

The Effect of Fashion Innovativeness and Brand Love on Brand Loyalty

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ABSTRACT: The purpose of this study was to analyze the effect of fashion innovativeness and brand love on brand loyalty for consumers of local clothing brand products in Malang City. With the rapid development of the fashion industry in Indonesia, it will be a major challenge in the creative economy, as well as an increasing ability to build consumer loyalty. The research method uses a quantitative approach with a population of all consumers who have purchased local clothing brands in Malang City. The sampling technique used purposive sampling. Data analysis was carried out by multiple regression. The results showed that fashion innovativeness has a significant positive effect on brand loyalty. Similarly, brand love is proven to have a significant positive effect on brand loyalty. The coefficient of determination (adjusted R^2) of 0.529 indicates that the two independent variables together influence brand loyalty by 52.9%. This finding confirms that innovation in fashion and consumers' emotional attachment to brands play an important role in building brand loyalty.

KEYWORDS: Fashion Innovativeness, Brand Love, Brand Loyalty, Fashion Industry, Consumers.

I. INTRODUCTION

Today's global competition is carried out by increasing production in their industrial sector in order to remain competitive. The contribution of the creative economy sector to Indonesia's Gross Domestic Product (GDP) continues to increase every year, and projections at the end of 2019 show it reaching Rp 1200 Trillion. One of the subsectors that has a significant impact on the GDP of the creative economy in this case is the fashion industry, which is experiencing rapid development in Indonesia. The fashion industry is the second largest contributor to the creative economy subsector, after the culinary industry, with a contribution of 18.01%. In 2016, revenue from the fashion industry subsector reached Rp 166 trillion,

close to revenue from the culinary industry which reached Rp 382 trillion (Creative Economy Agency, 2019).

GDP of Indonesia's Creative Economy (Rp Trillion)

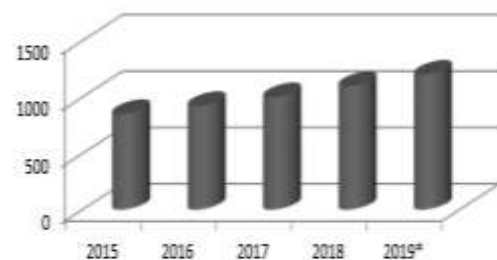


Figure 1.1 GDP of Indonesia's Creative Economy
Source: Creative Economy Agency (Processed by Researcher, 2025)

The fashion industry in Indonesia continues to grow, driven by the high demand for fashion products and an increase in the number of business actors in this sector. This is because the fashion industry is currently considered as one of the promising industries for micro, small and medium enterprises (MSMEs) in Indonesia. In the context of increasingly fierce competition in the fashion industry, producers must continue to innovate to meet consumer needs that are always changing with the times. Rapid changes in fashion trends and changes in consumer behavior require fashion producers to build strong brand relationships with consumers in order to build loyalty (Cho et al., 2015). Building strong brand relationships is very important, because brands are one of the key factors in increasing consumer loyalty. Brand loyalty is a key factor in ensuring the success of a brand in the long term (Fathoni, 2023).

The rapid development of the fashion industry, especially among the younger generation, has created very dynamic competition between

brands. In the midst of the ever-changing fashion trends, consumer loyalty to a brand is both a challenge and an important asset for fashion companies. Brand loyalty not only reflects customer satisfaction with a product, but also shows emotional attachment and the tendency to make repeat purchases. To create customer loyalty, there are emotional aspects felt by consumers, namely feelings of love for a brand or brand love which is also an indicator of brand strength (Fathoni, 2023). Consumers who have a high level of innovation in a product will have a tendency to acquire new products or information related to a particular product domain. Brand love is an important factor in building brand trust, which then plays an important role in fostering brand loyalty (Michelle Angelina et al., 2023).

In some studies, it shows that brand love affects brand loyalty (Michelle Angelina et al., 2023; Rahmayanti et al., 2024) and fashion innovation affects brand loyalty (Fe et al., 2015). So it is a very important factor to form customer behavioral intentions, and that brand image plays a role as an intermediary that strengthens brand loyalty. To increase loyalty, brands should focus on exciting innovations, build a strong image, and build business ties with customers (Miwa et al., 2023).

So this research offers novelty by integrating fashion innovativeness and brand love as predictors of brand loyalty in the fashion industry, as well as making theoretical contributions in enriching marketing literature and practical contributions for fashion businesses to build more effective loyalty strategies based on innovation and consumer emotional bonds.

II. LITERATURE REVIEW

Fashion Innovativeness

Fashion innovativeness refers to the tendency of individuals to accept, try, and adopt new fashion products more quickly than other consumers. This concept of innovativeness is considered a major factor that influences a person's desire and intention to follow the latest trends and adopt new styles, which then affects the marketing success of certain fashion products (Rahman et al., 2014). Furthermore, individuals with a level of fashion innovativeness are able to influence market trends and provide opportunities for fashion companies to introduce new products and get a faster response from certain segments (Mohamed & Wee, 2020). Thus, fashion innovativeness not only encourages new trend adoption behavior, but also becomes an important element in creating fashion brand competitiveness amid increasingly

fierce competition. The indicators of fashion innovativeness (Fe et al., 2015) include: Tendency to buy new products early (2) Desire to follow the latest trends (3) Willingness to experiment with new brands and products (4) Openness to new experiences in shopping and fashion and (5) Ability and desire to change fashion and style regularly. Meanwhile, according to a statement from (Miwa et al., 2023) includes: (1) Fashion Style Interest: Indicates the extent to which customers are interested in and follow the latest fashion style developments. This interest encourages them to seek out and try the latest innovative styles. (2) New Fashion Products: Refers to the tendency of customers to try and adopt new and innovative fashion products. Customers who are high on this indicator tend to like experimenting with the latest trends. (3) Innovation in Obtaining Product Information: Includes customer efforts in finding out about the latest fashion products, including prices, promotions, and product features through various sources of information and (4) Sensory and Cognitive Experiences: Includes the search for new experiences that are sensory (sensory) and cognitive (thinking), which shows the level of innovation in seeking fashion experiences. So there is a tendency for individuals to more quickly accept and adopt new fashion trends, dare to be different, and influence their environment. This character not only plays an important role in shaping consumer behavior, but also becomes a key strategy for fashion brands to create a competitive advantage.

Brand Love

Brand love is something that is considered enough to achieve user loyalty and is also one of the important aspects and needs to be considered in marketing strategies to increase user loyalty (Iswanto et al., 2021). Several studies provide an understanding of brand love or love for a brand. Brand love has a higher level relationship than loyalty and positive word of mouth, and brand love also has a positive evaluation of the brand and as a form of declaration of love for the brand. So brand love is an emotional concept that describes the strong relationship between consumers and a brand, so that they not only like the product, but also have feelings of affection and belonging to the brand. In addition, the feeling of love for this brand can be seen from a sense of high loyalty, trying to always make purchases repeatedly, as well as positive word of mouth behavior that supports the existence of the brand. Brand love is a strong and sustainable emotional connection between brands and consumers, which can be achieved through various strategies that emphasize quality, innovation,

honesty, relevance, and social involvement, while maintaining positive experiences in the long term (Ceyhan & Yozgat, 2021). Consumers who really like the brand tend to pay more attention to competitors' promotional efforts, and are more proactive in recommending the brand to others. The indicators of brand love (Francis et al., 2022) include: (1) Affection: Measures the level of affection, emotional bond, and love consumers have for the brand and (2) Separation distress: Measures the level of worry, loss, or distress that consumers feel if they have to separate from the brand they love. Furthermore, (Nawaz et al., 2020) as follows: (1) Positive emotions and feelings towards the brand (2) Impulsiveness and desire for the brand (3) Emotional commitment (4) Sensory involvement and experience (5) Satisfaction and comfort (6) Closeness and intimacy. So brand love is not only about rational perception, but also related to the emotional aspects and deep personal experience of a person towards brand love.

Brand Loyalty

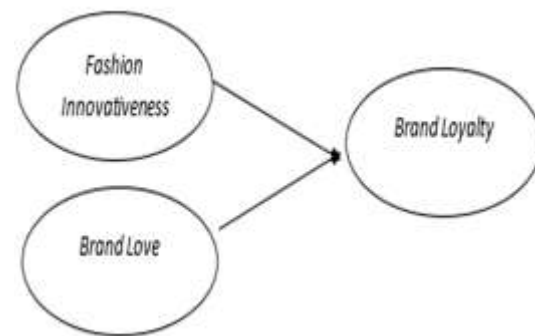
Definition of Brand Loyalty

Brand loyalty is a favorable attitude towards a brand that is presented in consistent or repeated purchases of that brand over time. Or in other words, brand loyalty is not just a habit, but also reflects the existence of affection and preference for the chosen brand, so that customers tend to choose the brand repeatedly without being tempted to switch to another brand (Mallowah & Maswili, 2017; Setiawan & Patricia, 2022). Brand loyalty is not only reflected in the habit of repurchasing products, but also in consumers' commitment to keep choosing the brand even though there are many alternative choices. Brand loyalty is also closely related to customer satisfaction, so with the element of satisfaction, it will be a prerequisite that can be used as a supporting suggestion for the formation of loyalty in the long term and this is very much needed related to with the progress and development of the company or organization. customer satisfaction is not only an indicator of success but also a major prerequisite for building sustainable brand loyalty, which is very important for the progress and development of the company or organization (Pramaswari et al., 2021) If consumers are satisfied with a product, it will lead to repeat purchases from consumers. However, if satisfaction alone does not guarantee loyalty because in some cases satisfied consumers still try other brands that are considered more attractive. The factors that influence brand loyalty (Kassim et al., 2017) are: (1) Trust (2)

Service Quality) (3) Satisfaction (4) Benefits (5) Brand Awareness /

Advertising) (6) Commitment (7) Price (8) Attitude (9) Brand Experience (10) Perceived Value. Furthermore, according to a statement from (Chinomona et al., 2013) as follows: (1) brand service quality, (2) brand satisfaction, and (3) brand trust, and (4) positive experiences with brands and customer preferences.

Conceptual Framework



Research Hypothesis

Fashion Innovativeness affects Brand Loyalty

Fashion innovativeness indicates the extent to which a person has a tendency to explore new fashion products. Consumers who have a high level of innovativeness will create a strong curiosity about models that are developing and trends at this time. So Fashion innovativeness will create a stronger relationship with the brand so that it can create consumer loyalty to a particular brand. In addition, fashion innovativeness generally affects customer loyalty through increased repeat desire and brand loyalty, and that this innovation shows that the brand is considered superior and preferred, which can be utilized in marketing strategies. Fashion innovativeness must be supported by other aspects, such as good quality and positive experiences from Word of Mouth, in order to contribute significantly to customer loyalty. Individuals who have a tendency to be more innovative and faster in adopting new products and will continue to be loyal to the brand consistently in providing innovation. For this reason, brands must be able to maintain the consistency of their innovations, because this will lead to innovative consumers showing higher loyalty than ordinary consumers. This condition shows that innovation in fashion is one of the keys to the company's success in retaining consumers in the long term which continues to be maintained, so that fashion innovativeness has the potential to strengthen the bond between consumers and

innovative brands. This is in line with research. This is in line with research (Bagus et al., 2025; Miwa et al., 2023) .

H1 : Fashion Innovativeness has a positive effect on Brand Loyalty

Brand Love affects Brand Loyalty

Brand love is a concept that emphasizes the strong emotional connection between consumers and a brand. Consumers who have brand love usually feel a deep emotional attachment, positive feelings, and a sense of pride in using the brand. The feeling of love for the brand makes consumers not only satisfied, but also bound at an affective level so that love for the brand is one of the psychological effects of having a strong relationship. As a form of strong brand relationship, love is expected to improve both the understanding and prediction of post-consumption consumer behavior (e.g. loyalty) so that brand loyalty as the degree to which consumers commit to repurchasing the brand, is an important outcome in auditing post-consumption behavior. Brand love affects brand loyalty because the two have a close relationship in the context of consumer bonds with brands. Consumers who love certain brands usually show a commitment to continue buying products from that brand, and can be a driving factor in building a positive relationship between consumers and brands, where this is due to repeated positive experiences that create strong perceptions of quality, and foster a sense of pride that can be seen from consumer behavior that tends to recommend and maintain long-term loyalty to the brand. So it can be concluded that the greater the love and emotional attachment of consumers to a brand, the more likely they are to remain loyal and continue to

buy products from that brand. This is in line with research conducted by (Nilowardono, 2022; Robertson et al., 2022) .

H2: Brand Love has a positive effect on Brand Loyalty

III. METHOD

The population in the study were all consumers who had purchased local clothing brands in Malang City. The sampling technique used is non-probability sampling, because the population is not known with certainty and the opportunity for each member of the population to be selected as a sample is not the same. While the sampling technique uses purposive sampling with the following criteria: (1) Individuals who have purchased local clothing brand products in Malang City more than once. A consumer who repeats product purchases for a particular brand can be assumed that the consumer has shown brand loyalty (2) Respondents live in Malang City and (3) Minimum respondent age is 17 years. Furthermore, the data collection technique uses a questionnaire and the variables used are: (1) Fashion Innovativeness (2) Brand Love and (3) Brand Loyalty, with the analysis technique is to use statistical tests with multiple regression tests

IV. RESEARCH RESULTS AND DISCUSSION

Validity Test

The validity test is carried out to ensure that the research instrument is able to accurately measure the intended variable. The following are the results of the validity test in this study:

Table1. Validity Test Results

No	Variable	Question Item	R Count	R Table	Description
1	Fashion Innovativeness (X1)	X1.1	0,783	0,159	Valid
		X1.2	0,732	0,159	Valid
		X1.3	0,711	0,159	Valid
		X1.4	0,780	0,159	Valid
		X1.5	0,716	0,159	Valid
2	Brand Love(X2)	X2.1	0,705	0,159	Valid

		X2.2	0,721	0,159	Valid
		X2.3	0,787	0,159	Valid
		X2.4	0,762	0,159	Valid
		X2.5	0,801	0,159	Valid
		X2.6	0,738	0,159	Valid
3	BrandLoyalty(Y)	Y1.1	0,821	0,159	Valid
		Y1.2	0,851	0,159	Valid
		Y1.3	0,825	0,159	Valid
		Y1.4	0,780	0,159	Valid

Based on the validity test results in the table above, all statements on the dependent and independent variables are declared valid.

Reliability Test

Reliability test is conducted to measure the consistency of respondents' answers to research instruments. The following are the results of the reliability test:

Table 2. Reliability Test Results

No	Variable	Cronbach Alpha	Reliability Standard	Description
1	Fashion Innovativeness (X1)	0,797	0,60	Reliable
2	Brand Love(X2)	0,846	0,60	Reliable
3	Brand Loyalty(Y)	0,834	0,60	Reliable

Based on the reliability test results, all variables show reliable results. This is because the Cronbach's Alpha value for each variable is higher than the standard reliability value, which is 0.60.

Hypothesis Test T test

The results of significance testing show that a variable can be declared significant if it meets two main criteria, namely the calculated t value which is greater than the pre determined table value, as well as a p-value that is smaller than the

significance level of 0.05.

T test table

Description	B	Sig
Fashion Innovativeness	.369	.001
Brand Love	.303	.001

The Fashion Innovativeness variable has a significance level of 0.01 <0.05, this result shows that H0 is rejected and H1 is accepted. Thus, the results of this hypothesis test prove that there are significant results between the Fashion Innovativeness (X1) variable on Brand Loyalty (Y).

The Brand Love variable has a significance level of 0.001 <0.05. Based on these results, H0 is rejected and H2 is accepted, which indicates a significant influence between the Brand Love (X2) variable on brand Loyalty (Y).

The results also show that the coefficient of determination (adjusted R²) in this model is 0.529, which means that the independent variables consisting of Fashion Innovativeness (X1) and Brand Love (X2) together have an influence of 52% on Brand Loyalty (Y).

Discussion of Research Results

There is an influence between Fashion Innovativeness on Brand Loyalty

Based on the results of the analysis, it is known that fashion innovativeness has a significant

influence on brand loyalty. This result proves that there is a fairly strong relationship between the two variables with a positive and linear correlation. This fact shows that someone with a high level of fashion innovativeness will tend to have brand loyal behavior. This means that if the fashion innovativeness variable is high, it will also have an impact on the level of brand loyalty or high loyalty to the purchase of a brand or a change in the value of indicators of being open to new things, being a pioneer if there are new products and interest in new products will have an impact on brand loyalty which is seen in terms of indicators of behavioral loyalty.

The results of this study indicate that the interest of consumers of local clothing brands in Malang City in local fashion brands is quite large because most of the respondents are students, the majority of whom follow the latest fashion developments, so they always look for information related to the latest fashion so that they become pioneers of fashion trends that will influence other consumers to imitate the fashion style of consumers who have high fashion innovation. The high consumption of fashion products in millennials illustrates consumption of millennials who are concerned with their identity, using their knowledge of the latest trends, images, and brand reputation and brand names that are considered reliable. Such consumers are more capable and tend to critically evaluate new fashion clothing and can create repurchase interest.

There is an influence between Brand Love and Brand Loyalty

Based on the results of the analysis, it is known that brand love has a significant influence on brand loyalty. This result proves that there is a fairly strong relationship between the two variables with a positive and linear correlation. This fact shows that someone with a high level of brand love will tend to have brand loyal behavior. Where it will mean that if the brand love variable is high, it will also have an impact on the level of brand loyalty or high loyalty to the purchase of a brand or changes in the value of its indicators, namely giving confidence, giving pleasure or self-satisfaction, a sense of love, and a sense of pride will have an impact on brand loyalty. The results of this study indicate that consumers of local clothing brands in Malang City are satisfied and happy with local products. Satisfaction with the brand results in happy emotions and a willingness to make repeat purchases of brand clothing products that have been purchased. In addition, there is a trend among young people to love and buy local products,

because local products actually have quality that can compete with foreign products and can spur the economy, especially in Malang City. Customers who love a brand will give positive information effects to others, are loyal to the product, are willing to pay premium price and are willing to forgive mistakes in the producer company and product. Brand passion is included in brand love, along with positive brand evaluations and positive emotions responding to brands and declarations of love for related brands. The brand love strategy carried out by marketers is expected to make consumers loyal to a product or service brand.

V. CONCLUSION

This study aims to determine the effect of Fashion Innovativeness on Brand Loyalty and Brand Love on Brand Loyalty. The population is all consumers who have purchased local clothing brands in Malang City with sampling techniques using purposive sampling. The results showed that the first and second hypotheses were accepted.

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