

UNIVERSITAS INTERNASIONAL BATAM

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FACTORS INFLUENCING THE LOYALTY OF BATAM CITY RESIDENTS TO FAST FASHION

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ABSTRACT

This study aimed to empirically investigate the factors influencing brand loyalty of fast fashion consumer brands by analysing the perceptions and loyalties of Batam city residents towards fast fashion. Using the Customer-Based Brand Equity (CBBE) approach, research model to examine the factors influencing the brand loyalty of fast-fashion consumers was proposed. Presumptuously, perceived quality of fast fashion, including brand awareness, perceived quality, perceived value, brand personality, organizational association, and brand uniqueness affect consumer brand loyalty.

There were 300 data from the questionnaire distributed were used for data processing to investigate the factors influencing the brand loyalty of Batam city residents towards fast fashion. The results obtained reveal that for residents of Batam city, brand awareness, perceived value, organizational association, and brand uniqueness were factors contributing to generate consumer loyalty towards fast fashion brands due to the fact that fast fashion has become a key feature of the world fashion industry over the past decade. This study provides valuable insights into young consumers' perceptions of fast fashion brands and the contribution of factors to their brand loyalty.

The results obtained from this study provide evidence that there are essential factors such as perceived value, uniqueness, association, and awareness with the aim of brand loyalty can be created because these factors can render consumers loyal to a brand.

Keywords: brand loyalty, perceived quality, brand personality, perceived value, brand awareness, brand uniqueness, organizational association.