

# The Effect of Brand Performance, Consumer Testimonials, and Brand Ambassadors on Customer Loyalty

*Brand Performance  
and Customer  
Loyalty*

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**4335**

Submitted:  
AUGUST 2025

Accepted:  
DECEMBER 2025

## **ABSTRACT**

*The sportswear industry faces intense competition, requiring brands to build strong customer loyalty through effective digital marketing strategies. This study aims to analyze the influence of brand performance, consumer testimonials, and brand ambassadors on customer loyalty for the Puma sportswear brand, specifically through its Instagram campaigns. Data were collected through an online survey of 398 followers of the Puma Indonesia Instagram account, using a structured questionnaire measured on a five-point Likert scale. The analysis employed Structural Equation Modeling–Partial Least Squares to test the relationships between variables. The findings reveal that brand performance, consumer testimonials, and brand ambassadors each have a significant positive impact on customer loyalty. High-quality products and innovative designs enhance satisfaction, authentic testimonials shared on Instagram build trust, and credible ambassadors foster emotional connections with consumers. These strategies collectively strengthen loyalty in a competitive market. The study concludes that sportswear brands should optimize product quality, leverage user-generated testimonials, and select ambassadors aligned with their audience to enhance customer retention on digital platforms like Instagram. The implications of these findings suggest that sportswear brands should maintain and optimize these strategies to retain customer loyalty amid intense market competition.*

**Keywords:** *Brand Ambassador, Brand Performance, Consumer Testimonials, Customer Loyalty, Social Media, Sportswear.*

## **ABSTRAK**

*Industri pakaian olahraga menghadapi persaingan yang ketat, yang menuntut merek untuk membangun loyalitas pelanggan yang kuat melalui strategi pemasaran digital yang efektif. Studi ini bertujuan untuk menganalisis pengaruh kinerja merek, testimoni konsumen, dan duta merek terhadap loyalitas pelanggan merek pakaian olahraga Puma, khususnya melalui kampanye Instagram-nya. Data dikumpulkan melalui survei daring terhadap 398 pengikut akun Instagram Puma Indonesia, menggunakan kuesioner terstruktur yang diukur menggunakan skala Likert lima poin. Analisis ini menggunakan Structural Equation Modeling–Partial Least Squares untuk*

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 13 No. 6, 2025  
pp. 4335-4346  
IBI Kesatuan  
ISSN 2337 – 7860  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v13i6.3986

menguji hubungan antarvariabel. Temuan penelitian menunjukkan bahwa kinerja merek, testimoni konsumen, dan duta merek masing-masing memiliki dampak positif yang signifikan terhadap loyalitas pelanggan. Produk berkualitas tinggi dan desain inovatif meningkatkan kepuasan, testimoni autentik yang dibagikan di Instagram membangun kepercayaan, dan duta merek yang kredibel membina hubungan emosional dengan konsumen. Strategi-strategi ini secara kolektif memperkuat loyalitas di pasar yang kompetitif. Studi ini menyimpulkan bahwa merek pakaian olahraga harus mengoptimalkan kualitas produk, memanfaatkan testimoni yang dihasilkan pengguna, dan memilih duta merek yang selaras dengan audiens mereka untuk meningkatkan retensi pelanggan di platform digital seperti Instagram. Implikasi dari temuan ini menunjukkan bahwa merek pakaian olahraga sebaiknya mempertahankan dan mengoptimalkan strategi-strategi tersebut untuk menjaga loyalitas pelanggan di tengah persaingan pasar yang ketat.

**Kata Kunci:** Duta Merek, Kinerja Merek, Testimoni Konsumen, Loyalitas Pelanggan, Media Sosial, Pakaian Olahraga.

## INTRODUCTION

The global sportswear industry is experiencing rapid growth as public awareness of active and healthy lifestyles continues to rise. This expansion has led to intense market competition, pushing brands to focus not only on product innovation but also on marketing communication strategies that foster long-term emotional connections with consumers. Building and sustaining customer loyalty is both a challenge and a critical factor for a brand's enduring success. Loyal customers contribute economic value through repeat purchases and enhance brand image through word-of-mouth and social recommendations (Hajli et al., 2014; Siddiqui et al., 2021; Karim & Rabiul, 2024). Puma, a leading sportswear brand, has embraced a digital-driven integrated marketing communication strategy, leveraging platforms like Instagram to engage its audience effectively.

Through the Integrated Marketing Communication (IMC) approach, Puma maximizes its social media presence by combining key marketing elements such as brand performance, consumer testimonials, and brand ambassadors. These elements have been theoretically and empirically proven to shape positive brand perceptions, ultimately strengthening customer loyalty. Brand performance serves as a cornerstone for fostering loyalty, as consistent product quality, innovation, and appealing designs drive consumer satisfaction. For instance, Puma showcases its commitment to quality and innovation through visually compelling content on its official Instagram account, @pumaindonesia, reinforcing positive consumer perceptions. Additionally, the rise of social media has transformed how consumers interact with brands, turning them from passive message recipients into active participants who shape public perceptions through testimonials and reviews.

Consumer testimonials, particularly in the form of Electronic Word-Of-Mouth (eWOM), have become a highly trusted source of information influencing purchasing decisions. Research indicates that consumers place greater trust in authentic user experiences than in traditional advertising. Likewise, brand ambassadors such as Rosé from BLACKPINK and NCT 127 play a pivotal role in building emotional bonds with younger audiences, who represent Puma's primary target market. Their authentic and inspiring content on social media platforms, especially Instagram, has proven effective in boosting engagement, enhancing brand appeal, and fostering long-term customer loyalty. Through their influence, these ambassadors not only increase brand visibility but also strengthen emotional connections that encourage sustained consumer commitment to the Puma brand.

Despite extensive research on the individual impacts of brand performance, consumer testimonials, and brand ambassadors on customer loyalty, there is a notable gap in studies that integrate these three elements within a cohesive model, particularly in the context of digital marketing on social media. According to Doyle et al. (2022) and Wannarak et al.

(2024), consumer engagement on social media enhances perceptions of product quality and brand trust, yet few studies have explored the simultaneous interplay of these variables in the sportswear industry, especially on platforms like Instagram. This study aims to address this gap by examining the combined influence of brand performance, consumer testimonials, and brand ambassadors on customer loyalty among followers of Puma Indonesia's official Instagram account.

The study aims to empirically analyze the extent to which brand performance, consumer testimonials, and brand ambassadors contribute to shaping customer loyalty within the context of Puma's digital marketing campaigns on Instagram, both individually and collectively. Additionally, this study seeks to provide strategic insights into optimizing digital content management, brand ambassador selection, and the use of consumer testimonials to maintain and enhance consumer attachment to the brand amid fierce industry competition. The findings are expected to contribute to the development of digital marketing communication theory while offering practical implications for other sportswear brands aiming to strengthen loyalty strategies through social media platforms.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Brand Performance on Customer Loyalty**

Brand performance is one of the crucial elements in building customer loyalty, as it reflects how well the brand meets consumer expectations consistently (Nam et al., 2011; Dam & Dam, 2021). According to Keller and Lehmann (2006), high brand performance, especially in terms of product quality, reliability, and innovation, can strengthen consumers' positive perception of the brand, as well as increase satisfaction. When consumers feel that the products they use meet or even exceed expectations, then their chances of staying loyal to the brand will also increase (Berman, 2005; McEwen, 2005; Ford et al., 2009). Therefore, brand performance not only has an impact on initial purchases, but is also a major factor in driving repeat purchases (Kim et al., 2003; Ha & Perls, 2005; Hsieh & Li, 2008).

Empirically, research shows that brand performance is closely correlated with brand loyalty, especially when that performance elicits a sense of trust and emotional attachment in consumers (Dwivedi et al., 2019; Shadi et al., 2022; Deng et al., 2025). In the context of digital marketing, the ability for brands to display product performance openly through social media is also a plus. Research by Chaudhuri and Holbrook (2001) confirms that brand engagement in social media can improve consumers' perception of overall brand performance, as consumers can see visual evidence of product quality, live testimonials, and reviews from other users in real time. Considering these theoretical perspectives and empirical evidence, it can be concluded that brand performance plays an important role in creating and maintaining customer loyalty. The higher the consumer's perception of a brand's performance, the more likely they are to remain loyal (Tingchi et al., 2014).

H1: Brand performance has a positive and significant effect on customer loyalty.

### **Consumer Testimonials on Customer Loyalty**

In the digital era marked by advances in information and communication technology, consumer testimonials or customer testimonials have become one of the most trusted sources of information by potential buyers. Unlike conventional advertising, which is one-way and tends to be promotional, consumer testimonials are seen as an authentic and neutral form of horizontal communication. According to Cheung and Thadani (2012), testimonials or reviews from other users, especially in the form of electronic Word-Of-Mouth (eWOM), have the power to shape brand perception and build trust because they are considered honest and come from real experience. In the context of social media, consumer testimonials can spread quickly and reach a wide audience, thus having a major influence on purchasing decisions and loyalty (Moran et al., 2014; Moran & Muzellec, 2017; Ebrahim, 2020).

Senecal and Nantel (2004) found that consumers were more likely to be influenced by online recommendations than by official corporate advertising. Meanwhile, King et al. (2014) emphasized that consumer reviews play an important role in shaping customer loyalty because they create social proof that strengthens trust in brands. In the context of the Puma brand, testimonials shared via social media by satisfied customers serve as a form of public validation that strengthens the brand's reputation. When other consumers see these positive experiences, they become more confident to try and even stick with Puma products. Based on these theoretical foundations and empirical evidence, it can be said that consumer testimonials have a significant role in shaping customer loyalty. Strong, credible, and relevant testimonials are able to create a positive perception of the brand and strengthen the emotional attachment between consumers and brands (Park & Kim, 2014; Suo & Huang, 2023; Ahmadi & Ataei, 2024).

H2: Consumer testimonials has a positive and significant effect on customer loyalty.

### Brand Ambassadors on Customer Loyalty

Brand ambassadors are public individuals, such as celebrities, athletes, or influencers, who represent the brand and play a role in building an emotional connection with the target audience (Geurin, 2020; Mogaji et al., 2022; Rizky et al., 2025). The presence of brand ambassadors in accordance with the brand image and values can strengthen the brand's position in the minds of consumers. According to McCracken (1989), brand ambassadors act as "intermediaries of meaning" who transfer symbolic values from public figures to the brands they represent. In other words, when consumers admire public figures who are the face of the brand, they tend to associate the quality and character of that figure with the product, which ultimately increases positive perception and loyalty to the brand.

Research Spry et al. (2011) by showed that the credibility, appeal, and suitability between brand ambassadors and brands have a significant effect on brand equity and customer loyalty. Seno and Lukas (2007) also add that brand ambassadors who have high credibility not only increase brand value, but also create a strong emotional bond between consumers and brands. In the context of social media, the presence of brand ambassadors such as Rosé BLACKPINK and NCT 127 in collaboration with Puma Indonesia, strengthens consumer engagement through inspiring, authentic, and visually appealing content. Consumers who see their idols using Puma products will be more motivated to engage emotionally and loyally to the brand.

Considering the important role of brand ambassadors in influencing consumer attitudes and preferences through identification and trust, it can be concluded that brand ambassadors contribute significantly to building customer loyalty. When an admired public figure endorses a brand, it creates a sense of pride and a strong emotional connection for its followers.

H3: Brand ambassadors has a positive and significant effect on customer loyalty.

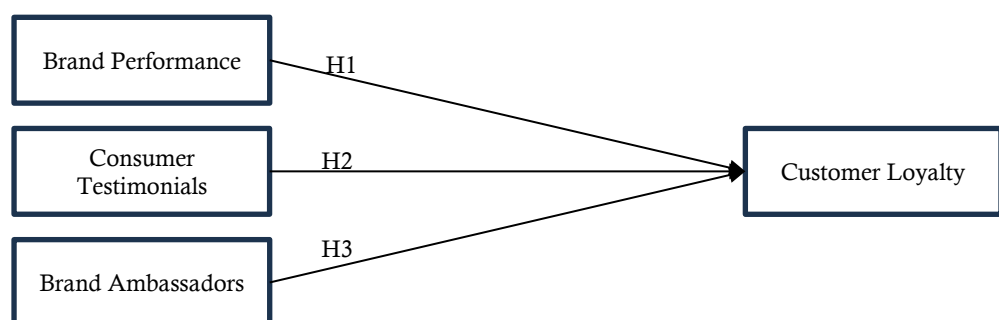


Figure 1. Research Framework

This study integrates brand performance, consumer testimonials, and brand ambassadors into a cohesive model to examine their collective influence on customer loyalty, specifically within the context of Puma's Instagram campaigns. As depicted in Figure 1. Research Framework, the model posits that brand performance directly affects loyalty through consistent quality and innovation, consumer testimonials foster trust via authentic user experiences, and brand ambassadors enhance emotional connections through their credibility and appeal. Each variable is hypothesized to positively influence customer loyalty, with their combined effect amplifying Puma's ability to retain consumers in a competitive market. This framework, grounded in theories of brand equity and eWOM, addresses the research gap by exploring how these elements interact within a digital marketing context, offering insights for both theoretical development and practical strategy optimization.

## **RESEARCH METHODS**

This study used a quantitative approach with the aim of testing the influence of brand performance, consumer testimonials, and brand ambassadors on customer loyalty in consumers of Puma sportswear brands. This approach was chosen because it is able to provide an objective and measurable picture of the relationships between variables, as well as allowing statistical hypothesis testing. The type of research used is explanative, which is research that aims to explain the causal relationship between independent variables and bound variables, as well as identify the extent of the influence of these three independent variables on customer loyalty.

Data collection was carried out through an online survey using a Google Form-based questionnaire distributed to followers of the @pumaindonesia Instagram account. This platform was chosen because Instagram is the main social media that Puma uses to interact with consumers, especially young people who are digitally literate and are the main target in the sports fashion industry. The sampling technique used is quota sampling, which is a non-probability sampling technique that divides samples into certain categories proportionally. The sample size was determined using the Slovin formula, with a population of 88,100 followers and a margin of error of 5%, resulting in a sample of 398 respondents.

The research instrument is in the form of a structured questionnaire that is compiled based on the indicators of each variable. The measurement scale used is a Likert of 5 points, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The independent variables in this study consisted of brand performance, consumer testimonials, and brand ambassadors, while the bound variable was customer loyalty. Each construct is measured using several question items that have been tested for validity and reliability based on previous literature. To test the relationships between variables and measure the developed structural model, data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique, which was considered suitable because it was able to accommodate complex models and non-normal data.

## **RESULTS**

This section presents the research findings, outlining the characteristics of respondents and the statistical analyses that support the examination of relationships among the study variables. The survey was conducted among followers of the @pumaindonesia Instagram account to capture consumer profiles and perceptions regarding brand performance, consumer testimonials, and the role of brand ambassadors in fostering customer loyalty.

Table 1. Respondent Profile

Category		Frequency	Percentage
Gender	Female	168	42.2%
	Male	230	57.7%
Age	16 – 25 years old	50	12.56%
	26 - 35 years old	282	70.85%
	36 – 45 years old	49	12.31%
	46 – 55 years old	17	4.27%
Education	Senior High School	29	7.29%
	Diploma	45	11.31%
	Bachelor (S1)	281	70.60%
	Magister (S2)	41	10.30%
	Other	2	0.5%

Based on Table 1 regarding the respondent profile, it can be seen that the majority of respondents in this study were male, as many as 230 people (57.7%), while female respondents amounted to 168 people (42.2%). In terms of age, the age group of 26–35 years dominated with a percentage of 70.85%, followed by 16–25 years old (12.56%), 36–45 years old (12.31%), and only a small percentage came from 46–55 years old (4.27%). Based on education level, most of the respondents were 281 Bachelor (S1) graduates (70.60%), followed by 45 Diploma graduates (11.31%), 41 Masters’s (S2), 29 high school graduates (7.29%), and the rest from other categories at 0.5%. This data shows that respondents are dominated by productive and highly educated age groups, which generally corresponds to the profiles of active users of social media and potential consumers of sportswear products such as Puma.

According to Hair et al. (2019), the loading factor value is declared valid if it is more than 0.7, thus showing that the construct explains more than 50% of the variance of the indicator. However, according to Chin (2009), if the loading factor value is above 0.6, it can still be tolerated. The loading factor value in this study of each indicator exceeds the value of 0.7, which means that the construct explains more than 50% of the indicator’s variance. So that the testing can be continued to the next stage.

Convergent validity is the extent to which a convergent construct describes the variants of its items. The criteria used to evaluate convergent validity is to look at the Average Variance Extracted (AVE). The acceptable AVE in convergent validity is 0.50 or higher, at least 50% for the variants of the items (Hair et al., 2014).

Table 2. Convergent Validity Test

Variable	Average Variance Extracted (AVE)
Brand Ambassador	0.630
Brand Performance	0.643
Consumer Testimonials	0.609
Customer Loyalty	0.745

Based on Table 2, it is known that the AVE value for each variable indicates a valid result. The AVE value for Brand Ambassador was recorded as 0.630, which indicates that this variable has an adequate level of validity. Brand Performance has an AVE value of 0.643, which also meets the validity requirements. Meanwhile, the Consumer Testimonials showed an AVE value of 0.609, which indicated that this variable was valid in the test. Customer Loyalty has the highest AVE value of 0.745, which indicates an excellent level of validity. Thus, all variables tested can be said to be valid based on AVE values that have met the minimum criteria.

The criterion for the internal consistency of reliability is Cronbach’s alpha, which provides an estimate of reliability based on the intercorrelation of the indicator variables. Alpha Cronbach in PLS-SEM prioritizes indicators according to their respective reliability. According to the criteria for a research instrument, it can be said to be reliable if the Cronbach’s alpha > 0.6 and 0.7.

**Table 3.** Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability (Rho_A)
Brand Ambassador	0.916	0.919
Brand Performance	0.920	0.923
Consumer Testimonials	0.920	0.928
Customer Loyalty	0.943	0.943

Based on Table 3, the Cronbach Alpha value is in the range of 0.916 -0.943. In addition, the composite reliability value is in the range of 0.919-0.943. Thus, the results show that each variable has a high level of reliability. According to, discriminant validity is the extent to which a construct differs from another construct by empirical standards. An indicator is declared to meet the criteria of discriminant validity if the cross-loading value of the indicator or the Fornell-Larcker of the variable itself is greater than that of the other variable (Hair et al., 2014).

**Table 4.** Discriminant Validity

Variable	Brand Ambassador (X3)	Brand Performance (X1)	Consumer Testimonials (X2)	Customer Loyalty (Y)
Brand Ambassador (X3)	0.794			
Brand Performance (X1)	0.759	0.802		
Consumer Testimonials (X2)	0.676	0.747	0.780	
Customer Loyalty (Y)	0.755	0.773	0.669	0.863

As can be seen from Table 4, the Fornell-Larcker value between variables has a higher correlation than other variables. Thus, the results show that each variable has met the criteria for discriminant validity. According to Hair et al. (2014), if the value of the determination coefficient is small or close to 0, then the ability of independent variables to explain dependent variables is limited. However, if the value of the determination coefficient is close to 1, then the independent variables are able to explain the dependent variables. The criteria in the assessment of the determination coefficient are 0.25 considered weak, 0.50 considered moderate, and 0.75 considered substantial.

**Table 5.** Coefficient of Determination (R2)

Statistics	Value
R-square	0.670
R-square adjusted	0.667

Table 5 shows that the value of R<sup>2</sup> in purchase intention (Y) has a value of 0.670 or 67%. These results show that the relationship between variables is strong. Hypothesis testing in this study was carried out based on the criteria of T-statistics and P-values. According to Hair et al. (2014), the hypothesis is accepted if the P-value < 0.05. In addition, the hypothesis is also accepted if the t-statistic value > 1.96 with a significance level of 5%. The standardized path coefficient ranges between -1 and +1, where the coefficient of -1 indicates a negative relationship and +1 indicates a positive relationship (Hair et al., 2019).

**Table 6.** Hypothesis Analysis

Variable	Original Sample	Sample Mean	Standard Deviation	t-statistics	p-values	Hypothesis
Brand Performance -> Customer Loyalty	0.407	0.394	0.083	4.916	0.000	Positive, Significant Impact
Consumer Testimonials - > Customer Loyalty	0.118	0.119	0.053	2.240	0.025	Positive, Significant Impact
Brand Ambassador -> Customer Loyalty	0.366	0.377	0.081	4.540	0.000	Positive, Significant Impact

Table 6 shows the results of the hypothesis test. The first hypothesis for brand performance (X1) to customer loyalty (Y) shows that the original mean and sample mean are at 0.407 and 0.394, and the p-value is 0.000. So, it can be concluded that brand performance (X1) to customer loyalty (Y) can have an influence on others. Thus, an

alternative hypothesis stating “H1: There is an influence between brand performance on customer loyalty” is accepted (H0 for hypothesis 1 is rejected).

The second hypothesis for consumer testimonials (X2) on customer loyalty (Y) shows that the original mean and sample mean are at 0.118 and 0.119 and the p-values value is 0.025. So, it can be concluded that consumer testimonials (X2) against customer loyalty (Y) can have an influence on others. Thus, an alternative hypothesis stating “H2: There is an effect between consumer testimonials on customer loyalty” is accepted (H0 for hypothesis 2 is rejected).

The third hypothesis for brand ambassador (X3) against customer loyalty (Y) shows that the original mean and sample mean are at 0.366 and 0.377 and the p-values value is 0.000. so, it can be concluded that brand ambassador (X3) to customer loyalty (Y) can influence others. Thus, an alternative hypothesis stating “H3: There is an influence between brand ambassadors on customer loyalty” is accepted (H0 for hypothesis 3 is rejected).

## **DISCUSSION**

Based on the results of the research that has been described earlier, brand performance (X1) to customer loyalty (Y) shows that the original mean and sample mean are at 0.407 and 0.394, and the p-value is 0.000. Thus, these results prove that brand performance has an influence on customer loyalty. Brand performance has a positive but not significant influence on customer loyalty. Consistent brand performance and excelling in meeting or exceeding consumer expectations contribute greatly to higher loyalty levels. When a brand manages to deliver consistently high-quality products or services, it creates strong customer satisfaction, which in turn encourages them to stay loyal to the brand and make repeat purchases (Darmawan, 2019; Arslan, 2020; Singh et al., 2023). In addition, research shows that consumers' perception of brand performance, both in terms of product quality and service, has a positive correlation with customer loyalty, as positive experiences strengthen emotional connections and trust in brands. Thus, good brand performance not only increases satisfaction but also strengthens customer loyalty in the long run (Chaudhuri & Holbrook, 2001).

Based on the results of the research described above, it is known that the original mean and sample mean are at 0.118 and 0.119, and the P-value is 0.02. Thus, these results prove that consumer testimonials have an influence on customer loyalty. The results of previous research on consumer testimonials played a significant role in positively influencing customer loyalty. When consumers share their positive experiences with a product or brand, it increases the trust and confidence of other consumers in the brand. Authentic and relevant testimonials can reinforce the perception of the brand in the eyes of customers and encourage them to continue supporting the brand through repeat purchases (Bickart & Schindler, 2001). Research also shows that positive reviews from consumers can build greater trust, strengthen emotional bonds, and ultimately increase customer loyalty (Cheung & Thadani, 2012).

It is known that brand ambassador (X3) to customer loyalty (Y) shows that the original mean and sample mean are at 0.366 and 0.377, and the p-value is 0.000. Brand ambassadors have an important role in positively influencing customer loyalty. The presence of a strong and influential brand ambassador can significantly increase consumer trust and attachment to a brand. In this case, the brand ambassador not only serves as the face of the brand but also as a representative who helps create a deep emotional connection between the consumer and the brand. This emotional connection is crucial because it can encourage consumers to stay loyal and increase their propensity to make a repeat purchase. As revealed by Kotler and Keller (2016), customer loyalty is heavily influenced by how brand ambassadors can effectively project a brand's image and values. In addition, research conducted by Suyono et al. (2024) showed that the involvement of a trusted and liked brand ambassador by consumers can strengthen positive perceptions of the brand, as well as increase loyalty and repurchase intent from consumers. Thus, an effective Brand Ambassador role contributes significantly to the creation of sustainable

consumer loyalty. In addition, research by Fachrurrozie et al. (2024) also emphasizes that the presence of brand ambassadors on social media can positively affect customer trust and loyalty through more personal and direct interactions.

The findings of this study offer valuable implications for both theory and practice in digital marketing, particularly for sportswear brands like Puma. This research enriches the literature by integrating brand performance, consumer testimonials, and brand ambassadors into a cohesive model, addressing a gap in understanding their combined effect on customer loyalty within a social media context. The results suggest that brands should prioritize high-quality product performance to build trust, leverage authentic consumer testimonials on platforms like Instagram to enhance credibility, and select brand ambassadors who align with the brand's values to foster emotional connections. These strategies can strengthen customer loyalty in competitive markets. By optimizing these elements, brands can create engaging digital campaigns that resonate with younger audiences, encouraging repeat purchases and long-term commitment.

## CONCLUSION

This study confirms that brand performance, consumer testimonials, and brand ambassadors significantly and positively influence customer loyalty within the Puma sportswear brand, particularly through its Instagram campaigns. Strong brand performance, characterized by high-quality products, innovative designs, and consistent reliability, fosters consumer trust and satisfaction, encouraging repeat purchases. Consumer testimonials shared on social media platforms like Instagram provide authentic validation, enhancing brand credibility and motivating potential buyers to remain loyal. Similarly, credible brand ambassadors, such as well-known figures aligned with Puma's image, create emotional connections that deepen consumer attachment to the brand. These findings highlight the effectiveness of integrating these three elements in digital marketing strategies to build and sustain customer loyalty in the competitive sportswear industry.

The implications of this study are twofold: for practitioners, sportswear brands like Puma should prioritize delivering superior product quality, curating authentic user testimonials on Instagram, and selecting ambassadors who resonate with their target audience to maximize loyalty. However, this research is limited by its focus on a single platform (Instagram) and a non-probability sampling method, which may restrict generalizability to other contexts or consumer groups. Future research could explore the combined effect of these variables on other social media platforms, such as TikTok, or incorporate additional factors like brand trust or perceived value. Additionally, employing probability sampling or examining diverse demographic groups could enhance the robustness and applicability of the findings, offering deeper insights into fostering customer loyalty in evolving digital landscapes.

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