

The Impact of Perceived Quality, Customer Value, and Satisfaction on Brand Loyalty in the Fashion Industry in Jakarta

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ABSTRACT

This study examines the impact of perceived quality, customer value, and customer satisfaction on brand loyalty in the fashion industry in Jakarta. A quantitative approach was employed, with data collected from 135 respondents using a structured questionnaire measured on a five-point Likert scale. Data were analyzed using SPSS version 25, including descriptive statistics, reliability tests, and multiple linear regression. The results indicate that perceived quality, customer value, and customer satisfaction all have significant positive effects on brand loyalty, with customer satisfaction exhibiting the strongest influence. The study provides practical implications for fashion brands, suggesting that enhancing product quality, delivering superior value, and fostering customer satisfaction are essential strategies to strengthen brand loyalty and maintain a competitive edge in Jakarta's fashion market.

Keywords: *Perceived Quality, Customer Value, Customer Satisfaction, Brand Loyalty, Fashion Industry.*

1. INTRODUCTION

Brand loyalty has become a crucial factor in today's highly competitive fashion industry, as it not only drives repeated purchases but also generates positive word-of-mouth and strengthens a brand's market position. In Jakarta, the fashion industry is rapidly growing due to increasing consumer awareness, rising disposable incomes, and the influence of global fashion trends; however, intense competition among local and international brands creates significant challenges in retaining customers. Brand loyalty in Jakarta's fashion industry is therefore essential for sustainable growth and profitability, with its foundation rooted in building strong emotional bonds and trust rather than relying solely on perceived value or trend alignment. Research supports this view by showing that emotional factors—such as brand love and trust—significantly mediate the relationship between perceived value and brand loyalty, underscoring the importance of nurturing these elements to achieve long-term customer commitment [1], [2]. Emotional bonds like brand love have been shown to enhance loyalty, as demonstrated in studies of H&M consumers in Jakarta, where higher levels of brand love lead to frequent repeat purchases and positive word-of-mouth [3]. Trust also plays a major role in developing loyalty by reducing marketing costs through increased repeat purchases and brand recommendations [2]. Additionally, brand loyalty encompasses non-purchase behaviors—including positive word-of-mouth and referrals—which contribute significantly to business sustainability and strengthen a brand's market position [4]. To cultivate loyalty more effectively, companies should implement personalized marketing strategies and improve customer service, such as by leveraging big data for personalized campaigns and forming strategic partnerships to strengthen logistics capabilities, as recommended in studies on Lazada Indonesia [5].

Previous studies have indicated that several factors influence brand loyalty, including perceived quality, customer value, and customer satisfaction, where perceived quality reflects consumers' evaluation of a product's overall excellence compared to alternatives and shapes their purchasing decisions, while customer value represents the consumer's assessment of benefits relative to costs, covering both functional and emotional aspects, and customer satisfaction describes

the extent to which expectations are met or exceeded, often mediating the relationship between perceived quality and brand loyalty. These three elements collectively shape consumer loyalty, although their individual impacts may vary across contexts, as perceived quality has been shown to significantly influence customer satisfaction—which subsequently affects loyalty—although its direct effect on loyalty is often mediated by satisfaction [6], [7], and in some studies, perceived quality did not show a statistically significant direct impact on loyalty, reinforcing the role of satisfaction as a mediating factor [8]. Customer value also has a direct and significant effect on loyalty because it encompasses perceived benefits relative to costs [7], and it strongly influences satisfaction, which further mediates the value–loyalty relationship [6], [9]. Meanwhile, customer satisfaction consistently emerges as a crucial mediator between perceived quality, perceived value, and brand loyalty, strengthening the relationship among these variables [7], [10], and satisfaction experiences are essential for fostering long-term loyalty by ensuring that consumer expectations are met or exceeded [9].

Despite the recognized importance of perceived quality, customer value, and customer satisfaction in shaping consumer behavior, limited research has examined their combined impact on brand loyalty specifically within Jakarta’s fashion industry, making it essential to understand how these relationships operate in this highly competitive market to support fashion brands in enhancing customer retention and developing long-term competitive advantage. To address this gap, the present study aims to analyze the effects of perceived quality, customer value, and customer satisfaction on brand loyalty among fashion consumers in Jakarta by employing a quantitative research approach, collecting data from 135 respondents, and conducting statistical analysis using SPSS version 25, thereby offering empirical evidence and practical insights for fashion brand managers seeking to strengthen brand loyalty strategies in Indonesia.

2. LITERATURE REVIEW

2.1 *Brand Loyalty*

Brand loyalty is defined as a consumer’s consistent preference for a particular brand over time, leading to repeated purchases and resistance to switching to competitors [11]–[13]. In the fashion industry, brand loyalty is critical as it helps companies maintain stable revenue, reduce marketing costs, and strengthen their competitive position. Loyal customers not only make repeat purchases but also serve as brand advocates, influencing others through word-of-mouth recommendations. Previous research indicates that brand loyalty is influenced by multiple factors, including perceived quality, customer value, and customer satisfaction [14]–[16].

2.2 *Perceived Quality*

Perceived quality refers to a customer’s judgment about a product’s overall excellence or superiority relative to alternatives [17], [18]. In the fashion context, perceived quality includes elements such as material durability, design, fit, style, and brand reputation. High perceived quality can enhance customer confidence, reduce perceived risk, and increase the likelihood of repeat purchases. Studies by [19] show that perceived quality has a direct and positive impact on brand loyalty, as consumers tend to remain committed to brands that consistently meet their expectations.

2.3 Customer Value

Customer value is defined as the consumer's evaluation of the benefits received from a product or service relative to the costs paid [20]–[22]. It is a multidimensional construct that encompasses functional value (product performance), monetary value (price fairness), and emotional or psychological value (personal satisfaction and self-expression). In the fashion industry, customers often consider both tangible and intangible benefits, such as style, comfort, and social status, when assessing value. Research indicates that perceived customer value positively influences both satisfaction and loyalty, as consumers are more likely to stay loyal to brands that deliver superior value [21], [23].

2.4 Customer Satisfaction

Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations [24], [25]. Satisfaction arises from the comparison between expected and actual product performance. In fashion, customer satisfaction can be influenced by product quality, service quality, brand image, and overall shopping experience. High levels of satisfaction increase the likelihood of repeat purchases, brand advocacy, and resistance to switching. Studies by [26], [27] confirm that customer satisfaction is a significant predictor of brand loyalty, often mediating the relationship between perceived quality, value, and loyalty.

3. METHODS

3.1 Research Design

This study employs a quantitative research design to examine the impact of perceived quality, customer value, and customer satisfaction on brand loyalty in the fashion industry in Jakarta. A quantitative approach is suitable for testing hypotheses and measuring the strength and direction of relationships among variables using statistical methods [28]. Data were collected through a structured questionnaire with closed-ended questions measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2 Population and Sample

The population of this study consists of fashion consumers residing in Jakarta who have purchased fashion products from local or international brands within the past six months. A total of 135 respondents were selected using a purposive sampling technique, ensuring that participants had relevant experience and familiarity with fashion products. Purposive sampling allows researchers to focus on individuals who can provide accurate and meaningful information regarding the research variables [29].

3.3 Research Variables and Measurement

The study includes four main variables: Perceived Quality (PQ), measured using indicators such as product durability, design, brand reputation, and overall excellence [30]; Customer Value (CV), assessed through indicators including functional value, monetary value, and emotional or psychological value [31]; Customer Satisfaction (CS), evaluated by indicators that capture the extent to which products meet or exceed consumer expectations [32]; and Brand Loyalty (BL), measured using indicators of repurchase intention, brand preference, and willingness to recommend [33]. All items in the study were assessed on a five-point Likert scale, with higher scores indicating stronger agreement with each statement.

3.4 Data Collection

Data were collected through an online questionnaire distributed via social media platforms and email to reach fashion consumers in Jakarta. Prior to full distribution, a pilot test was conducted with 20 respondents to ensure clarity, validity, and reliability of the questionnaire items. Feedback from the pilot test was used to refine the instrument before the main data collection.

3.5 Data Analysis

Data analysis was conducted using SPSS version 25, beginning with descriptive statistics to summarize demographic characteristics and respondents' responses for each variable, followed by validity and reliability tests in which Cronbach's alpha was used to assess the reliability of each construct, with a threshold of 0.70 considered acceptable [34]. Multiple linear regression analysis was then employed to test the hypotheses regarding the effects of perceived quality, customer value, and customer satisfaction on brand loyalty, using regression coefficients, t-values, and significance levels ($p < 0.05$) to interpret the results. This methodological approach enables a comprehensive examination of the relationships among the variables and provides empirical evidence regarding the key factors influencing brand loyalty in Jakarta's fashion industry.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

A total of 135 respondents participated in this study, with demographic characteristics showing that 55% were female and 45% male, while the majority fell within the age range of 20–29 years (48%), followed by those aged 30–39 years (32%), 40–49 years (15%), and above 50 years (5%). In terms of education, most respondents held a Bachelor's degree (60%), with others having completed high school (25%), a Master's degree (12%), or other qualifications (3%). Monthly income levels varied, with 35% earning below IDR 5 million, 40% earning between IDR 5–10 million, and 25% earning above IDR 10 million. These demographic distributions indicate that the sample predominantly consists of young adult consumers with moderate to high education levels and diverse income ranges, reflecting a representative profile of typical fashion consumers in Jakarta.

4.2 Validity and Reliability Test

The reliability of each construct was measured using Cronbach's alpha, and all variables demonstrated acceptable reliability with values above 0.70. Validity was assessed through item-total correlation, and all items exceeded the minimum threshold of 0.30, indicating strong construct validity. Specifically, Perceived Quality (PQ) achieved a Cronbach's alpha of 0.842 with five items, Customer Value (CV) recorded 0.811 with four items, Customer Satisfaction (CS) reached 0.875 with five items, and Brand Loyalty (BL) showed the highest reliability at 0.890 with four items, confirming that all measurement scales used in the study were reliable.

Descriptive statistics further illustrate respondents' perceptions of each variable, with mean scores showing consistently positive evaluations: Perceived Quality recorded a mean of 4.12 ($SD = 0.56$), Customer Value had a mean of 4.05 ($SD = 0.60$), Customer Satisfaction showed the highest mean at 4.18 ($SD = 0.55$), and Brand Loyalty followed closely with a mean of 4.10 ($SD = 0.58$). These findings indicate that respondents generally perceive fashion products in Jakarta as having high quality, delivering strong value, meeting or exceeding expectations, and effectively fostering customer loyalty.

4.3 Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the influence of perceived quality, customer value, and customer satisfaction on brand loyalty.

Table 1. Multiple Regression

Independent Variable	Beta (β)	t-value	p-value	Interpretation
Perceived Quality (PQ)	0.322	4.157	0.000	Significant positive effect
Customer Value (CV)	0.286	3.603	0.001	Significant positive effect
Customer Satisfaction (CS)	0.404	5.025	0.000	Significant positive effect
R ²	0.621			62% of brand loyalty explained

The results of the multiple regression analysis in Table 1 show that all three independent variables—Perceived Quality (PQ), Customer Value (CV), and Customer Satisfaction (CS)—have significant positive effects on Brand Loyalty (BL). Perceived Quality demonstrates a substantial influence on loyalty, with a beta coefficient of 0.322 and a highly significant p-value of 0.000, indicating that improvements in product durability, design, and overall performance can strongly enhance consumer loyalty. Customer Value also exhibits a significant positive relationship with Brand Loyalty, as shown by a beta of 0.286 and a p-value of 0.001, meaning that consumers who perceive strong functional, monetary, and emotional value are more likely to remain committed to a brand. In a highly competitive fashion market such as Jakarta, brands that successfully combine product quality with fair pricing and emotional appeal tend to foster stronger loyalty among consumers.

Customer Satisfaction emerges as the strongest predictor of Brand Loyalty, with the highest beta coefficient of 0.404 and a p-value of 0.000, highlighting satisfaction as a central driver of loyalty. When consumer expectations are fulfilled or surpassed, loyalty strengthens through behaviors such as repeat purchases and positive word-of-mouth, both of which are essential for maintaining competitiveness in the fashion industry. The model's R² value of 0.621 further indicates that 62% of the variance in brand loyalty can be explained by perceived quality, customer value, and customer satisfaction, demonstrating strong explanatory power and confirming that these three variables collectively form a robust framework for understanding loyalty among fashion consumers in Jakarta.

Discussion

The findings of this study confirm that perceived quality, customer value, and customer satisfaction are key determinants of brand loyalty in Jakarta's fashion industry. The positive effect of perceived quality is consistent with previous research [35], [36], indicating that consumers tend to remain loyal to brands that consistently meet expectations related to design, durability, and brand reputation. Customer value also plays a significant role in fostering loyalty, suggesting that fashion consumers evaluate not only the quality of a product but also the benefits they receive relative to price and overall satisfaction [37], [38]. In addition, customer satisfaction emerged as the strongest predictor of brand loyalty, reinforcing the notion that when consumer expectations are met or exceeded, they form stronger emotional bonds with brands and are more inclined to repurchase, recommend the brand, and avoid switching to competitors [24], [25], [39].

Overall, these findings emphasize the importance for fashion brands in Jakarta to strengthen brand loyalty by improving product quality, offering superior functional and emotional value, and fostering high levels of customer satisfaction. By strategically managing these three factors, companies can enhance customer retention, build long-term loyalty, and gain competitive advantage in the rapidly evolving and highly competitive fashion market.

CONCLUSION

This study demonstrates that perceived quality, customer value, and customer satisfaction significantly influence brand loyalty among fashion consumers in Jakarta. Customer satisfaction was identified as the most influential factor, highlighting the critical role of meeting or exceeding consumer expectations. Perceived quality and customer value also contribute positively, indicating that consumers are motivated to remain loyal when products are high in quality and offer substantial value. For fashion brand managers, these findings emphasize the need to implement strategies that

enhance product excellence, provide tangible and intangible benefits, and ensure a satisfying consumer experience. By focusing on these areas, brands can cultivate loyalty, retain customers, and achieve long-term competitive advantages in the dynamic and competitive fashion industry in Jakarta.

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