

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

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COLLOQUIUM PROCEEDINGS

## **EXTENDED ABSTRACT**

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# THE RELATIONSHIP BETWEEN JOHOR DARUL TA'ZIM FOOTBALL CLUB (JDT) BRAND TRUST ON FANS LOYALTY

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## I. INTRODUCTION

This study investigates the relationship between Johor Darul Ta'zim (JDT) brand trust and fans' loyalty, addressing gaps in understanding how trust influences loyalty [1]. By identifying key factors shaping brand trust and examining their impact using quantitative metrics, the research contributes valuable insights into sports branding. Findings aim to enhance strategies for fostering stronger fan loyalty and enriching fan experiences during live games.

## II. METHODS

This study employed quantitative research using self-administered questionnaires distributed to 409 randomly selected Johor Darul Ta'zim (JDT) fans during the tournament season. Data were analyzed using inferential statistics, specifically Pearson Correlation Coefficient, to examine the relationship between JDT brand trust and fan loyalty. Convenience sampling ensured accessibility to respondents, representing a subset of the 3,000 official JDT supporters.

## III. RESULTS AND DISCUSSION

### A. Brand Trust

Fans Satisfaction emerged as the most influential factor driving JDT brand trust, scoring of mean  $\pm$  SD  $6.28 \pm 0.65$  followed by "Brand Image" of  $6.24 \pm 0.64$  and "Product Quality", which scored  $6.12 \pm 0.63$ . High-quality products meet or exceed expectations, enhancing satisfaction and fostering fans loyalty. This aligns with research indicating a strong positive relationship among product quality, satisfaction, and loyalty. Superior product offerings ensure competitiveness and foster lasting customer relationships (Table 1).

TABLE 1

DESCRIPTIVE STATISTIC OF FACTORS INFLUENCED JOHOR DARUL TA'ZIM (JDT) BRAND TRUST

Variables	Mean $\pm$ SD	Rank
Product Quality	$6.12 \pm 0.63$	3
Brand Image	$6.24 \pm 0.64$	2
Fans Satisfaction	$6.28 \pm 0.65$	1

### B. Relationship Between Johor Darul Ta'zim Brand Trust on Fans Loyalty

The Pearson Correlation Coefficient ( $r = 0.71$ ,  $p$ -value  $< 0.05$ ) revealed a strong positive relationship [2] between JDT brand trust and fan loyalty, affirming significance. Loyal fans exhibit mental commitment, frequent consumption, and a deep emotional bond with the team, driving repetitive behaviors like purchasing merchandise and attending matches. Understanding and promoting fans' loyalty are critical for JDT's sustained success.

## IV. CONCLUSIONS

This study identifies product quality as the most critical factor influencing JDT brand trust, directly enhancing fan loyalty. A significant positive correlation between brand trust and fans loyalty underscores the importance of nurturing quality and emotional connections. These findings provide actionable insights for sports organizations to strengthen fan engagement and sustain long-term support.

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