

BRAND LOVE MEDIATES FASHION INNOVATIVENESS, PERCEIVED QUALITY, VALUE FOR MONEY, AND WORD OF MOUTH EFFECTS



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Abstract

(1) Fashion innovation continues to develop, so value for money becomes important. Fashion brands that offer high quality products at competitive prices find it easier to attract consumers and win market competition. The revised text is as follows: (2) The formulation of the research problem is to examine whether Fashion Innovativeness, Perceived Quality, Value for Money, and Word of Mouth have an influence on Brand Love and Brand Loyalty, and to analyze whether Brand Love serves as a mediating factor in the relationship between these variables and Brand Loyalty. (3) The purpose of this research is to determine the impact of Fashion Innovativeness, Perceived Quality, Value for Money, and Word of Mouth on Brand Love and Brand Loyalty, as well as to evaluate the mediating role of Brand Love in influencing Brand Loyalty. (4) This research was conducted in the city Denpasar with a total of 150 respondents, data collection was carried out through questionnaires and analyzed using SEM for mediation tests. (5) The research reveals that Fashion Innovativeness and Value for Money have limited impact on Brand Love and Brand Loyalty, with the latter showing a negative effect. Conversely, Perceived Quality significantly influences both Brand Love and Brand Loyalty, while Word of Mouth strengthens Brand Love but does not directly impact Brand Loyalty. Brand Love mediates the effects of Perceived Quality and Word of Mouth on Brand Loyalty, highlighting its importance as an emotional driver of loyalty. These findings suggest that businesses should focus on improving Perceived Quality and fostering positive Word of Mouth to build strong emotional connections with customers, ultimately enhancing Brand Loyalty. Efforts toward Fashion Innovativeness and Value for Money should align with strategies that prioritize customer perceptions of quality and satisfaction.

Keywords: Value for Money, Fashion Innovativeness, Perceived Quality, Word of Mouth, Brand Love, Brand Loyalty

INTRODUCTION

The current fashion industry is characterized by diversity, with individuals, particularly artists, showcasing unique styles. This diversity has driven the emergence of numerous brands, both local and international, striving to create designs that captivate consumers. In such a competitive market, fashion businesses face the challenge of staying innovative and adapting to ever-evolving trends. To address this, the concept of fashion innovation should be linked to consumer behavior, as it shapes preferences and expectations. Furthermore, value for money plays a crucial role in this dynamic. Fashion brands that deliver high-quality products at competitive prices are more likely to appeal to consumers and gain a competitive edge. By combining innovation with affordability, businesses can effectively navigate market competition and secure customer loyalty. According to (Muzinich et al., 2023) innovation is finding something new or making various updates that are formed in a product, idea, design, and so on. In running a fashion business, technological advances and changing trends in the fashion industry have created a constant need for brands to develop innovative products. Consumers who tend to accept innovation in fashion products can have a higher level of loyalty to the brand.

When making innovations, the quality of the product is also important, according to (Fadhilah & Cahya, 2022). Product quality is a very important factor in consumer decision making. Consumers' perceptions about the quality of a fashion product will influence their decision to choose and remain loyal to a particular brand. High perceived quality tends to generate consumer loyalty.

Quality is the most important thing in buying a product, if there is quality then there is price value, according to (Aakko & Niinimäki, 2022) value for money is how much value consumers get for every rupiah they spend on the fashion products they spend. Where price is the main factor that determines value for money. In general, consumers often compare the prices of similar products before buying them. When they see two products of equal quality, they tend to choose the cheaper product. So cheaper prices and the same quality will create value for money resulting in consumer loyalty to the product.

In introducing a brand product to consumers, it is important to have a promotion strategy through person to person to spread information about a company's brand. According

to (Bismoaziiz et al., 2021) Recommendations from other people, whether in the form of online reviews, friend recommendations, or positive previous customer experiences, are an important factor in shaping consumer perceptions of brands. Positive Word of Mouth (WOM) can influence consumers to choose one brand as their choice.

Brands are very important in introducing them to the public, because brands reflect a product to consumers, where if consumers know a brand, they will develop a love for that brand. According to (Yasin, 2019) Brand love or affection for a brand reflects the strong level of affection that consumers feel towards a brand. This emotional connection can help measure the level of consumer loyalty.

Karung Jantan is a local Indonesian fashion brand that is well-known and popular among young people. This brand was founded by Edia Suandana in 2018. The background to the formation of Karung Jantan was the owner's desire to try selling plain t-shirts at an affordable price, namely IDR 35,000. This low selling price is based on the owner's anxiety who sees many other fashion brands selling clothes at high prices, making it difficult to buy.

The behavior of Indonesian consumers in choosing fashion products has its own characteristics. Indonesian consumers are generally more sensitive to price compared to consumers in other countries. This is due to the low average income level and the need to save money. This trend is exploited as an opportunity by local fashion brands such as Karung Jantan by offering products at relatively standard and affordable prices. This strategy has proven effective in attracting the interest of Indonesian consumers who prioritize value for money compared to international brands which generally have more expensive prices.

The following is previous research which is a basic reference for researchers to conduct research. In the research (Pappachan, 2023) the value for money on Brand Loyalty has a negative and insignificant effect, while in the research (Jyoti Gogoi & Shillong, 2021) the value for money on Brand Loyalty has a positive and significant effect. Due to the inconsistency of research on value for money on Brand Loyalty, the variables Fashion Innovativeness, Perceived Quality, Word of Mount and Brand love were added as mediating variables. After the inconsistency variable, this research will discuss the relationship between the variables Fashion Innovativeness, Perceived Quality, Value For Money and Word of Mount on Brand Loyalty in Karung Jantan Fashion Products through Brand Love as

Mediation which is rooted in consumer behavior theory as the grand theory in the research discussion This.

The novelty of this research lies in addressing the inconsistencies in previous findings regarding the influence of value for money on brand loyalty. While some studies report a positive relationship, others find it insignificant or even negative. This study fills the gap by incorporating variables such as fashion innovativeness, perceived quality, word of mouth, and brand love as mediators to provide a more comprehensive understanding. By focusing on Karung Jantan, a local Indonesian fashion brand, the study explores how these factors interact to shape brand loyalty within the context of consumer behavior theory, contributing to the broader field of fashion marketing.

RESEARCH METHOD

According to (Saunders et al., 2019), population is a certain area consisting of subjects or objects with certain characteristics according to research criteria. The population in this study were all users of Karung Jantan products in Denpasar City, with the brand's Instagram account having 473,000 followers.

A sample is a part of a population taken as a data source that can represent the entire population. This research uses purposive sampling, a technique that deliberately selects population members according to the information needed (Saunders et al., 2019). Because the population of Karung Jantan product users is unknown, the Lemeshow (1997) formula was used to determine the sample size. Through the formula above, the number of samples to be taken is determined $d = 0,05$ atau $Z_{1-\alpha/2} = 1,96$ or $Z_{2\alpha/2} = (1,96)^2 = 3,8416$ or rounded to 4 and $p = 10\%$. Thus, the minimum sample size obtained was 144, rounded up to 150 respondents.

Data collection was carried out by distributing questionnaires in the form of a Google Form to people who had shopped at Karung Jantan in Denpasar City. The questionnaire consists of a list of questions that have been prepared to obtain relevant and accurate information.

This research uses Partial Least Squares (PLS) data analysis techniques, which compare the dependent variable with multiple independent variables. PLS is suitable for

multiple regression with data problems such as small sample sizes, missing data, and multicollinearity. Analysis is carried out through two models:

The aim is to assess the indicators that make up the latent variable. Evaluation was carried out to assess the validity and reliability of the model through Convergent Validity, Discriminant Validity, Composite Reliability and Cronbach's Alpha tests. Aims to predict the relationship between latent variables. Evaluation is carried out using the R-square (R^2) indicator to assess the strength of the model and hypothesis testing to test the direct influence between research variables.

RESULTS AND DISCUSSION

Convergent Validity Test

The convergent validity test is to correlate the item score (component score) with the construct score which then produces a loading factor value. The loading factor value is said to be high if the components or indicators correlate more than 0.60 (Ray, 2023)

Table 1
Convergent Validity Value

Variabel	Indicator	Outer Loading Value
Brand Love	M.1	0,855
	M.2	0,884
	M.3	0,909
Fashion Innovativeness	X1.1	0,871
	X1.2	0,834
	X1.3	0,883
	X1.4	0,850
Perceived Quality	X2.1	0,839
	X2.2	0,821
	X2.3	0,774
	X2.4	0,858
	X2.5	0,704
	X2.6	0,695
Value For Money	X3.1	0,812
	X3.2	0,913
	X3.3	0,880
Word Of Mouth	X4.1	0,860
	X4.2	0,871
	X4.3	0,874

	X4.4	0,864
Brand Loyalty	Y.1	0,634
	Y.2	0,822
	Y.3	0,712
	Y.4	0,769
	Y.5	0,827
	Y.6	0,856

Source: Data Processed 2024

Table 1 shows the results of the convergent validity test through factor loading values. Based on the convergent validity output obtained, it can be seen that the outer loading results for each indicator of each research construct have obtained factor values above 0.6. So it can be concluded that the data has met the requirements for convergent validity well.

Discriminant Validity

The discriminant validity test is carried out through cross loading, which is useful for finding out whether the construct has adequate discriminants, namely by comparing the loading value on the targeted construct which must be greater than the loading value with other constructs. So research data can be said to have good discriminant validity when the correlation value of the indicator with the construct is higher than the correlation value of the indicator with other constructs. The results of the discriminant validity test are as follows:

Table 2
Discriminant Validity Value

	Brand Love	Brand Loyalty	Fashion Innovativeness	Perceived Quality	Value For Money	Word Of Mouth
M.1	0,855	0,644	0,473	0,597	0,547	0,620
M.2	0,884	0,674	0,630	0,677	0,578	0,677
M.3	0,909	0,723	0,565	0,712	0,600	0,734
X1.1	0,546	0,669	0,871	0,680	0,605	0,658
X1.2	0,515	0,693	0,834	0,770	0,513	0,612
X1.3	0,583	0,671	0,883	0,736	0,630	0,674
X1.4	0,525	0,667	0,850	0,721	0,531	0,558
X2.1	0,639	0,710	0,746	0,839	0,627	0,714
X2.2	0,659	0,718	0,679	0,821	0,538	0,602
X2.3	0,531	0,684	0,714	0,774	0,557	0,663
X2.4	0,639	0,766	0,704	0,858	0,544	0,685
X2.5	0,549	0,547	0,499	0,704	0,586	0,518
X2.6	0,506	0,564	0,617	0,695	0,502	0,529
X3.1	0,455	0,452	0,431	0,487	0,812	0,451

X3.2	0,646	0,680	0,614	0,663	0,913	0,656
X3.3	0,573	0,629	0,656	0,677	0,880	0,592
X4.1	0,695	0,658	0,582	0,657	0,614	0,860
X4.2	0,622	0,674	0,643	0,687	0,575	0,871
X4.3	0,653	0,669	0,623	0,688	0,629	0,874
X4.4	0,694	0,746	0,676	0,714	0,487	0,864
Y.1	0,475	0,634	0,408	0,542	0,527	0,444
Y.2	0,697	0,822	0,766	0,767	0,570	0,708
Y.3	0,597	0,712	0,501	0,540	0,602	0,595
Y.4	0,565	0,769	0,539	0,616	0,518	0,570
Y.5	0,616	0,827	0,647	0,697	0,489	0,667
Y.6	0,608	0,856	0,709	0,758	0,514	0,658

Source: Data Processed 2024

Table 2 shows the results of the discriminant validity test through cross loading output. Based on Table 2 it can be seen that the research data has met the requirements for good discriminant validity which is shown by the correlation value of the indicator with the construct being higher than the correlation value of the indicator with other constructs. So it can be concluded that this research data is valid.

Average Variance Extracted (AVE)

Table 3
Average Variance Extracted (AVE)

Variabel	Average variance extracted (AVE)
Brand Love	0,780
Brand Loyalty	0,598
Fashion Innovativeness	0,739
Perceived Quality	0,615
Value For Money	0,756
Word Of Mouth	0,752

Source: Data Processed 2024

Based on the output of the test results above, it can be seen that the Fashion Innovativeness (X1) variable has an AVE value of 0.739, Perceived Quality (X2) has an AVE value of 0.615, Value For Money (X3) has an AVE value of 0.756, Word Of Mouth (X4) has an AVE value of 0.752, Brand Love (M) has an AVE value of 0.780 and the Brand Loyalty

(Y) variable has an AVE value of 0.598. So, each of these variables has a value > 0.5 . Based on this, each variable can be said to be valid.

Composite Reliability dan Cronbach's Alpha

Data that is not reliable, of course, cannot be processed further because it will produce biased conclusions. A measuring instrument is considered reliable if the measurement shows consistent results over time. The data reliability test was carried out by looking at the Cronbach's Alpha value. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time if it has a Cronbach's Alpha reliability coefficient > 0.70 . If it is less than 0.70 then the research instrument is said to be unreliable.

Table 4
Composite Reliability and Cronbach Alpha Results

	Cronbach's alpha	Composite reliability
Brand Love	0,858	0,914
Brand Loyalty	0,864	0,898
Fashion Innovativeness	0,882	0,919
Perceived Quality	0,873	0,905
Value For Money	0,840	0,903
Word Of Mouth	0,890	0,924

Source: Data Processed 2024

Table 4 shows the results of the reliability test through composite reliability values and Cronbach's Alpha values. Based on Table 4 it can be seen that each variable in this research includes Brand Love (M), Fashion Innovativeness (X1), Perceived Quality (X2), Value For Money (X3), Word Of Mouth (X4) and Brand Loyalty (Y) has obtained Cronbach's alpha and composite reliability values above 0.70. So, it can be concluded that the research data meets the reliability requirements well.

Evaluasi Inner Model (Model Struktural)

Inner Model or Structural Model describes the relationship between latent variables based on substantive theory. Structural Capital Design of relationships between latent variables is based on problem formulation or research hypotheses.

Table 5
R-Square Testing

	R-square	R-square adjusted
Brand Love	0,662	0,653
Brand Loyalty	0,793	0,786

Source: Data Processed 2024

Table 5 shows the results of the R-square coefficient of determination test. Based on Table 5 it can be seen that the R-square value of the Brand Love variable is 0.662, where this result shows that 62.2% of the brand love variable can be explained by the brand love research construct. Meanwhile, the remaining 37.8% (100% - 62.2%) is influenced by other factors outside the research model. Furthermore, the R-square value obtained for the Brand Loyalty construct is 0.793, where this result shows that 79.3% of the Brand Loyalty variable can be explained by the Brand Love, Fashion Innovativeness, Perceived Quality, Value For Money, and Word Of constructs. Mouth. While the remainder is 20.7% (100% - 79.3%).

Q-Square Testing

Next, a q-square calculation was used which aims to determine the diversity value of the research data. Calculations to find out the q-square value can be seen below:

$$\begin{aligned}
 Q2 &= 1 - (1 - R21) (1 - R22) \\
 &= 1 - (1 - 0,662) (1 - 0,793) \\
 &= 1 - (0,338) (0,207) \\
 &= 1 - 0,069 \\
 &= 0,931 \\
 &= 93,1\%
 \end{aligned}$$

The results of Q2 calculations in this study show that the q-square value is 0.931 or 93.1%. These results mean that the research model can be said to be feasible because the diversity of data can be explained by the model by 93.1%. The figure of 0.931 can be interpreted as meaning that 93.1% of the variation in the brand loyalty variable can be explained by variations in the variables Brand Love, Fashion Innovativeness, Perceived Quality, Value For Money, and Word Of Mouth, while the remaining 6.9% is explained by other variables outside model.

Hypothesis testing

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

Table 6
Direct Effect Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Love -> Brand Loyalty	0,217	0,217	0,073	2,966	0,003
Fashion Innovativeness -> Brand Love	-0,143	-0,125	0,144	0,996	0,319
Fashion Innovativeness -> Brand Loyalty	0,178	0,167	0,113	1,579	0,114
Perceived Quality -> Brand Love	0,404	0,401	0,154	2,623	0,009
Perceived Quality -> Brand Loyalty	0,365	0,378	0,097	3,771	0,000
Value For Money -> Brand Love	0,167	0,158	0,094	1,774	0,076
Value For Money -> Brand Loyalty	0,057	0,056	0,065	0,880	0,379
Word Of Mouth -> Brand Love	0,442	0,437	0,117	3,780	0,000
Word Of Mouth -> Brand Loyalty	0,169	0,170	0,101	1,680	0,093

Source: Data Processed 2024

The results in Table 6 show the direct effect test of various variables on Brand Love and Brand Loyalty with T statistics and P values listed. This analysis confirms that some relationships have a significant influence, such as Perceived Quality on Brand Love (T statistic 2.623; P = 0.009), which shows a strong positive relationship. This finding highlights the importance of perceived quality in enhancing consumer affection for a brand, providing

strategic implications for brand management. However, the effect of Fashion Innovativeness on Brand Love (T statistic 0.996; P = 0.319) is not significant, indicating that innovation in fashion may not be enough to build emotional attachment without supporting product quality. In addition, Value For Money on Brand Loyalty (T statistic 0.880; P = 0.379) is also not significant, indicating that competitive prices without high quality are not enough to drive consumer loyalty. In contrast, Word of Mouth has a significant positive influence on Brand Love (T statistic 3.780; P = 0.000), confirming the importance of recommendations and reviews in creating emotional connections with consumers. However, Word of Mouth on Brand Loyalty (T statistic 1.680; P = 0.093) is not significant, indicating that a strong emotional connection through Brand Love may be more effective in building loyalty than verbal promotion alone. This finding contributes to the development of brand strategies based on quality, innovation, and communication.

Table 7
Indirect Effect Test Results

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (/O/STDEV/)</i>	<i>P values</i>
Fashion Innovativeness -> Brand Love -> Brand Loyalty	-0,031	-0,025	0,034	0,921	0,357
Perceived Quality -> Brand Love -> Brand Loyalty	0,088	0,087	0,046	1,900	0,058
Value For Money -> Brand Love -> Brand Loyalty	0,036	0,033	0,023	1,566	0,118
Word Of Mouth -> Brand Love -> Brand Loyalty	0,096	0,095	0,041	2,331	0,020

Source: Data Processed 2024

Based on the data in Table 7, it shows that of the 4 hypotheses proposed as a direct influence of this research, it can be explained as follows:

1. The influence of Fashion Innovativeness on Brand Loyalty through Brand Love with the T statistic showing a number of 0.921 which is <1.656 and can also be proven by the P value being 0.357 or said to be greater than 0.05, indicating that Fashion Innovativeness has a negative and insignificant influence on Brand Loyalty through Brand Love.

2. The influence of Perceived Quality on Brand Loyalty through Brand Love with the T statistic showing a number of 1,900 which is > 1.656 and can also be proven by the P value being 0.058 or said to be greater than 0.05, indicating that Perceived Quality has an influence and is not significant on the Brand Loyalty through Brand Love.

3. The influence of Value For Money on Brand Loyalty through Brand Love with the T statistic showing a number of 1.566 which is > 1.656 and it can also be proven that the P value is 0.118 or is said to be greater than 0.05, indicating that Value For Money has a positive influence and is not significant impact on Brand Loyalty through Brand Love.

4. The influence of Word of Mouth on Brand Loyalty through Brand Love with the T statistic showing a figure of 2.331 which is > 1.656 and it can also be proven that the P value is 0.020 or is said to be smaller than 0.05, indicating that Word of Mouth has a positive and significant influence towards Brand Loyalty through Brand Love.

Discussion

The Influence of Fashion Innovativeness on Brand Love

The first hypothesis formulated in this research states that the influence of Fashion Innovativeness on Brand Love states that the results of the T statistical value show a number of 0.996 which is < 1.656 and can also be proven by the P value being 0.319 or said to be greater than 0.05. Which shows the influence of an innovation on contemporary Kaarung Jantan fashion products, which does not necessarily influence consumers to immediately like the brand. So, it can be concluded that Fashion Innovativeness has no effect and is not significant on Brand Love.

Innovation in the world of fashion has a big influence on consumers' interest in liking the Karung Jantan brand, however, not all innovations will make consumers like the Karung jantanbrand directly. Because every consumer has their own taste in fashion, fashion cannot be the same for everyone, therefore fashion innovation cannot be proven to influence all consumers out there so that everyone likes the Karung jantanbrand because each consumer has their own taste.

Consumers are interested in liking brands for fashion innovations, not everyone can like them because every fashion innovation has elements and the character of the person who wears it. The results of this research are in line with previous research by (Miwa et al., 2023)

where his research shows that Fashion Innovativeness does not have a significant influence on Brand Love. And the previous research by (Aquinia et al., 2021) where the research found that the results of Fashion Innovativeness did not have a significant direct influence on Brand Love.

The Influence of Perceived Quality on Brand Love

The second hypothesis formulated in this research states that the influence of Perceived Quality on Brand Love states that the results of the T statistical value show a number of 2.623 which is > 1.656 and can also be proven by the P value being 0.009 or said to be smaller than 0.05. Where showing the influence of quality on a clothing product can influence consumers to immediately like the Karung jantanbrand. So, it can be concluded that Perceived Quality has a significant effect on Brand Love.

The perception of quality in fashion products greatly influences whether consumers will like the brand, because quality has more influence than design innovation. Quality can make consumers comfortable using it because the materials used to make products sold to consumers must be comfortable and of the best quality. If the quality is guaranteed, consumers will immediately like the product when using the male sack.

Perception of quality must be prioritized to make the first glance of consumers who buy the product immediately like the product of that brand. The results of this research are in line with previous research by (Isnaini Nuzula, Agustin, 2021) where the research found results showing that perceived quality has a positive effect on brand love. And previous research by (Yohanna dan Tommy Setiawan Ruslim, 2021) perceived quality has a positive effect on brand love.

The Influence of Value For Money on Brand Love

The third hypothesis formulated in this research states that the influence of Value For Money on Brand Love states that the results of the T statistical value show a number of 1.774 which is < 1.656 and can also be proven by the P value being 0.076 or said to be greater than 0.05. Where showing the influence of the price value on a clothing product may not necessarily influence consumers to immediately like the Karung jantanbrand. So, it can be concluded that Value For Money has an influence and is not significant on Brand Love.

The monetary value of the product can influence consumers' interest in placing their hearts in the brand, the monetary value of the product, especially among Indonesian people, where they are more interested in the monetary value of Karung jantanproducts without looking at the quality. Therefore, the influence of the value of money can influence people to like Karung jantanproducts because they are relatively affordable and cheap.

The value of money can influence consumers to love their products because the prices are relatively cheaper and more affordable. The results of this research are in line with previous research by (Purwanto et al., 2020) where in his research the results showed that Value for Money has a significant direct influence on Brand Love.

The Influence of Word of Mounth on Brand Love

The fourth hypothesis formulated in this research states that the influence of Word of Mounth on Brand Love states that the results of the T statistical value show a number of 5,870 which is > 1.656 and can also be proven by the P value being 0.000 or said to be smaller than 0.05. Where the influence of word of mouth about Karung jantanproducts can influence customers to immediately like the brand. So, it can be concluded that Word Of Mounth has a significant effect on Brand Love.

Word of Mouth is very influential on consumers to like the brand's products, because word of mouth is spoken from one person to another by talking about quality, superiority with sweetening spices to make people who are communicated with who talk about the product can influence consumers to shop and love Karung jantanproducts. From one person to another, other people will spread the news that the products from the Karung jantanbrand are very good.

Word of mouth is very influential because indirectly consumers who talk about the brand to other consumers promote the product, therefore Word of Mouth is very influential on consumers to like the brand. The results of this research are in line with previous research by (Febryan & Lahindah, 2020). This research shows that WOM has a positive and significant influence on Tokopedia Brand Love. (R. Chandra, 2022) This research shows that Brand Love has a positive and significant influence on WOM.

5. The Influence of Fashion Innovativeness on Brand Loyalty

The fifth hypothesis formulated in this research states that the influence of Fashion Innovativeness on Brand Loyalty states that the results of the T statistical value show a number of 1.579 which is < 1.656 and can also be proven by the P value being 0.114 or said to be greater than 0.05. Which shows the influence of an innovation on a contemporary fashion product, which does not necessarily influence consumers to be loyal to the Karung jantanbrand. So, it can be concluded that Fashion Innovativeness has a negative and insignificant effect on Brand Loyalty.

Innovation in the world of fashion greatly influences consumer loyalty to the Karung jantanbrand because by innovating products you can adapt them to what other people like in trend. However, innovation sometimes fails to make consumers loyal to the Karung jantanbrand because the design does not suit consumer tastes which results in consumers being disloyal to the Karung jantanbrand. Many of these things happen in the world of fashion because being too confident without observing what people like makes consumers slowly abandon the brand Karung jantanor consumers who buy products there for the first time will not shop there again. Therefore, fashion innovation has no effect on brand loyalty.

Innovation that is not updated will make consumers withdraw from being loyal to the brand. From the explanation above, it is supported by previous research by (Wijaya & Paramita, 2021) that Fashion Innovation has a negative influence on Brand Loyalty in the Indonesian fashion industry. And research by (Ledikwe, 2020) shows that Fashion Innovation has a significant negative influence on Brand Loyalty in the clothing industry.

The Influence of Perceived Quality on Brand Loyalty

The sixth hypothesis formulated in this research states that the influence of Perceived Quality on Brand Loyalty states that the results of the T statistical value show a number of 3.771 which is > 1.656 and can also be proven by the P value being 0.000 or said to be smaller than 0.05. Where the influence of product quality on clothing can influence consumers to be faithful or loyal to the product. So, it can be concluded that Perceived Quality has a significant effect on Brand Loyalty.

Perceived quality greatly influences consumer loyalty to the brand, because quality reflects a good identity for the brand to consumers which results in consumers being loyal to the Karung jantanbrand, because the very comfortable quality makes consumers happy to

shop at that brand. Quality must be maintained if you want to attract consumers out there to be loyal to the Karung jantan brand. So it can be concluded that perceived quality can influence consumers to be loyal to a brand.

Perceived quality really influences consumers to be loyal because the quality provided will make consumers happy with the Karung Jantan brand. The results of this research are supported by previous research by (Isnaini Nuzula Agustin, 2023) Perceived product quality has a positive and significant effect on customer loyalty to Wardah cosmetic products.

The Influence of Value For Money on Brand Loyalty

The seventh hypothesis formulated in this research states that the influence of Value For Money on Brand Loyalty states that the results of the T statistical value show a number of 0.880 which is > 1.656 and can also be proven by the P value being 0.379 or said to be smaller than 0.05. Which shows that the influence of the price value on a clothing product has not been able to influence consumers to be loyal or loyal to that brand. So, it can be concluded that Value For Money has a negative and insignificant effect on Brand Loyalty.

The value of money on consumer loyalty to a brand has less influence, because the value of money reflects the quality of the product obtained, therefore middle class people in Indonesia, when buying a product, especially clothing, really look at whether the price given is appropriate or not. If it is sold at a low price, consumers will usually think twice about shopping because in the field of cheap clothing the quality tends to be very poor, therefore the influence of the value of money on brand loyalty is very insignificant.

The value of money is a consumer's reference for shopping. If the price is not appropriate, consumers will hesitate to shop because the price is low, but the advertisement explains that the product is good. Consumers are less confident about loyal shopping at that brand. The results of this research are supported by previous research by (Fetais et al., 2023) Value for money has a negative and insignificant influence on Brand Loyalty. And in research by (Kato, 2021) where Value For Money has a negative and insignificant influence on Brand Loyalty.

The Influence of Word of Mount on Brand Loyalty

The eighth hypothesis formulated in this research states that the influence of Word of Mouth on Brand Love states that the results of the T statistical value show a number of 1.680 which is > 1.656 and can also be proven by the P value being 0.093 or said to be smaller than 0.05. Where the influence of word of mouth about a clothing product can influence customers to be loyal to that brand. So, it can be concluded that Word Of Mouth has an effect but not significant on Loyalty.

Word Of Mouth has a big influence on consumer loyalty to the Karung jantanbrand. Where word of mouth talk about the Karung jantanfashion brand really influences consumers, especially consumers such as women who really like the world of fashion. Word of mouth indirectly promotes the Karung jantanbrand positively with its advantages and so on which results in consumers from other consumers who hear and talk about it being interested in being loyal to the Karung jantanbrand. It can be concluded that word of mouth has a big influence on brand loyalty.

Word Of Mouth can influence consumers who have never shopped before to have the desire to shop next at the Karung jantanbrand which results in these consumers being loyal to the Karung jantanbrand. This research is supported by the results of previous research (Nabilla et al., 2023) where Word of Mouth influences Brand Loyalty in Local Beauty Products. And in research by (Fuad Alfaridzi Setiawan & Heida Ifkari Safitri, 2023) the word Of Mouth has an influence on Brand Loyalty.

The influence of brand love mediates the influence of fashion innovativeness on brand loyalty

The ninth hypothesis is that Brand Love Mediates the Influence of Fashion Innovativeness on Brand Loyalty. This is shown by the T statistic value showing a figure of 0.921 which is < 1.656 and it can also be proven by the P value being 0.357 or said to be greater than 0.05, indicating that Fashion Innovativeness has a negative and insignificant influence on Brand Loyalty through Brand Love.

Fashion innovation is often used to attract consumers to shop at brands, but lack of innovation can make consumers discourage themselves from liking the Karung jantanbrand and consumers will be disloyal to the brand. Because innovation is very important in the world of fashion business because fashion often changes from time to time. So the importance

of fashion changes is to make consumers like the brand. If consumers already like the Karung jantan brand, consumers will be loyal to the Karung jantan brand. However, the results above indicate a lack of innovation in the brand which results in consumers not liking it which results in consumers not being loyal to the Karung jantan brand.

The results of this research are supported by the results of previous research by (Miwa et al., 2023) and (Afiftama & Nasir, 2024) which state that if fashion innovation has no effect on brand love then brand loyalty will not have an insignificant effect.

The influence of brand love mediates the influence of perceived quality on brand loyalty

The tenth hypothesis is that Brand Love Mediates the Influence of Perceived Quality on Brand Loyalty. This is shown by the T statistical value showing a number of 1.900 which is > 1.656 and it can also be proven by the P value being 0.058 or said to be greater than 0.05, indicating that Perceived Quality has an influence and is not significant on Brand Loyalty through Brand Love.

Perceived quality of the brand influences consumers to like Karung jantan clothing products, because quality guarantees consumers will like the brand, if consumers already like the brand then consumers will be loyal to that brand. Because if the clothing products they use are very comfortable and the materials used are comfortable then consumers will enjoy shopping which will influence consumer intentions to be loyal to the Karung jantan brand.

The results of this research are supported by the results of previous research by (Isnaini Nuzula Agustin, 2023) and (Yohanna dan Tommy Setiawan Ruslim, 2021) Where if perceived quality influences brand love for the product then consumer loyalty to the brand will influence .

The influence of brand love mediates the influence of value for money on brand loyalty

Eleventh hypothesis where Brand Love Mediates the Influence of Value For Money on Brand Loyalty. This is shown by the T statistic value showing a number of 1.566 which is > 1.656 and it can also be proven by the P value being 0.118 or said to be greater than 0.05, indicating that Value For Money has no influence and is not significant on Brand Loyalty through Brand Love.

The monetary value of the product has very little influence, because the monetary value of the product has an influence on the quality of the Karung jantan product, and the

low monetary value of clothing products tends to be of disposable quality which results in consumers not liking the product, especially middle class consumers who buy it. goods based on quality are number one and then the price of goods in the Karung jantanbrand. The influence of consumers who do not like the Karung jantanbrand results in consumers not being loyal to the Karung jantanbrand.

The research results above are supported by the results of previous research (Purwanto et al., 2020) and (Fetais et al., 2023) where the value of money that influences consumers to love a brand does not necessarily influence consumers to be loyal or unfaithful to the brand.

The influence of brand love mediates the influence of word of mouth on brand loyalty

The twelfth hypothesis where Brand Love Mediates the Influence of Word of Mouth on Brand Loyalty. This is shown by the T statistical value showing a number of 2.331 which is > 1.656 and it can also be proven by the P value being 0.020 or said to be smaller than 0.05, indicating that Word of Mouth has a positive and significant influence on Brand Loyalty through Brand Love.

The influence of word of mouth really influences consumers to like the brand and be loyal to the Karung jantan brand, because conversation from one person to another makes the brand discussed in a positive way and its advantages can make consumers happy with Karung jantan products which results in consumers being loyal to the brand. Male sack. We often encounter the influence of person-to-person conversation in every chat by discussing why people shop there, and from there it can attract consumers who have never shopped there.

The results of the research above are supported by previous research according to (Fetais et al., 2023) and (Fuad Alfaridzi Setiawan & Heida Ifkari Safitri, 2023) Where word of mouth talk about a brand can influence consumers to like the brand and if consumers already like the brand then consumers will be loyal or loyal to the brand.

CONCLUSION

The conclusion of the research above is that the influence of fashion innovativeness has no influence and is not significant on brand love, the influence of perceived quality has

a significant influence on brand love, the influence of value for money has an influence and is not significant on brand love, the influence of word of mouth has a significant influence on brand love, the influence of fashion innovativeness has a negative and not significant effect on brand loyalty, the influence of perceived quality has a significant effect on brand loyalty, the influence of value for money has a negative and not significant effect on brand loyalty, the influence of word of mouth has an influence but not significant on loyalty, the influence of fashion innovativeness has a negative influence and is not significant on brand loyalty through brand love, the influence of perceived quality has an influence and is not significant on brand loyalty through brand love, the influence of value for money has no influence and is not significant on brand loyalty through brand love, the influence of word of mouth has a positive influence and significant impact on brand loyalty through brand love.

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