

1. Does lifestyle have significance influence on brand loyalty on Nike shoes?
2. Does reference group have significance influence on brand loyalty on Nike shoes?
3. Does brand image have significance influence on brand loyalty on Nike shoes?

2. LITERATURE REVIEW

2.1. Marketing

Definition of marketing according to Kotler and Keller (2016), is "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customer relationships in ways that benefit the organization and its stakeholders."

According to AMA (American Marketing Association) cited by Kotler and Keller (2016), Marketing is an activity, set of institutions, processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.

Saladin and Buchory (2010) defined Marketing as a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy the desires and reach the market goals and objectives of the company.

2.2. Marketing Management

Marketing management according to Saladin and Buchory (2010) is the analysis, planning, implementation and control of programs designed to create, build and maintain exchanges that benefit the target market with the intention to achieve organizational goals."

Then reinforced by the opinion of Kotler and Keller (2016) about marketing management as follows: “Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering,
and communicating superior customer value.”

2.3. Consumer Behaviour

The definition of consumer behaviour, according to Mowen and Minor (2002) is the study of purchasing units and exchange processes that involve the acquisition, consumption, and pouring of goods, services, experiences, and ideas.

According to Noel (2009), consumer behaviour is the study of the processes involved when consumers acquire, consume and dispose of goods, services, activities, ideas in order to satisfy their needs and desires. It has the purpose of how consumers consume an item/service and how after the goods consumed affect their daily lives.

2.4. Lifestyle

Simamora (2002) in Sianturi et.al. (2012) stated that lifestyle is a person's behaviour in showing a lifestyle that is reflected in his activities, interests, and opinions.

Hawkins and Mothersbaugh (2010) described that lifestyle is how a person lives by way of imposing an individual or self-concept and is determined by experience, innate characteristics, and current situation. The relationship between lifestyle and self-concept is shown by a study that compares activities related to lifestyle, interests, and behaviour of all people with the Independent compared to self-concept.

Schiffman and Kanuk (2008) stated that psychographics is called lifestyle analysis or AIO research is a form of consumer research that provides a clear and practical profile of consumer segments, about the most important aspects of consumer personality, purchasing motives, interests, attitudes, his beliefs, and his values.

2.5. Reference Group

A person or group that serves as a point of comparison (or reference) for an individual in the formation of either general or specific values, attitudes or behaviour (Schiffman, Kanuk, & Hansen, 2012).

Several reference groups give influence such as in the form of informational, utilitarian, and value expression (Hsiung, et al., 2013). For the following explanation:

1. Informational Influence

Reference groups send useful information to consumers about themselves, others, or aspects of the physical environment such as products and services. This information can be presented directly. Consumers will be more affected if the information provided is relevant to the problems that occur, and the reliable source of information. Highly trusted reference groups have a more informational influence on consumers.

2. Utilitarian Influence

Reference groups on consumer behaviour emerge when reference groups have control over important rewards or penalties. Consumers
usually adjust to the wishes of the reference group if they believe that the group can control rewards and penalties.

3. Value Expression Influence

Reference groups can affect a person's concept. As a cultural unit, reference groups also possess and create cultural meanings (beliefs, values, goals, behavioural norms, and lifestyles). By equating and merging with the wishes of certain reference groups that reflect the desired meaning, consumers can get some of these meanings and use them in their personal development projects.

2.6. Brand Image

Peter and Olson in Ratri (2007) defined brand image as consumer perception and preference for brands as reflected by various brand associations that exist in consumer memory.

Kotler and Armstrong (2014) stated that brand image is the set of held beliefs about a particular brand is known as brand image. Which means that the quote on the previous is a set of beliefs about a brand called brand image.

2.7. Brand Loyalty

According to Schiffman and Kanuk (2004) defined brand loyalty as a choice and/or continuous consumer purchase of the same brand in a certain group of products or services.

Brand loyalty according to Mowen and Minor (Hasanah, 2009) is a condition where consumers have a positive attitude towards a brand, commit to the brand, and intend to continue their purchases in the future. This definition is based on two approaches, namely behavioural and attitudinal.

2.8. Hypothesis

H₁: Lifestyle has a significant influence on Brand Loyalty.

H₂: Reference Group has a significant influence on Brand Loyalty.

H₃: Brand Image has a significant influence on Brand Loyalty.

3. RESEARCH METHOD

Quantitative research method can be defined as a research method that is based on the philosophy of positivism sample and is used to examine the population or a sample using the research data, instruments of research, quantitative data analysis/statistics, with the aim to test the hypothesis that has been set (Sugiyono, 2011)

The explanatory research may explain the causal relationship among variables through hypothesis testing. Therefore, explanatory research is research that may highlight the relationship between the study variables and test hypotheses that are formulated previously (Singarimbun, 2008).

Self-administered questionnaire survey was conducted to collect data. A total of 150 customers. The population in this study is not known the exact
number. Population in this study is the people who are a user of Nike Shoes product.

This study used purposive sampling, which is included in non-probability sampling. In purposive sampling, the researcher specifies the sample of the population characteristic and locates the respondent into those characteristic (Johnson & Christensen, 2014).

4. RESEARCH RESULT

4.1 Result of Validity Test

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>t Test</th>
<th>r Table</th>
<th>Sig</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>X_1</td>
<td>7.92</td>
<td>0.00</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>X_2</td>
<td>7.92</td>
<td>0.00</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>X_3</td>
<td>8.17</td>
<td>0.00</td>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>X_4</td>
<td>8.07</td>
<td>0.00</td>
<td>Valid</td>
<td></td>
</tr>
</tbody>
</table>

Based on the table above, the value of the item correlation on all the variable is significant. The r value of each item has a value more than r Table (0.159), and its significance is less than 0.05. Thus, all items from the all variables can be stated as valid.

4.2 Result of Reliability Test

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Cronbach’s Alpha</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lifestyle (X_1)</td>
<td>.846</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Reference Group (X_2)</td>
<td>.779</td>
<td>Reliable</td>
</tr>
<tr>
<td>3</td>
<td>Brand Image (X_3)</td>
<td>.897</td>
<td>Reliable</td>
</tr>
<tr>
<td>4</td>
<td>Brand Loyalty (Y)</td>
<td>.901</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Based on the table above, it can be concluded that all variables have a Cronbach Alpha coefficient greater than 0.6, which means that the question instrument used in this research can be said to be reliable.

4.3 Result of Classical Assumption Methods

4.3.1 Result of Normality Test

<table>
<thead>
<tr>
<th>Normal Parametersa,b</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.0000000</td>
<td>.57699922</td>
</tr>
</tbody>
</table>

From the calculation results obtained sig. value of 0.200 or greater than 0.05; then the provision H0 is accepted that the assumption of normality is met.

4.3.2 Result of Multicollinearity Test

Based on the test results below, it can be concluded that there is no multicollinearity among independent variables. Thus, the assumption test of...
the absence of multicollinearity can be fulfilled.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>X₁</td>
<td>.719</td>
</tr>
<tr>
<td>X₂</td>
<td>.694</td>
</tr>
<tr>
<td>X₃</td>
<td>.599</td>
</tr>
</tbody>
</table>

### 4.3.3 Result of Heteroscedasticity Test

From the test result, it is found that scatterplot scatter diagram spreads and does not form a certain pattern hence no heteroscedasticity, so it can be concluded that the residual has homogeneous variety (constant) or in other words, there are no symptoms of heteroscedasticity.

### 4.3.4 Result of Linearity Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Deviation from Linearity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle (X₁)</td>
<td>0.000</td>
</tr>
<tr>
<td>Reference Group (X₂)</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Image (X₃)</td>
<td>0.000</td>
</tr>
</tbody>
</table>

From the table above, it can be implied the data is linear and can be continued to the regression test.

### 4.4 Result of Multiple Regression Analysis Test

\[ Y = 0.309 \, X₁ + 0.327 \, X₂ + 0.232 \, X₃ + e \]

- \( Y \) is the dependent variable in which the value will be predicted by the independent variables. In this research, the dependent variable is brand loyalty, the value of which will be predicted by the independent variables, namely lifestyle (X₁) and reference groups (X₂) and brand image (X₃).

- \( \beta_1 = 0.309 \), meaning Brand Loyalty will increase by 0.309 units for each additional one-unit X₁ (Lifestyle). So, if Lifestyle has one-unit increase, Brand Loyalty will increase by 0.309 unit with the assumption that another variable is considered constant.

- \( \beta_2 = 0.327 \), meaning that the Brand Loyalty will increase by 0.327 units for each additional one unit of X₂ (Reference Group). So, if the Reference Group has one-unit increase, then the Brand Loyalty will increase by 0.327 units with the assumption that the other variables are considered constant.

- \( \beta_3 = 0.232 \), meaning Brand Loyalty will increase by 0.232 units for each additional one unit of X₃ (Brand Image). So, if Brand Image has one-unit increase, Purchase Decision will increase by 0.232 units with the assumption that another variable is considered constant.
4.5 Result of F-Test

<table>
<thead>
<tr>
<th>ANOVA&lt;sup&gt;a&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<sup>a</sup> Dependent Variable: Brand Loyalty
<sup>b</sup> Predictors (Constant), Brand Image, Lifestyle, Reference Group

This test is conducted to see whether all the independent variables included in the model have a joint effect on the dependent variable. The testing criteria are:

a. Ho: \( \beta_1, \beta_2, \beta_3 = 0 \), meaning that simultaneously there is no positive and significant effect of the Lifestyle variable, Reference group, Brand Image, on Brand Loyalty variables on Nike Shoes.

b. Ha: \( \beta_1, \beta_2, \beta_3 \neq 0 \), meaning that simultaneously there is a positive and significant effect of the variables of Lifestyle, Reference Group, Brand Image, on variable Brand Loyalty on Nike Shoes.

The decision criteria are:

Ho is accepted if \( F_{\text{count}} < F_{\text{table}} \) at \( \alpha = 5\% \).

Ha is rejected if \( F_{\text{count}} > F_{\text{table}} \) at \( \alpha = 5\% \).

Based on the hypothesis testing criteria, \( H_0 \) is accepted and \( H_0 \) is rejected.

4.6 Result of \( R^2 \) Test

<table>
<thead>
<tr>
<th>Model Summary&lt;sup&gt;a&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors (Constant), Brand Image, Lifestyle, Reference Group

Based on the above table, it can be concluded that the adjusted coefficient of determination (Adjusted R Square) is 0.478 or 47.8% Adjusted R Square ranges from 0-1, with a note that the greater the Adjusted R Square the stronger the relationship of the three variables in the regression model.

1. \( R^2 \) of 0.489 means that 48.9% of Brand Loyalty variables can be explained by the Variables of Lifestyle, Reference Group and Brand Image while the other 51.1% are influenced or explained by other variables not discussed in this research.

2. Adjusted R Square of 0.478 means that 47.8% of Brand Loyalty variables can be explained by Lifestyle, Reference Group, and Brand Image.
while the other 52.2% is explained by other variables not discussed in this research.

3. The Standard Error of Estimate means measuring variations in predicted values. The Standard Error of Estimation value is 0.5829. The smaller the Standard Error of Estimation means the model is getting better.

4.7 Result of t-Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Sig.</th>
<th>Tolerance</th>
<th>df</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Constant)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>-.006</td>
<td>.007</td>
<td>-.160</td>
<td>.156</td>
<td>.156</td>
<td>170</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>308</td>
<td>.070</td>
<td>309</td>
<td>4.426</td>
<td>.000</td>
<td>.719</td>
<td>1.390</td>
</tr>
<tr>
<td>Reference Group</td>
<td>.309</td>
<td>.000</td>
<td>.327</td>
<td>4.600</td>
<td>.000</td>
<td>.894</td>
<td>1.441</td>
</tr>
<tr>
<td>Brand Image</td>
<td>.309</td>
<td>.000</td>
<td>.232</td>
<td>3.037</td>
<td>.000</td>
<td>.589</td>
<td>1.670</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Brand Loyalty

1. **Lifestyle (X1)**

   Lifestyle variables have a $t_{count}$ of 4.426, while the $t_{table}$ value is 1.98. Thus, the value of $t_{count}$ (4.426) > $t_{table}$ (1.98) with a significance level of 0.000 < 0.05. It shows that Lifestyle (X1) has a positive and significant effect on Brand Loyalty (Y) on Nike Shoes, meaning that if Lifestyle variables are improved, then Brand Loyalty will increase. Then the conclusion is $H_0$ is rejected, and $H_a$ is accepted.

2. **Reference Group (X2)**

   Reference Group variable has a value of $t_{count}$ of 4.600, while the value of $t_{table}$ is 1.98. Thus, the value of $t_{count}$ (4.600) > $t_{table}$ (1.98) with a significance level of 0.000 < 0.05. It shows that the Reference Group (X2) has a positive and significant effect on Brand Loyalty (Y) on Nike Shoes, meaning that if the Reference Group variable is increased, then Brand Loyalty will increase. Then the conclusion is $H_0$ is rejected, and $H_a$ is accepted.

3. **Brand Image (X3)**

   Brand Image variable has a value of $t_{count}$ of 3.037, while the value of $t_{table}$ is 1.98. Thus, the value of $t_{count}$ (3.037) > $t_{table}$ (1.98) with a significance level of 0.003 < 0.05. Brand Image (X3) has a positive and significant effect on Brand Loyalty (Y) on Nike Shoes, meaning that if the Brand Image variable is increased, then Brand Loyalty will increase. Then the conclusion is $H_0$ is rejected, and $H_a$ is accepted.

4.8 Discussion

The results of the research that have been carried out in this research have met the requirements test of multiple linear regression analysis. The instrument of this research has been tested for its validity and reliability. Researchers continue to explore the data and proceed to test the classical assumptions, which consist of normality test, multicollinearity test, and heteroscedasticity test. After the classic assumption test is carried out, it is followed by multiple regression analysis which aims to determine the effect of the independent variables on the dependent variable and proceed by testing the hypothesis by conducting the t test.

**The Effect of Lifestyle on Brand Loyalty**

Lifestyle (X1) has a positive and significant effect on Brand Loyalty (Y) on Nike Shoes, the results of this research are following the opinions expressed by Kotler (2012), suggesting
that lifestyle is "the pattern of one's life in the world expressed in activities, interests, and opinions". Lifestyle describes the whole person in interacting with their environment.

The test results show that the results of this research are following the results of research conducted by Hartini (2013) which shows that lifestyle has a positive and significant effect on Customer Loyalty of Adam Malik Medan's Pizza Hut Restaurant. Another research conducted by Pratama (2017) stated that the current era is thick with modernization and globalization pushing the consumptive level of society to fulfil ever-higher lifestyles. It seems to be an obligation that must be fulfilled in order to get the title of prestige in one's personal environment.

Emir Syahfuad (2015) states that consumer behaviour is a behaviour of modern society today, where buying is no longer based on rational considerations but because there is a desire that has reached an irrational level following the trends that are happening. Generating reasons to buy, creating a positive attitude / feeling, and if consumers feel satisfied it will encourage a repeat purchase.

The more inherent the lifestyle elements are on the iPhone product, the more loyal consumers will be. In other words, lifestyle variables positive effect on customer loyalty (Pratama, 2017).

The Effect of Reference Group on Brand Loyalty

The results of this study support research conducted by Stafford (1966), Ati (2000), and Gounaris & Stathakopoulus (2004) who found that reference groups significantly influence the formation of brand loyalty. Someone in general tends to have an attitude in the direction of the attitude of the person who deems important. This also applies in the brand selection process. Often people tend to choose or use certain brands because they want to adjust to the expectations and demands of others (reference groups). The influence of reference groups will be stronger when dealing with products that require high involvement (Assael, 1984 in Ati, 2000 in Sari, 2014).

In general, respondents gave a positive assessment of the Reference Group variable. It can be seen from the answer distribution of respondents, who agree that the following colleagues or friend recommendation to buy Nike Shoes from the official store. Plus, the quality of good Nike products. Thus, overall the Nike Shoes is valued according to customer expectations.

The Effect of Brand Image on Brand Loyalty

Brand Image variable has a positive impact on Brand Loyalty. It can be seen from the answer distribution of respondents, who agree that the reputation of Nike brand is very good so that respondents will continue to buy Nike Shoes. Plus, the quality of good Nike products. Thus, overall, the Nike Shoes Brand Image is valued according to customer expectations.

It is following the opinion expressed by Kotler (2009), brand image is a public thought that results in their perceptions (views or personal judgments) of a company or product. Effective identity will give the
following results, namely: The brand will be able to build product character and proportion of value.

Brand image can influence customers to be loyal, but the impression of brand image cannot be determined objectively, because this impression is a perception of everyone who is very subjective. The impression of a brand image is an invisible and comprehensive feeling about a brand. However, brand impressions are usually based on dimensions included in product characteristics, where the brand is associated with things like quality and reliability factors.

The results of this research are in line with the research conducted by Satrio Prabowo (2015), which shows that Brand Image has a positive and significant effect on customer loyalty on Acer laptop consumers.

The Effect of Lifestyle, Reference Group and Brand Image on Brand Loyalty

According to Sari (2014) The importance of brand loyalty has been recognized in the marketing literature, in at least three decades (Howard and Sheth, 1969 in Zehir et al., 2011). Furthermore in Zehir et al. (2011), Aaker (1991) has discussed the role of loyalty in the brand equity process and has specifically noted that brand loyalty leads to excellence in certain marketing activity and becomes an indication of brand strength, because without brand loyalty no brand strength will be created.

From the research results, it shows that there is a significant effect partially between the independent variables Lifestyle, Reference Group, and Brand Image towards Brand Loyalty. From those results, the combination between those variables can give significant effect on Brand Loyalty. This research can be used by stakeholders and shareholders who have interest with Nike as a brand and perhaps the university itself.

For Nike marketers, this research can be used to know which variable is dominant to influence brand loyalty. The variable which has a significant value can be used as an advantage. From the results in this research, the reference group has a dominant effect on brand loyalty.

For the next researcher, it would be interesting for them to include other variables that maybe affect brand loyalty. By adding more variable, it expected that the next researcher can find a new value that may influence brand loyalty to Nike as a company.

4.9 Implication

This research was conducted to test and analyse the influence of lifestyle, reference group, and brand image on brand loyalty. This implication can be used as consideration for Nike shoes seller or official store in setting strategies to stimulate brand loyalty amongst Nike consumers.

In this research, the findings shown that lifestyle, reference group, and brand image as independent variable do positively and significantly influence the brand loyalty. The result also obtained that reference group is the most dominant on giving significant impact on brand loyalty in this case.
Seeing that lifestyle, reference group, and brand image on brand loyalty simultaneously and partially, it is important for Nike shoes seller or official store to generate both in order to stimulate brand loyalty further.

Despite this, there are other factors that play the role in forming brand loyalty for Nike as a brand that this research has not yet explored. Therefore, conducting other research with other variables would be necessary in order to identify other factors that could form brand loyalty in consumers.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

This research was conducted to determine which variables have the effect on brand loyalty. In this research, independent variables used are Lifestyle (X1), Reference Group (X2) and Brand Image (X3) variables. While the dependent variable used in this study is Brand Loyalty (Y).

Based on the calculation of multiple linear regression analysis, the results can be concluded as follows:

1. From the results of multiple linear regression analysis, it obtained the result that independent variables have significant influence on Brand Loyalty. So, it can be concluded that the test against the hypothesis which states that the influence of variable Brand Loyalty is acceptable.
2. To understand the influence of individual (partial) independent variables (Lifestyle (X1), Reference Group (X2), Brand Image (X3)) to Brand loyalty, it is done by t-test. Based on the test result, it found that there are three variables that have significant influences on Lifestyle (X1), Reference Group (X2), Brand Image (X3).
3. Based on the result of t-test, it is found that Reference Group variable has the largest number of t value and the biggest beta coefficient. Reference Group variable has the strongest influence compared to other variables and Reference Group variable has a dominant influence on Brand Loyalty.

5.2 Suggestions

Based on the conclusions above, some suggestions are expected to be useful for the company as well as other parties. As for the suggestions given are as follows:

1. Considering with the reference group variable because it has the strongest influence on Brand Loyalty, perhaps in the future Nike can provide the latest trends in the shoes-maker industry so that it can form its own lifestyle to those interested.
2. The independent variables in this study is very important in affecting Brand Loyalty. It is expected the results of this study can be used as a reference for further researchers to develop this study by considering other variables which is other variables outsides the variables that have been included in this study.
BIBLIOGRAPHY


