



# The Effect Of Brand Personality, Brand Awareness, Fashion Consciousness On Loyalty Through Satisfaction As An Intervening Variable

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DOI:

<https://doi.org/10.47134/jbhi.v2i2.499>

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Received: 10-10-2024

Accepted: 11-11-2024

Published: 25-12-2024



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**Abstract:** This study aims to investigate the effects of Brand Personality, Brand Awareness, and Fashion Consciousness on Loyalty, with Satisfaction acting as an intervening variable (a case study of Erigo fashion product consumers in Yogyakarta). The participants in this research were individuals who used Erigo fashion products in Yogyakarta. A quantitative approach was employed, with data gathered through online questionnaires using a Likert scale for measurement. The study relied on primary data, with a sample size of 190 respondents selected through a non-probability sampling method using purposive sampling. The selection criteria for participants included being a customer of Erigo fashion products in Yogyakarta, having made more than one purchase within the past six months, and being at least 17 years old. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of AMOS 18 software. The findings indicate that Brand Personality has a significant and positive effect on Satisfaction, Brand Awareness significantly and positively influences Satisfaction, and Fashion Consciousness significantly and positively affects Satisfaction. Furthermore, Satisfaction has a significant and positive impact on Loyalty. However, Brand Personality does not have a direct positive impact on Loyalty, whereas Brand Awareness and Fashion Consciousness both significantly and positively influence Loyalty. Additionally, Satisfaction mediates the relationships between Brand Personality and Loyalty, Brand Awareness and Loyalty, as well as Fashion Consciousness and Loyalty.

**Keywords:** Brand Personality, Brand Awareness, Fashion Consciousness, Loyalty, and Satisfaction

## Introduction

The fashion industry in Indonesia is currently growing rapidly, all levels of society from the lowest to the highest use various brands of clothing according to their respective tastes. Fashion is one sector whose demand will always exist so that business competition is getting tighter and there are many alternatives choices make consumers more selective (Lengkong et al., 2021). This requires fashion businesses to change their orientation towards how they release products, maintain their products, attract consumers, and deal with competitors (Tjiptono, 2014).

Fashion products have become a focal point in both national and international markets. Indonesia is increasingly recognized worldwide as a fashion trademark, thanks to the emergence of local brands that have successfully expanded into global markets (Al

Maidah & Komala Sari, 2022). This progress has influenced shifts in people's lifestyles and clothing preferences. The fashion industry plays a significant role in shaping the lifestyle of Indonesians, as many individuals place greater emphasis on their appearance. Current trends in fashion products include clothing, shirts, bags, and various accessories (Putri et al., 2022).

The level of competition for fashion products in Indonesia is currently very tight because many are selling with various attractive fashion product offers (Putri et al., 2022). Then, there are also many sellers who offer their fashion products by offering contemporary fashion models and closely following the development of trends. In the modern era, anything can easily go viral and be followed by many people, such as fashion that is attractive in appearance and liked by teenagers. As a result, teenagers tend to buy items that are trending because they don't want to be out of date (Putri et al., 2022).

Erigo is one of the most popular local clothing brands among its competitors. All of Erigo's competitors are quite well-known in the fashion industry because each brand focuses on the same target market, namely the younger generation or millennials. The rise of varied fashion styles can foster consumer interest and increase purchasing power to become more consumptive, which initially consumers shopped to fulfill their needs but now shift to a medium to fulfill their desires (Al Maidah & Komala Sari, 2022).

Erigo also relates to consumer purchasing behavior, where buying goods often reflects social status (Al Maidah & Komala Sari, 2022). Consumer behavior refers to the study of individuals, groups, and organizations in fulfilling their needs and desires, including making choices, purchasing decisions, and utilizing goods and services. It also involves consumers' thoughts or experiences related to these products (Kotler & Keller, 2016). Generally, consumers tend to choose products that align with their needs, personality, and lifestyle (Zukhrufani & Ratnasari, 2022). Key aspects of consumer behavior include factors like personality, perceptions, norms, and roles, highlighting the diverse influences on purchasing decisions.

According to Al Maidah & Komala Sari (2022), satisfied consumers are those who perceive value in a product. This value stems from marketing attributes that guide purchasing decisions. When a purchase meets their needs and desires or delivers satisfaction, it often leads to repeat purchases (Palilati, 2007). Providing consistent and reliable quality ensures that customers remember the product, increasing their likelihood of making repeat purchases. Ultimately, customer satisfaction fosters loyalty to companies that deliver satisfying quality (Lengkong et al., 2021). Based on this context and background, this study further explores the impact of Brand Personality, Brand Awareness, and Fashion Consciousness on Loyalty through Satisfaction.

## **Literature Review**

### **Brand personality**

According to Kotler & Keller (2016), brand personality is a combination of human traits that can be implemented in a brand.

There are several indicators to measure brand personality according to Su & Chang (2018), namely: excitement, attractiveness, sophistication and up-to-dateness.

### **Brand Awareness**

Rangkuti (2016) defines brand awareness as a customer's ability to remember a brand or advertisement spontaneously after being stimulated with several keywords.

According to Sitorus et al (2022) Brand awareness can be measured through four indicators: brand recall, brand recognition, purchase decision, consumption.

### **Fashion Consciousness**

Fashion Consciousness is defined as someone referring to the level of one's involvement in style or fashion of dress (Nam et al, 2007).

There are five indicators used to measure fashion consciousness according to (Kautish & Sharma, 2018), namely: self-esteem, clothing interest, innovation, vanity, self-awareness or personality.

### **Satisfaction**

Kotler and Keller (2016) describe satisfaction as an emotional response of pleasure or disappointment that occurs when an individual compares the performance or outcomes of a product with their expectations. According to Umar (2003), as cited in Ramadhan and Santosa (2017), satisfaction can be evaluated using three indicators: a sense of value or appreciation, willingness to repurchase, and the desire to recommend the product to others.

### **Loyalty**

According to Kotler and Keller (2016), loyalty is described as a firm commitment to consistently purchase or subscribe to a particular product or service in the future, resulting in repeated purchases of the same brand or brand group, despite external factors such as situational influences or marketing strategies that may prompt changes in behavior. Amryyanti and Ruth (2013), as cited in Surya et al. (2017), suggest three indicators for measuring loyalty: sharing positive feedback about the product, intentions to make future purchases, and providing recommendations to others.

### **The Impact of Brand Personality on Satisfaction**

Shetty and Fitzsimmons (2022) argue that the connection between brand personality and consumer engagement improves both consumer satisfaction and their relationship with the brand. This highlights that brand personality is closely tied to satisfaction. Consumers tend to experience higher satisfaction when a brand or product exhibits traits that align with their values or reflect their identity, thus enhancing overall customer satisfaction. Muafiah (2019) emphasizes that a strong link exists between brand personality and satisfaction, where a more appealing brand personality leads to increased consumer satisfaction with the brand.

Several studies further support the impact of brand personality on satisfaction (Kesumahati & Novianti, 2021; Ong et al., 2017; Zukhrufani & Ratnasari, 2022). Based on the previous explanations and research findings, the following hypothesis is proposed:

**H1: Brand personality has a positive and significant effect on satisfaction.**

### **The Influence of Brand Awareness on Satisfaction**

Satisfaction, according to Kotler and Keller (2016), refers to the emotional reaction of contentment or dissatisfaction that occurs when individuals compare their expectations with the actual outcome of a product or service. When a brand meets or exceeds these expectations, customers are more likely to experience satisfaction. Baraba and Anggraeni (2008) argue that brand awareness, such as recognition through logos, plays a crucial role in determining customer satisfaction levels. Likewise, Vasudevan and Peter Kumar (2019) highlight the importance of having a brand with a distinctive name or symbol that allows customers to easily identify it as the product.

In general, brand awareness refers to a consumer's ability to recognize or recall a brand in sufficient detail to facilitate purchasing decisions (Kotler & Keller, 2016). Research also supports the relationship between brand awareness and satisfaction (Ilyas et al., 2020; Lengkong et al., 2021; Murhadi & Reski, 2022; Zukhrufani & Ratnasari, 2022). Based on the above explanation and findings from previous studies, the following hypothesis can be formulated:

**H2: Brand awareness has a positive and significant effect on satisfaction.**

### **The Influence of Fashion Consciousness on Satisfaction**

A study by Kim et al. (2018) on the development of fashion products emphasizes that fashion consciousness is strongly linked to satisfaction. This suggests that consumers who are more attuned to fashion are more inclined to experience satisfaction with a brand or product. Fashion consciousness represents a characteristic of consumers that influences how they perceive their engagement in product development, which in turn impacts their satisfaction levels (Kim et al., 2018).

Kaur and Anand (2018) further explain that individuals who are attentive to fashion derive happiness and satisfaction from exploring new trends, where the feelings of pleasure and joy can serve as indicators of satisfaction, as noted by Kotler and Keller (2016).

Several studies have also demonstrated that fashion consciousness positively influences satisfaction (Kim et al., 2018; Laura & Fadella, 2022; Zukhrufani & Ratnasari, 2022). Based on these findings and previous research, the following hypothesis can be proposed:

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**H3: Fashion consciousness has a positive and significant effect on satisfaction.****The influence of satisfaction on loyalty**

Zaim (2010) suggests that satisfied customers are more likely to remain loyal to a brand. Loyalty is considered a consequence of customer satisfaction (Gunawan et al., 2020). Various factors, such as the type of brand loyalty a customer holds, affect their perception of a product's performance. When a product's performance surpasses expectations, customers are generally highly satisfied (Kotler & Keller, 2016). Research has demonstrated that customer satisfaction influences loyalty—when customers are content with a company and value the product, their loyalty tends to increase. Famiyeh et al. (2018) assert that customer satisfaction positively impacts brand loyalty.

Numerous studies have confirmed that satisfaction influences loyalty (Famiyeh et al., 2018; Janitra & Tjokrosaputro, 2022; Kim et al., 2018; Lengkong et al., 2021; Oktadiani & Laily, 2020; Pangestika & Hidayati, 2020; Pratama & Suprpto, 2017; Rahmat & Marso, 2020; Sasono et al., 2023; Shabbir & Arman, 2020; Zukhrufani & Ratnasari, 2022). Based on the above discussion and previous research, the following hypothesis is proposed:

**H4: Satisfaction has a positive and significant effect on loyalty.****The Influence of Brand Personality on Loyalty**

Brand personality is a crucial factor in establishing strong and enduring relationships with consumers (Yasri et al., 2014). According to Rahmat and Marso (2020), brand personality helps differentiate a brand, increases consumer preference, and enhances loyalty. Furthermore, selecting a brand or product that aligns with personal characteristics allows consumers to express their identity (Aaker, 1997). When customers perceive that a brand embodies certain desirable qualities or values, they are more likely to make repeat purchases. Thus, brand personality provides customers with value that aligns with their experiences (Zukhrufani & Ratnasari, 2022).

Consumer loyalty tends to grow when a brand or product is associated with human-like traits. While many studies support the positive impact of brand personality on loyalty (Akin, 2017; Janitra & Tjokrosaputro, 2022; Ong et al., 2017; Sasono et al., 2023; Zukhrufani & Ratnasari, 2022), research by Su and Chang (2018) found no significant positive relationship between the two. Based on the discussion above and findings from previous studies, the following hypothesis can be proposed:

**H5: Brand personality has a positive and significant effect on loyalty.****The Influence of Brand Awareness on Loyalty**

Brand awareness plays a crucial role in shaping consumer perceptions of products, preferences, and brand loyalty (Su & Chang, 2018). As a key element of brand awareness, brand recognition significantly impacts consumer behavior. When consumers can easily

recall and identify a brand, this recognition builds trust and strengthens loyalty. Griffin, as cited in Nurizka and Rahmi (2016), notes that the purchasing journey for loyal customers starts with their awareness of the brands they recognize and buy.

Research has shown that brand awareness positively influences loyalty (Sasmita & Mohd Suki, 2015). Similarly, Nurizka and Rahmi (2016) confirm a strong positive link between brand awareness and customer loyalty. Other studies have also supported the impact of brand awareness on loyalty (Lengkong et al., 2021; Pratama & Suprpto, 2017; Soesilopranoto, 2019; Su & Chang, 2018; Zukhrufani & Ratnasari, 2022). Based on the preceding discussion and findings from previous research, the following hypothesis is proposed:

**H6: Brand awareness has a positive and significant effect on loyalty.**

#### **The influence of fashion consciousness on loyalty**

Compared with consumers who are less fashion conscious, consumers with high fashion consciousness significantly influence loyalty (Kim et al., 2018). Fashion consciousness is the understanding of a brand's fashion products by consumers, which drives brand loyalty and repeat purchases. In addition, research findings (Kim et al., 2018) show that customers are more involved in product/brand development when they are more fashion conscious. This result is in line with the view (Oliver, 1999), which argues that loyalty is a strong commitment to continue using or supporting certain goods or services. Someone who is committed to maintaining their social status by dressing according to the latest trends is said to have fashion consciousness (Lertwannawit & Mandhachitara, 2012). Based on the description above and several previous researchers, the following hypothesis can be proposed:

**H7: Fashion consciousness has a positive and significant effect on loyalty.**

#### **The influence of brand personality on loyalty mediated by satisfaction**

The influence of brand personality on consumer loyalty, considering the mediating role of satisfaction, is significant. Brand personality, as a unique trait assigned to a brand, can shape how consumers perceive and emotionally connect with it. Previous studies (Akin, 2017; Janitra & Tjokrosaputro, 2022; Soesilopranoto, 2019; Zukhrufani & Ratnasari, 2022) have shown that brand personality plays an important role in fostering loyalty. However, satisfaction, as a mediator, may help further explain this relationship. Satisfaction, reflecting the degree of consumer contentment with their experience of a brand's products or services, can serve as a key factor that connects brand personality perceptions with the intention to remain loyal to the brand.

Research by Ong et al. (2017) found that satisfaction acts as a mediating variable between brand personality and loyalty. Based on this discussion, the following hypothesis is proposed:

**H8: Brand personality has a significant effect on loyalty through satisfaction.**

#### **The influence of brand awareness on loyalty mediated by satisfaction**

Brand awareness, which reflects the extent of consumer recognition of a brand, is considered a key factor in fostering consumer loyalty to the brand (Su & Chang, 2018). When consumers have a deep understanding of the brand and its products, they are more inclined to repeatedly choose the product and build long-term loyalty (Lengkong et al., 2021). In this context, customer satisfaction also plays a crucial role in linking brand awareness with brand loyalty. Research (Buyukdag, 2021; Lengkong et al., 2021; Murhadi & Reski, 2022; Pratama & Suprpto, 2017) suggests that consumer trust in the quality and value of a product, stemming from brand awareness, can be strengthened through positive experiences and satisfaction with the product.

Based on the above discussion, the following hypothesis is proposed:

**H9: Brand awareness has a significant effect on loyalty through satisfaction.**

#### **The influence of fashion consciousness on loyalty mediated by satisfaction**

Fashion consciousness, which refers to an individual's level of awareness and attention to trends and styles in the fashion world, is believed to have a significant impact on how a person forms loyalty to a particular brand. Previous studies (Kim et al., 2018; Laura & Fadella, 2022; Zukhrufani & Ratnasari, 2022) have found the importance of psychological factors in forming brand attachment, and the concept of satisfaction as a mediator connecting the level of fashion consciousness and loyalty emerges as an important element in this conceptual framework.

Based on the explanation above, the following hypothesis is proposed:

**H10: Fashion consciousness has a significant effect on loyalty through satisfaction.**

#### **Research model**

Based on the research hypothesis, the research model framework can be described as follows:

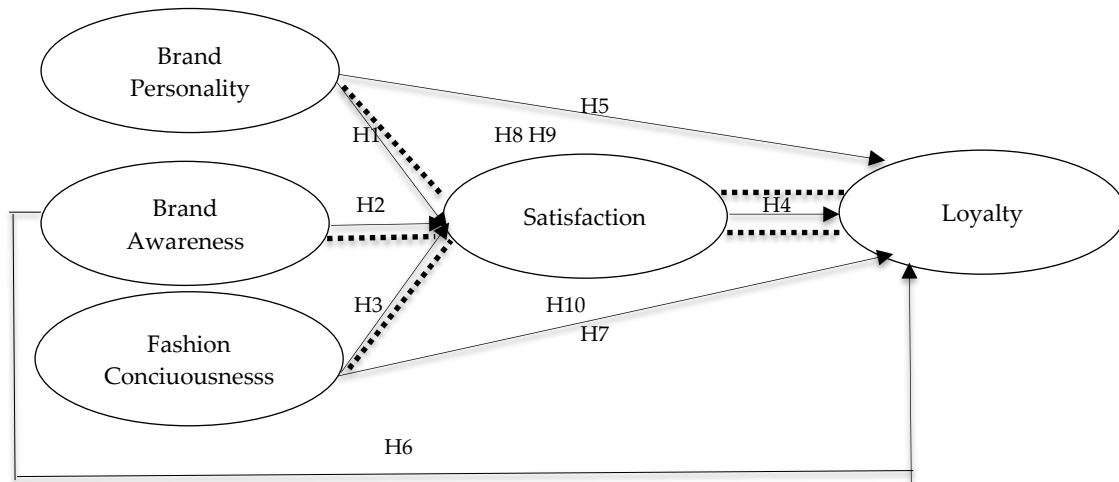


Figure 1. Research Model  
 Source: Zukhrufani & Ratnasari (2022)

**Research Methods**

This study adopts a quantitative methodology, which involves collecting numerical data that can be analyzed using mathematical or statistical techniques (Sekaran & Bougie, 2019). The research centers on Erigo brand fashion products, with participants being customers of Erigo products in the Special Region of Yogyakarta. A non-probability sampling technique, specifically purposive sampling, was used to select the participants. The sample consisted of 190 respondents, chosen based on specific criteria: participants must have purchased Erigo brand products more than once in the past six months and be at least 17 years old.

Primary data was collected through questionnaires distributed to the selected respondents. The research instrument was validated using Confirmatory Factor Analysis (CFA) and tested for reliability through Construct Reliability (CR). A CR value above 0.70 indicates reliability, while a value below 0.70 suggests unreliability.

Data analysis and hypothesis testing were performed using Structural Equation Modeling (SEM) with the help of AMOS software. SEM combines two distinct statistical techniques: factor analysis, which originated in psychology and psychometrics, and simultaneous equation modeling (Ghozali, 2008).

The following are operational definitions of the variables used in this study, presented in Table 1.

Table 1 Operational Definition of Variables

No	Variables	Definition	Indicator	Source Indicator
1.	Brand Personality	Brand personality is defined as a combination of human traits that can be implemented	1. Excitement 2. Attractiveness 3. Sophistication	Aaker et al (1997) in Su, J.



		in a brand.(Kotler & Armstrong, 2014)	4. Up-to-date	and Chang, A. (2018)
2.	Brand Awareness	Brand awareness is defined as the ability to track customer memory which reflects the customer's ability to remember or recognize a brand under various conditions (Keller, 2013).	1. Brand Recall 2. Brand Recognition 3. Purchase Decision 4. Consumption	Kotler et al (2019) in Sitorus et al (2022)
3.	Fashion Consciousness	Fashion consciousness is defined as the extent to which a person is involved with clothing styles or fashions (Nam et al., 2007).	1. Self-Esteem 2. Clothing Interest 3. Innovativeness 4. Vanity 5. Public or Private Self-Consciousness	Wan et al (2001) in Kautish & Sharma (2018)
4.	Satisfaction	Satisfaction is defined as how a customer perceives that they are happy or dissatisfied with a product or service according to their expectations (Kotler & Keller, 2016).	1. Interest in Reuse 2. Readiness to buy back 3. Willingness to recommend	Umar (2003) in Ramadhan & Santosa (2017)
5.	Loyalty	Loyalty is defined as the commitment that individuals have when purchasing or supporting their chosen product or service. However, it cannot be denied that several factors cause customers to switch (Kotler & Keller, 2016).	1. Say positive things 2. Repurchase retention 3. Referrals	Amryyanti & Ruth (2013) in Surya (2017)

## Results and Discussion

The research involved 190 participants, categorized according to their gender, age, income, education, and occupation. The characteristics of the respondents are shown in Table 2.

Table 2 Respondent Characteristics

No	Characteristics	Frequency	Percentage
1	<i>Gender</i>		
	Man	111	58.4
	Woman	79	41.6
	Amount	190	100

No	Characteristics	Frequency	Percentage
<b>2</b>	<i>Age</i>		
	18-21 years	73	38.4
	22-25 years	108	56.8
	26-29 years old	9	4.7
	Amount	190	100
<b>3</b>	<i>Income</i>		
	≤ Rp. 1,500,000	14	7.4
	> Rp. 1.500.000 - Rp. 3.000.000	66	34,7
	> Rp. 3.000.000 - Rp. 4.500.000	65	34,2
	> Rp. 4.500.000	45	23,7
	Jumlah	190	100
<b>4</b>	<i>Pendidikan</i>		
	SMP	1	0,5
	SMA/SLTA	72	37,9
	Diploma	33	17,4
	S1	79	41,6
	S2	5	2,6
	Jumlah	190	100
<b>5</b>	<i>Work</i>		
	Students	94	49.5
	civil servant	16	8.4
	Private sector employee	39	20.5
	Indonesian National Armed Forces/Indonesian National Police	7	3.7
	Businessman	30	15.8
	Other	4	2.1
	Amount	190	100

### Instrument Quality Test Results

In this study, instrument quality testing was carried out in two stages, namely validity testing and reliability testing.

#### 1. Validity Test

Validity Test in this study uses the Confirmatory Factor Analysis method . Ghozali (2017) stated that in order to test the validity of the study, a confirmatory analysis method is used which is commonly known as Confirmatory Factor Analysis (CFA). An indicator is considered valid if it has a factor loading > 0.5 (Ghozali, 2017).

Table 3. Validity Test Results

Variables	Indicator	Loading Factor	Limit	Information
	BP1	0.835	> 0.5	Valid

Variables	Indicator	Loading Factor	Limit	Information
<b>Brand</b>	BP2	0,801		Valid
<b>Personality</b>	BP3	0,805		Valid
<b>(BP)</b>	BP4	0,744		Valid
<b>Brand</b>	BA1	0,782	> 0,5	Valid
<b>Awareness</b>	BA2	0,760		Valid
<b>(BA)</b>	BA3	0,674		Valid
	BA4	0,820		Valid
<b>Fashion</b>	FC1	0,861	> 0,5	Valid
<b>Consciousness</b>	FC2	0,773		Valid
<b>(FC)</b>	FC3	0,838		Valid
	FC4	0,766		Valid
	FC5	0,857		Valid
<b>Satisfaction</b>	S1	0,833	> 0,5	Valid
<b>(S)</b>	S2	0,808		Valid
	S3	0,866		Valid
<b>Loyalty (L)</b>	L1	0,891	> 0,5	Valid
	L2	0,902		Valid
	L3	0,677		Valid

The validity test results table, based on 190 respondents and eleven questions, indicates that each question has a loading factor greater than 0.50. As a result, it can be concluded that all the questions in the questionnaire are valid.

## 2. Reliability Test Results

Table 4 Reliability Test Results

Variables	Construct Reliability	Limit	Information
Brand Personality	0.874	>0.7	Reliable
Brand Awareness	0.846		Reliable
Fashion Consciousness	0.911		Reliable
Satisfaction	0.874		Reliable
Loyalty	0.867		Reliable

From the table above, it can be concluded that the CR value for the four research variables is each greater than 0.7. Based on these findings, it can be concluded that the research tool as a whole is reliable, so it can be used in this study.

## Results of Data Analysis and Hypothesis Testing

### Results of Direct Effect Hypothesis Test

To determine the direction of influence, it can be analyzed whether the regression weight shows a positive value or  $> 0$ . If so, it can be concluded that the influence is positive (Ghozali, 2017). Furthermore, to evaluate the significance of the influence between variables, if the critical ratio (CR) value exceeds 1.96 and the probability value (P) is less than 0.05, it can be concluded that the influence is significant.

Table 5. Results of Direct Effect Hypothesis Testing

No.	Hypothesis	Estimate	SE	CR	P	Results
H1	Brand Personality →Satisfaction	0.284	0.068	4,187	0,000	Positive and Significant (Accepted)
H2	Brand Awareness →Satisfaction	0.524	0.106	4,944	0,000	Positive and Significant (Accepted)
H3	Fashion Consciousness →Satisfaction	0.290	0.071	4,074	0,000	Positive and Significant (Accepted)
H4	Satisfaction →Loyalty	0.449	0.114	3,940	0,000	Positive and Significant (Accepted)
H5	Brand Personality →Loyalty	0.084	0.064	1,301	0.193	Positive and Insignificant (Rejected)
H6	Brand Awareness →Loyalty	0.210	0.105	2,006	0.045	Positive and Significant (Accepted)
H7	Fashion Consciousness →Loyalty	0.130	0.065	1,990	0.047	Positive and Significant (Accepted)

### Testing the Influence of Brand Personality on Satisfaction

The standardized regression weight estimate is 0.284, indicating a positive influence of brand personality on satisfaction. The findings suggest that a stronger brand personality leads to greater satisfaction. The relationship between the two variables shows a Critical Ratio of 4.187 ( $CR > 1.96$ ) and a probability of 0.000 ( $P < 0.05$ ), confirming a significant impact.

### Testing the Influence of Brand Awareness on Satisfaction

The standardized regression weight estimate is 0.524, indicating a positive effect of brand awareness on satisfaction. The results show that higher brand awareness correlates

with greater satisfaction. The relationship between the variables shows a Critical Ratio of 4.944 ( $CR > 1.96$ ) and a probability of 0.000 ( $P < 0.05$ ), indicating a significant influence.

### **Testing the Influence of Fashion Consciousness on Satisfaction**

The standardized regression weight estimate is 0.290, suggesting a positive influence of fashion consciousness on satisfaction. The results indicate that increased fashion consciousness is associated with higher satisfaction. The relationship between the two variables shows a Critical Ratio of 4.074 ( $CR > 1.96$ ) and a probability of 0.000 ( $P < 0.05$ ), signifying a significant effect.

### **Testing the Influence of Satisfaction on Loyalty**

The standardized regression weight estimate is 0.449, which means the influence of satisfaction on loyalty is positive. The results demonstrate that higher satisfaction leads to greater loyalty. The relationship between the two variables shows a Critical Ratio of 3.940 ( $CR > 1.96$ ) and a probability of 0.000 ( $P < 0.05$ ), confirming a significant impact.

### **Testing the Influence of Brand Personality on Loyalty**

The standardized regression weight estimate is 0.084, indicating a positive influence of brand personality on loyalty. However, the relationship shows a Critical Ratio of 1.301 ( $CR < 1.96$ ) and a probability of 0.193 ( $P > 0.05$ ), suggesting no significant effect.

### **Testing the Influence of Brand Awareness on Loyalty**

The standardized regression weight estimate is 0.210, indicating a positive impact of brand awareness on loyalty. The results show that greater brand awareness leads to increased loyalty. The relationship between the two variables shows a Critical Ratio of 2.006 ( $CR > 1.96$ ) and a probability of 0.045 ( $P < 0.05$ ), signifying a significant effect.

### **Testing the Influence of Fashion Consciousness on Loyalty**

The standardized regression weight estimate is 0.130, indicating a positive influence of fashion consciousness on loyalty. The results show that increased fashion consciousness leads to higher loyalty. The relationship between the variables shows a Critical Ratio of 1.990 ( $CR > 1.96$ ) and a probability of 0.047 ( $P < 0.05$ ), confirming a significant impact.

### **Indirect Hypothesis Testing**

If the standardized direct effect value is smaller than the standardized indirect effect value, this indicates that both mediating variables have an indirect influence. Below is a table of the results of the hypothesis test of exogenous variables on endogenous variables through mediating variables:

Table 6. Results of Indirect Effect Hypothesis Testing

No	Information	Direct	Indirect	Results
H8	Brand Personality → Satisfaction → Loyalty	0.104	0.159	Full Mediation
H9	Brand Awareness → Satisfaction → Loyalty	0.184	0.206	Partial Mediating
H10	Fashion Consciousness → Satisfaction → Loyalty	0.155	0.156	Partial Mediating

### Testing Brand Personality and Loyalty with Satisfaction Mediation

The impact of Brand Personality on Loyalty, mediated by Satisfaction, shows that the direct effect is less than the indirect effect, with the direct effect value being 0.104 and the indirect effect value 0.159.

### Testing Brand Awareness and Loyalty with Satisfaction Mediation

The influence of Brand Awareness on Loyalty, with Satisfaction as the mediator, reveals that the direct effect is smaller than the indirect effect, with the direct effect value being 0.184 and the indirect effect value 0.206.

### Testing Fashion Consciousness and Loyalty with Satisfaction Mediation

The effect of Fashion Consciousness on Loyalty, mediated by Satisfaction, shows that the direct effect is lower than the indirect effect, with the direct effect value being 0.155 and the indirect effect value 0.156.

## Discussion

### 1. Brand Personality Influences Satisfaction

Brand personality, which includes characteristics such as honesty, cheerfulness, or boldness associated with a brand, is thought to create an emotional bond between consumers and the brand. Prior research has shown that consumers tend to be more satisfied when they perceive a connection between the brand's personality and their personal values.

The results of the first hypothesis test demonstrate that brand personality has a positive and significant effect on consumer satisfaction with Erigo fashion products in the Special Region of Yogyakarta, thereby supporting the hypothesis. This implies that a stronger brand personality for Erigo leads to greater consumer satisfaction. This finding is consistent with studies by Kesumahati & Novianti (2021), Ong et al. (2017), and Zukhrufani & Ratnasari (2022), which also highlighted a positive and significant impact of brand personality on satisfaction.

### 2. Brand Awareness Influences Satisfaction

Brand awareness can positively influence consumer satisfaction, as consumers who are familiar with a brand tend to have more realistic expectations about the products or

services they purchase. When consumers believe they have sufficient knowledge about a brand, they are more likely to be satisfied with their purchasing decision due to being better informed.

The findings from the second hypothesis test reveal that brand awareness positively and significantly influences consumer satisfaction with Erigo fashion products in the Special Region of Yogyakarta, thereby confirming the hypothesis. This suggests that increased brand awareness of Erigo results in higher consumer satisfaction. This conclusion is consistent with studies by Ilyas et al. (2020), Lengkong et al. (2021), Murhadi & Reski (2022), and Zukhrufani & Ratnasari (2022), all of which demonstrated a positive and significant effect of brand awareness on satisfaction.

### **3. Fashion Consciousness Influences Satisfaction**

Fashion awareness contributes to positive experiences in daily life, as individuals with a high level of fashion awareness often feel more satisfied due to their ability to express themselves through clothing choices that reflect their identity. Furthermore, when individuals feel confident in their appearance, it can enhance overall self-satisfaction.

The findings from this study suggest that fashion consciousness has a positive and significant effect on consumer satisfaction with Erigo fashion products in the Special Region of Yogyakarta. This means that the higher an individual's fashion consciousness, the greater their satisfaction when purchasing Erigo fashion products. This conclusion is supported by research from Kim et al. (2018), Laura & Fadella (2022), and Zukhrufani & Ratnasari (2022), which also found that fashion consciousness positively influences satisfaction.

### **4. Satisfaction Affects Loyalty**

Satisfied customers are more likely to remain loyal to a brand or company because satisfaction fosters a positive emotional connection. Additionally, customer satisfaction can reduce the likelihood of switching to competitors and increase the chances of repeat purchases. Therefore, the strong connection between customer satisfaction and loyalty is a key component of business strategies aimed at customer retention.

The results of the fourth hypothesis test indicate that satisfaction has a positive and significant effect on loyalty to Erigo fashion products in the Special Region of Yogyakarta. This means that as customer satisfaction with Erigo improves, loyalty to the brand also increases. This finding is consistent with research from Famiyeh et al. (2018), Janitra & Tjokrosaputro (2022), Kim et al. (2018), Lengkong et al. (2021), Oktadiani & Laily (2020), Pangestika & Hidayati (2020), Pratama & Suprpto (2017), Rahmat & Marso (2020), Sasono et al. (2023), Shabbir & Arman (2020), and Zukhrufani & Ratnasari (2022), all of which found that satisfaction positively and significantly influences loyalty.

## 5. Brand Personality Influences Loyalty

The characteristics and image of a brand can influence consumer loyalty, as a brand that successfully builds and communicates a consistent and appealing personality is more likely to create an emotional connection with consumers. This emotional bond can enhance consumer loyalty, leading them to choose the brand again over competitors that may lack a strong, distinctive identity.

The results of testing the fifth hypothesis show that brand personality does not significantly influence loyalty to Erigo fashion products in the Special Region of Yogyakarta, resulting in the rejection of the hypothesis. This implies that brand personality does not have a strong correlation with loyalty. This outcome contrasts with previous research by Akin (2017), Janitra & Tjokrosaputro (2022), Ong et al. (2017), Sasono et al. (2023), and Zukhrufani & Ratnasari (2022), which all identified a significant positive relationship between brand personality and loyalty.

## 6. Brand Awareness Influences Loyalty

Consumer recognition of a brand plays a vital role in shaping their loyalty to that brand. The stronger the brand awareness, the more inclined consumers are to choose and stay loyal to that brand. This positive link between brand awareness and loyalty offers businesses an opportunity to enhance their marketing strategies and communication, aiming to strengthen their brand image and build lasting customer relationships.

The findings from testing the sixth hypothesis reveal that brand awareness has a positive and significant impact on loyalty to Erigo fashion products in the Special Region of Yogyakarta, thus confirming the hypothesis. This suggests that increased brand awareness of Erigo results in higher consumer loyalty. This conclusion aligns with research conducted by Lengkong et al. (2021), Pratama & Suprpto (2017), Soesilopranoto (2019), Su & Chang (2018), and Zukhrufani & Ratnasari (2022), all of which found a positive and significant effect of brand awareness on loyalty.

## 7. Fashion Consciousness Influences Loyalty

Fashion consciousness plays a key role in building consumer loyalty to a brand or store. Consumers with a strong awareness of fashion trends are more open to embracing new styles and innovations in the fashion world, which makes them more likely to stay loyal to a brand that either keeps up with or leads these trends.

The findings from testing the seventh hypothesis indicate that fashion consciousness positively and significantly influences loyalty to Erigo fashion products in the Special Region of Yogyakarta, thereby confirming the hypothesis. This suggests that higher fashion consciousness leads to stronger loyalty toward Erigo fashion products. This result is consistent with studies by Kim et al. (2018) and Lertwannawit & Mandhachitara (2012), which also found that fashion consciousness has a positive and significant effect on loyalty.



### **8. Brand Personality Influences Loyalty Mediated by Satisfaction**

The results of testing the eighth hypothesis show that satisfaction completely mediates the connection between brand personality and loyalty to Erigo fashion products in the Special Region of Yogyakarta, thereby confirming the hypothesis. This indicates that satisfaction is crucial in bridging the gap between brand personality and consumer loyalty. This finding is consistent with research by Ong et al. (2017), who also found that satisfaction acts as a mediator between brand personality and loyalty.

### **9. Brand Awareness Influences Loyalty Mediated by Satisfaction**

The results of testing the ninth hypothesis suggest that satisfaction partially mediates the relationship between brand awareness and loyalty to Erigo fashion products in the Special Region of Yogyakarta, thus confirming the hypothesis. This implies that satisfaction has a partial influence on the link between brand awareness and consumer loyalty. This finding is in line with the research by Buyukdag (2021), Lengkong et al. (2021), Murhadi & Reski (2022), and Pratama & Suprpto (2017), all of whom found that satisfaction mediates the connection between brand awareness and loyalty.

### **10. Fashion Consciousness Influences Loyalty Mediated by Satisfaction**

The results from testing the tenth hypothesis show that satisfaction partially mediates the relationship between fashion consciousness and loyalty to Erigo fashion products in the Special Region of Yogyakarta, thus supporting the hypothesis. This indicates that satisfaction has a partial influence on the link between fashion consciousness and consumer loyalty. This finding is consistent with the research by Kim et al. (2018), Laura & Fadella (2022), and Zukhrufani & Ratnasari (2022), all of which demonstrated that satisfaction mediates the connection between fashion consciousness and loyalty.

## **Conclusion**

Based on the results of data analysis and hypothesis testing above, the following conclusions can be drawn:

1. Brand personality has a positive and significant effect on Satisfaction. The better the brand personality of Erigo, the higher the Satisfaction of Erigo fashion product customers.
2. Brand awareness has a positive and significant effect on Satisfaction. The better the brand awareness of Erigo, the higher the Satisfaction of Erigo fashion product customers.
3. Fashion consciousness has a positive and significant effect on Satisfaction. The better the Fashion Consciousness of Erigo customers, the higher the Satisfaction of Erigo fashion product consumers.
4. Satisfaction has a positive and significant effect on Loyalty. Thus, the better the customer satisfaction, the higher the loyalty to Erigo fashion products.

5. Erigo's brand personality has a positive but insignificant effect on Loyalty. Erigo's brand personality does not have a significant effect on Loyalty or does not make customers loyal to Erigo.
6. Brand awareness has a positive and significant effect on Loyalty. The better the brand awareness on Erigo, the higher the customer Loyalty.
7. Fashion consciousness has a positive and significant effect on Loyalty. Thus, the better the Fashion consciousness of Erigo customers, the higher the Loyalty of Erigo fashion product consumers.
8. Satisfaction fully mediates Brand personality to Loyalty. The better the Brand personality of Erigo, the higher the Satisfaction of customers. With the increase in Satisfaction, it will increase customer loyalty.
9. Satisfaction partially mediates Brand awareness towards Loyalty. The better the Brand awareness of Erigo, the higher the Satisfaction of customers. With the increase in Satisfaction, it will increase customer loyalty.
10. Satisfaction partially mediates Fashion consciousness towards Loyalty. The better the Fashion consciousness of Erigo customers, the higher the Satisfaction of customers. By increasing Satisfaction, it will increase customer loyalty.

### **Research Limitations**

From the results of the research that have been described previously, the researcher realizes that there are still many limitations in this study, which include: the researcher only conducted research aimed at customers who live in the Special Region of Yogyakarta; this study has limitations in the use of variables that measure loyalty, namely brand personality, brand awareness, fashion consciousness, and satisfaction so that other variables are needed that can play a role in influencing loyalty.

### **Research Suggestions**

There are several suggestions addressed to further researchers to improve the quality of research, which include the following: further researchers can replace the object, subject, and research setting that are still related to the object; further research is expected to add other variables such as brand experience, service quality and product quality which are also factors in influencing loyalty.

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