

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FASHION INNOVATIVENESS IN CONSUMER LOYALTY OF WATCHES BRAND

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ABSTRACT

This study aims to examine the watch brand. Watches themselves have a function as a timepiece, but in today's era watches also have other functions such as being able to show someone's social status and also the watch itself already has various brands, unique models as an option according to what we need.

This study was conducted to determine the effect of the independent variables, namely fashion innovativeness, cognitive associations, affective associations, sensory associations and lovemarks on brand loyalty as the dependent variable. This study took a sample of 334 respondents in the city of Batam, using a purposive sampling method, namely selecting samples according to predetermined criteria and then tested using SPSS Statistic 23.0 and Smart PLS 3.0.

This study found that all independent variables, namely fashion innovativeness, cognitive associations, affective associations, sensory associations, lovemarks had a significant positive relationship. the dependent variable, brand loyalty. This shows that the influence of fashion innovativeness on brand loyalty in buying or choosing a watch brand.

Keywords: *fashion innovativeness, cognitive associations, affective associations, sensory associations, brand loyalty.*