
Fostering Brand Loyalty in Retail Fashion: Integrating Innovativeness and Brand Love Model

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Abstract:

This study examines the role of fashion innovativeness in fostering brand loyalty within the retail fashion sector, using Uniqlo as the case study. It aims to analyze how perceived quality, brand love, and customer satisfaction mediate the relationship between fashion innovativeness and brand loyalty. A quantitative approach with a causal-associative design was employed, and data were collected from 190 respondents in Bali through a structured questionnaire. The findings of this study indicate that Fashion Innovativeness has a positive and significant influence on Perceived Quality, Brand Love, Customer Satisfaction, and Brand Loyalty. Product innovation by Uniqlo, reflected in its modern design, high-quality materials, and casual yet trend-driven approach, enhances perceived quality and fosters positive emotional experiences among consumers. The results also demonstrate that Perceived Quality significantly affects Brand Loyalty, while Customer Satisfaction plays a crucial role in shaping Brand Love and customer loyalty. However, Brand Love does not fully mediate the relationship between fashion innovation and brand loyalty, suggesting that emotional attachment must be supported by consistent experiences and engaging loyalty programs to sustain long-term relationships. Mediation analysis further confirms that Perceived Quality and Customer Satisfaction serve as significant mediators linking fashion innovation to brand loyalty. Overall, this study emphasizes that consumer loyalty in the retail fashion industry is not solely driven by product innovation but also by satisfaction and perceived quality built through positive brand experiences.

Keywords: *Fashion Innovativeness, Perceived Quality, Brand Love, Customer Satisfaction, Brand Loyalty.*

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INTRODUCTION

Fashion refers to the dominant style or trend in a certain period, specifically related to clothing, accessories, and lifestyle. Changes in *fashion* are influenced by cultural, social, economic, and technological factors. *Fashion* influences various aspects of life, from clothing choices, food, to lifestyles and self-perception.

With the increasing influence of European and Asian cultures, Indonesia's retail sector is growing rapidly. Various elements, such as the internet, entertainment, mass media, and the economic sector, influence the development of *fashion* trends in Indonesia. The *fashion industry* is also affected by technological, economic, and lifestyle advances, which make people, especially the upper middle class, want ease of shopping. This growth has led to increased competition in the retail sector, which requires every business actor to increase their competitiveness in marketing. The development of the retail sector has a wide impact, including on the fashion retail industry. Fashion trends in Indonesia continue to evolve following changes in tastes and the latest fashions, with *fashion* trends generally defined as certain *fashion* products that are popular at a certain period of time. (Naufal & Magnadi, 2017)

One of the *fashion* products that has recently been trending in Indonesia is Uniqlo. This brand originated from East Asia. Uniqlo is a Japanese casual clothing brand that is known for its good quality and simple yet modern design. The company is known for its "LifeWear"

philosophy, which means providing high-quality everyday wear with attention to detail, so that it can be worn in a variety of situations. Uniqlo was first present in Indonesia in 2013. At this time, this Japanese brand has managed to open 75 stores in 27 cities in Indonesia. This shows that Uniqlo can grow and expand its market share in Indonesia. The competition in the global fashion industry is certainly very fierce, but this brand is able to show its advantages in the sales sector which is increasing. Based on the leading global clothing manufacturers and retailers in 2023, Uniqlo ranked third with sales revenue of 2.76 trillion yen. This sales data can be seen in Figure 1.1 below:

Produsen dan Pengecer Pakaian Global Terkemuka					
Nama Perusahaan (Merek Andalan)	Negara dan Wilayah	Akhir Tahun Anggaran	Penjualan (Triliun yen)	Penjualan (Miliar dolar)	Perubahan (%) (basis lokal)
Inditex, SA (ZARA)	Spanyol	Januari, Tahun 2024	5.87	38.9	+10.4
H & M Hennes & Mauritz AB	Swedia	November Tahun 2023	3.44	22.8	+5,6 detik
PERUSAHAAN RITEL CEPAT (UNIQLO)	Jepang	Agustus Tahun 2023	2.76	18.3	+20,2 juta
Gap Inc.	Amerika Serikat	Februari, Tahun 2024	2.24	14.8	-4.7
lululemon athletica inc.	Amerika Serikat	Januari, Tahun 2024	1.44	9.6	+18,6 juta
PVH Corp. (Calvin Klein, Tommy Hilfiger)	Amerika Serikat	Februari, Tahun 2024	1.38	9.2	+2.1
PLC berikutnya	Inggris	Januari, Tahun 2024	1.04	6.9	+9.1
Perusahaan Ralph Lauren	Amerika Serikat	April, Tahun 2023	0.97	6.4	+3,6 detik
Victoria's Secret & Co.	Amerika Serikat	Februari, Tahun 2024	0.93	6.1	-2.6
Perusahaan Pakaian Elang Amerika	Amerika Serikat	Februari, Tahun 2024	0.79	5.2	+5,4 juta

Figure 1. Fast Retailing Sales Chart 2023

Source: Statista, 2023

Uniqlo's target market is men and women, in the age range of 18-40 years. The target market is people who are looking for trendy clothes that are casual and casual. The following is a graph of the annual report of global companies. Uniqlo clothing is not only limited to the upper class. Its high quality and affordability indicate high value to consumers. This strategy has expanded the target market as all consumers strive to find affordable and high-quality clothing. Uniqlo is also targeting the working class, middle class, and upper class through psychographic segmentation to expand its business. Uniqlo's marketing mix strategy includes limited edition products, affordable prices, places in retail and online stores, and promotions through social media. In addition, Uniqlo's strategy in innovating is also through collaboration, both from foreign and domestic cultures.

Brand Loyalty is a key element in marketing. It describes the customer's commitment to buying products from a particular brand repeatedly compared to competitors. According to Mowen and Minor (2002), brand loyalty is the level of positive perception of customers towards a particular brand, dedication to the brand, and plans to continue buying from the brand in the future. Brand loyalty is defined by Giddens (2002) as consumers' choice of a particular brand in the same product category over other brands because they believe the features, image, or quality of the product is in line with its price. Fashion innovations that follow the latest trends have to do with the perception of appropriate product attributes.

Fashion Innovativeness, or fashion innovation, refers to the tendency of individuals to adopt new styles and trends in clothing, which are influenced by a variety of psychological and social factors. Consumers with high levels of fashion innovation tend to seek information about prices and promotions before purchasing *fashion* products to maximize utilitarian benefits such

as cost efficiency and savings (Kim dan Hong, 2011 ; Workman dan Cho, 2012) . *Fashion Innovativeness* can be considered a reflection of personal character in adopting the latest fashion items, which is an aspect of one's personality. The material owned by the individual has a direct impact on consumers' attitudes in accessing the latest fashion items that cross national borders. (Park *et al* ., 2007)

The existence of fashion innovation at Uniqlo can increase consumer interest in buying *fashion* products. So for Uniqlo as a marketer, it is necessary to innovate fashion in a way that keeps up with the times. When a consumer gets the benefits of *fashion innovation* , it can fulfill his social and psychological needs. This is because *Fashion Innovativeness* describes a person's personality in dressing. Innovation in the *world of fashion* is often related to social awareness and individual status in the context of fashion, which indicates that materialism may play a major role in influencing one's interest in innovation in *fashion* (Goldsmith et al., 2013) . Trending *fashion* innovations and innovative new designs can form a brand loyalty.

Perceived quality is one of the connecting media or mediators that can support innovation in increasing loyalty. A key factor that affects customer loyalty is product quality, especially in a market with fierce competition. Perceived quality is a term used to describe how consumers perceive the quality of a product (*Perceived Quality*). According to Keller (2013), *Perceived Quality* is a customer's evaluation of the overall quality or excellence of a product or service compared to competitors' choices and predetermined goals. Adam (2015) supports this concept by explaining that consumers' perception of the overall quality or excellence of a product or service is reflected in the quality they perceive. As a result, loyalty and affection for the brand are directly correlated with perceived quality. According to Zeithaml (1988), high perceived quality can increase consumer happiness and loyalty. *Brand Love* can also be caused by positive quality assessments.

Furthermore, *Brand Love* as a link between *Fashion Innovativeness* and *Brand Loyalty*. *Brand Love* is the emotional bond of consumers who have purchased Uniqlo products so that consumers can feel an emotional bond with the Uniqlo brand naturally. , (Putri et al., 2021) *Brand Love*, or *Brand Love*, is a key element in the formation of a brand's identity. In the realm of psychology, love can be defined as an affectionate relationship between two parties that creates a deep interpersonal bond and reflects a strong desire to nurture the relationship. As a research topic, *Brand Love* attracts the interest of researchers and practitioners.

Customers Satisfaction or also known as Consumer Satisfaction is a process of responding to consumer needs and is used to evaluate products and services by comparing expectations with actual results. *Customer Satisfaction* is very important in marketing because satisfied customers tend to show loyalty. *Customer Satisfaction*, according to Tjiptono (2019), is the level of satisfaction that a person feels after comparing their expectations with the performance or results they believe they have received. A customer will remain loyal to a brand if they are satisfied with *fashion* innovations. *Customer Satisfaction* is a solid foundation for maintaining market share. The quality of the product that exceeds the expectations of customers can provide satisfaction and pleasure for consumers in spending money to get the product. This feeling of pleasure or disappointment can measure the sense of *customer satisfaction* towards the brand.

Thus, *Perceived Quality*, *Brand Love* and *Customer Satisfaction* can affect *Fashion Innovativeness* to *Brand Loyalty*. Quality perception, emotional bonding and *Customer Satisfaction* are intertwined to form customer loyalty. So that Uniqlo as a marketing company must continue to innovate in developing *fashion trends* so that consumers do not feel bored and switch to other brands. However, there are still shortcomings from the consumer's perspective towards Uniqlo, this is seen from the phenomenon that is currently occurring in the province of Bali.

At this time, Uniqlo has opened 5 (five) outlets in every shopping mall in Bali. However, based on ratings on Google Maps, Uniqlo is still below the H&M Brand, where Uniqlo achieved the highest rating at Level 21 Mall and Mall Bali Galeria with a score of 4.6. Meanwhile, H&M Living World and Trans Studio Mall received a rating of 4.9. This shows that previous interactions between customers and Uniqlo's clothing company can be classified as positive interactions. These interactions have provided potential new customers with a unique perspective on satisfaction, emotional bonding, and quality of Uniqlo products. However, this second position is still not enough to prove that Uniqlo is superior in attracting consumer interest or making customers loyal to the brand. This can be seen based on the image below. Uniqlo's target market or target consumers are women, men, children, and infants, as seen in Figure 1.2 on Uniqlo's website. Truly innovative and high-value clothing is specially designed to make customers feel comfortable. Fashion innovations also have an impact on the sales graph of a company's products, where customers can express their satisfaction with the shopping experience and their opinion on the quality of the items they want to buy. Despite this, the Uniqlo brand has received complaints from customers for poor service, excessively high costs, and unavailable product variety. This complaint certainly makes consumers less satisfied with shopping at uniqlo and can be an indirect consideration for potential consumers. Figure 1.3 illustrates a scenario that occurred during the consumer purchase journey at Uniqlo's previous retail:

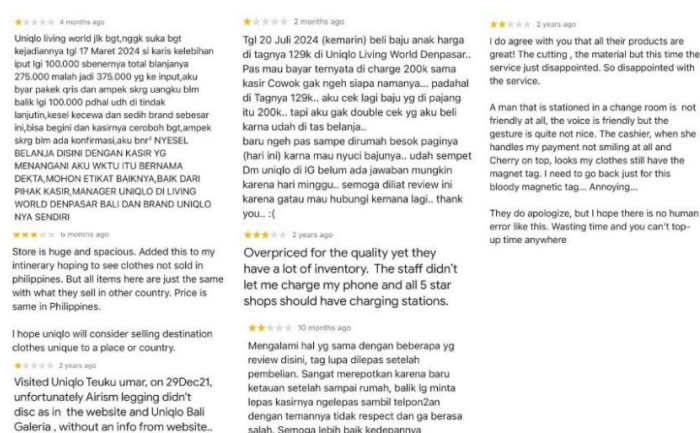


Figure 2. Consumer Experience Shopping at Uniqlo

Source: Primary data from Google Maps reviews, 2024

Uniqlo launches marketing campaigns for essential products including Bra Tops, AIRism, UltraLight Down, and HEATTECH every season. Throughout the campaign, UNIQLO used internet and TV advertisements to highlight the product's distinctive features

and attributes. To inform clients of temporary discounts, usually 20–30%, for new seasonal collections, we in Japan use UNIQLO apps, emails, social media, and brochures distributed through newspapers.

Uniqlo itself has a special online shopping application for consumers who don't have time to come directly to the store. There are some customers who say they are quite happy with the model and innovation of their products but the quality of materials and sizes is not good. So Uniqlo must pay more attention to customer quality perception and *Customer Satisfaction* in order to maintain customer loyalty. The image of customer complaints through the application is as follows.

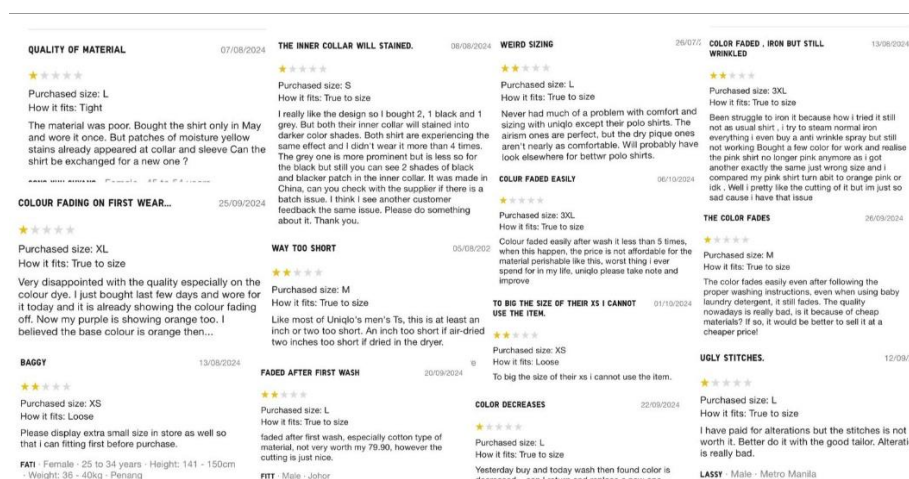


Figure 3. Customer Complaints in the App

Source: User review screenshots from the Uniqlo app, 2024

Seeing this phenomenon, the researcher is interested in conducting research on fostering *Brand Loyalty* in retail fashion, integrating *Fashion Innovativeness* through *Perceived Quality*, *Brand Love*, *Customer Satisfaction* as a mediating variable that needs to be carried out by the fashion retail company Uniqlo. Previous research has also shown that *Brand Love* mediates between *Fashion Innovativeness* and *Customer Behavioral Intention* (Miwa et al., 2023). Where the results of this study show the significant impact of *fashion innovation* on customer behavior intentions towards Ria Miranda products and the role of mediating brand image and love for the brand in this relationship. This high level of satisfaction from customers results in strong brand loyalty, which is then reinforced by brand love.

Further, "brand love, in turn, drives consumer loyalty, either directly or indirectly through *Customer Satisfaction*," according to research by Rodrigues & Rodrigues (2019). Consumers who love brands tend to recommend the brand to others, stick with the product, pay more, and ignore the shortcomings in the product or manufacturer (Batra et al., 2012). However, there is a gap in the previous research literature that shows that brand loyalty is not significantly influenced by quality perception (Rahmawati, 2022). The inability of Aqua mineral water to offer maximum benefits to customers is the root cause of this situation. According to another study, brand satisfaction has no effect on brand loyalty in the context of *fashion* brands;

instead, brand preference, brand trust, and love for the brand act as mediators between brand satisfaction and brand loyalty (Purwianti *et al.*, 2023).

Based on the gap above, this study aims to find out the relationship between consumers and *fashion* brands based on the perspective of Uniqlo Company, this is because the relationship shows a significant impact on the company's profitability. In addition, to find out the importance of innovation in building brand loyalty. Innovation can create added value for consumers, increase satisfaction, and strengthen the emotional bond between brands and customers. In maintaining the fashion retail market share, Uniqlo must pay attention to consumers' views on *Fashion Innovativeness*, *Perceived Quality*, *Brand Love*, *Customer Satisfaction*, and *Brand Loyalty*. It is therefore important to conduct this study to find out how *Fashion Innovativeness* maintains brand loyalty based on consumer views on retail *fashion* through the mediation variables *Perceived Quality*, *Brand Love* and *Customer Satisfaction*. So that *Fashion Innovativeness* as an independent variable can have a positive and significant effect on *Brand Loyalty* as a dependent variable.

The practical benefits of this research include providing strategic recommendations for Uniqlo and similar fashion retailers to enhance customer loyalty through targeted innovations, improved perceived quality, and strengthened customer satisfaction. Theoretically, this study contributes to the existing literature by integrating the constructs of fashion innovativeness, perceived quality, brand love, and customer satisfaction within a comprehensive model to explain brand loyalty in the retail fashion context, particularly in the Indonesian market.

RESEARCH METHODS

This study is located in Bali Province, focusing on Generation Z who have an interest, experience, or active involvement in cryptocurrency investment. The location was selected due to Bali's high level of technology penetration and digital media usage in Indonesia. Using a quantitative approach with a causal-associative design, the research analyzes cause-effect relationships among variables influencing cryptocurrency investment decisions. Independent variables include Regret Aversion, Risk Tolerance, Risk Perception, and Income, while the dependent variable is Investment Decisions on Cryptocurrencies. Data were collected cross-sectionally using a five-point Likert scale questionnaire distributed across representative settings such as campuses, young investor communities, and social media platforms. This design allows for the analysis of direct and indirect effects between variables and provides an empirical snapshot of Generation Z's investment behavior in Bali at a specific point in time.

Population and Research Sample

All *retail fashion* customers who visit shopping malls in Bali related to this research topic form demographics. UNIQLO-branded retail customers fall into this demographic. According to (Sugiyono, 2017), samples are one of the characteristics possessed by a population. Since the population is not yet known precisely, the sample size in this study was determined using a formula suggested by Hair *et al.* (2021). According to calculations, the sample size of 100–200 respondents is optimal for Structural Equation Modeling (SEM). Objective sampling combined with nonprobability sampling is the sampling method used. Not every member of the population has an equal chance of being selected as a sample in

nonprobability sampling; Instead, sample selection is determined by a number of factors, such as whether someone is a new customer or a loyal customer. The number of samples collected is roughly equal to the size of the population.

Data Collection Techniques

Data collection techniques are structured methods of collecting, recording, and presenting facts to achieve specific goals. The technique in collecting data is a fundamental step in research, because the main purpose of the study is in order to obtain data. Data collection can be carried out with a number of settings, sources, and methods. Based on the data source, data collection can be carried out with a questionnaire, which is a list of questions that have been prepared in advance and submitted to selected respondents to collect information in accordance with the purpose of the survey and ensure the accuracy of the data obtained. In this study, questionnaires were distributed through Google Form. This questionnaire will be aimed at all *retail fashion* consumers who have purchased products from brands such as H&M, Uniqlo, Zara, Converse, Adidas, Colorbox, Erigo, Eiger, Pull & Bear, and Bershka. Each response or answer by respondents to questions or statements given will be scored on a 5-point scale, as follows:

1. Strongly agree = score 5
2. Agree = score 4
3. Nervous = score 3
4. Disagree = score 2
5. Strongly Disagree = score 1

Data Analysis Techniques

In this study, the data analysis technique used is Partial Least Squares (PLS), which is a multivariate analysis method through the comparison of bound variables with several unbound variables. PLS is one of several variant-based Structural Equation Modeling (SEM) statistical models designed to handle multiple regressions, especially in situations where there are specific problems with the data, including small sample sizes, missing data, and multicollinearity. This study implements two models, namely:

RESULTS AND DISCUSSION

Demographic Conditions

This research was carried out in the Bali area with the object of the research, namely Uniqlo consumers who have made purchases at Uniqlo retail outlets in various shopping centers. Currently, there are five Uniqlo outlets spread across several *shopping malls* in Bali. The selection of this location is based on the rapid development of Uniqlo's fashion retail in the area, which shows the high public interest in this Japanese brand. The "LifeWear" philosophy that emphasizes casual, comfortable, and high-quality design has made Uniqlo popular as a daily fashion choice for a wide range of people.

The number of respondents in this study was 190 people who had met the research criteria. Based on age characteristics, the age group of 15–25 years is the majority with a percentage of 61.4%, while the age group over 45 years old is only 1%. This shows that

Uniqlo's consumers in Bali are dominated by young people who are more responsive to modern and dynamic fashion trends.

In terms of employment, the majority of respondents are private employees with a percentage of 48.9%, followed by self-employed (26.3%), civil servants (11.05%), students/students (9.47%), and others (4.2%). The dominance of private employees shows that Uniqlo's consumer segment comes from a group of young professionals with a casual lifestyle but still pay attention to the quality and comfort of clothing.

Validity Test

Validity test is a research test by measuring the validity of the data. Research is said to be valid if there is a similarity between the data collected and the actual data on the object being studied (Sugiyono, 2022: 121). Validity testing is performed by correlating factor scores with total scores. If each factor has a positive value ($r > 0.3$), the research instrument can be said to be valid. A valid instrument is an instrument that can be used to measure what should be measured. The degree of validity indicates the extent to which the collected data does not deviate from the description of the intended variable. The results of the validity test of this study are shown in Table 1 below:

Table 1 Characteristics of Respondents by age

No	Variabel	Question Items	Total Item Correlation	Information
1.	<i>Fashion Innovativeness</i>	X1	0.808	Valid
		X2	0.825	Valid
		X3	0.805	Valid
		X4	0.810	Valid
2	<i>Perceived Quality</i>	Z1.1	0.847	Valid
		Z1.2	0.787	Valid
		Z1.3	0.858	Valid
3	<i>Brand Love</i>	Z2.1	0.708	Valid
		Z2.2	0.857	Valid
		Z2.3	0.894	Valid
		Z2.4	0.841	Valid
4	<i>Customers Satisfaction</i>	Z3.1	0.865	Valid
		Z3.2	0.828	Valid
		Z3.3	0.806	Valid
5	<i>Brand Loyalty</i>	Y1	0.756	Valid
		Y2	0.795	Valid
		Y3	0.746	Valid
		Y4	0.798	Valid

Source: Data Processed 2024

In Table 1. it shows that all correlation coefficients of the variable indicators *Fashion Innovativeness*, *Perceived Quality*, *Brand Love*, *Customer Satisfaction* and *Brand Loyalty* which were tested had a value greater than 0.30 ($r > 0.3$). These results show that all indicators

of *Fashion Innovativeness*, *Perceived Quality*, *Brand Love*, *Customers Satisfaction* and *Brand Loyalty* contained in the study are valid.

Normality Test

In research, reliability tests are used to measure the consistency of a variable. If an instrument's *Cronbach's Alpha* value is greater than 0.6, it is considered reliable for measuring a variable. Table 2 below shows the results of the reliability test for this study:

Table 2. Characteristics of Respondents by Age

Variabel	Cronbach Alpha	Information
<i>Fashion Innovativeness</i>	0,826	Reliable
<i>Perceived Quality</i>	0,776	Reliable
<i>Brand Love</i>	0,847	Reliable
<i>Customers Satisfaction</i>	0,779	Reliable
<i>Brand Loyalty</i>	0,770	Reliable

Source: Data Processed 2024

Table 2 shows each Cronbach Alpha value in each variable, namely, *Fashion Innovativeness*, *Perceived Quality*, *Brand Love*, *Customers Satisfaction* and *Brand Loyalty*, which is 0.826, 0.776, 0.847, 0.779 and 0.770, which is 0.6 Cronbach Alpha. This shows that all instruments are reliable so that they can be used to conduct research.

Measurement (Outer) Model

The evaluation of the measurement model in this study aims to assess indicators (observed variables) that compose latent variables that cannot be measured directly. Evaluation of the measurement model or outer model is carried out to assess the validity or reliability of the model.

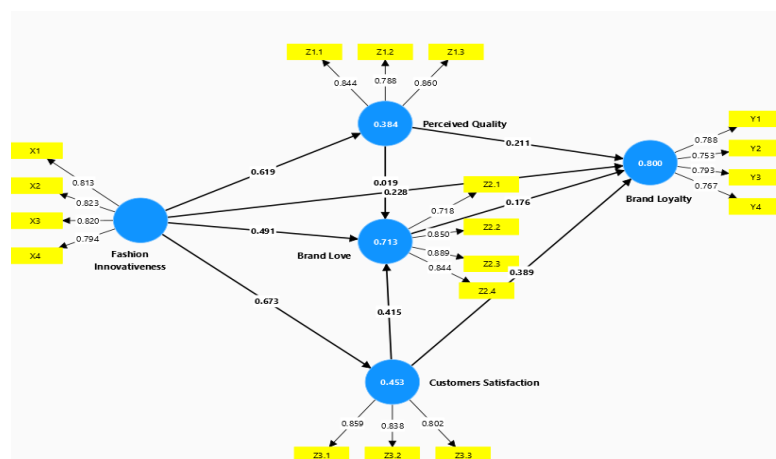


Figure 4. Outer Model of Factor Values and Relationships between Variables

Source: Processed research data using PLS-SEM, 2024

From the image above, this outer model illustrates the value of factors and the relationship between variables. The value of the relationship of the independent variable to the dependent variable has a value of 0.228. Where *Fashion Innovativeness* can form *Brand*

Loyalty, but it is not always enough to guarantee long-term loyalty. In the relationship value of the independent variable to the mediation variable, the greatest value was obtained in the *Customers Satisfaction* variable with a patch value of 0.673, followed by *Perceived Quality* with a patch value of 0.619 and finally the *Brand Love* variable with a patch value of 0.491. *Fashion Innovativeness* to *Customer Satisfaction* has the highest value which is influenced by Uniqlo's sense of consumer satisfaction based on experience through service that exceeds customer expectations in addition to looking at the perception of the quality of materials used for the long term. So that the Uniqlo company must pay attention to *fashion innovations* based on consumer satisfaction to form customer loyalty. Fashion innovation will continue to develop with trends, but not all consumers will be interested in the existing trends, this is because consumers have their own style of dressing and consider many things. So it can be known that innovation cannot necessarily create an emotional bond between consumers to brands and products or *Brand Love*.

The value of the *Fashion Innovativeness* factor, which reflects openness to innovation in *fashion*, is supported by four indicators, namely X1.1 with a value of 0.813, X1.2 with a value of 0.823, X1.3 with a value of 0.820, after that X1.4 with a value of 0.794. The value of the *Brand Loyalty* factor has the largest total value, which is 0.800, which represents loyalty to a brand. This variable is supported by four indicators, namely Y.4 with a factor value of 0.767, Y.3 with a factor value of 0.793, Y.2 with a factor value of 0.753, and Y.1 with a factor value of 0.788.

Evaluation of Inner Model (Structural Model)

Based on substantive theory, the Internal Model, also known as the Structural Model, explains the relationships between latent variables. The statement of the research problem or hypothesis serves as the foundation for a structural model of the relationship between latent variables.

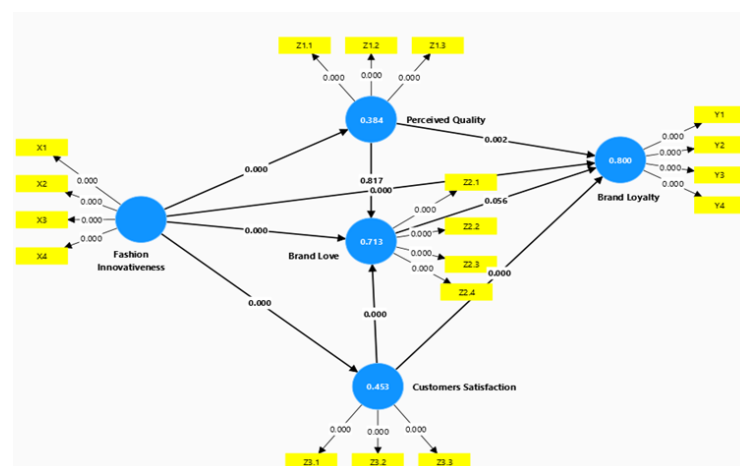


Figure 5. Model Jalur Structural Equation Modeling (SEM)

Source: Processed research data using PLS-SEM, 2024

Figure 5 above shows a *Structural Equation Modeling* (SEM) path model that illustrates the relationship between various constructs. In this model, the Influence of *Fashion Innovativeness* on *Perceived Quality*, *Brand Love* and *Customer Satisfaction* in this model is

zero, meaning that *fashion innovations* applied by companies are felt to not affect the perception of quality, emotional ties and do not cause consumer satisfaction with the brand. However, there is an influence of *Perceived Quality* on *Brand Love* with a value of 0.817, this shows that the perception of Perceived Quality of consumers has a greater impact on forming customers' emotional bonds to the brand. Meanwhile, the influence of *Perceived Quality* on *Brand Loyalty* is very low with a value of 0.002 which indicates that the perception of quality towards brands in this model does not significantly affect brand loyalty. Finally, the influence of the *Customers Satisfaction* variable on *Brand Love* and *Brand Loyalty* in this model is zero. This means that the satisfaction felt by consumers does not affect emotional attachment and loyalty to the brand.

R-Square Testing

Table 3. R2 Test Results

	R-square	R-square adjusted
<i>Brand Love</i>	0.713	0.708
<i>Brand Loyalty</i>	0.800	0.796
<i>Customers Satisfaction</i>	0.453	0.450
<i>Perceived Quality</i>	0.384	0.380

Source : Data Processed 2024

The results of the R-squared determination coefficient test are shown in Table 4.9. The R-square value of the *Perceived Quality* variable is 0.384, as shown in Table 4.9. This means that the *Perceived Quality* research construct covers 38.4% of the *Perceived Quality* variable. Other factors outside the research model influenced the remaining 61.6% (100% - 38.4%). In addition, the R-squared value of the *Brand Love* variable is 0.713, which means that the *Brand Love* research construct covers 71.3% of the *Brand Love* variable. The remaining 28.7% (100%-71.3%) were influenced by variables not included in the research model. In addition, the R-square value of the *Customers Satisfaction* variable is 0.453, which means that the *Customers Satisfaction* research construct covers 45.3% of the *Customers Satisfaction* variable. The remaining 54.7% (100% - 45.3%) were influenced by variables not included in the study model. In addition, the R-square value of the *Brand Loyalty* construct is 0.800, which indicates that the *Brand Love*, *Fashion Innovation*, and *Customers Satisfaction* constructs comprise 80% of the *Brand Loyalty* variables. While there is the remaining 20% (between 100% and 80%).

Pengujian Hypothesis

Hypothesis testing was carried out by comparing the statistical t-value with the t-table value. In this case, the t-table value is 1.656. If the statistical t-value is greater than the t-table value (1.656), then there is a significant influence between the variables. Conversely, if the statistical t-value is smaller than the t-table value of 1.656, then there is no significant influence between the variables.

Table 4. Direct Impact Test Results

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T Statistics (O STDEV)
Fashion Innovativeness -> Perceived Quality	0.619	0.618	0.068	9.125
Fashion Innovativeness -> Brand Love	0.491	0.496	0.064	7.725
Fashion Innovativeness -> Customers Satisfaction	0.673	0.673	0.059	11.422
Fashion Innovativeness -> Brand Loyalty	0.228	0.225	0.064	3.562
Perceived Quality -> Brand Loyalty	0.211	0.213	0.068	3.104
Brand Love -> Brand Loyalty	0.092	1.915	0.092	1.915
Customers Satisfaction -> Brand Loyalty	0.389	0.384	0.091	4.261
Perceived Quality -> Brand Love	0.019	0.017	0.082	0.231
Customers Satisfaction -> Brand Love	0.415	0.412	0.096	4.326

Source: Data Processed 2024

Based on the data in Table 4. showing that of the 9 hypotheses proposed in the direct influence of this research, it can be explained as follows:

1. In the analysis, *Fashion Innovativeness* has a positive and significant effect on *Perceived Quality*. It can be seen in table 4.10 that the statistical T-value shows a figure of 9,125 which > 1.656 and can also be proven by the *P value* of 0.000 or called less than 0.05. This shows that *Fashion Innovativeness* has a significant effect on *Perceived Quality*.
2. In the analysis, *Fashion Innovativeness* has a positive and significant effect on *Brand Love*. It can be seen in table 4.10 that the *statistical T-value* shows a figure of 7,725 which $> 1,656$ and can also be proven by the *P value* of 0.000 or called less than 0.05. This shows that *Fashion Innovativeness* has a significant effect on *Brand Love*.
3. In the analysis, *Fashion Innovativeness* has a positive and significant effect on *Customer Satisfaction*. It can be seen in table 4.10 that the *statistical T-value* shows a figure of 11,422 which > 1.656 and can also be proven by the *P value* of 0.009 or called less than 0.05. This shows that *Fashion Innovativeness* has a significant effect on *Customer Satisfaction*.
4. In the analysis, *Fashion Innovativeness* has a positive and significant effect on *Brand Loyalty*. It can be seen in table 4.10 that the *statistical T-value* shows a figure of 3,562 which $> 1,656$ and can also be proven by the *P value* of 0.000 or called less than 0.05. This shows that *Fashion Innovativeness* has a significant effect on *Brand Loyalty*.
5. In the analysis, *Perceived Quality* has a positive and significant effect on *Brand Loyalty*. It can be seen in table 4.10 that the *statistical T-value* shows a figure of 3,104 which > 1.656 and can also be proven by the *P value* of 0.002 or called less than 0.05. This shows that *Perceived Quality* has a significant effect on *Brand Loyalty*.
6. In the analysis, *Brand Love* has a positive and insignificant effect on *Brand Loyalty*. It can be seen in table 4.10 that the *statistical T-value* shows a figure of 1.915 which > 1.656 and can also be proven by the *P value* of 0.056 or said to be greater than 0.05. This shows that *Brand Love* has an effect but is not significant on *Brand Loyalty*.
7. In the analysis, *Customer Satisfaction* has a positive and significant effect on *Brand Loyalty*. It can be seen in table 4.10 that the statistical T-value shows a figure of 4,261

which $> 1,656$ and can also be proven by the P value of 0.000 or called less than 0.05. This shows that *Customer Satisfaction* has a significant effect on *Brand Loyalty*.

8. In the analysis, *Perceived Quality* has a positive and insignificant effect on *Brand Love*. It can be seen in table 4.10 that the statistical T-value shows a number of 0.231 which < 1.656 and can also be proven by the P value of 0.817 or said to be greater than 0.05. This shows that *Perceived Quality* has an effect but is not significant on *Brand Love*.
9. In the analysis, *Customer Satisfaction* has a positive and significant effect on *Brand Love*. It can be seen in table 4.8 that the statistical T-value shows a figure of 4,326 which > 1.656 and can also be proven by the P value of 0.000 or called less than 0.05. This shows that *Customer Satisfaction* has a significant effect on *Brand Love*.

Table 5 Indirect Influence Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Fashion _Innovativeness -> Perceived Quality -> Brand Loyalty	0.131	0.133	0.047	2.764	0.006
Fashion _Innovativeness -> Brand Love -> Brand Loyalty	0.087	0.091	0.050	1.736	0.083
Fashion _Innovativeness -> Customers Satisfaction -> Brand Loyalty	0.262	0.258	0.066	3.938	0.000

Source: Data Processed 2024

Based on the data in Table 5, it shows that of the 3 hypotheses proposed in the direct influence of this study, it can be explained as follows:

1. The effect of *Fashion Innovativeness* on *Brand Loyalty* through *Perceived Quality* with T statistics showing a number of 2,764 which > 1.656 and can also be proven at a P value of 0.006 or called less than 0.05 showing that *Fashion Innovativeness* has a positive and significant influence on *Brand Loyalty* through *Perceived Quality*.
2. The effect of *Fashion Innovativeness* on *Brand Loyalty* through *Brand Love* with T statistics showing a number of 1,736 which > 1.656 and can also be proven by a P value of 0.083 or called greater than 0.05 showing that *Fashion Innovativeness* has an influence but is not significant on *Brand Loyalty* through *Brand Love*.
3. The effect of *Fashion Innovativeness* on *Brand Loyalty* through *Customer Satisfaction* with T statistics showing a number of 3,938 which > 1.656 and can also be proven by a P value of 0.000 or called less than 0.05 showing that *Fashion Innovativeness* has a positive and significant influence on *Brand Loyalty* through *Customer Satisfaction*.

The Influence of Fashion Innovativeness on Perceived Quality

The results of the analysis showed that *Fashion Innovativeness* had a positive and significant effect on *Perceived Quality* with a T-statistic value of 9.125 (> 1.656) and a p -value of 0.000 (< 0.05). These findings confirm that Uniqlo's innovations through modern design, the

use of quality materials, and the presentation of casual styles that are relevant to the trend of increasing the perception of product quality in the eyes of consumers. This is in line with *the theory of Innovation Diffusion* (Rogers, 2003) which states that the level of acceptance of innovation is influenced by the extent to which the innovation provides value and advantages compared to previous products.

The results of this study support the findings of Chen et al. (2021), who suggest that innovations in material design and technology significantly affect consumers' perception of a brand. Similarly, research by Aron Yusup Sormin (2017) shows that *brand innovativeness* has a positive effect on *perceived quality*. Thus, the higher the level of fashion innovation presented by Uniqlo, the greater the consumer perception of the quality of the products offered.

The Influence of Fashion Innovativeness on Brand Love

The analysis showed that *Fashion Innovativeness* had a positive and significant effect on *Brand Love* ($T=7,725$; $p=0.000$). This means that consistent innovation is able to create consumers' emotional attachment to the brand. Theoretically, this relationship can be explained through the concept of *Emotional Branding* (Roberts, 2005), which asserts that innovation not only functions functionally, but can also build an emotional connection between consumers and brands.

These findings support the results of Nina Deskartika's (2021) research which confirms that *Brand Love* plays a mediator in the relationship between fashion innovation and behavioral intentions. Aboulnasr and Tran (2020) also stated that *Brand Love* is formed through positive experiences towards brand innovations that are relevant and in harmony with consumers' lifestyles. Thus, Uniqlo's fashion innovations that emphasize simplicity, comfort, and functional value have succeeded in fostering a feeling of love for the brand among its consumers.

The Influence of Fashion Innovativeness on Customer Satisfaction

The test results showed that *Fashion Innovativeness* had a significant effect on *Customer Satisfaction* ($T=11,422$; $p=0.009$). This indicates that Uniqlo's innovations not only improve the quality of perception, but also provide real satisfaction for consumers. Based on the theory of *Expectancy Disconfirmation* (Oliver, 1980), satisfaction arises when product performance exceeds consumer expectations, and innovation is one of the main factors that trigger this.

This research is consistent with the findings of Huynh (2022) who stated that innovation in the fashion industry, both in terms of design, technology, and customer experience, plays an important role in increasing consumer satisfaction. Similarly, the study of Mustamu & Ngatno (2020) proves that product innovation has a positive influence on customer satisfaction through the continuous fulfillment of expectations.

The Influence of Fashion Innovativeness on Brand Loyalty

The results showed that *Fashion Innovativeness* had a significant effect on *Brand Loyalty* ($T=3,562$; $p=0.000$). These findings prove that consumers tend to remain loyal to brands that consistently deliver product updates and innovations that are relevant to market trends. This is in line with the theory of *Relationship Marketing* (Morgan & Hunt, 1994), which emphasizes that the long-term relationship between consumers and brands can be maintained through continuous innovation and trust built from positive experiences.

Research by Cuesta-Valino et al. (2022) also found that product innovation has a significant influence on brand loyalty, as consumers tend to stick with brands that are considered dynamic and progressive. In the context of Uniqlo, the launch of special edition collections and creative collaborations have proven to strengthen customer loyalty to the brand.

The Influence of Perceived Quality on Brand Love and Brand Loyalty

The results of the analysis showed that *Perceived Quality* had a positive effect on *Brand Love* ($T=3.104$; $p=0.002$), although the effect was not strongly significant on loyalty. Consumers who value Uniqlo products as high quality will have a positive perception, but they do not necessarily form long-term emotional attachments. This shows that perceived qualities need to be complemented by a pleasurable emotional experience in order to create a stronger Brand Love.

This result is in line with the research of Joshi and Garg (2021) which confirms that *Perceived Quality* is the initial foundation for the formation of *Brand Love*, but consistency of brand experience is needed for emotional relationships to develop into loyalty. Samudro et al. (2020) also added that quality perception plays an important role in building *Brand Loyalty*, especially when product quality is considered to be in accordance with consumer prices and expectations.

The Influence of Customer Satisfaction on Brand Love and Brand Loyalty

The findings of the study show that *Customer Satisfaction* has a significant effect on *Brand Love* ($T=4.326$; $p=0.000$) and *Brand Loyalty* ($T=4.261$; $p=0.000$). Customer satisfaction is proven to strengthen emotional attachment and encourage repeat purchasing behavior. *The Cognitive-Affective-Conative Theory* (Fishbein & Ajzen, 1975) explains that satisfaction as a cognitive evaluation can elicit an affective response in the form of love for the brand, which ultimately triggers loyalty actions.

These results support the research of Ghorbanzadeh and Rahehagh (2021) and Dam and Dam (2021), which found that customer satisfaction is a major prerequisite for building long-term loyalty. In the context of Uniqlo, satisfaction with product quality, design innovation, and a convenient shopping experience are the main factors that strengthen the relationship between consumers and brands.

Mediation Analysis: Perceived Quality, Brand Love, and Customer Satisfaction

The results of the mediation test showed that *Perceived Quality* and *Customer Satisfaction* significantly mediated the relationship between *Fashion Innovativeness* and *Brand Loyalty*, while *Brand Love* had no significant effect as a mediator. This suggests that customer loyalty is built more on a rational perception of quality and satisfaction experiences, rather than purely emotional bonds.

These findings are consistent with Kim et al. (2021) who affirm that *Perceived Quality* is an important bridge between innovation and brand loyalty. Meanwhile, research by Naz et al. (2023) also supports the role of *Customer Satisfaction* as a key mediator between product innovation and customer loyalty. In the context of Uniqlo, innovations that are able to generate high-quality satisfaction and perception will strengthen consumer loyalty in a sustainable manner, while *Brand Love* is only an affective supporting factor.

CONCLUSION

The results of the study show that Fashion Innovativeness has a positive and significant effect on Perceived Quality, Brand Love, Customer Satisfaction, and Brand Loyalty. Uniqlo's innovation through modern designs, quality materials, and trend-appropriate casual styles increases the perception of quality and consumer satisfaction, which has an impact on brand loyalty. Perceived Quality affects Brand Loyalty but is weak on Brand Love, while Customer Satisfaction has a strong role in shaping both. The mediation analysis revealed that Perceived Quality and Customer Satisfaction significantly mediated the relationship between Fashion Innovativeness and Brand Loyalty, while Brand Love did not. This means that Uniqlo's customer loyalty is driven more by a rational perception of quality and satisfaction than by emotional bonds. These findings reinforce consumer behavior theory and the Stimulus-Organism-Response (SOR) model, where innovation acts as a stimulus that generates satisfaction and generates loyalty. Practically, Uniqlo needs to continue to innovate while maintaining customer satisfaction through the quality of products and services in order to create sustainable loyalty. Further research is suggested to add variables such as Customer Experience, Brand Image, or Brand Trust and expand the scope of the sample to deepen understanding of brand loyalty.

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