Analysis of Factors Influencing Brand Loyalty to International Clothing Brands in Batam City Mediated by Brand Trust

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Abstract. This research was conducted to determine the factors influencing Brand Loyalty to international clothing brands in Batam City, which is mediated by Brand Trust. By using purposive sampling, samples obtained as many as 355 respondents. Empirical data was obtained using the online questionnaire distribution method with the Google form. The research data was tested using the Structural Equation Modeling (SEM) technique with Smart PLS 3 for Windows. The variables contained in the research are Brand Reputation, Brand Personality, Brand Experience, Brand Image, Brand Trust, and Brand Loyalty. The study results show that the variables of Brand Experience and Brand Trust affect Brand Loyalty. Variables of Brand Experience, Brand Image, Brand Personality, and Brand Reputation influence Brand Trust. Meanwhile, Brand Image, Brand Personality, and Brand Reputation variables do not affect Brand Loyalty. Brand Image and Brand Reputation variables affect Brand Loyalty when mediated by Brand Trust. Meanwhile, Brand Experience and Brand Personality do not affect Brand Loyalty when mediated by Brand Trust. This study is expected to become a reference and literature for building marketing strategies to be more effective and efficient. So it can be used by companies as a source of information and insight in making business decisions.

Keywords: Brand Reputation; Brand Personality; Brand Image; Brand Trust; Brand Loyalty.

Abstrak. Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi Brand Loyalty terhadap merek pakaian internasional di Kota Batam yang dimediasi oleh Brand Trust. Dengan menggunakan purposive sampling dan sampel diperoleh sebanyak 355 responden. Data empiris diperoleh dengan menggunakanm metode penyebaran kuesioner secara online dengan google form. Pengujian data penelitian ini menggunakan teknik Structural Equation Modelling (SEM) dengan Smart PLS 3 for Windows. Adanya variabel yang terdapat pada penelitian adalah Brand Reputation, Brand Personality, Brand Experience, Brand Image, Brand Trust dan Brand Loyalty. Hasil penelitian me-nunjukkan bahwa variabel Brand Experience, dan Brand Trust berpengaruh pada Brand Loyalty. Variabel Brand Experience, Brand Image, Brand Personality, dan Brand Repu-tation berpengaruh pada Brand Trust, sedangkan variabel Brand Image, Brand Perso-

nality, dan Brand Reputation tidak berpengaruh pada Brand Loyalty. Variabel Brand Image dan Brand Reputation berpengaruh pada Brand Loyalty ketika dimediasi oleh Brand Trust, sedangkan Brand Experience dan Brand Personality tidak berpengaruh pada Brand Loyalty ketika dimediasi oleh Brand Trust. Studi ini diharapkan dapat menjadi referensi dan literatur untuk membangun strategi pemasaran menjadi lebih efektif dan efisien, serta dapat digunakan oleh perusahaan sebagai sumber informasi dan wawasan dalam mengambil keputusan bisnis.

BACKGROUND

The world today, which is in the 21st century, is presented by several phenomena, such as globalization which makes the world smaller and has become a driving force for several well-known brands to expand their business internationally from country to country. One of the business expansions carried out by various companies is the clothing or fashion industry. This industry is known to have relatively high productivity and can significantly impact the market globally. This expansion process makes the fashion industry more active in running its business in local and international markets due to the impact of globalization. Fashion that is known by many people and follows various trends from around the world makes consumers know it as a global clothing brand (Rahmadania, 2019)

The clothing recognition system is changing, and the development of clothing quality is improving. So that companies from abroad dare to take action to expand, all of this thanks to the support from the impact of globalization in the 21st century. This expansion makes clothing known in various ways, including international clothing. The definition of international clothing is clothing that is produced and then worn by all people in the world through the expansion process that occurs. In this growing era, the clothing industry is promising because it can change and continuously upgrades, supported by the public interest in buying. It can interpret international clothing products according to the definition of each buyer. Still, things known by society today, such as fast fashion, one of the fast clothes, are produced for consumers who need them in a short time. International clothing can develop and succeed in various industries due to the satisfaction and brand trust obtained from buyers. The brand/brand is a support for a product in running a business and can be one of the supporters of the success of the company in the long term (Rahmadania, 2019).

A brand is defined as the primary value in a marketing system that is implemented as a way of conducting the competition and is assessed as an impact on the development of the business world (Rachman & Wahyono, 2017). Several well-known brands in the clothing industry have started to expand to Indonesia.

Table 1. Best Global Apparel Brands 2021 Rankings

Best Global Apparel Brands 2021 Rankings							
1.	Nike	2.	Gucci	3.	Louis Vuitton	4.	Adidas
5.	Chanel	6.	Zara	7.	Uniqlo	8.	H&M
9.	Cartier	10.	Hermes	11.	Rolex	12.	Dior
13.	Tiffany & Co.	14.	Chow Tai Fook	15.	Coach	16.	The North Face

Source: Brandirectory (2021).

The table of the best fashion brands in 2021 shows international brands that are well-known among the people. Some of these brands are often used by people in everyday life. Like the fashion brands H&M and Uniqlo, these two international clothing brands are flagship brands from retail companies in Sweden and Japan. This result is claimed by Branddirectory (2021) in the Best Global Apparel Brands in 2021 as a successful international clothing brand and ranks 7th and 8th (Table 1).

Table 2. Fashion Brands Value Over the Year in USD

Brands	2017	2018	2019	2020	2021
Adidas	$10,2M	$14,3M	$16,7M	$16,5M	$14,3M
Uniqlo	$7,3M	$8,1M	$12,0M	$12,9M	$13,1M
H&M	$19,2M	$19,0M	$15,9M	$13,9M	$12,4M

Source: Branddirectory (2021).

Several clothing retail companies in Batam City have increased from year to year. It can be proven through the data collected in Table 2, which is valued in US dollars. The data is obtained through calculations in the last five years. This international clothing company has a very high value in market value. These three brands have been judged to have creative and collaborative designs and have very affordable prices. The clothing business has provided many benefits.

Several things encourage international clothing brands to expand into Indonesia, namely because Indonesia, a third country, is a solution for companies to meet demand from buyers around the world. Target markets that have been reached include Batam City, which is the best target for business expansion. It's because Batam is a growing city in the Riau Islands, and its population continues to increase yearly. With international products in Batam City, it will support consumers to continue to buy these products if they are suitable. It will foster a sense of trust towards international products and provide a sense of loyalty to these products, which will positively impact companies and consumers in the future (Susanti, 2020).

Susanti (2020) defined brand trust as the average willingness of consumers to rely on the brand's ability to use the product functions of a particular brand. The trust consumers gain in products will be assessed through well-known brands, brands with a good reputation, brands that are needed according to consumer needs, and stable brands. The higher the consumer's trust in a brand, the higher the purchase level will be. Trust continuously obtained from the brand will lead to a feeling of loyalty to the brand, known as brand loyalty.

Marliawati and Cahyaningdyah (2020) also emphasize the importance of brand loyalty for companies. Brand loyalty can support and provide value to a company which can minimize marketing costs, increase sales, attract new consumers, and provides a long time in responding to threats made by competition. Therefore, marketing sales have

instilled and used brand loyalty as a powerful strategic way to offer a competitive advantage (Khan & Fatma, 2019). Marliawati and Cahyaningdyah (2020) explained the advantages of brand loyalty: loyal customers will buy more products, are not sensitive to the prices listed, and are not vulnerable to ads made by competitors. The prices offered will be cheaper (usually in the form of discounts for certain people), spread word of mouth, provide suitable recommendations about products to other customers and make the company stronger in facing competition. Based on the introduction that has been described, this study aims to analyze the brand loyalty of international product users in the city of Batam. It is mediated by brand trust and accompanied by brand reputation, brand personality, brand experience, and brand image.

THEORETICAL REVIEW

Brand Loyalty

Brand loyalty is a central idea generated through a commitment from consumers to products/brands; this main idea makes consumers like product brands, commit to the product itself, and make repeated purchases of products they have trusted (Puspaningrum, 2020). Brand loyalty is believed to be one of the foundations of competitive advantage because a strong brand loyalty foundation can help companies compete in the long term. Brand loyalty is needed in measurements such as strategies that aim to increase company profits (Rachman & Wahyono, 2017). Marliawati and Cahyaningdyah (2020) explained that the advantages of brand loyalty are that loyal consumers will make purchases continuously over a long period. Loyal consumers are not sensitive to the price; they are not easily enticed by advertisements for other products, spread word-of-mouth, and provide suitable product recommendations to other consumers. Atulkar (2020) explained that customers who are already committed to a brand will motivate other customers to buy the preferred product consistently. It is known to help companies grow and compete in the long term. Some things are different from Villagra et al. (2021) which states that emotional factors influence a key in encouraging consumers to choose and buy products. Emotional factors that influence them can begin with the support of people who give suggestions and impressions; listeners will make emotional decisions influenced by those around them by buying the suggested product.

Brand Trust

Research conducted by Villagra et al. (2021), Marliawati and Cahyaningdyah (2020), and Mabkhot et al. (2017) show that the mediating variable of brand trust has an important role and influences a customer's brand loyalty. It is because the trust generated by the clothing brand will result in loyalty from customers when they trust the selected product. When customers believe there will be repeated purchases of the product. Customers who trust make judgments through companies that serve quality products that suit consumers.

Brand Reputation and Brand Trust

Based on the analytical studies that have been carried out by Rachman and Wahyono (2017) in this test, there is a difference between the variables brand reputation and brand trust, which shows that brand reputation has a positive and significant influence on brand trust. The better the brand reputation, the higher the brand trust that customers will give to that brand. Trust in a consumer brand arises when a brand has a good

reputation. Susanti (2020), Nasir et al. (2020), Shin et al. (2019), and Ngo et al. (2020) conducted research that explained that brand reputation has a positive and significant impact on brand trust, proving that the basis of consumer loyalty is related to the ongoing evaluation of brands and generates trust that influences evaluation.

H1: Brand reputation has a significant positive effect on brand trust

Brand Personality and Brand Trust

The results of a research study conducted by Villagra et al. (2021), Molinillo et al. (2016), Mabkhot et al. (2017), and Dhanny et al. (2021) show that brand personality has a positive impact and influences brand trust. When consumers perceive that the brand personality matches their personality traits and allows them to express it, it increases their feelings of purchase satisfaction and trustworthiness. It significantly influences confidence and the likelihood of repurchasing the brand. Consumers will choose a brand that matches their personality or personality that matches what consumers are interested in.

H2: Brand personality has a significant positive effect on brand trust

Brand Experience and Brand Trust

Based on the results of a study conducted by Rachman and Wahyono (2017), Saragih et al. (2019), Hariyanto (2018), Huang (2017), and Pribadi et al. (2019), these results prove that the role of brand experience is very influential and has a significant nature to brand trust. The brand experience experienced by consumers is a significant factor in realizing trust in the brand. Brand experience consists of sensory, which has a relationship with the five senses, affective feelings when using products from the brand itself, consumer behavior, and matters related to consumer mindsets. In addition, a brand can generate trust in consumers if the brand can be consistent with the values of integrity, honesty, and sincerity to consumers through memories and ongoing experiences.

H3: Brand Experience has a significant positive effect on brand trust

Brand Image and Brand Trust

A study conducted by Susilawati and Wufron (2017), Agung et al. (2019), Wijaya et al. (2020), Bernanto et al. (2020), and Ang and Keni (2021) revealed an influence between brand image and brand trust. Companies that are good at maintaining the brand image of their products will be trusted by customers who buy them. It is because customers will pay attention to the brand image of their products from the results of using other buyers. If the results are good, the customer will certainly try to buy. The higher the brand image, the better the brand trust. When a product has a good image, customers will try to buy the product.

H4: Brand image has a significant positive effect on brand trust

Brand Reputation and Brand Loyalty

The results of a study conducted by Susanti (2020), Shin et al. (2019), and Loureiro et al. (2017) revealed a positive relationship between brand reputation and brand loyalty. If a company's brand reputation is good, then the customer will try to buy, and after it is suitable, the customer will repurchase the brand. However, a study conducted by Pujiyanti (2018) states that more than a high brand reputation is needed to increase brand loyalty to customers. Customers must first try to get a taste and reaction to the product.

H5: Brand reputation has a significant positive effect on brand loyalty

Brand Personality and Brand Loyalty

The results of a study conducted by Molinillo et al. (2016) show a positive relationship between brand personality and brand loyalty. It can be proven that consumers express a brand more through a personality that matches their self-needs of consumers. However, according to studies conducted by Mabkhot et al. (2017) and Villagra et al. (2021), more than the personality possessed by a brand is needed to link brand loyalty to customers. Brand personality can be used as a support, but customers will still choose to try before deciding to buy repeatedly.

H6: Brand Personality has a significant positive effect on brand loyalty

Brand Experience and Brand Loyalty

A study conducted by Rachman and Wahyono (2017), Khan and Fatma (2019), Pandean and Budiono (2021), and Saragih et al. (2019) revealed that brand experience is a significant influence on brand loyalty. The better experiences customers receive, the better. Because customers will understand the brand in depth, and brand loyalty will increase. Customers who decide to be loyal, of course, have had good experiences with the brand purchased, and the brand purchased has undoubtedly given a pleasant feeling to the customer. Customers who have purchased, of course, have more experience and can be used as a reference for other customers to use the brand. A study conducted by Hariyanto (2018), Ang and Keni (2021), Pratiwi et al. (2021), Farkhan et al. (2020), and Pertiwi et al. (2017) revealed that customers would gain experience on the brand through emotional, sensory, behavioral, and academic support, which will then affect brand loyalty if the customer is satisfied with the brand. When customers get a sense of satisfaction, then customers will trust the brand and decide to make repeated purchases in the long term.

H7: Brand experience has a significant positive effect on brand loyalty

Brand Image and Brand Loyalty

Mabkhot et al. (2017), Bilgin (2018), and Marliawati and Cahyaningdyah (2020) conducted research that revealed a relationship between brand image and brand loyalty. It has been proven by a company that manufactures products with a good brand image, and customers will prefer these products over products with a bad brand image. After customers judge that the brand image suits them, the customer will decide to buy the product repeatedly and build brand loyalty.

H8: Brand image has a significant positive effect on brand loyalty

Brand Trust and Brand Loyalty

Marliawati and Cahyaningdyah (2020), Tammubua (2021), Rachman and Wahyono (2017), Bernanto et al. (2020), Ang and Keni (2021), Khan and Fatma (2019), Mabkhot et al. (2017), Nasir et al. (2020), and Huang (2017) conducted research and the results of this study show that brand trust can increase customer brand loyalty; an increase will follow each increase in brand trust and brand loyalty from customers. With consumers' trust, the company hopes that consumers will continue to make repeat purchases. Through the results of this study, brand trust is the key for customers in influencing and creating significantly increased brand loyalty from customers.

H9: Brand trust has a significant positive effect on brand loyalty

Brand Reputation and Brand Loyalty Mediated by Brand Trust

Rachman and Wahyono (2017), Pujiyanti (2018), and Susanti (2020) revealed that there is significant involvement between brand reputation and brand loyalty. The more brand reputation increases and is known by customers, the higher the long-term purchase intention that these customers will make. An increase in the brand trust will encourage brand reputation and loyalty to increase. The study reviewed by Susanti (2020) revealed that brand reputation plays an essential role in encouraging brand loyalty through the mediation of brand trust. The reputation found at the Yoga Barn in Ubud, Bali, Indonesia, has successfully attracted many visitors or tourists to participate in the event because the visitors trusted the facilities provided by the Yoga Barn platform. Then, from that trust, the visitors began to like and commit to continue learning at the Yoga Barn. It can be seen that customers or tourists have decided to be loyal to Yoga Barn.

H10: Brand reputation with brand loyalty mediated by brand trust as a mediating variable

Brand Personality and Brand Loyalty Mediated by Brand Trust

According to Molinillo et al. (2017) and Mabkhot et al. (2017), brand personality tends to influence brand loyalty by providing exemplary service to consumers; therefore, the brand personality of a product will appear as well as providing a sense of trust from customers and growing brand loyalty from customers to buy these products in the future. The study reviewed by Andita et al. (2021) states that there is a meaningful relationship between brand trust as a mediator in brand personality and brand loyalty in halal brands. This is proven that the existence of brand personality has a minor effect than brand trust, which is believed to be the most critical capital for long-term relationships in the future and dramatically influences customer loyalty to halal brands. A study by Dhanny et al. (2021) revealed that brand personality affects brand loyalty with brand trust as mediation. Suppose the company wants to achieve brand loyalty found in customers through customer trust, manufacturers, and distributors. In that case, the company must improve brand personality through information, communication, and close customer relationships.

H11: Brand reputation with brand loyalty mediated by brand trust as a mediating variable

Brand Experience and Brand Loyalty Mediated by Brand Trust

Marliawati and Cahyaningdyah (2020), Rachman and Wahyono (2017), and Khan and Fatma (2019) conducts research that proves brand experience can increase brand loyalty to consumers. Improving the brand experience for consumers can begin when consumers search for products, buy products, receive services, consume products, and experience them directly. Brand experience to consumers can also be felt when viewing advertisements on social media or when marketers communicate products through word of mouth. Brand experience can influence brand loyalty by creating an experience through the sensory organs of customers when they make purchases and see the brand. In addition, using a feeling approach can influence customers' conditions, moods, and emotions, which will produce positive experiences with the brand to create loyalty or loyalty. Studies conducted by Pandean and Budiono (2021), and Huang (2017) revealed that brand trust is a mediation tool that can influence the brand experience of brand loyalty to McDonald's company products in the city of Jakarta.

H12: Brand experience with brand loyalty mediated by brand trust as a mediating variable

Brand Image and Brand Loyalty Mediated by Brand Trust

Based on research conducted by Taqi and Muhammad (2020), Agung et al. (2019), and Marliawati and Cahyaningdyah (2020), brand image refers to "consumer perceptions of the brand value proposition." A strong brand will interact with customers and communicate value propositions more effectively. The brand image also helps customers to differentiate between competing brands and enables them to purchase products from the brand itself. The results of studies conducted by Tammubua (2021), and Susilawati and Wufron (2017) revealed that brand image has a significant effect on brand loyalty because the brand image will create cognitive, emotional, and consumer behavioral responses as a result that help companies. Differences in brand image in the market will make customers choose which product they will buy. Companies must have a good brand image to build long-term customer loyalty and mutually beneficial relationships. After the brand image is firmly attached to the customer, customer loyalty to the brand will be high. When a company provides a good brand image for its products, the level of trust generated by customers will be higher. It will encourage customers to be loyal to the product. Not only that, customers will motivate and introduce products to others. The support provided will give good results to the company in the long term.

H13: Brand image with brand loyalty mediated by brand trust as a mediating variable

The relationship between the variables in this study and the tested hypotheses are shown in figure 1.
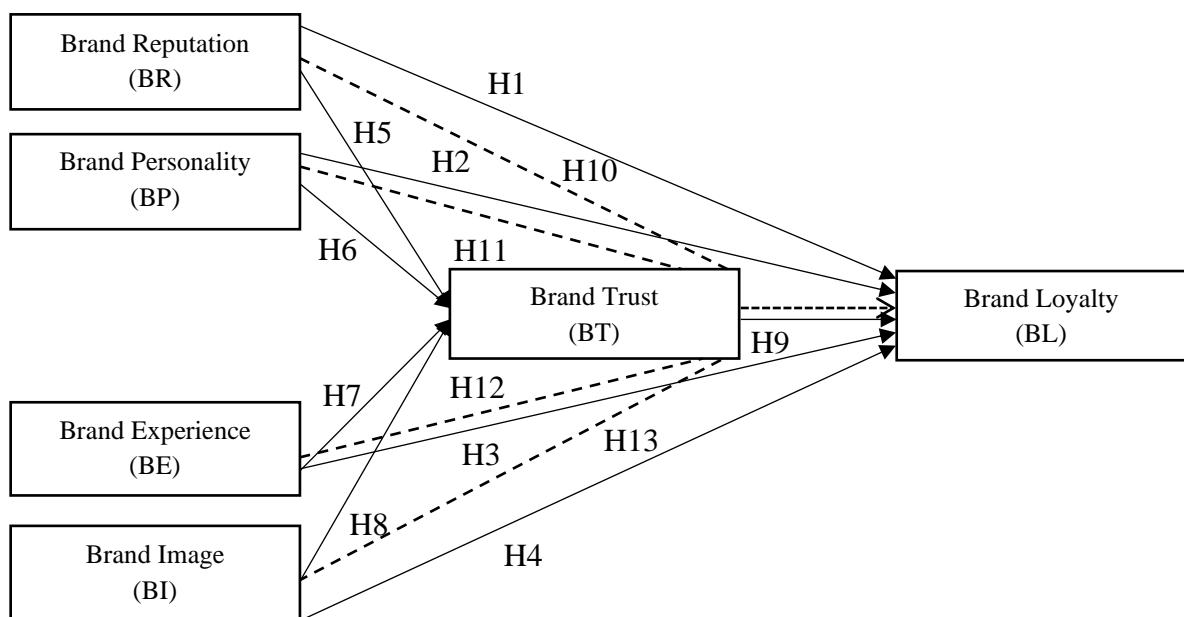

Figure 1. Research Model

RESEARCH METHODS

The research method implemented in this study is an assessment method through primary data. The use of this method is to examine the relationship between the cause and effect of an object. This research aims to analyze what factors influence brand loyalty,

which is mediated by brand trust in international clothing in Batam City. This research targets Indonesian consumers in Batam City, those who have made purchases at international clothing brands such as H&M, Uniqlo, Adidas, and others through outlet stores and online stores from e-commerce applications (Shopee, Lazada, Tokopedia, and others). The data used in the study were collected through questionnaires distributed online and offline through a google form. The research data obtained and used are primary. The data was obtained through the implementation of a questionnaire survey which was distributed to fillers or correspondents. The questionnaire survey was carried out by sharing a google form with the help of social media such as Instagram, Whatsapp, and Line.

The data from the google form contains questions regarding the opinions of correspondents on the variables brand personality, brand reputation, brand image, brand experience, and brand trust on brand loyalty to international clothing consumers in Batam City. The following is the operational definition used in research on each variable:

1. Brand loyalty is needed in measurements such as strategies that aim to increase company profits (Rachman & Wahyono, 2017). Indicators in this variable are recommending the brand to others, this brand will be the first choice to buy, will feel disappointed if the product didn't become available, loyal customers and intend to purchase the product the next time (Kazmi & Khalique, 2019; Villagra et al., 2020).

2. Brand trust generated by the clothing brand will result in loyalty from customers when they trust the selected product (Villagra et al., 2021; Marliawati & Cahyaningdyah, 2020; Mabkhot et al., 2017). Indicators in this variable are it frequently updates the products to provide the best, it gives me what it promised, it makes me feel safe when using it, and it makes me believe in the quality of the product (Kazmi & Khalique, 2019; Villagra et al., 2020).

3. The better the brand reputation, the higher the brand trust that customers will give to that brand. Trust in a consumer brand arises when a brand has a good reputation (Rachman & Wahyono, 2017). Indicators in this variable are that it can be trusted, has a good reputation, always make legitimate claims, and is reliable (Agmeka et al., 2019).

4. Consumers will choose a brand that matches their personality or personality that matches what consumers are interested in Villagra et al. (2021), Molinillo et al. (2016), Mabkhot et al. (2017), and Dhanny et al. (2021). Indicators in this variable are it always satisfies the needs of a consumer, its innovative, it gives me what I want, its prestigious and dynamic (Villagra et al., 2021).

5. Brand experience consists of sensory, which has a relationship with the five senses, affective feelings when using products from the brand itself, consumer behavior, and matters related to consumer mindsets (Rachman & Wahyono, 2017). Indicators in this variable are it able to convey positive feelings and sentiments, it never disappoints, and it gives me a positive experience (Kazmi & Khalique, 2019).

6. The brand image helps customers to differentiate between competing brands and enables them to purchase products from the brand itself (Marliawati & Cahyaningdyah, 2020). Indicators in this variable are it popular, customer-centered, the leader of its sector, and makes a good impression (Taqi & Muhammad, 2020; Agmeka et al., 2019).

These questions were obtained from correspondents using a Likert scale rating from a score of 1 / strongly disagree to a score of 5 / strongly agree. The sample used in this study is purposive sampling. The Hair et al. (2019) method is used in finding a questionnaire with the formula n x 10. Based on the Hair et al. (2019) method, the target for achieving the questionnaire is 260 respondents.

In testing, the data in this study were studied using the Partial Least Squares (PLS) method and the data analysis method for each variable using the SmartPLS 3.0 software application. Data was collected using a questionnaire distribution technique (Marliawati & Cahyaningdyah, 2020). The purpose of data analysis is to study and understand the relationship between each variable, supported by information in the form of data needed in research to examine the relationship between several variables that are explained as a whole (Hair et al., 2019).

RESULTS AND DISCUSSIONS

Descriptive statistics

The data that was successfully collected through questionnaires to respondents with opinions and experiences in purchasing international clothing brands totaled 342 respondents out of a total of 355 respondents who had been distributed online and offline in the city of Batam. Based on the data obtained through scattered questionnaires, it can be concluded that 169 respondents were female or female, and the number of male respondents was 173. The data collected shows that the majority of respondents who have filled out the questionnaire are Generation Z, ranging in age from 17-25 years, totaling 310 respondents (90%) of the total respondents filled out. Then there were 22 (6%) aged 26-35 years, followed by 5 (2%) under 17 years old. For ages 36-45 and over 46 years, only 1%. It can be determined that the majority of 217 respondents (64%) are still pursuing college. It was found that as many as 172 respondents (50%) of respondents had an average monthly income of Rp3,999,999, this is because some respondents are still pursuing undergraduate or high school education.

Furthermore, the second position is occupied by respondents with an income of Rp4,000,000 - up to Rp9,999,999. Most respondents tend to buy Uniqlo and H&M clothing brands. Both clothing brands received the most respondents, 274 respondents at Uniqlo and 271 respondents at H&M. Most international product customers are 218 respondents (64%) for 1-5 years. It was found that there were respondents who were new to using international products; this was founded in 74 respondents (22%) who had used them for almost one year. In addition, 38 respondents (11%) have used international products for 6-10 years, and 12 respondents (4%) have used them for more than ten years.

Table 3. Average Variance Extracted (AVE) Test Results

Variables	AVE	Conclusion
Brand Reputation	0.637	Valid
Brand Personality	0.660	Valid
Brand Experience	0.542	Valid
Brand Image	0.628	Valid
Brand Trust	0.583	Valid
Brand Loyalty	0.720	Valid

Source: PLS Data Processing Results (2022).

Average Variance Extracted (AVE)

The validation test aims to obtain results from accurate values on the research questionnaire. In the Average Variance Extracted (AVE) test, the results can be valid if the value is more significant than 0.5 (Hair et al., 2019). Data testing can be seen in Table 3. The results obtained are acceptable and said to be successful or valid because the values generated from each variable are valid.

Outer Loadings

The test results on outer loading are declared valid if the sample mean displays a number greater than 0.6, which can be said to be valid (Hair et al., 2019). The results of outer loadings in the implementation of this research are in Table 4, which states brand reputation (BR), brand personality (BP), brand image (BI), brand experience (BE), brand trust (BT) and brand loyalty (BL) show a valid outer loading value because the resulting value is overall > 0.6. However, it was found that brand experience (BE2), brand personality (BP4, BP5, BP6, BP7), and brand loyalty (BL1) variables did not meet valid criteria because the results were < 0.6.

Table 4. Outer Loadings Test Results

Variables	Indicators	Outer Loadings	Conclusion
Brand Reputation (BR)	BR1	0.815	Valid
	BR2	0.769	Valid
	BR3	0.789	Valid
	BR4	0.820	Valid
Brand Personality (BP)	BP1	0.695	Valid
	BP2	0.678	Valid
	BP3	0.727	Valid
Brand Experience (BE)	BE1	0.822	Valid
	BE3	0.787	Valid
	BE4	0.828	Valid
Brand Image (BI)	BI1	0.655	Valid
	BI2	0.698	Valid
	BI3	0.751	Valid
	BI4	0.828	Valid
Brand Trust (BT)	BT1	0.741	Valid
	BT2	0.767	Valid
	BT3	0.760	Valid
	BT4	0.785	Valid
Brand Loyalty (BL)	BL2	0.853	Valid
	BL3	0.719	Valid
	BL4	0.879	Valid
	BL5	0.867	Valid

Source: PLS Data Processing Results (2022).

Discriminant Validity

The use of discriminate validity is shown through the square root of the AVE in each different construct. Table 5 shows that discriminant validity for each variable has an adequate validity value and is considered valid. The variables shown pass an average rating of more than 0.7. The brand loyalty indicator got the highest score of 0.848, followed by the brand experience indicator at a value of 0.812 and other indicators below the value of 0.8. In the discriminant validity section, there were no variables below the

value of 0.7, or it could be said that the results obtained through the PLS test were said to be successful and valid.

Table 5. Discriminant Validity Test Results

Variables	Discriminant Validity	Conclusion
Brand Reputation	0.798	Valid
Brand Personality	0.793	Valid
Brand Experience	0.812	Valid
Brand Image	0.736	Valid
Brand Trust	0.764	Valid
Brand Loyalty	0.848	Valid

Source: PLS Data Processing Results (2022).

Reliability Data

In carrying out data reliability tests, Cronbach's alpha can be used, which is considered more accessible when measuring each indicator variable's reliability level. A value of more than 0.6 will be said to be reliable on Cronbach's Alpha. The data research in Table 6 shows valid results on each variable indicator with a score above 0.6 and an average of 0.7 and 0.8. After using Cronbach's Alpha, reliability testing can be done using composite reliability. The goal is to make it easier to determine the good composite reliability for each indicator. A *reliable value* is a value that is more than 0.6. According Table 6, it can be stated that each indicator is considered reliable because the value passes 0.6.

Table 6. Reliability Data Test Results

Variables	Composite Reliability	Cronbach's Alpa	Conclusion
Brand Reputation	0.875	0.810	Reliable
Brand Personality	0.835	0.705	Reliable
Brand Experience	0.853	0.743	Reliable
Brand Image	0.824	0.718	Reliable
Brand Trust	0.848	0.762	Reliable
Brand Loyalty	0.911	0.870	Reliable

Source: PLS Data Processing Results (2022).

Goodness of Fit Model

The data can be seen through the study of Table 7, which explains that the R Square value of the brand loyalty variable, which amounts to 0.405 with a percentage of 40.5%, can be categorized as low. Meanwhile, brand trust, which has a value of 0.626 with a percentage of 62.6, can be categorized as a moderate variable.

Table 7. Coefficient Determinant Test Result

Variable	R Square	Percentage
Brand Loyalty	0.405	40.5%
Brand Trust	0.626	62.6%

Source: PLS Data Processing Results (2022).

Path Analysis Results

Direct effect data testing can be used with path coefficient analysis on t-statistics; this test will be easier to use in order to find out significant or insignificant results. The correlation results can be seen in the sample mean section of the SMART PLS 3.2.9 application. The value of the data test results from the path coefficient can be significant if the t-Statistic value is greater than 1.65 and the P-values are less than 0.05 (Hair et al., 2019). The results indicated three insignificant variables: BI → BL, BP → BL, and BR → BL. Significant variables were also found, such as BE → BL, BE → BT, BI → BT, BP → BT, BR → BT, and BT → BL.
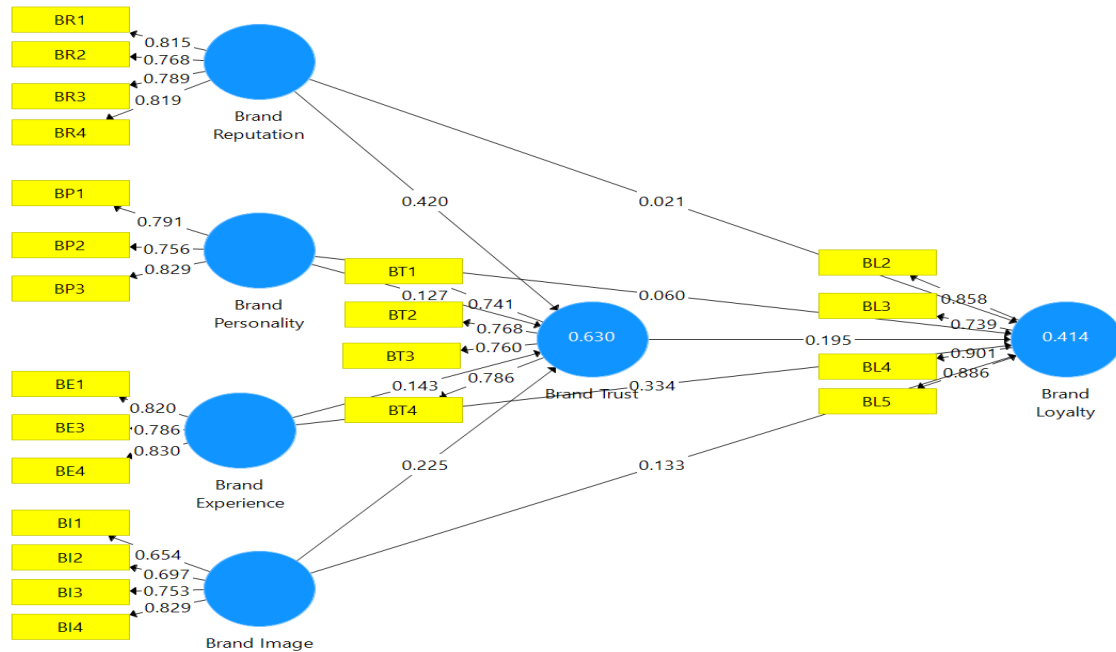

Figure 2. Path Analysis Result

Hypothesis 1 (BR → BT)

The result in Figure 2 explains that significant results are found in brand reputation variables that can make customers trust the products being marketed. Research shows that the results of the P-Values are at 0.000 or below 0.05, making the results received significant and fulfilling the criteria for assessing significant criteria for a variable. It is undeniable that product reputation takes an important position for a customer to trust a brand because trust is received when customers hear information through social media or read news related to a brand. However, customers must know by reading various research and looking for reviews from other customers to get the most out of a brand. The research presented can be supported by Rachman and Wahyono (2017), and Susanti (2020) which explain that a good brand reputation will generate trust in customers. Then a reputation that undergoes continuous evaluation or develops according to trends will make customers feel confident in the brand.

Hypothesis 2 (BP → BT)

The results presented in Figure 2 explain that brand personality positively affects brand trust with a supported result of the P-Values occupying the number 0.011 and still below 0.05. The brand's personality will be better for customers who are attracted to brands that customers like. This thinking can be supported by the tastes of customers who like the brand's personality. Customers who like and find brands that match their tastes will be more interested in their products and create a feeling of trust in the products they buy. Not only that, brands that can consistently sell and display different product personalities will be increasingly trusted by consumers. Customers will not hesitate to try products that have a good personality in front of other competitors. Regarding brand personality, it can be adjusted to the tastes of each customer. The analysis in this research is supported by Villagra et al. (2021), Molinillo et al. (2016), Mabkhot et al. (2017), and Dhanny et al. (2021).

Hypothesis 3 (BE → BT)

The analysis results in Figure 2 can be seen as significant positive results between brand experience and brand trust. In the results tested, it has been explained that the P-Values, which are at 0.006 or less than 0.05, it can be said that the result is significantly positive. It can be said that if a customer has experience using a product or experience buying the product, it will be said that the customer trusts the product more. It will be increasingly supported by the existence of quality in products that make customers happy and trust the quality of products sold by a store or brand. Vice versa, if a customer's experience experiences a defect in the product or the quality received by the customer does not meet expectations when using it. The product will no longer be trusted, resulting in a customer loss, which can harm the product's brand name. The research presented is supported by an analysis of research Rachman and Wahyono (2017), Saragih et al. (2019), Hariyanto (2018), Huang (2017), and Pribadi et al. (2019) regarding a significant influence between brand experience on brand trust.

Hypothesis 4 (BI → BT)

Following Figure 2, which has been presented above, it can be obtained that the variable of brand image has a significant effect on brand trust as mediation with the acquisition of a P-Values of 0.000, which is determined by the criterion that the number leading to a significant result is below 0.05. The research explains the brand image, which impacts customer trust in a brand. If the brand image is known by many people and the public trusts the brand image, then customers will not hesitate to choose the product. Brand image is very important to build a buyer's trust. If the brand image has been damaged or has problems that cannot be clarified, the customer will prefer another brand with a better image. It is also due to the existence of prestige and wanting to be recognized among certain groups, and it can be said that brand image plays a very important role in a buyer's trust and use. The research presented is supported by analysis by Bernanto et al. (2020), Ang and Keni (2021), Susilawati and Wufron (2017), and Agung et al. (2019), which suggests that customers will trust a brand that has a good image.

Hypothesis 5 (BR → BL)

The results presented in Figure 2 show insignificant differences between the brand's reputation and brand loyalty. It can be seen that the results of the P-Values do not meet the assessment criteria, namely 0.792 of the criteria below 0.05. The results of this

research can be valid that a brand's reputation will not have much effect on customer loyalty because customers have to try the product itself compared to what is conveyed by the public or information circulating. Suppose the reputation is ordinary but liked by customers who have tried the product and get different results from the information they have received. In that case, the customer will still buy the product. Customer loyalty is generated by experimenting with a product and using it for a period determined by the customer himself, not determined by circulating information. However, this research has a different opinion from the results of the analysis by Rachman and Wahyono (2017) that loyalty to a brand will arise when customers gain experience in using the brand compared to just seeing and hearing information circulating.

Hypothesis 6 (BP → BL)

Figure 2 presents results that are not significant between brand personality and brand loyalty. It can be proven by the P-Values with a total of 0.392 and has passed the number of original criteria below 0.05. This test shows that a brand's personality does not significantly affect customer loyalty. A brand's personality will be good if the company carries out a good marketing campaign and is successful in selling its products. However, customers will get more emotional feelings by trying the product than just hearing about the product through advertisements and others. Then related to personality, customers cannot immediately adjust their personality to brand personality, but customers must try it first. After making a purchase and trying it, the customer can judge whether the product fits their personality. Through this, it can be seen that the main factor of a brand in linking customer loyalty is not marketing excessive product personality. However, the brand's personality will be assessed by customers through trials of using the product. The analysis in this research is supported by research of Villagra et al. (2021) and Mabkhot et al. (2017) explaining that brand personality does not affect brand loyalty.

Hypothesis 7 (BE → BL)

Based on the results obtained from testing data in Figure 2, brand experience variable significantly influences brand loyalty with the P-Values at 0.000, which means that there are factors that support consumer loyalty when there is experience at products sold. If the customer does not have experience with the product, then the atmosphere that will be received will be different, and customer loyalty to a product will not appear. The research presented is in line with Marliawati and Cahyaningdyah (2020), Rachman and Wahyono (2017), Khan and Fatma (2019), Pandean and Budiono (2021), Saragih et al. (2019).

Hypothesis 8 (BI → BL)

Figure 2 presents the relationship between brand image variables and brand loyalty, considering the results are insignificant between the two variables. The P-Values is at 0,069 and does not meet the significant assessment criteria. This can be caused by a brand image that does not support customer loyalty, where customers are more concerned with product quality than the product's brand image. Brand image can be caused by competition between the two brands' rivalries so it can damage one of the names of the product brands. However, the analysis that has been received and the test results conclude that brand image does not significantly influence brand loyalty. The results analyzed are consistent with research conducted by Pandean and Budiono (2021), Taqi and Muhammad (2020), and Ang and Keni (2021), which state that brand image does not have a significant impact on brand loyalty.

Hypothesis 9 ((BT → BL)

Figure 2 above describes the significant results of trust in a brand that will lead to buyer loyalty. Research shows that the results received from the P-Values are 0.011 or 0.05 and can be said to be significantly positive. The mediating variable that supports this dependent variable has been proven by their trust resulting from the excellent fulfillment of an expectation on product and safety and what is needed by consumers is fulfilled so consumers will not turn to other brands due to the birth of loyalty to brands that have fulfilled what consumers need. The results of the data test carried out are consistent with the research by Marliawati and Cahyaningdyah (2020), Rachman and Wahyono (2017), Tammubua (2021), Bernanto et al. (2020), and Ang and Keni (2021).

Hypothesis 10 (BR → BT → BL)

A review of the study's results in Figure 2, concludes that there is an influence of brand reputation on brand loyalty with brand trust as mediation with a t-Statistics value of 2.389 and supported by a P-Values of 0.017. The assessment criteria have passed and can be said to have a significant positive effect with a t-Statistics value of >1.96 and P-Values < 0.05. Research states that the public knows a good brand reputation will lead to a feeling of trust in a brand raised by customers. After that, the customer will buy the brand of the product and get results according to the customer's expectations, and a sense of loyalty will arise to the brand that has been purchased. This research is supported by analysis of Rachman and Wahyono (2017), Pujiyanti (2018), and Susanti (2020).

Hypothesis 11 (BP → BT → BL)

Figure 2 explains that there is no significant brand personality mediated by brand trust in brand loyalty by customers. Research shows that the value generated by the t-Statistic is around 1.672 and still has not passed the t-Statistic assessment criteria of greater than 1.96. Then the P-Values still do not meet the assessment because the research results show a number of 0.095 and have met the P-Values requirement of less than 0.05. Personality cannot be compared with brand trust and brand loyalty due to the different tastes of customers. Some customers there are those who like the brand's personality, such as personal form or brand characteristics associated with customers in the form of products. Research has also explained that there are needs and needs of customers when buying a product; it can be seen that the personality of a product will be adjusted to the shape of the needs of a buyer. This research contradicts the analysis of Molinillo et al. (2017), Makhbot et al. (2017), Anindita et al. (2021), and Dhanny et al. (2021) that the personality of a brand will be generated through good service by the seller then the good nature given to customers will support the level of trust in a brand and can build loyalty to the brand by customers.

Hypothesis 12 (BE → BT → BL)

Tests for indirect effects can be seen in Figure 2 presented showing that brand experience through the mediation of brand trust and loyalty did not succeed in passing the t-Statistics > 1.96 and P-Values < 0.05 and was declared insignificant. The research from the table shows t-Statistics 1.771 and P-Values 0.093, which makes these variables insignificant because the customer experience has no effect on brand trust, which results in brand loyalty. Tests on the three variables can be influenced by consumer experiences which vary from good to bad, so it can be seen that there is uncertainty in the assessment of brand trust and brand loyalty. However, the research contradicts the analysis of

Marliawati and Cahyaningdyah (2020), Rachman and Wahyono (2017), Khan and Fatma (2019), Pandean and Budiono (2021), Huang (2017).

Hypothesis 13 (BI → BT → BL)

The results in Figure 2 show that the brand image variable significantly affects brand loyalty through brand trust as a mediation. The analysis results have passed the t-Statistic assessment of more remarkable than 1.96 and P-Values below 0.05 following the terms and conditions of the assessment. Research results prove that a company's brand image must be good to support the trust of customers who use the product. Companies that get a good brand image and gain the public's trust as customers will build brand loyalty because they have trusted the product following the brand image produced by the product. Products marketed by the company will be considered safe if the brand image obtained through the information is good. This research can be supported by Taqi and Muhammad (2020), Tammubua (2021), Marliawati and Cahyaningdyah (2020), Susilawati and Wufron (2017), and Agung et al. (2019).

Quality Index

Hair et al. (2019) concluded that a weak GoF value > 0.0, GoF Moderate > 0.25, Strong GoF > 0.36. Based on the results of the GoF calculation with a score of 0.46, the research model being studied is strong by passing the assessment criteria. According to Hair et al. (2019), strong GoF is > 0.36.

$$GoF = \sqrt{Comm \; x \; R^2}$$
$$\sqrt{Comm} = \frac{0.637 + 0.660 + 0.542 + 0.628 + 0.583 + 0.720}{6} = 0.6283$$
$$\sqrt{R^2} = \frac{0.405 + 0.626}{2} = 0.5155$$
$$\sqrt{Comm \; x \; R^2} = \sqrt{0.6283 \; x \; 0.5155}$$
$$GoF = 0.46$$

CONCLUSIONS AND RECOMMENDATIONS

The conclusions obtained from this study stated that brand experience and trust positively and significantly impact brand loyalty. Brand experience, brand image, brand personality, and brand reputation affect brand trust. However, brand image, brand personality, and brand reputation do not affect brand loyalty. Brand image and brand reputation variables significantly affect brand loyalty when mediated by brand trust. Meanwhile, brand experience and brand personality do not affect brand loyalty, even when mediated by brand trust.

The respondent data was retrieved by filling out the Google form with the offline distribution method. Due to restrictions on the pandemic that are still circulating, the distribution must be done by keeping a distance from the respondents so that there are some limitations when distributing the questionnaires. The limitations of the respondents in digesting the use of English when reading the questions from the distributed questionnaires made it challenging to test the data to be carried out on SmartPLS.

The research results that have been presented can be given recommendations or in the form of suggestions that can be used to develop further research, such as: it is hoped that future research can be carried out with a wide range of research samples in other Riau Islands districts outside the Batam City area so that the research results obtained to support can be varied and develop broad insights regarding international clothing brands. Further research or research can provide additional factors that influence brand loyalty. The questionnaire can be distributed to international clothing brand stores and retailers to obtain complete answers. It is more effective if customers answer directly from international clothing brand stores or retailers.

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