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ANALYSIS OF BRAND LOYALTY AFFECTED BY FASHION INNOVATION BY THE COMMUNITY OF BATAM CITY TOWARDS THE USE OF ORIGINAL SPORTS SHOES

Patuan Bobby Borys Sinambela
NPM: 1641261

ABSTRACT

This study was conducted with the aim to understand and find out the influence of fashion innovativeness variables, brand associations (cognitive, sensory, affective) and lovemarks on brand loyalty. The importance of an innovator in the world of fashion or mode is a tool used by companies in introducing new products that the company will market in general. Support of brand associations that are felt by consumers in using a product with a particular brand will create a brand image that can be felt through cognitive, sensory and affective by said consumers. The creation of a good brand image will give birth to lovemarks on a brand by creating respect and love for the brand. The love and respect for this brand has a big influence on the creation of brand loyalty which will be created for consumers.

The application that was carried out in this study was done by an online survey method through Google forms. The survey activity was presented in the form of a questionnaire containing 48 questions and was distributed to 275 respondents. The research sample is limited by the object of using original sports shoes whose brand is recognized by Indonesia's top-brand awards. The three sports shoe brands are Adidas, Nike and Reebok. The research technique used by the author is comparative causal functioning to determine the causes, effects or consequences that occur in a population or group (Joseph, 2014). After the respondent's data is collected, the author tests the data through the PLS software application. Before using PLS, the author first tests outer loading data through SPSS. After the outer loading phase is passed, the writer continues testing the data through PLS. The results found in this PLS test are the significant relationship that occurs in the research variables. The results of this study explain that it is important for a fashion brand company to create a brand that consumers can feel through cognitive, sensory, and affective that creates a sense of love and respect for a brand towards brand loyalty.

Keywords: *fashion innovativeness, brand associations, brand image, cognitive, sensory, affective, lovemarks, brandlove, brand respect, brand loyalty.*