THE INFLUENCE OF PERCEIVED VALUE, BRAND IMAGE, AND CUSTOMER ENGAGEMENT ON BRAND LOYALTY OF LOCAL FASHION PRODUCTS WITH BRAND ATTACHMENT AS A MEDIATING VARIABLE

ABSTRACT

This study aims to analyze the influence of Perceived Value, Brand Image, and Customer Engagement on Brand Loyalty of local fashion products with Brand Attachment as a mediating variable. This research applied a quantitative approach using primary data collected through questionnaires distributed to 220 respondents who had purchased and used local fashion products. The sampling method was non-probability sampling with a purposive sampling technique. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS software. The testing stages included the outer model (convergent validity, discriminant validity, and reliability test), the inner model (R^2, Q^2, f^2, and Goodness of Fit), and hypothesis testing (path coefficient, t-statistic, p-value, and indirect effect). The results indicate that Perceived Value, Brand Image, and Customer Engagement significantly affect both Brand Loyalty and Brand Attachment. Furthermore, Brand Attachment significantly affects Brand Loyalty and mediates the relationships between Perceived Value, Brand Image, and Customer Engagement with Brand Loyalty.

Keywords: Brand Attachment; Brand Image; Brand Loyalty; Customer Engagement; Local Fashion; Perceived Value

(xiv + 135 + Apendices)
References (2009 – 2025)