
THE INFLUENCE OF BRAND LOVE AND BRAND IMAGE ON BRAND LOYALTY AND WILLINGNESS TO PAY A PREMIUM PRICE AMONG BUTTONSCARVES HIJAB USERS



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Abstract

The development of premium Muslim fashion trends has attracted consumers' attention to premium hijab brands, including Buttonscarves, which is known for building emotional closeness and a positive image among its users. This situation has created a need to understand the role of consumer psychological factors in determining their behavior towards premium products. In an effort to understand this phenomenon, research was conducted to determine the extent to which brand love and brand image can influence customer loyalty and their willingness to pay higher prices. The method used was a quantitative approach through a survey of 150 Buttonscarves users, which was then analyzed with SEM to see the relationship between variables simultaneously. The results of the study provide evidence that the higher the level of love and positive image towards the brand, the greater the consumer loyalty and their willingness to accept premium prices. Although loyalty does not directly encourage consumers to pay more, loyalty still acts as a mediating channel that strengthens the influence of brand love and image on premium behavior. Thus, this study emphasizes that branding strategies that foster emotional bonds and positive perceptions are crucial for premium brands like Buttonscarves to maintain their competitive edge and market value.

Keywords: Brand Love, Brand Image, Brand Loyalty, Willingness To Pay A Premium

INTRODUCTION

In the past decade, the fashion industry in Indonesia has grown rapidly with the modest fashion segment primarily offering hijab items being the dominant factor (Arsj, 2022). This growth aligns with the rising lifestyle trends among Muslim women and the shifting function of the hijab from merely covering the aurah to becoming a symbol of identity, lifestyle, and personal expression (Hidayati & Aminah, 2023). Because Indonesia has the world's largest Muslim population, its hijab market is becoming more competitive, characterized by numerous local brands introducing new designs, quality materials, and varied marketing approaches (Zulkhaira, S & Indriyani, 2024). This competition requires each brand to establish a strong differentiation strategy, both in terms of quality, brand image, and the ability to build emotional connections with consumers.

One local hijab brand that has gained significant attention is Buttonscarves, known for its exclusive designs, premium-quality materials, and lifestyle-based marketing strategies (Assegaf, 2023). Since its establishment in 2016, Buttonscarves has successfully built a loyal consumer community through storytelling, consistent visual aesthetics, and excellent customer experiences. The premium brand positioning carried by Buttonscarves is reflected in its product prices, which range from Rp200,000 to more than Rp2,400,000. Although the prices are relatively higher than competitors offering similar materials, a preliminary survey conducted by the researcher on 30 respondents in East Kalimantan shows that 60% of consumers still choose and use Buttonscarves, indicating that consumers perceive added value in the brand (Malarvizhi et al., 2022).

Paying a premium for products is a notable consumer phenomenon in today's marketing, primarily within the fashion segment where emotional connection and symbolic meaning are essential to the value proposition (Hanifah & Sari, 2022). Generally, consumers willing to spend a premium perceive enhanced quality, feel emotionally linked, or believe the product delivers increased benefits compared to competitive offerings (Pourazad et al., 2020). Consumers' propensity to pay a higher price is determined by several factors, which encompass their level of brand loyalty, their view of the brand's image, and their affective ties to the brand (Nurul Mustaqimmah, 2024).

Among these factors, brand loyalty is a determinant widely discussed in marketing literature as a primary predictor of willingness to pay a premium (Viera Valencia & Garcia Giraldo, 2019). Loyal consumers tend to have long-term commitment, engage in repeat purchases, offer recommendations, and display tolerance toward price increases (Kotler, 2022). Loyalty is often formed through positive experiences, satisfaction, and consistent perceptions of quality. However, in practice, loyalty does not always form automatically, especially in the fashion industry where consumer preferences are highly dynamic and influenced by trends.

Beyond just loyalty, brand love has emerged as a key factor that is particularly important in the age of emotional marketing. Brand love represents a profound emotional bond that exceeds simple preference (Ferreira et al., 2019). Typically, consumers who love a brand show great enthusiasm, pride, and a strong psychological link, which makes them more inclined to continue choosing that brand and willing to pay a premium price (Lumba, 2019). Buttonscarves maximizes this factor by building the BS Lady community, launching exclusive collections, and organizing events that foster emotional closeness with its customers. However, not all consumers share the same emotional experience; some remain

neutral or do not feel an emotional bond, which ultimately influences their purchasing decisions.

Playing a strategic part, brand image is the next factor that shapes perceptions regarding a brand's quality, uniqueness, and status value (Putri et al., 2024). A positive brand image has the power to increase consumer trust and deepen their favorable feelings toward a product, even before they have used it themselves (Netemeyer et al., 2004; Putri et al., 2024). Buttonsscarves stands out through its strong brand image, built on product quality, consistent design, and the representation of a modern and elegant lifestyle. Findings from past investigations show that brand image is a powerful predictor of both commitment to a brand and the consumer's readiness to spend more (Nuryanti et al., 2021).

Amid the high enthusiasm of consumers toward Buttonsscarves, the researcher's preliminary survey shows that around 40% of consumers still choose other hijab brands. The outcome suggests that consumers have differing perceptions and experiences with Buttonsscarves, which may impact their dedication to the brand and acceptance of higher costs. This situation implies that the brand's attractiveness is not always consistent, with some customers potentially finding Buttonsscarves' prices excessive or feeling the emotional or practical value does not warrant the premium cost. As a result, research into how emotional attachment to the brand and the brand's perception influence loyalty and premium pricing acceptance in the high-end hijab segment is vital.

Numerous previous research projects have explored the relationships among brand affection, brand perception, commitment to the brand, and the consumer's willingness to pay a premium price (Santos & Schlesinger, 2021); (Hariandja & Suryanto, 2021); (Le, 2020); (Asghar et al., 2024); (Chang, 2021). However, empirical studies specifically investigating these four variables within the Indonesian local hijab industry, particularly for the Buttonsscarves brand, remain very limited. In fact, Buttonsscarves is one of the most prominent local brands in managing emotional value, visual aesthetics, and premium positioning. Because of the high growth potential of Indonesia's modest fashion industry internationally and the corporate need to identify the factors influencing consumer purchases, this research void is significant to study further.

Building on the prior explanation, this research intends to assess how brand love and brand image affect brand loyalty and the readiness to pay a premium among customers of Buttonsscarves hijabs. It is expected that the study will contribute theoretically to the body of knowledge on brand perception and emotion-based marketing, particularly in the context of Muslim fashion. Practically speaking, the research's conclusions can help brand management create more effective marketing plans, boost consumer loyalty, and raise willingness to pay, all of which will help Buttonsscarves maintain its premium position in the face of escalating market competition.

REVIEW OF LITERATURE

The Influence of Brand Love on Brand Loyalty Among Buttonsscarves Hijab Users

The findings of Azzahra & Fachira (2022) revealed that customer commitment is driven by emotional connection to the brand, in addition to the product's functional qualities. Brand love, therefore, operates as a psychological motivator for consumers to continually favor the same brand as part of an enduring commitment. This explanation is reinforced by the results of a study by Misra et al. (2021), showing that consumers who feel a greater love

for a brand are more inclined to make repeat purchases and maintain loyalty, despite the availability of other options. These two studies jointly confirm that emotional bonds are crucial for building loyalty. Thus, the hypothesis developed is:

H1: Brand love has a significant positive effect on brand loyalty among Buttonscarves hijab users.

The Influence of Brand Love on Willingness to Pay a Premium

Previous findings describe that brand love has broader implications than just feelings of liking. If consumers develop a powerful emotional tie to a brand, they perceive the product as having greater worth and accept that it warrants a higher price. This happens because brand love evokes positive emotions such as happiness and pride, which make consumers feel that the experience of using the product is worth or even higher than the price paid. Research by Efendi & Farida (2021) and Santos & Schlesinger (2021) show that brand love has a considerable effect on the willingness to pay a premium, as positive emotions make consumers less reactive to pricing. Thus, this empirical evidence shows that brand love can encourage consumers to accept premium prices. These findings serve as the foundation for the suggested hypothesis:

H2: Brand love has a significant positive effect on willingness to pay a premium among Buttonscarves hijab users.

The Influence of Brand Image on Brand Loyalty Among Buttonscarves Hijab Users

The concept of brand image emphasizes that the way consumers view a brand is greatly influenced by their experiences and associations, ranging from product quality to company reputation. A consumer's favorable judgment of a brand elevates their level of trust, prompting greater satisfaction from using the associated product. Research by Altangerel and Altangerel & Munkhnasan (2019) and Çelikkol (2020) substantiate that a positive brand image strengthens consumer commitment to continued use and minimizes their inclination to change to alternatives. This indicates that brand image plays a vital role in developing loyalty via consumer trust and contentment. These findings serve as the foundation for the suggested hypothesis:

H3: Brand image has a significant positive effect on brand loyalty among Buttonscarves hijab users.

The Influence of Brand Image on Willingness to Pay a Premium Among Buttonscarves Hijab Users

Because consumers' perceptions of a brand's quality and prestige can raise its psychological and emotional value, brand image plays a strategic role in marketing. Customers view a product not only from a functional standpoint but also as a status and self-identity symbol when they believe a brand to be exclusive and reliable. Research by Malarvizhi et al. (2022) and Anselmsson et al. (2014) demonstrates that consumers' willingness to pay a premium price is significantly influenced by brand image, particularly for high-value fashion items. Thus, a strong brand image can increase willingness to pay through perceptions of quality and the symbolic meaning attached to the product. Based on these findings, the following hypothesis can be formulated:

H4: Brand image has a significant positive effect on willingness to pay a premium among Buttonscarves hijab users.

The Influence of Brand Loyalty on Willingness to Pay a Premium Among Buttonscarves Hijab Users

Brand loyalty represents consumers' commitment to repurchase and continue choosing a brand despite alternative options or price changes. Various studies indicate that loyal consumers tend to continue purchasing even when prices increase, as they believe that the brand offers greater value than competitors. According to Santos & Schlesinger (2021) and Hartiani et al. (2021) loyalty is a powerful indicator of willingness to pay more for a variety of product categories. Thus, the hypothesis developed is:

H5: Brand loyalty has a significant positive effect on willingness to pay a premium among Buttonscarves hijab users.

The Influence of Brand Love on Willingness to Pay a Premium Through Brand Loyalty Among Buttonscarves Hijab Users

According to Lumba (2019) asserts that brand affection indirectly boosts a customer's willingness to pay more: strong emotional bonds increase devotion, which then prompts premium pricing acceptance. Thus, cultivating brand love is crucial for loyalty and higher pricing. Damaschi et al. (2025) similarly stated that brand love indirectly links premium willingness to pay and loyalty, focusing on how loyalty, born from brand affection, impacts the acceptance of paying more for a preferred brand. Thus, the hypothesis developed is:

H6: Brand love has a significant positive indirect effect on willingness to pay a premium through brand loyalty among Buttonscarves hijab users.

The Influence of Brand Image on Willingness to Pay a Premium Through Brand Loyalty Among Buttonscarves Hijab Users

According to the study by Malarvizhi et al. (2022), discovered that brand loyalty acts as a partial link between brand image and the willingness to pay a premium. Accordingly, a strong brand image increases customer loyalty, which in turn increases their willingness to pay a higher price. The impact of brand image on premium price acceptance would be less substantial in the absence of that loyalty.

According to Sevira (2023), a good brand image immediately enhances brand loyalty, which subsequently leads consumers to be ready to pay a premium price. Therefore, brand image has a direct impact on the willingness to pay more, indicating that creating a positive brand image is an important tactic for both fostering loyalty and prompting customers to spend more on a brand they trust. As a result, devoting resources to a powerful brand image can result in dual advantages: higher consumer loyalty and an increased willingness to pay extra. Thus, the hypothesis developed is:

H7: Brand image has a significant positive indirect effect on willingness to pay a premium through brand loyalty among Buttonscarves hijab users.

RESEARCH METHOD

In order to investigate the causal relationship influencing consumer behavior, this study uses a quantitative method with an explanatory design. This study focuses on determining the direct influence or impact of independent variables on dependent variables using an explanatory design, offering a deeper understanding of the factors that motivate loyalty and willingness to pay more for premium hijab products. This approach allows researchers to draw causal conclusions based on data obtained from Buttonscarves

consumers. This methodology was selected to test causal connections between variables through statistical analysis.

The research population comprises all consumers who have purchased and utilized Buttonsscarves hijab products. The researchers utilized a purposive sampling method, requiring respondents to meet the criteria listed below: (1) female, (2) residents of East Kalimantan, (3) fans or users of Buttonsscarves hijabs, (4) have purchased Buttonsscarves products more than once within a year, and (5) understand the characteristics of the product and the brand. The number of samples refers to the minimum requirement for SEM-PLS analysis, which is 5–10 times the number of indicators, resulting in a minimum of 100 respondents; in this study, the sample size collected meets this requirement.

Data collection was conducted using an online questionnaire via Google Form using a 1–5 Likert scale, ranging from “strongly disagree” to “strongly agree.” This instrument was designed to assess four main variables, namely brand love, brand image, brand loyalty, and willingness to pay a premium price. Each variable was measured through a number of statements taken and adapted from previous studies relevant to premium hijab products.

The instrument underwent validity and reliability checks (including convergent, discriminant validity, and various reliability measures) before hypothesis testing. SEM-PLS was utilized for data analysis, selected for its capability to handle latent variables and non-normal data. The analysis proceeded in two steps: outer model (indicator assessment) and inner model (relationship testing). Hypotheses were tested based on path coefficients and t-statistics ($p < 0.05$), allowing the study to confirm or reject the proposed variable relationships.

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

Table 1.
Validity and Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Love	0,942	0,950	0,658
Brand Image	0,784	0,874	0,699
Willingness to Pay a Premium Price	0,863	0,907	0,708
Brand Loyalty	0,924	0,946	0,815

Source: Processed Data (2025)

All constructs in Table 1 passed convergent validity ($AVE > 0.50$) and reliability checks (Composite Reliability 0.874–0.950; Cronbach’s Alpha > 0.784). The high AVE values (0.658–0.815) show the indicators strongly represent the constructs, while high reliability scores confirm internal consistency. Meeting these criteria validates the outer model, allowing the research to advance to structural model evaluation and hypothesis testing.

Structural Model Evaluation (Inner Model)

Table 2.
Coefficient Determination

	R Square	R Square Adjusted
Willingness to Pay a Premium Price	0,790	0,787
Brand Loyalty	0,683	0,680

Source: Processed Data (2025)

Table 2 shows that the R-squared value of 0.790 for willingness to pay a premium indicates that emotional attachment and positive brand perceptions explain 79% of consumers' readiness to pay more, while the remaining 21% is influenced by other factors not included in the model. Furthermore, the R-squared value of 0.683 for brand loyalty suggests that brand love and brand image account for 68.3% of consumers' loyalty, with the remaining 31.7% coming from variables outside the scope of this study.

Table 3.
Predictive Relevance (Q²) Test Results

Construct	Q² (=1-SSE/SSO)
Willingness to Pay a Premium Price	0,543
Brand Loyalty	0,550

Source: Processed Data (2025)

Table 3 indicates the Q2 values for Willingness to Pay a Premium (0.543) and Brand Loyalty (0.550) are high (above 0.35), confirming strong predictive power. These values show that the independent variables explain over 50% of the variation in the dependent constructs. Consequently, the research model is deemed relevant and appropriate for relationship analysis.

Table 4.
Uji F-Square

	Willingness to Pay a Premium Price	Brand Loyalty
Brand Love	0,898	0,627
Brand Image	0,517	0,653
Willingness to Pay a Premium Price		
Brand Loyalty	0,544	

Source: Processed Data (2025)

Because the f square value is greater than 0.35, every variable in Table 4 exhibits a significant effect. Brand Love significantly affects Brand Loyalty with a value of 0.627 and Willingness to Pay Premiums with a value of 0.898. Both Willingness to Pay Premiums (0.517) and Brand Loyalty (0.653) are strongly influenced by brand image. Furthermore, Brand Loyalty is significantly impacted by Willingness to Pay Premiums, with a value of 0.544.

Table 5.
Hypothesis Test Results

Relationship Between Variables	T Statistics (O/STDEV)	P Values	Results
Brand Love -> Brand Loyalty	3,117	0,002	H1 Accepted
Brand Love -> Willingness to Pay a Premium Price	5,019	0,000	H2 Accepted
Brand Image -> Brand Loyalty	3,326	0,001	H3 Accepted
Brand Image -> Willingness to Pay a Premium Price	6,936	0,000	H4 Accepted
Brand Loyalty -> Willingness to Pay a Premium Price	0,442	0,658	H5 Rejected
Brand Love -> Brand Loyalty -> Willingness to Pay a Premium Price	2,951	0,003	H6 Accepted
Brand Image -> Brand Loyalty -> Willingness to Pay a Premium Price	2,778	0,006	H7 Accepted

Source: Processed Data (2025)

Based on Table 5, it can be seen that the results of testing the relationship between variables show the following findings:

1. H1 is accepted because Brand Love shows a positive and significant effect on Brand Loyalty, as indicated by a t-value of 3.117 and a p-value of 0.002.
2. H2 is accepted because Brand Love shows a positive and significant effect on willingness to pay a premium, as indicated by a t-value of 5.019 and a p-value of 0.000.
3. H3 is accepted because Brand Image has a positive and significant effect on Brand Loyalty, as shown by a t-value of 3.326 and a p-value of 0.001.
4. H4 is accepted because Brand Image demonstrates a positive and significant effect on willingness to pay a premium, as evidenced by a t-value of 6.936 and a p-value of 0.000.
5. H5 is rejected because the relationship between Brand Loyalty and willingness to pay a premium is not significant, indicated by a t-value of 0.442 and a p-value of 0.658.
6. H6 is accepted because Brand Love has a significant indirect effect on willingness to pay a premium through Brand Loyalty, as shown by a t-value of 2.951 and a p-value of 0.003.
7. H7 is accepted because Brand Image has a significant indirect effect on willingness to pay a premium through Brand Loyalty, as indicated by a t-value of 2.778 and a p-value of 0.006.

The Influence of Brand Love on Brand Loyalty Among Buttonscarves Hijab Users

This study discovered that among Buttonscarves hijab customers, a deep affection for the brand is strongly associated with increased loyalty. This implies that as consumers form a powerful emotional bond with the brand, their commitment to continue choosing it long-term is strengthened, thereby supporting the role of emotional ties in creating enduring customer faithfulness. Theoretically, brand love encompasses affective aspects such as passion, emotional attachment, and psychological closeness to a brand (Langner et al., 2015). In the context of Buttonscarves, this affection arises not only from the product's functional attributes but also from the symbolic value, identity, and lifestyle it represents. Through

strategies such as storytelling, exclusive collaborations, and the development of the Buttonsscarves Ladies community, the brand has successfully built emotional closeness that triggers loyal behaviors, including repeat purchases and consumer-to-consumer recommendations (Bıçakcıoğlu et al., 2018).

Practically, these results highlight the importance of strategies that nurture and maintain emotional ties between consumers and the brand. Loyalty can be strengthened by providing consistent and valuable customer experiences, building relevant brand narratives, and creating spaces for social interaction that deepen customer community relationships. Ultimately, brand love becomes a foundation that not only increases purchase intention but also creates long-term loyalty that is more difficult for competitors to imitate. Thus, the stronger consumers' love for Buttonsscarves, the greater their likelihood of remaining loyal to the brand.

The Influence of Brand Love on Willingness to Pay a Premium

The findings validate that for Buttonsscarves hijab customers, a strong affection for the brand is directly and significantly linked to an increased desire to pay higher prices. This research demonstrates that when buyers develop a profound emotional bond with the brand, they become more inclined to spend extra money for its offerings. This supports the idea that emotional connections such as affection, closeness, and long-term commitment can increase consumers' readiness to accept higher prices (Langner et al., 2015). When consumers form a powerful emotional tie with a brand, they perceive it as possessing exceptional value. This sense of closeness and emotional connection leads them to feel the brand offers extra benefits, including psychological comfort, confidence, or enhanced social standing.

Because this emotional value is considered more valuable than the functional benefits of the product, consumers become more tolerant of high prices. They feel that paying more is not a loss, but a form of appreciation or a way to maintain a positive relationship with the brand. Ultimately, love for the brand increases the perception that the brand has premium value, and this encourages consumers to be willing to pay more even though there are cheaper alternatives on the market.

In the context of Buttonsscarves hijab users, brand love is shaped by unique designs, premium quality, positive experiences, and the social identity associated with the brand. Consumers purchase the products not only to fulfill functional needs but also as symbols of elegance, status, and personal expression, making them willing to pay higher prices. Previous research by Bıçakcıoğlu et al. (2018) also confirms that brand love enhances perceptions of exclusivity and brand equity, both of which are positively correlated with willingness to pay a premium. The stronger a consumer's love for Buttonsscarves, the greater their tendency to continue choosing the brand even when prices are higher than those of competitors. These findings provide managerial implications, suggesting that companies should optimize emotional strategies such as storytelling, symbolic campaigns, and personalized interactions to reinforce emotional bonds, enabling the sustainable implementation of premium pricing strategies.

The Influence of Brand Image on Brand Loyalty Among Buttonsscarves Hijab Users

The findings of this study show that brand image has a positive and significant effect on brand loyalty among Buttonsscarves hijab users. This means that when consumers perceive the brand positively through its reputation, quality, and associations they are more likely to remain loyal and continue choosing the brand. The results support the conclusion that a strong

and favorable brand image plays an important role in strengthening long-term customer loyalty. Conceptually, brand image represents the overall perception formed through consumers' experiences, brand communication, and the associations they attach to the brand. When a brand is consistently viewed as reputable, stylish, trustworthy, or high-quality, these positive impressions strengthen consumers' confidence and emotional attachment. A positive brand image can build consumer confidence, trust, and emotional attachment, which subsequently encourages loyal behaviors such as repeat purchases, reluctance to switch to other brands, and willingness to provide recommendations (Rather et al., 2021).

In the context of Buttonsscarves, brand image is constructed through consistent elegant designs, premium-quality materials, branding campaigns that reflect the identity of modern Muslim women, and close engagement through social media and customer communities. These efforts create perceptions of exclusivity and trust, which serve as crucial foundations for brand loyalty. This finding aligns with previous research by Fatma & Khan (2023), which states that a strong brand image enhances emotional bonds while reducing price sensitivity, making consumers more likely to maintain long-term loyalty. Managerially, this underscores the importance for the company to maintain consistent brand communication, product quality, and service excellence so that the brand image remains positive and aligned with the values of its target consumers.

The Influence of Brand Image on Willingness to Pay a Premium Price Among Buttonsscarves Hijab Users

The research indicated that for Buttonsscarves hijab wearers, the brand's image positively and significantly affects their readiness to pay premium prices. This means that when consumers see the brand as high-quality, respected, and prestigious, they are more willing to accept higher costs. These results emphasize that a positive and powerful brand image is key to increasing product value perception and encouraging acceptance of premium pricing. This means that when a brand is considered prestigious, high quality, and trustworthy, consumers feel that the higher price is justified. Conceptually, brand image reflects the perceptions, associations, and symbolic values formed from consumers' experiences with a brand. When a brand image is perceived positively, such as being premium, exclusive, and high quality consumers view the product as having added value, making them more willing to pay a higher price compared to other brands (Rather et al., 2021).

In the context of Buttonsscarves, a strong brand image is built through elegant designs, consistent visual campaigns, exclusive collaborations, and the brand's engagement with modern Muslim women communities. These factors create the perception that Buttonsscarves is not merely a hijab, but part of an upper-class lifestyle and identity. This finding aligns with prior research by Andayani et al. (2024), which confirms that a positive brand image enhances perceived quality, trust, and product differentiation, thereby influencing willingness to pay a premium. Therefore, maintaining consistent brand communication, product quality, and customer experience becomes a strategic step to preserve the brand's premium image and ensure the company can sustain high-price strategies over time.

The Influence of Brand Loyalty on Willingness to Pay a Premium Price Among Buttonsscarves Hijab Users

The research revealed that brand loyalty does not meaningfully influence the readiness of Buttonsscarves hijab consumers to pay premium prices. While dedicated

customers often continue to buy and show long-term commitment, this faithfulness does not necessarily translate into a greater willingness to accept higher costs. The current findings show that loyalty on its own is not a strong influence on premium price acceptance, suggesting that factors like brand perception or emotional bonds may play a greater role in encouraging consumers to pay more. Buyers might remain faithful to the brand due to functional preferences, habits, or ease of use, but they will still resist higher prices if the perceived quality and value are insufficient to justify the premium.

In the context of Buttonsscarves, consumers who make repeat purchases or engage with the brand's community are not necessarily willing to pay more, especially if they feel the current price is already at a premium level. Loyalty that is more rational or functional in nature may not provide a strong enough emotional drive to increase willingness to pay. This finding is consistent with previous research by Efendi & Farida (2021), which shows that while loyalty can enhance retention, it does not always influence willingness to pay more particularly when consumers have many alternatives or when products have close substitutes. These results highlight the importance of strengthening emotional value, differentiated quality, and perceptions of exclusivity if the company aims to increase consumers' willingness to pay premium prices.

The Influence of Brand Love on Willingness to Pay a Premium Price Through Brand Loyalty Among Buttonsscarves Hijab Users

The analysis reveals that brand love has a significant positive influence on the willingness to pay a premium price when the effect operates through brand loyalty. This means that consumers who feel emotionally attached to the brand tend to become more loyal, and this increased loyalty, in turn, encourages a greater readiness to pay higher prices. The findings support the conclusion that loyalty acts as an important pathway linking brand love to premium price willingness. These findings support the theory that brand love can create an emotional bond that drives consumer loyalty, reflected in behaviors such as repeat purchases, recommendations, and commitment to a particular brand. This loyalty, in turn, strengthens consumers' tendency to be willing to pay more in order to continue using the brand they love.

In the context of Buttonsscarves hijab users, strong brand love not only builds loyalty but also enhances the perceived emotional value and exclusivity of the brand, making consumers feel that the premium price offered is worth paying. Loyalty formed from brand love makes consumers less sensitive to price and more confident in the quality and premium image associated with Buttonsscarves. This finding aligns with prior research by Bıçakcıoğlu et al. (2018), which shows that loyalty can serve as an important bridge between brand love and willingness to pay a premium price. Managerially, these results emphasize the importance of marketing strategies that strengthen emotional bonds while fostering customer loyalty so that companies can sustainably maintain premium pricing.

The Influence of Brand Image on Willingness to Pay a Premium Price Through Brand Loyalty Among Buttonsscarves Hijab Users

The study found that brand image has a positive and significant effect on consumers' willingness to accept premium prices when the influence occurs through brand loyalty. In other words, when consumers perceive the brand positively, they are more likely to develop loyalty, and this loyalty then encourages a greater readiness to pay higher prices. These findings indicate that loyalty acts as an important link connecting a strong brand image to

premium price acceptance among Buttonsscarves hijab users. Conceptually, brand image reflects consumers' perceptions and associations of a brand, including quality, exclusivity, and symbolic value. When consumers perceive a brand image positively, it enhances their trust and emotional closeness to the brand, which subsequently fosters loyalty. This loyalty then acts as a mediating mechanism that bridges the influence of brand image on consumers' willingness to pay a premium price.

In the context of Buttonsscarves hijab users, brand image is built through elegant designs, consistent visual communication, and the brand's alignment with modern and religious values, enabling the formation of strong emotional loyalty. This loyalty encourages consumers to continue choosing Buttonsscarves even though the prices offered are higher than those of other brands. This finding aligns with previous research by Fatma & Khan (2023), who demonstrated that a robust brand image not only fosters loyalty but also lowers consumer price sensitivity, increasing their willingness to pay a premium for brands they rely on and favor. For managers, this implies the necessity of upholding product quality, enhancing brand messaging, and providing stable service to ensure a positive brand image that sustains a premium pricing approach.

CONCLUSION

This study shows that brand love and brand image have a positive and significant influence on brand loyalty and willingness to pay a premium price among Buttonsscarves hijab consumers. These two variables are proven to encourage consumers to remain loyal and willing to pay higher prices, both directly and through the mediation mechanism of brand loyalty. Although brand loyalty does not have a direct effect on willingness to pay a premium, loyalty plays an important role as a mediating pathway that connects brand love and brand image with premium behavior. These findings confirm that emotional attachment and positive perceptions of the brand are key factors in shaping consumer purchasing decisions for premium hijab products. Overall, the research model has strong predictive power, making it reliable for explaining consumer behavior in the premium fashion market.

The practical implications of these findings suggest that marketing strategies emphasizing emotional connections, symbolic value, and brand image reinforcement are key to increasing loyalty and willingness to pay a premium. Buttonsscarves brand management needs to continue strengthening its brand identity, maintaining product quality, and creating exclusive and meaningful consumer experiences to maintain its position in the premium segment. Additionally, customer engagement programs such as storytelling, brand communities, and personalized services can further deepen consumers' emotional connections. For future research, it is recommended to expand the study to other hijab brands or other premium fashion categories, as well as include additional variables such as brand trust, customer experience, or lifestyle. Future research may also use longitudinal methods to examine changes in loyalty and premium behavior over a longer period of time.

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