



THE INFLUENCE OF BRAND LOVE ON BRAND LOYALTY ON H&M GLOBAL FASHION BRANDS IN JAKARTA

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Abstract

This study was conducted to observe and test brand love against brand loyalty at the global fashion brand H & M in Jakarta. This research is descriptive quantitative research by distributing questionnaires through the google form platform which is distributed to 115 respondents who live in the city of Jakarta and have made purchases at least twice. The results of this study were analyzed through validity test, reliability test and T test using SPSS as an analytical tool. This study reveals that the brand love variable has a significant positive effect on brand loyalty as seen by the t-count value of $4.431 > 1.984$ and a significant value of $0.000 < 0.05$. The higher the brand love will be able to increase the intensity of consumers loyal to the brand. the contribution made, namely, H & M is expected to be able to maintain and strengthen brand love (love of brands). This will create intensity that consumers will make regular repeat purchases and will promote them to a wide audience.

Keywords: brand love; brand loyalty; H&M; global fashion; influence

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INTRODUCTION

Along with the development of the fashion industry and easy access to international trade, especially in Indonesia, global fashion brands are eyeing opportunities to open outlets in Indonesia. The fashion market share in Indonesia is considered very convincing and has potential. Indonesia has a population of 272.23 million as of June 30, 2021. From the results of the population census, it is known that the Indonesian population until 2020 is dominated by Generation Z and the millennial generation. Generation Z reached 75.49 million people or equivalent to 27.94 percent while the millennial generation reached 69.38 million people or 25.87 percent (Muhammad Idris 2021).

Generation Z and the millennial generation have the characteristics of always wanting to look attractive, beautiful and different from others, especially in relationships. Clothing is a supporter of their personality to appear confident. The public is now treated to various fashion brands that can accommodate their fashion tastes, both local and global brands.

Indonesian people prefer to buy fashion products from abroad or global brands, which is around 60 percent according to Ali (2018). They recognize that foreign products have good quality and competitive prices. Before consumers decide to buy an item or service, there are two things that are usually taken into consideration, namely the consumer's perception of the quality of the product and the prestige factor of the product.

However, especially for consumers who tend to choose global brands, it is clear that they have a perception that foreign brands have better Perceived Brand Quality and a higher Brand Image than local brands. The quality factor referred to here in addition to the quality of the product itself, also includes the services provided such as after-sales service after the product is purchased.

Currently, many Indonesian people are more in love and proud to buy fashion that smells of global brands. Love for local brands is so minimal that it does not create a strong attachment to local brands (Yulistara, 2018). They don't trust local brands. They have formed the idea that global brands are better than local brands (Yuswohady, 2015).

Tabel 1 Major Global Apparel Manufacturer and Retailer

Company Name (Flagship Brand)	Country and Region	End of Fiscal Year	Sales (Trillion of yen)	Sales (Billions of dollar)	Change (%) (local base)
Inditex (Zara)	Spain	Jan. 2021	2.63	24.80	-27.9
Hennes & Mauritz	Sweden	Nov. 2020	2.39	22.48	-19.6
Fast Retailing (Uniqlo)	Japan	Aug. 2020	2.01	18.91	-12.3
Gap	USA	Jan. 2021	1.47	13.80	-15.8
L Brands	USA	Jan. 2021	1.26	11.85	-8.3
PVH (Calvin Klein, Tommy Hilfiger)	USA	Jan. 2021	0.76	7.13	-28.0
Ralph Lauren	USA	Mar. 2020	0.65	6.16	-2.4
Next	UK	Jan. 2021	0.52	4.94	-17.2
American Eagle Outfitters	USA	Jan. 2021	0.40	3.76	-12.7
Abercrombie & Fitch	USA	Jan. 2021	0.33	3.13	-13.7
Spirit	Hong Kong	Jun. 2020	0.13	1.19	-21.1

Source: fastretailing.com (2021)

The number of global fashion brands entering the Indonesian market has created many choices for the public. One of them is H & M. H & M stands for the owner, namely Hennes & Mauritz. H & M is a fashion brand that is becoming a trend and is well received by millennials. H & M is a clothing and accessory brand originating from Sweden, which officially entered Indonesia since 2013. H & M provides a variety of fashion needs from babies to adults who carry the concept of timeless or a fashion style that never dies. Combining trends that are casual, modern, and simple in their products so that when used, they will look charming.

A good response to a brand is one that defines a person's love for a brand. Bergkvist and Larsen (2010) define brand love as the love felt for a brand. Brand love, means strong consumer emotions towards a particular brand. Brand love consists of two main aspects, namely taste and passion. Affection, means measuring a person's closeness to the brand.

Consumers who have a great love for a brand will lead to loyalty to the brand. Brand loyalty according to Kotler and Armstrong (2018) is a condition where consumers have a positive attitude towards a brand, are committed to the brand, and intend to continue their purchase in the future.

Tabel 2 Top Pengecer Mode Cepat Global 2018

No	Brand	Negara	Penjualan
1	H&M	Swedia	\$21,7 Miliar
2	Zara	Spanyol	\$20,1 Miliar
3	Uniqlo	Jepang	\$19,6 Miliar

Sumber: idntimes.com (2020)

Table 2 shows the top brands from fast fashion retailers that encourage very high consumer loyalty to a brand. H&M occupies the best position with a sales value of \$ 21.7 Billion which proves the loyalty of its customers because they have a high love for the H & M brand. In fact, there are still many consumers who have not been able to survive on one particular brand type, so that expectations about the formation of brand loyalty is still not in accordance with reality (Yusniar, 2015).

In this case, the concept of brand love will be attributed to the brand of fashion brands, where increasing brand strength will certainly continue to be an important task for the purpose of getting a predicate as a fashion brand that is in great demand for Generation Z and the millennial generation specially in Jakarta. Based on the explanation above, the authors are interested in examining more deeply the brand love variables that affect brand loyalty at the H&M global fashion brand in Jakarta. Limited understanding of what components become antecedents of brand love that can increase brand loyalty. Limited understanding of whether there is an indirect influence between strength, excellence and brand uniqueness.

METHOD

This type of research is quantitative research and the technique is descriptive research. Quantitative research is research that uses data in the form of numbers or assessment scores and uses mathematical operational analysis using statistical programs to be able to explain the information needed to answer the formulated research problem. Based on the conceptual framework of the influence between variables, the following hypotheses are formulated: (H1) It is suspected that there is a significant influence between Brand Love (BL) on Brand Loyalty (BL). Incidental sampling method is used because the population is unknown. The criteria respondent used are fashion brand H&M: (1) Respondents are only people domiciled in Jakarta. (2) At least 17 years of age, have id card. (3) Has buy at least twice in the official store.

The data collection technique is by distributing questionnaires to 115 respondents through the google form platform. The results of the questionnaire were then processed, statistically tested with SPSS (validity test, reliability test and T test) and analyzed.

RESULTS



Figure 1. Respondent Gender

The results showed that from 115 respondents, the number of female respondents was 66 people (57.4%) and 49 male respondents (42.6%). The results of the above data processing based on gender, H&M is more widely used by women according to their target market. Women pay a lot of attention to their appearance, especially what they wear that shows their identity and personality.

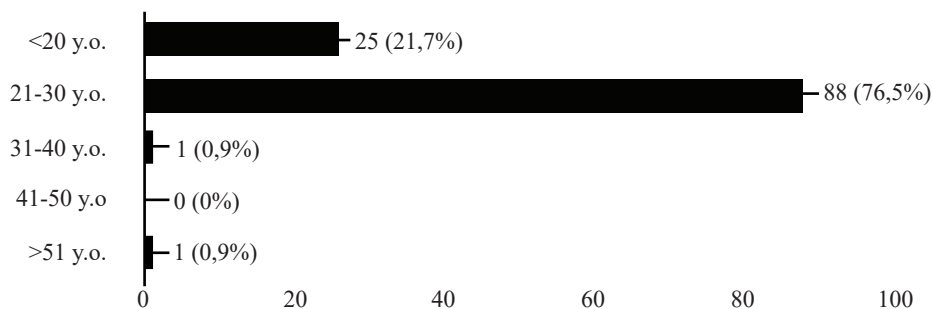


Figure 2. Respondent Age

This research shows that from 115 respondents, the age of respondents is dominated by respondents whose age group is between 21-30 years, as many as 75 people (76.5%) where in that age range belongs to the Millennial generation group. In accordance with H & M target market, namely the millennial generation with generation Z. In this generation, clothing has become an important indicator for them at their age and a demand in supporting their activities.

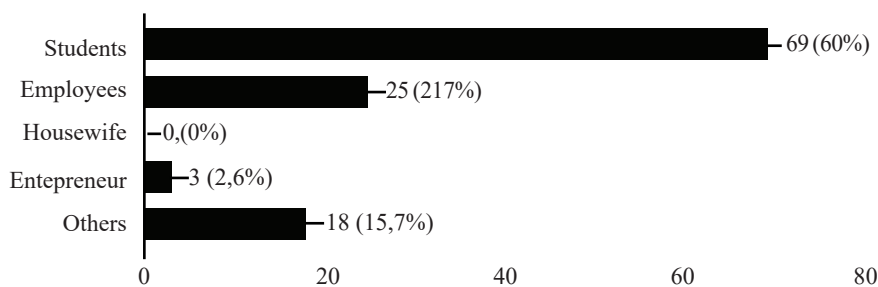


Figure 3. Respondent Job

The results showed that 115 respondents worked as students and college students. In accordance with the age range of generation Z, which at that age has a life as a student and student. Students and college students as many as 60 people (60%) who dominate H & M buyers. They always want to look stylish all the time.

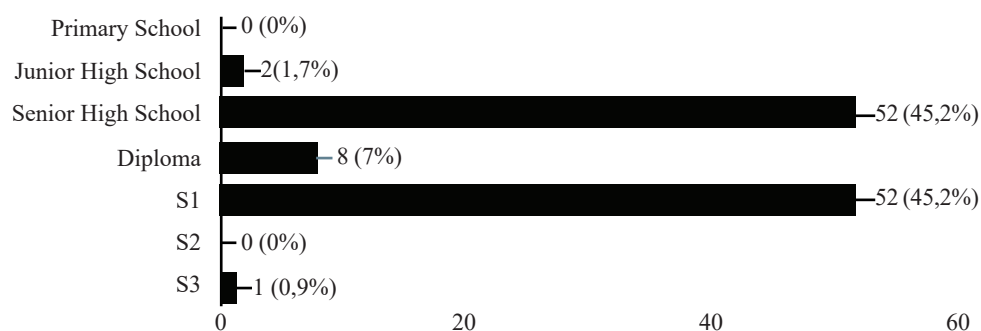


Figure 4. Respondent Last Education

The results showed that from 115 respondents, the last education of respondents was dominated by respondents with the last education of SMA and Strata 1, namely 52 people (45.2%). High school students and college students are a group of people who are very concerned about current fashion trends. This group always updates their appearance to look fashionable among their friends and in their community. Especially students who go to campus every day, want to highlight their personality by displaying an eye-catching style and being able to mix and match clothes to make them look attractive. Added too, students who come to campus every day want to wear different clothes.

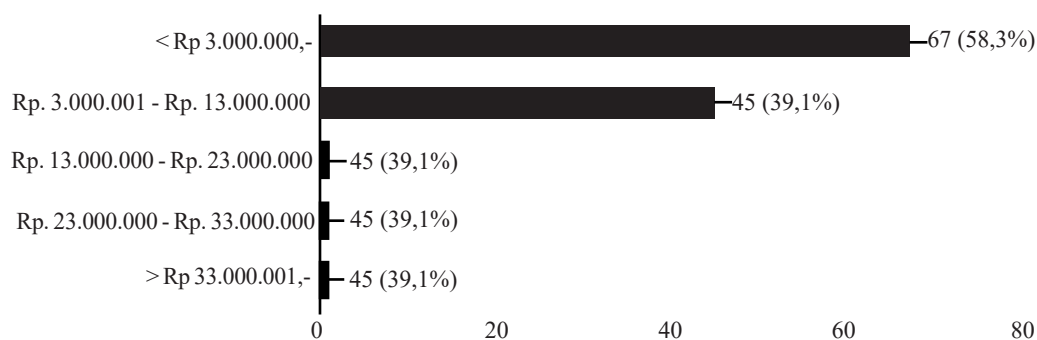


Figure 5. Respondent Income Per Month

The results of the study indicate that from 115 respondents whose monthly income is held below Rp. 3,000,000. It is appropriate for students or students to have an average monthly payment given by their parents below Rp. 3,000,000. With the monthly money that students have or students can reach the prices offered from the H & M brand. They set aside their pocket money to be able to buy the clothes they want at least once a month.

Tabel 2. Brand Love Variable Validity Test Results

Questions	Koefisien Korelasi	r Tabel	Questions
1	0,765	0,3	valid
2	0,776	0,3	valid
3	0,864	0,3	valid
4	0,863	0,3	valid
5	0,835	0,3	valid
6	0,753	0,3	valid
7	0,816	0,3	valid

Source: Author processed data (2021)

Based on table 2, all 7 items of Brand Love variable statement (X1) are declared valid because the calculated r value is greater than r table 0.3.

Tabel 3. Brand Loyalty Variable Validity Test Results

Questions	Koefisien Korelasi	r Tabel	Questions
1	0,92	0,3	valid
2	0,843	0,3	valid
3	0,842	0,3	valid
4	0,837	0,3	valid
5	0,725	0,3	valid

Sumber: Data Diolah Penulis (2021)

In descriptive statistical calculations, loading values that have a high level of validity if each factor has a value above 0.50 (Hair et al., 2017). Based on table 3, all 5 items of Brand Loyalty (Y) variable statement are declared valid because the calculated r value is greater than r table 0.3.

Tabel 4. Reliability Test Results

Variable	Cronbach Alpha Value	Explanation
Brand Love	0,909	Reliabel
Brand Royalty	0,884	Reliabel

Sumber: Data diolah penulis (2021)

Based on table 4, brand love and brand loyalty and brand loyalty are declared reliable because the Cronbach alpha value is greater than 0.6.

Tabel 5. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-0.345	1.483		-0.232	0.817
Brand Love	0.295	0.067	0.346	4.431	0.000

a. Dependent Variable: Brand Loyalty (Y)

Based on table 5 above, the results of the T test obtained for the influence of the Brand Love variable on Brand Loyalty on global Fashion Brands are known to have a significance value of $0.000 < 0.05$ and a calculated value of $4.431 > 1.984$, it can be concluded that H1 is accepted, which means that there is a significant effect between the Brand Love variable (X1) and the Brand Loyalty variable (Y).

DISCUSSION

This study state that brand love has a positive and significant effect on brand loyalty. This means that the brand love variable is declared to have an effect on brand loyalty at the H&M global fashion brand in Jakarta. This is in line with research conducted by Yerika Intan (2021) which states that brand love has a significant effect on brand loyalty in fashion brands. And this is in line with the results of Maria research (2019) which found that brand love has an effect on brand loyalty when buying an iPhone at Surabaya. Added too, that brand love has an important influence in increasing sales volume and customer loyalty to certain brands (Carroll & Ahuvia, 2006). Low brand love can lead to low levels of customer loyalty to the brand and a decrease in sales levels (Noel Albert & Merunka, 2013).

CONCLUSION

The results showed that brand love had a positive and significant effect on brand loyalty at the H&M global fashion brand in Jakarta. The higher the brand love will be able to increase the intensity of consumer loyalty to the brand. H & M is expected to be able to maintain and strengthen the love of the brand so that its loyal customers do not glance at other brands. This will create the intensity that consumers will make repeat purchases on a regular basis and will promote it to a wide audience.

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