

## The Influence of Brand Identification and Brand Image toward Loyalty through Brand Trust and Customer Satisfaction of H&M

Annisaa Nabhila Setiawan, I Made Sukresna<sup>1</sup>

Departemen Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro

Jl. Prof. Soedharto SH Tembalang, Semarang 50239, Phone: +622476486851

### ABSTRACT

The phrase "Buy it now, it won't be here tomorrow" serves as an implicit signal that fashion retailers expeditiously communicate to their intended clientele. The stimulus prompts individuals to take prompt action. The focus of this study is H&M, a global fast fashion retail industry. The swift advancement of global society has led to heightened commercial rivalry, particularly within the contemporary retail sector that flourishes in Indonesia. According to the findings of preliminary research conducted on H&M customers in DKI Jakarta Province, it is evident that H&M is currently lagging behind other prominent international brands. Researcher also conducted a pre-research on H&M related to the variable used in this study in the form of loyalty, brand trust, and customer satisfaction in DKI Jakarta Province, the average answerd "maybe" and "no".

This study uses people in DKI Jakarta Province, then sampling is carried out using purposive sampling and has several criteria. The sample in this study was 200 respondents who live in DKI Jakarta Province, over 17 years old, and have purchased products from H&M more than 2 times in the last 1 year. The collected data will be analyzed using the structural equation model (SEM) method and processed with AMOS software.

The result of this study indicate all hypothesis are accepted: brand identification has a significant positive effect on brand trust, brand image has a significant positive effect on brand trust, brand identification has a significant positive effect on customer satisfaction, brand image has a significant positive effect on customer satisfaction, brand trust has a significant positive effect on loyalty, and customer satisfaction has a significant positive effect on loyalty.

**Keywords: Brand Identification, Brand Image, Brand Trust, Customer Satisfaction, Loyalty, H&M**

### INTRODUCTION

Fast fashion is a strategy for managing the supply chain that adapts to changing consumer preferences. The primary objective is to cater to the preferences of consumers by providing them with the desired designs while giving utmost importance to expeditious delivery and facilitating rapid sales processes. This is done to meet the constantly evolving needs and expectations of consumers in accordance with the latest trends. The amalgamation of swift technological advancements and fashion innovation, coupled with the provision of fast global shipping and cost-effective prices, has resulted in the increasing popularity of this sector among consumers, as evidenced by the works of Joung (2014).

According to Statista's report in 2023, the global distribution of H&M outlets had reached a total of 4,465 by the year 2022. In accordance with Statista's (2023) data, the top five countries with the highest number of outlets are the United States with 520 outlets, Germany with 430 outlets, the United Kingdom with 246 outlets, France with 201 outlets,

---

<sup>1</sup> Corresponding author

and Poland with 188 outlets. The global presence of H&M stores has experienced a significant increase in recent times. However, this growth in store numbers has not been commensurate with the company's financial performance. Specifically, H&M's profits have declined from 15,255 in 2021 to 7,169 in 2022.

A recent survey conducted by Influencer Marketing Hub (Katadata, 2022) revealed that H&M was positioned fourth among the top five brands mentioned on Instagram in 2021, with a total of 161,223 mentions. The current unfavorable market conditions in Indonesia have necessitated the undertaking of research aimed at preserving consumer loyalty to the H&M brand. Given that customer retention is a crucial factor in fostering loyalty and enhancing corporate profitability, it is imperative for firms to sustain their competitive edge in the marketplace.

There is also a gap in previous research between the influence of variables which are described in Table 1 below.

**Table 1**  
**Research Gap**

Research Gap	Title/Author	Findings
Brand Image to Customer Satisfaction	(Rahi, et al., 2020)	Significant
	(Matthews, et al., 2014)	Non-Significant
Brand Trust to Loyalty	(Atulkar, 2020)	Significant
	(Zeren & Kara, 2020)	Non-Significant
Customer Satisfaction to Loyalty	(Rether & Sharma, 2017)	Significant
	(Setiawan & Patricia, 2022)	Non-Significant

In addition to elucidating the phenomenon of issues pertaining to H&M on a global and national scale, as well as identifying gaps in prior research, it is imperative to explicate the perceptions of H&M consumers with respect to the research subject, specifically within the confines of DKI Jakarta Province.

**Table 2**  
**Pre-Research Results**

Variable to Investigate	Statement	Respondent Answer (n=10)		
		Yes (%)	Maybe (%)	No (%)
Loyalty	I consider products from H&M to be my first choice for my fashion needs.	20%	30%	50%
	I consider myself a loyal H&M customer	20%	20%	60%
Brand Trust	I believe in every product owned by H&M	10%	50%	40%
	I believe that H&M products will never disappoint.	30%	20%	50%
Customer Satisfaction	I am happy with the experience of using H&M products	20%	40%	30%
	Overall, I am satisfied with the experience of using H&M products	20%	20%	50%

## RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT

The present study's conceptual framework is grounded on the Theory of Reasoned Action (TRA) as originally proposed by Fishbein and Ajzen (1975). The concept of TRA pertains to the intention of consumer behavior, which is determined by two key components, namely attitudes and subjective norms. Consumer behavior intention is an initial attitude adopted by consumers to ascertain subsequent actions, with regard to consumer behavior. When consumers are faced with the decision of selecting a product, they tend to adopt a behavioral attitude to evaluate the criteria for product functionality. This evaluation process generates beliefs and motivations that inform their ultimate choice.

### Relationship Between Variables

#### Brand Identification toward Brand Trust

Brand identification is theoretically connected to the concept of brand trust (Nikhashemi, et al., 2015). On the one hand, trust is a precursor of identified relationships as clients tend to identify trustworthy companies or brands to demonstrate their self-definition as well as to increase their self-esteem (Keh & Xie, 2009). In turn, a platform for the development of brand trust can be provided by the attachment portrayed by the brand through identification (Dunn & Schweitzer, 2005). Recent studies have also revealed that brand identification has a significant positive effect on brand trust in research conducted by Cuong (2020).

**H1 : Brand Identification influence Brand Trust (The more Brand Identification the more Brand Trust on H&M).**

#### Brand Image toward Brand Trust

Previous research has previously supported the positive relationship between brand image and brand trust (Cretu & Brodie, 2007). In addition, previous research also states that a good brand image will increase customer trust in a brand which will ultimately lead to brand trust (Del, et al., 2001). While previous research also revealed that brand image has a significant positive effect on brand trust in research conducted by Chinomona (2016).

**H2 : Brand Image influence Brand Trust (The more Brand Image the more consumer Brand Trust on H&M).**

#### Brand Identification toward Customer Satisfaction

In addition, consumer brand identification can increase satisfaction with better overall ratings due to affective attachment to the brand (Chaudhuri & Holbrook, 2001). Therefore, there are convincing arguments that assume that consumer brand identification is an antecedent of consumer satisfaction, and not the other way around. Previous research also reveals a significant positive relationship between brand identification and customer satisfaction in the findings of research conducted by Rether, et al., (2019).

**H3 : Brand Identification influence Customer Satisfaction (The more Brand Identification the more Customer Satisfaction on H&M).**

#### Brand Image toward Customer Satisfaction

A company, whether it is a product or service, will regularly maintain a positive image to the public to maintain its market position, sustainable competitive advantage, and increased purchases (Sondoh, et al., 2007). The relationship between brand image and customer satisfaction has been recognized by previous research (Anwar, et al., 2019). Previous research shows that brand image is a predictor of customer satisfaction and

positively affects customer satisfaction (Tu, et al., 2012). Furthermore, this research reference also reveals that there is a significant positive relationship between brand image and customer satisfaction in the research findings of Rahi, et al., (2020).

**H4 : Brand Image influence Customer Satisfaction (The more Brand Image the more Customer Satisfaction on H&M).**

#### Brand Trust toward Loyalty

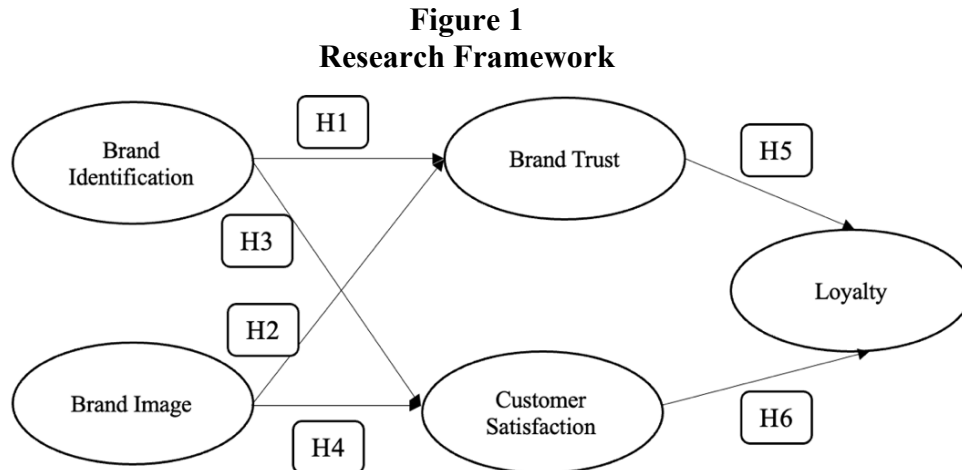
In the marketing literature, there is a relationship between trust and loyalty as a reliable predictor (Berry, 1983). Deep trust as a key variable in long-term relationships with customers will ultimately lead to brand loyalty (Ming, et al., 2011). Previous research also revealed that there is an influence between brand trust and positive loyalty in the research findings of Atulkar, (2020).

**H5 : Brand Trust influence Loyalty (The more Brand Trust the more consumer Loyalty on H&M).**

#### Customer Satisfaction toward Loyalty

The existence of repeat purchases (loyalty) is a construct resulting from customer satisfaction based on experience with products or services (Olsen & Johnson, 2003). The existence of consumer behavior results in a significant relationship between customer satisfaction and brand loyalty (Nord & Peter, 1980). Previous research also revealed that customer satisfaction has a significant positive effect on loyalty in research findings conducted by Rather & Sharma, (2017).

**H6 : Customer Satisfaction influence Loyalty (The more Customer Satisfaction the more consumer Loyalty on H&M).**



Source: Namkung (2021); Kim & Chao (2019); Rether, et al., (2019); Rahi, et al., (2020); Rethet & Sharma, (2017); Kwon, et al., (2020)

## RESEARCH METHOD

### Research Variable

Research variables according to Sugiyono (2017) is an attribute, trait, value of a person, object, organization, or activity that has certain variations and is determined by the

researcher to be studied and then drawn conclusions. This study uses variables consisting of independent variables, dependent variables, and intervening variables.

1. Independent Variable

Independent variables according to Sugiyono (2017) are variables that affect or become changes or the emergence of independent variables. Independent variables denoted by (X) in this study in the form of Brand Identification (X1) and Brand Image (X2).

2. Dependent Variable

The dependent variable according to Sugiyono (2017) is a variable that is affected or becomes the result of or because of the independent variable. The dependent variable is denoted by Y which in this study is a Loyalty(Y).

3. Intervening Variable

Intervening variables according to Sugiyono (2017) are intermediate variables located between independent variables and dependent variables. The intervening variable in this study is Brand Trust (Z1) and Customer Satisfaction (Z2).

**Table 3**  
**Variable Operational Definition**

Research Variables	Operational Definition	Indicators	Scale and Measurement
Brand Identification (X1)	How customers perceive themselves (personality) by identifying and engaging with companies they like (attractiveness of corporate identity and similarity of identity with consumers/self). (Sen, 2003)	<ul style="list-style-type: none"> <li>• Personality similar to the brand</li> <li>• Similarity with others</li> <li>• Praise of the brand is praise of the self</li> <li>• Interested in what others think about the brand</li> <li>• Feeling happy about positive reports about the brand</li> </ul> (Kim, et al., 2023)	Using an interval scale of 1-5 with a likert scale technique
Brand Image (X2)	The overall image that customers receive from a brand, including identification or differentiation from other brands, brand personality, and the benefits of brand selection. (Nisar & Whitehead, 2016)	<ul style="list-style-type: none"> <li>• Cognitive Associations</li> <li>• Sensory Associations</li> <li>• Affective Associations</li> </ul> (Cho, et al., 2018)	

Loyalty (Y)	Consumer responses to brands or products expressed over a period of time through repeat purchase patterns. (Mellens, et al., 2016)	<ul style="list-style-type: none"> <li>• Attitudinal Loyalty</li> <li>• Behavioral Loyalty</li> </ul> (Van & Fah, 2022)	
Brand Trust (Z1)	The willingness of the average consumer to rely on the brand's ability to perform its stated function. (Chaudhuri & Holbrook, 2001)	<ul style="list-style-type: none"> <li>• Believes that the brand's products are safe to use</li> <li>• Believe in the products that the brand has</li> <li>• Believe that the brand has products that meet the needs</li> <li>• Believe that products from brands never disappoint</li> </ul> (Diahtaradipa & Sri, 2021)	
Customer Satisfaction (Z2)	How customers feel favorably or unfavorably during the process of buying, comparing, choosing, and evaluating products or services. (Choi, et al., 2019)	<ul style="list-style-type: none"> <li>• Favorability of the product</li> <li>• Feeling good about the experience of using the product</li> <li>• Using the product is a good idea</li> <li>• Overall, satisfied</li> </ul> (Hsieh, et al., 2022)	

### Population and Sample

Population according to Sugiyono (2017) is an area of generalization that occurs over objects or subjects that have certain quantities and characteristics that are applied by researchers to study and understand and then draw conclusions. The population in this study are loyal H&M consumers in DKI Jakarta Province.

According to Sugiyono (2017) The sample is part of the population. The sample in this study was taken using the non-probability sampling method with the sampling technique using purposive sampling. According to Sugiyono (2017) purposive sampling is a sampling technique with certain characteristics. The characteristics of the respondents in this study are:

1. Over 17 years of age.
2. Domiciled in DKI Jakarta Province
3. Have purchased products from H&M more than 2 times in the last 1 year

According to Wijaya (2009), the basic assumption that must be met in SEM analysis is the number of samples that meet the rules of analysis. Then in the Maximum Likelihood Estimation (MLE) technique requires samples ranging from 100-200 samples. On the basis of these considerations, the researchers used the maximum sample size of the MLE, which amounted to 200 samples / respondents.

### **Data Analysis Methods**

Methods Data analysis is the process of processing data that has been collected in research to understand the answers to the research problems themselves. This study uses a quantitative research method where the data used is in the form of numbers and analyzed using statistics. The analytical tool used in this study uses a structural equation model (SEM) which is operated using AMOS 26. SEM is a multivariate technique that aims to unify multiple regression factor analysis that allows to simultaneously examine the dependence relationship between related variables simultaneously (Hair, 2010). This study uses the SEM method consisting of 7 steps, namely developing a theory-based model, compiling flowcharts, converting flowcharts to structural equations, selecting input matrices and estimation techniques, assessing problem identification, evaluating models, and interpreting model modifications.

## **DATA ANALYSIS AND DISCUSSION**

### **Description of Respondents**

This research takes objects from H&M respondents. The objects in this study, hereinafter referred to as respondents, totalled 200 people with criteria over 17 years of age, domiciled in DKI Jakarta Province, and have purchased products from H&M more than 2 times in the last 1 year. Based on the majority of respondents, it is known that 122% are female, 39,5% are 17-26 years old, 38% have the latest bachelor education, 33% work as private employee, 50% have an income of IDR 2,500,000.00-IDR 5,000,000.00.

### **Validity Test**

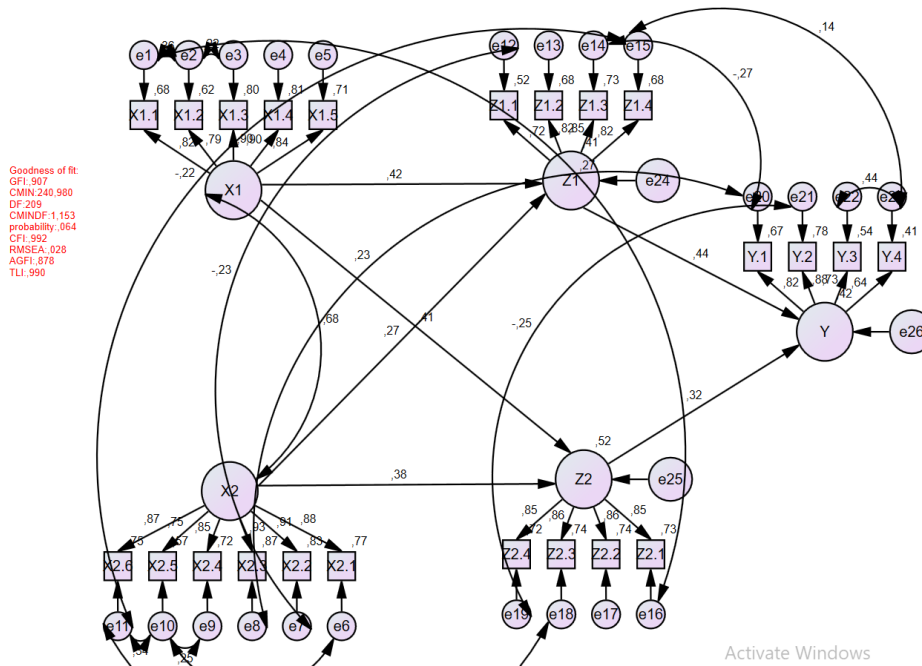
Based on validity test result, it is known that all indicators used to measure brand identification, brand image, brand trust, customer satisfaction, and loyalty variables have a value of more than 0.5 so that all indicators used in this study are declared valid.

### **Reliability Test**

Based on reliability test results, shows the results of the calculation of Composite Reliability (CR) on the variables of brand identification, brand image, brand trust, customer satisfaction, and loyalty in order are 0.991; 0.950; 0.894; 0.919; and 0.864. CR on all variables has met the requirements because it has a value greater than 0.7. Then the results of the calculation of Average Variance Extracted (AVE) on brand identification, brand image, brand trust, customer satisfaction, and loyalty variables are 0.751; 0.762; 0.678; 0.738; and 0.618, respectively. AVE on all variables has met the requirements because it has a value greater than 0.5. So, it can be concluded that all variables used are reliable because they have met the required CR and AVE values.

### **Analysis Full Structural Equation Modeling (SEM)**

#### **Figure 2 Full Structural Model**



Based on Figure 2 above, the Goodness of Fit Model can be measured using the CMIN/df, GFI, RMSEA, AGFI, TLI, NFI, and CFI criteria. The results of testing the Goodness of Fit Model can be seen in the following table.

**Table 4**  
**Testing Goodness of Fit Model**

Goodness of Fit	Cut-off Value	Hasil	Keterangan
Chi-Square ( $\chi^2$ )	Diharapkan kecil $< \chi^2(0,05, 209) = 243,727$	240,980	Fit
Significance Probability	$\geq 0,05$	0,064	Fit
CMIN/DF	$\leq 2,00$	1,153	Fit
GFI	$\geq 0,90$	0,907	Marginal Fit
AGFI	$\geq 0,90$	0,878	Marginal Fit
RMSEA	$\leq 0,08$	0,028	Fit
TLI	$\geq 0,90$	0,990	Fit
CFI	$\geq 0,90$	0,992	Fit

Based on table 4, the Goodness of Fit Model of the full model can be seen that the goodness of fit model has a good value.

**Discussion**

Hypothesis testing is done by comparing the p-value with a significance value of 5%. If the p value is less than 5%, then the hypothesis is accepted. The results of hypothesis testing can be seen in the following table.

**Table 5**  
**Hypothesis Testing**



	Estimate	S.E.	C.R.	P	Label
Z1 <--- X1	,384	,087	4,399	***	Accepted
Z1 <--- X2	,218	,074	2,965	,003	Accepted
Z2 <--- X1	,465	,094	4,934	***	Accepted
Z2 <--- X2	,381	,082	4,624	***	Accepted
Y <--- Z1	,493	,103	4,794	***	Accepted
Y <--- Z2	,284	,077	3,676	***	Accepted

Based on table 5, all the proposed hypotheses are declared accepted because they have a P value that is less than 0.05 or 5%. Further explanation regarding hypothesis testing will be explained below.

### Hyphothesis Testing 1

The parameter estimate for testing the effect of brand identification on brand trust shows a CR of 4.399 with a probability of 0.000. Both values qualify for acceptance of H1 because the CR value of 4.399 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus it can be concluded that brand identification has a significant positive effect on brand trust. The results of this study regarding H1 testing are also in line with previous research conducted by Cuong (2020).

### Hyphothesis Testing 2

The parameter estimate for testing the effect of brand image on brand trust shows a CR of 2.965 with a probability of 0.003. Both values qualify for H2 acceptance because the CR value of 2.965 is greater than 1.96 and the probability of 0.003 is less than 0.05. Thus it can be concluded that Brand Image has a significant positive effect on H&M Brand Trust. The results of this study regarding H2 testing are also in line with previous research conducted by Chinomona (2016).

### Hyphothesis Testing 3

The parameter estimate for testing the effect of brand identification on customer satisfaction shows a CR of 4.934 with a probability of 0.000. Both values qualify for acceptance of H3 because the CR value of 4.934 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus it can be concluded that E Brand Identification has a significant positive effect on H&M Customer Satisfaction. The results of this study regarding H3 testing are also in line with previous research conducted by Rether, et al., (2019).

### Hyphothesis Testing 4

The parameter estimate for testing the effect of brand image on customer satisfaction shows a CR of 4.624 with a probability of 0.000. Both values qualify for acceptance of H4 because the CR value of 4.624 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus it can be concluded that Brand Image has a significant positive effect on H&M Customer Satisfaction. The results of this study regarding H4 testing are also in line with previous research conducted by Rahi, et al., (2020).

### Hyphothesis Testing 5

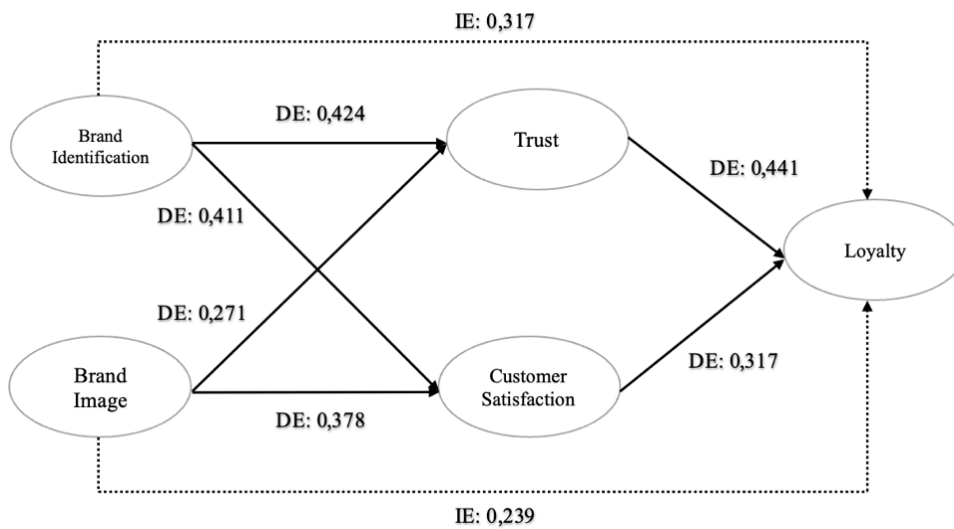
The parameter estimate for testing the effect of brand trust on loyalty shows a CR of 4.794 with a probability of 0.000. Both values qualify for acceptance of H5 because the CR value of 4.794 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus it can be concluded that Brand Trust has a significant positive effect on H&M Loyalty. The results

of this study regarding H5 testing are also in line with previous research conducted by Atulkar (2020).

### Hyphothesis Testing 6

The parameter estimate for testing the effect of customer satisfaction on loyalty shows a CR of 3.676 with a probability of 0.000. Both values qualify for acceptance of H6 because the CR value of 3.676 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus it can be concluded that Customer Satisfaction has a significant positive effect on Loyalty H&M. The results of this study regarding H6 testing are also in line with previous research conducted by Rether & Sharma (2017).

**Figure 3**  
**Direct and Indirect Effect Result**



## CONCLUSIONS

### Conclusion

From the results of the analysis and discussion that have been described previously, this research explicitly provides the following conclusions:

1. All hypotheses in this study are accepted. In other words, brand identification has a significant positive effect on brand trust, brand image has a significant positive effect on brand trust, brand identification has a significant positive effect on customer satisfaction, brand image has a significant positive effect on customer satisfaction, brand trust has a significant positive effect on loyalty, and customer satisfaction has a significant positive effect on loyalty.
2. Regarding the direct effect, the greatest influence on Brand Trust is Brand Identification. The biggest influence on Customer Satisfaction is Brand Identification. The biggest influence on Loyalty is Trust. Regarding the indirect effect, it is known that Brand Identification has the greatest influence on Loyalty. Regarding the total effect on Loyalty, it is known from the highest and lowest order, namely the variables of Trust, Brand Identification and Customer Satisfaction, and Brand Image.

### Theoretical Implication

Based on the research findings regarding The Influence of Brand Identification and Brand Image Toward Loyalty Through Brand Trust and Customer Satisfaction of H&M, there are several theoretical implications that researchers can describe below.

**Table 6**

### Theoretical Implications

No.	Findings	Theoretical Implications
1.	Brand Identification has a significant positive effect on Brand Trust	The meaning of this hypothesis is that the higher the brand identification between consumers and H&M (brand), the more trust in H&M will increase. These results support research conducted by Cuong (2020) and Namkung & Park (2021) which state that Brand Identification has a significant positive effect on Brand Trust.
2.	Brand Image has a significant positive effect on Brand Trust	The meaning of this hypothesis is that the higher the positive brand image of H&M, the more consumer trust in H&M will increase. These results support research conducted by Chinomona (2016) and Kim & Chao (2019) which state that Brand Image has a significant positive effect on Brand Trust.
3.	Brand Identification has a significant positive effect on Customer Satisfaction	The meaning of this hypothesis is that the higher the brand identification between consumers and H&M as a brand, it will increase customer satisfaction. These results support research conducted by Rether, et al., (2019) and Schepers & Nijssen (2018) which state that Brand Identification has a significant positive effect on Customer Satisfaction.
4.	Brand Image has a significant positive effect on Customer Satisfaction	The meaning of this hypothesis is that the better / higher the brand image of H&M, the more customer satisfaction with H&M products will increase. These results support research conducted by Rahi, et al., (2020) and Al-Haddad (2019) which state that Brand Image has a significant positive effect on Customer Satisfaction.
5.	Brand Trust has a significant positive effect on Loyalty	The meaning of this hypothesis is that the higher consumer confidence in H&M, the more consumer loyalty to H&M will increase. These results support research conducted by Atulkar (2020) and Kwon, et al., (2020) which states that Brand Trust has a significant positive effect on Loyalty.
6.	Customer Satisfaction has a significant positive effect on Loyalty	The meaning of this hypothesis is that the higher customer satisfaction with H&M products, the more consumer loyalty will increase. These results support research conducted by Rether & Sharma (2017) and Schirmer, et al., (2016) which states that

		Customer Satisfaction has a significant positive effect on Loyalty.
--	--	---

**Managerial Implication**

Based on the results of data processing and analysis in this study, there is a suggestion for H&M to increase Loyalty based on the following managerial implications.

**Table 7**  
**Managerial Implication**

No.	Findings	Managerial Implications
1.	Brand Trust	H&M is expected to continue to increase consumer confidence by producing products that are safe for consumers to use. In this case, H&M can campaign that the products produced are products that use ingredients that are safe for the body, especially on the skin with certain standards that do not cause irritation and discomfort when used by consumers. This can also be done by H&M in the form of providing a clear tag that the product is 100% safe for sensitive skin so that in terms of safety in using the product there is no need to be questioned by consumers.
2.	Brand Identification	H&M is expected to conduct campaigns by associating with trending brands or global ambassadors to increase brand identification in the form of similarities with other people who use H&M products. The presence of a brand or global ambassador will increase the feeling of similarity in the use of products in certain articles to increase purchases from H&M consumers periodically.
3.	Customer Satisfaction	H&M can increase satisfaction from consumers by providing experiences in using products by providing certain articles in the form of product sets such as examples in the summer season providing product sets from shoes, pants, clothes, hats, outers, and accessories so as to increase interesting experiences in the form of satisfaction in using H&M products in a particular season.
4.	Brand Image	H&M can improve the customer experience in using its products by continuously updating articles in each different season in each country. This needs to be done because each country experiences certain seasons that are different from other countries which are also followed by the preferences for using clothes in these

		seasons. When H&M implements different articles in each country, it will increase the sense of pleasure when wearing H&M products so that its products can be the first choice of fashion in all existing segments and seasons.
--	--	---

### Research Limitations

In the course of this research, it is not impossible to find deficiencies and limitations in completing the research. Some of the limitations and shortcomings in this study are:

1. The limitation in this study is that this study uses a closed questionnaire so that it becomes impossible to find out more comprehensive information from respondents regarding the factors or determinants that affect loyalty through the indicators in the variables presented in the statements in the questionnaire.
2. Based on the results of the indirect effect, it is known that the mediating variables used in this study in the form of brand trust and customer satisfaction are not able to moderate well. So that the indirect effect is found to be smaller than the direct effect based on the findings of this study.
3. The next limitation in this study is that there is a large sample size in terms of Maximum Likelihood Estimation in SEM requires a sample size of 100-200 which is a large sample size that is sensitive to the overall Goodness of Fit results "fit". So that in this study based on the results of the full model there are GFI and AGFI which are marginally fit.
4. Another limitation of this study is that it does not divide the existing product classifications at H&M such as pants, clothes, outers, shoes, or accessories. On this basis, the results of this study are too general to discuss H&M products as a whole so that they cannot provide specific advice on certain types of products sold by H&M.

### Future Studies Suggestion

With the limitations and shortcomings that the researcher has explained in the previous sub-discussion, this research can also provide suggestions for continuing research that will be carried out by researchers in the future. The suggestions that can be given from the progress of this research are as follows:

1. For future research, it is hoped that it can conduct qualitative or mix method research so that it can add an open questionnaire in further research to provide a more detailed picture of consumer perceptions in increasing loyalty through brand trust and customer satisfaction on H&M products.
2. For further research, it is hoped that it can use fewer sample constructs because a large sample will be sensitive to the results of the overall Goodness of Fit fit. So that future research is advised not to use the maximum sample in Maximum Likelihood Estimation which is less than 200 samples so that all Goodness of Fit criteria become fit without any marginal fit evaluation results.
3. For future research, it is hoped that it can provide specific criteria such as certain types of products sold at H&M which will be the focus of analysis in future research so as to produce research results in the form of more specific findings regarding the types of products sold at H&M.
4. Future research is expected to use other mediating or intervening variables which are expected to have a greater indirect effect between the independent variables in the form of brand identification and brand image on the dependent variable in the form of loyalty. Future researchers can use brand attachment variables, customer commitment, and so on.

## BIBLIOGRAPHY

- Al-Haddad, A. (2019). Social Identification, Brand Image and Customer Satisfaction as Determinants of Brand Love. *Advances in Science, Technology & Innovation*. DOI: [https://doi.org/10.1007/978-3-030-01662-3\\_28](https://doi.org/10.1007/978-3-030-01662-3_28)
- Atulkar, S. (2019). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence & Planning*, 38(5), 559-572. DOI: 10.1108/MIP-02-2019-0095
- Berry, L. L. (1993). Relationship Marketing. *The IUP Journal of Brand Management*, 5(1).
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. DOI: <https://doi.org/10.1509/jmkg.65.2.81.182>
- Chinomona, R. (2016). Brand Communication, Brand Image and Brand Trust as antecedents of Brand Loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1). DOI: <http://dx.doi.org/10.1108/AJEMS-03-2013-0031>
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36, 230-240. DOI: <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Cuong, D. T. (2020). The effect of Brand Identification and Brand Trust on Brand Commitment and Brand Loyalty at Shopping Malls. *International Journal of Advanced Science and Technology*, 29(7s), 695-706.
- Del, R. A. B., Vazquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*, 18(5), 410-425. DOI: 10.1108/07363760110398808
- Dunn, J. R., & Schweitzer, M. E. (2005). Feeling And Believing: The Influence Of Emotion On Trust. *Journal Of Personality And Social Psychology*, 88(5), 736-748. DOI: 10.1037/0022-3514.88.5.736
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Reading. Addison-Wesley.
- Joung, H. M. (2014). Fast-fashion consumers' post-purchase behaviours. *International Journal of Retail & Distribution Management*, 42(8), 688-697. DOI: <https://doi.org/10.1108/IJRDM-03-2013-0055>
- Katadata (2022). Merek Fesyen dengan Penilaian Konsumen Tertinggi, 2021. Retrieved from <https://databoks.katadata.co.id/datapublish/2021/11/10/adidas-jadi-merek-fesyen-pilihan-konsumen-indonesia-pada-2021>.
- Keh, H. T., & Xie, Y. (2009). Corporate Reputation And Customer Behavioral Intentions: The Roles Of Trust, Identification And Commitment. *Industrial Marketing Management*, 38(7), 732-742. DOI: 10.1016/J.Indmarman.2008.02.005
- Kim, R., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9-21. doi:10.14254/2071-8330.2019/12-3/1
- Matthews, D. R., Son, J., & Watchravesringkan, K. (2014). An exploration of brand equity antecedents concerning brand loyalty: A cognitive, affective, and conative perspective. *Journal of Business and Retail Management Research*, 9(1).
- Ming, T. T., Ismail, H. B., & Rasiah, D. (2011). Hierarchical Chain of Consumer-Based Brand Equity: Review From The Fast Food Industry. *International Business & Economics Research Journal*, 10(9), 67-80.
- Namkung, S., & Park, S. (2021). Who Buys Our Brand? The Influence of Consumption Values and the Congruity with Brand Benefits on Brand Identification, Trust and

- Loyalty. *Asia Marketing Journal*, 22(4). DOI: <https://doi.org/10.15830/amj.2020.22.4.1>
- Nikhashemi, S. R., Paim, L., Osman, S., & Sidin, S. (2015). The Significant Role Of Customer Brand Identification Towards Brand Loyalty Development: An Empirical Study Among Malaysian Hypermarkets Customer. *Procedia - Social And Behavioral Sciences*, 207, 182–188. DOI: 10.1016/J.Sbspro.2015.10.086
- Nord, W. R., & Peter, J. P. (1980). A Behavior Modification Perspective on Marketing. *Journal of Marketing*, 44(2), 36-47. DOI: <https://doi.org/10.1177/002224298104500>
- Olsen, L. L., & Johnson, M. D. (2003). Service Equity, Satisfaction, and Loyalty: From Transaction-Specific to Cumulative Evaluations. *Journal of Service Research*, 5(3), 184-195.
- Rahi, S., Ghani, M. A., & Ngah, A. H. (2020). Factors propelling the adoption of internet banking: the role of e-customer service, website design, brand image and customer satisfaction. *International Journal Business Information System*, 33(4), 549. DOI:10.1504/IJBIS.2020.105870
- Rether, R. A., Tehseen, S., Itoo, M. H., & Parrey, S. H. (2019). Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science*, 29(2), 196-217. DOI: 10.1080/21639159.2019.1577694
- =
- Schepers, J., & Nijssen, E. J. (2018). Brand advocacy in the frontline: how does it affect customer satisfaction?. *Journal of Service Management*. DOI: <https://doi.org/10.1108/JOSM-07-2017-0165>
- Setiawan, B., & Patricia, E. (2022). The role of brand reliability and brand intention in mediating the relationship between customer satisfaction and brand loyalty. *Jurnal Aplikasi Ekonomi, Akuntansi dan Bisnis*, 4(1), 001-014.
- Statista. (2023). Fashion-Indonesia. Retrieved from <https://www.statista.com/outlook/dmo/ecommerce/fashion/indonesia>.
- Statista. (2023). Operating profit of the H&M Group worldwide 2009-2022. Retrieved from <https://www.statista.com/statistics/252191/profit-of-the-h-and-m-group-worldwide/>.
- Sugiyono. (2017). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Penerbit Alfabeta.
- Tu, Y.-T., Wang, C.-M., & Chang, H.-C. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. *Journal of Social and Development Sciences*, 3(1), 24–32. DOI: <https://doi.org/10.22610/jds.v3i1.682>
- Zeren, D., & Kara, A. (2021). Effects of Brand Heritage on Intentions to Buy of Airline Services: The Mediating Roles of Brand Trust and Brand Loyalty. *Sustainability*, 13, 303. DOI: <https://doi.org/10.3390/su13010303>