

## THE ROLE OF BRAND IMAGE IN BUILDING BRAND LOYALTY IN BHS BRAND COVERS

Siti Asiyah

FEB Islamic University of Malang  
E-mail: [siti.asiyah291169@gmail.com](mailto:siti.asiyah291169@gmail.com)

**Abstract:** This research is motivated by the lack of research on Muslim clothing, especially BHS brand sarongs. In fact, this research can increase the sales turnover of the sarong industry in Indonesia. Apart from that, this research aims to examine the role of brand image in building brand loyalty and brand trust. In this research, brand image is predicted to have the power to build brand loyalty and brand trust. This research aims to test and analyze the behavior of BHS sarong consumers in the cities of Malang and Pasuruan. The data in this study were analyzed using SEM SmartPLS 2.0. The sampling method used is a non-probability sampling method, with a purposive sampling technique. The number of respondents used reached 100 people. The findings of this research are that brand image is able to increase brand loyalty from BHS sarongs. However, brand trust is not able to mediate the relationship between brand image and brand loyalty, because to form brand loyalty, consumers also need purchasing power.

**Keywords:** *brand image, brand trust and brand loyalty.*

Submitted: 2023-03-04; Revised: 2024-03-18; Accepted: 2024-03-26

---

### 1. Introduction

Sarongs are very close to the lives and culture of most people in Indonesia. In fact, the sarong has now become one of the clothes of the Indonesian people which still exists. Apart from that, sarongs produced in Indonesia, especially the BHS brand, have been exported to several countries such as Malaysia, Singapore, Thailand, South Africa and Saudi Arabia. Of course, this is one of our prides as Indonesians, so to maintain the existence of a product, companies need to maintain consumer loyalty to the product brand (brand loyalty).

Meanwhile, one of the causes of weakness in forming brand loyalty is; there is a gap that must be filled as a factor that can strengthen brand loyalty. Further studies state that the factor that can strengthen brand loyalty is brand image (Carroll and Ahuvia, 2006). In this new era of marketing, creating strong relationships between brands and customers has become an integral part of the company's mission to face intense competition aimed at maintaining brand existence (Carroll and Ahuvia, 2006). To strengthen competitiveness, companies need to build a strong brand image in the eyes of consumers. Furthermore, brand image is a collection of interrelated perceptions about a brand that exist in consumers' minds (Ouwensloot and Tudorica, 2001). Meanwhile, perceptions are created based on consumers' personal experiences after using the brand. Therefore, it is important for a brand to build a

positive image because image can influence consumer perceptions which can ultimately influence loyalty to the brand.

Furthermore, brand loyalty is a customer's commitment to a product to buy the product or service again. Brand loyalty is the core of brand equity which is central in marketing, because it is used to measure a customer's relationship with a brand. If brand loyalty increases, then the customer group's vulnerability to competitor attacks can be reduced. There are several factors that can influence brand loyalty, namely: brand image, brand of love, and brand trust.

Image is a collection of perceptions and impressions that exist in the minds of consumers regarding a brand which is assembled from consumers' memories of that brand. A good image is very profitable for a company, because consumers without realizing it recommend products or services to other people. On the other hand, a negative image about the brand of a consumer product or service will spread bad information to other people.

One of the considerations consumers make when deciding to buy a product is its brand image. Furthermore, Alhadad (2015) conducted research on the relationship between perceived quality, brand image and brand trust in building brand loyalty, which was carried out on 473 students from the College of Business Administration (HIBA) with the object of sports clothing. Based on the results obtained in this research, perceived quality has a significant positive effect on brand image and brand loyalty. Brand image also has a significant positive effect on brand trust and brand loyalty. Finally, brand trust was found to have a significant positive influence on brand loyalty

Brand trust is an individual's tendency to believe in brand quality or attributes that are very important in brand-consumer relationships. Brand trust is a brand's ability to be trusted, which originates from consumers' belief that the product has promise and is strong for the brand. The aim of this research is to test and analyze the influence of brand image on brand loyalty through brand trust. This research is important to carry out, because research related to the role of brand trust mediating variables in the case of BHS brand sarong consumers is still rarely conducted. So, by conducting this research, it is hoped that it can develop knowledge regarding the role of brand image in building brand loyalty and brand trust.

## **2. Research Method**

### **Types of research**

This research is quantitative research with an explanatory research method. Namely research that connects one research with another research. This research uses 3 variables, namely brand image, brand trust and brand loyalty.

The indicators of *brand loyalty* are:

1. The BHS brand is always my first choice
2. I consider myself loyal to the BHS brand (Rodrigues & Reis, 2013)
3. Next time I will definitely buy the same product from the BHS brand
4. I recommend the BHS brand to others
5. I talk to other people about the BHS brand

The brand image indicators are:

1. Reputation for quality
2. Famous brand
3. Have a positive image in the eyes of consumers
4. Famous for having good colors and patterns

The brand trust indicators are:

1. I believe in the BHS Brand
2. BHS products are safe
3. BHS brand products do not disappoint

### **How to Determine and Sample Size**

The population of this research is all customers who have purchased BHS brand sarongs, at least twice, in the East Java region, spread across several areas such as Malang and Pasuruan. As for the population size, it is assumed that it is not known with certainty. Because the population is not known with certainty, the sampling technique used is a non-probability sampling technique, using purposive sampling. The sample in this study was 100 people, this is in line with the opinion of Sugiono (2018), who stated that for marketing research, a minimum of 100 people is considered sufficient.

### **Data Analysis Method**

Completed questionnaires are then selected and PLS Structural Equation Modeling or Structural Equation Modeling analysis is carried out. SEM can complete the analysis with one estimate where the others are solved with several regression equations. SEM can perform factor, regression and path analysis simultaneously (Hair et al., 2013). Apart from that, SEM is widely used in research in education, marketing, psychology, sociology, management, testing and measurement, health, demography, organizational behavior, and biology (Hair et al., 2013). This analysis uses SmartPLS software to verify several paths or relationships between constructs.

## **3. Results and Discussion**

### **3.1. Results**

This section presents research results. Research results can be supplemented by tables, graphs (figures), and / or charts.

### **3.2. Discussion**

#### **Direct Influence**

The results of the hypothesis test prove that Brand Image has no effect on Brand Loyalty. These results can be explained, that even though BHS sarongs have a positive image in the eyes of consumers, this does not necessarily give rise to consumer loyalty to a brand. As we know, the price of BHS sarongs is expensive, namely in the range of 1,250.00 to 5 million. This price is of course only for upper middle-class consumers, while lower middle-class consumers certainly cannot afford this BHS sarong. So, even though the brand image is good in the eyes of consumers, for the lower middle class this price is not affordable, so hypothesis 1 is not proven. It was further explained that the brand image of BHS sarongs has indicators such as (reputation for quality, well-known brand, positive image and reputation for having good colors and patterns), all of which contribute to forming brand loyalty to a brand. However, in the case of BHS, this is not proven, because BHS has an expensive or premium price, which only upper middle-class consumers can afford. Meanwhile, the respondents used in this research were mostly lecturers and staff who were classified as middle-income consumers. The results of this research are not in line with research from (Abbas et al., 2021), which explains that brand image has no effect on customer loyalty.

#### **H1: The influence of brand image on brand loyalty**

The second hypothesis is proven, that brand image has a direct effect on brand trust, see table 1. This explains that the better the image of the BHS sarong brand in the eyes of consumers, the more consumer trust in the BHS sarong brand will increase. This is proven by the fact that up to now, BHS sarongs still exist in this increasingly fierce competition, even though the price is relatively expensive. This is in accordance with the results of research (Al Haddad 2015) which explains that brand image refers to a series of impressions generated by consumers through observation and consumption where these impressions tend to change the brand image as a determining factor in decisions and therefore brand image has an important role in building a brand (Al-Haddad 2019). Furthermore, the research results of Chinomona (2016) explain that by increasing a positive brand image in the minds of consumers, the brand can gain customer trust in the brand. Ultimately, customers will be loyal to brands they deem worthy of their trust.

## **H2: Influence of Brand Image on Brand Trust**

The results of the third hypothesis test were not proven or significant. This is not in line with research results from (Riorini, 2017), which states consumers' belief that brands can fulfill their promises and needs through brand assessments can solve problems after use or consumption, which in turn results in brand loyalty. From the results of this research, it can be concluded that high consumer brand trust in the BHS sarong brand does not automatically increase brand loyalty. This is because BHS sarongs have a high price (premium), so lower middle-class consumers cannot afford to buy them. Even if you can afford to buy it, BHS sarongs are usually used as gifts for religious teachers, clerics and people who are considered important.

## **H3: The influence of Brand Trust on Brand Loyalty**

**Table 1. Direct Hypothesis Testing**

Connection	Path Coefficient	P value	t statistics	Conclusion
Brand Image → Brand Loyalty	0.002	0.987	0.016	Not significant
Brand Image → Brand Trust	0.584	0,000	8,204	Significant
Brand Trust → Brand Loyalty	0.118	0.516	0.651	Not significant

## **Indirect Influence**

From the results of the indirect influence test, it is known that brand trust is unable to act as a mediating variable, namely the variable that connects brand image with brand loyalty. This explains that no matter how positive the brand image of a product is, especially BHS brand sarongs, when it is not accompanied by the ability to purchase, it will be difficult to form what is called brand loyalty. This is because BHS sarongs are high-class sarongs which have a premium price of around 1 million and above. At this price, only middle to upper class buyers can afford it. Meanwhile, the respondents who filled out this research questionnaire were mostly employees and lecturers who had moderate incomes, namely around 5 - 10 million.

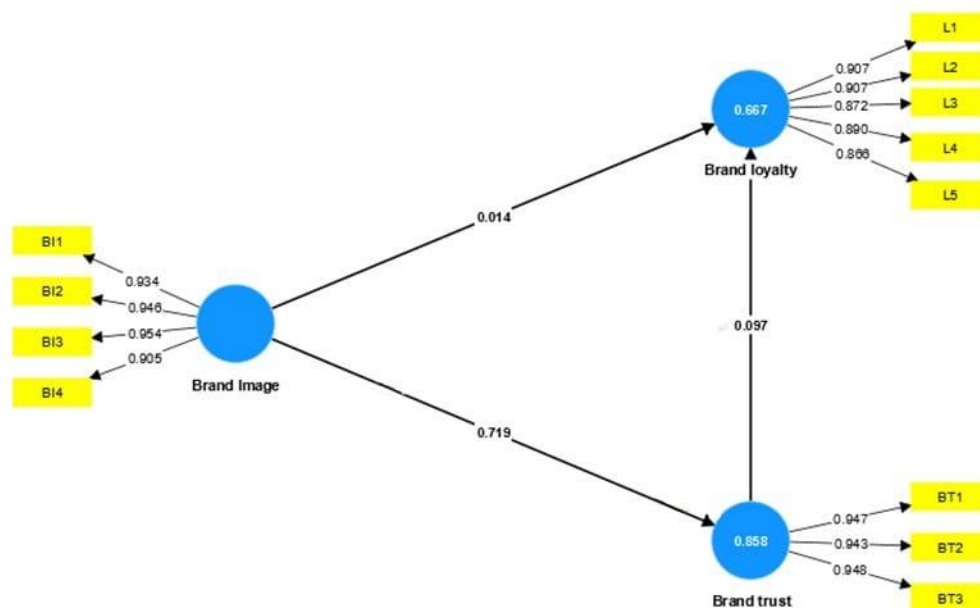
This result is not in line with research by Nalau, et al (2010) which states that the stronger the brand The image in the minds of customers, the stronger the customer's sense of self-confidence to remain loyal or loyal regarding the products they buy so that this can lead a

company to continue to make profits from time to time. Thus, it can be concluded that brand trust is unable to mediate the relationship between brand image and brand loyalty, due to the inability of respondents' purchasing power to purchase BHS brand sarongs.

#### H4: The influence of Brand Image on Brand Loyalty through Brand Trust

**Table 2. Direct Hypothesis Testing**

Connection	P value	t statistics	Conclusion	Mediation Status
B. Image - →B. Loyalty	0.987	0.016	Not significant	Potential mediation
B. Image - →BT →B. Lyt	0.516	0.650	Not significant	



**Figure 1. PLS Processing Results**

#### 4. Conclusion

Based on the PLS test results, it can be concluded that:

- This shows that BHS sarongs must be marketed according to the target market, because otherwise BHS sarongs will not sell on the market because BHS sarongs have a high price (premium).
- The results of this research show that the better the brand image of BHS sarongs, the higher the level of consumer trust in BHS brand sarongs.
- These results explain that high trust in BHS brand sarongs does not automatically increase brand loyalty for BHS sarongs. Even though brand trust is high, it is still necessary to pay attention to consumer purchasing power according to the target market.
- The relationship between brand image and brand loyalty through brand trust is also not proven. These results indicate that brand trust is not able to mediate the



relationship between brand image and brand loyalty, because to form brand loyalty in BHS sarongs also requires high purchasing power from consumers.

## Reference

- Abbas, U., Anwarul Islam Associate Professor, K. M., Hussain, S., Baqir, M., & Muhammad, N. (2021). IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND BRAND AWARENESS. *International Journal of Marketing Research Innovation*, 5(1).  
<https://www.cribfb.com/journal/index.php/ijmri>
- Agatha, C. (n.d.). *STUDI PADA PEMILIK MEMBERSHIP CARD ORYZA GYM SEMARANG*.
- Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*, 61(10), 1062–1075. <https://doi.org/10.1016/j.jbusres.2007.09.014>
- Alhaddad, A. A., & Alhaddad, A. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Quest Journals Journal of Research in Business and Management*, 3(4), 1–08. [www.questjournals.org](http://www.questjournals.org)
- Can, Y., Erdil, O., & Kitapçı, H. (2017). *Brand Loyalty And Re-Purchase Intention In Smartphone Marketing: The Perspective Of Habit*. 39–48.  
<https://doi.org/10.15405/epsbs.2017.12.02.4>
- Giovanis, A., & Athanasopoulou, P. (2018). Understanding lovemark brands dimensions and effect on brand loyalty in high-technology products. *Spanish Journal of Marketing - ESIC*, 22(3), 273–295. <https://doi.org/10.1108/SJME-07-2018-0035>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013a). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. In *Long Range Planning* (Vol. 46, Issues 1–2, pp. 1–12). Elsevier Ltd.  
<https://doi.org/10.1016/j.lrp.2013.01.001>
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- KOMUNIKASI MEREK, CITRA MEREK DAN KEPERCAYAAN MEREK SEBAGAI ANTESEDEN LOYALITAS MEREK TERHADAP SMARTPHONE*. (n.d.).
- Le, M. T. H. (2020). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156–180.  
<https://doi.org/10.1108/SJME-05-2020-0086>
- Liu, Z., & Liu, Y. (2018). *Association for Information Systems AIS Electronic Library (AISeL) Investigating on Determinants of Cross-Border E-Commerce Purchase Intention Recommended Citation* (Vol. 7). <https://aisel.aisnet.org/iceb2018/7>
- Margaretha, F., Arafah, W., Studi, P., Manajemen, M., & Dan, F. E. (2023). SEIKO : Journal of Management & Business Pengaruh Brand Love Pada Brand Loyalty Melalui Self-Esteem dan Brand Trust Devi 1 í ½í ¶, í ½í ¶, . *SEIKO : Journal of Management & Business*, 6(1), 327–344. <https://doi.org/10.37531/sejaman.v6i1.3645>
- Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301.  
<https://doi.org/10.1016/j.sbspro.2011.09.143>

- Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, 9(3), 125–137. <https://doi.org/10.5539/ass.v9n3p125>
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>