

**THE EFFECT OF BRAND INNOVATIVENESS AND SOCIAL MEDIA MARKETING
ACTIVITY ON BRAND LOYALTY MEDIATED BY BRAND LOVE IN LOCAL
LUXURY FASHION BRANDS**

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KEYWORDS:

Brand innovativeness;
social media marketing;
brand loyalty; brand love;
local luxury.

ABSTRACT

This study examines the effect of brand innovativeness and social media marketing activity on brand loyalty and brand love, the effect of brand love on brand loyalty, and the effect of brand love mediating brand innovativeness and social media marketing activity. The research approach used in this research was a quantitative approach with explanatory research. The sampling technique used in this research is non-probability sampling with a purposive sampling technique with 250 respondents. The data collection technique used in this study was a questionnaire distributed online via Google Forms. The data measurement technique used in this study is a Likert Scale. Data analysis methods through Validity Test, Reliability Test, Descriptive Analysis, and Partial Least Square (PLS) based SEM Analysis. The results showed that 1) brand innovativeness was proven to affect brand loyalty to the Suedeson brand, 2) Brand innovativeness is proven to affect brand love for the Suedeson brand, 3) Social media marketing activity is proven to affect brand loyalty for the Suedeson brand, 4) Social media marketing activity is proven to affect brand love for the Suedeson brand, 5) Brand love is proven to affect brand loyalty for the Suedeson brand, 6) brand innovativeness is proven to affect brand loyalty through brand love mediation.

INTRODUCTION

Developing entrepreneurship in the creative economy sector for companies spurs them to continue to exist and win the competition in today's competitive era. According to the Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno, based on data and facts, three subsectors have a significant contribution to the Gross Domestic Product (GDP) of Indonesia's creative economy, namely, culinary 41.5 percent, fashion 17.7 percent, and crafts 15 percent (Tempo. co, 2021). People's consumption patterns make fashion an essential part of their lifestyle, with fashion trends that are in demand by the public today, namely luxury fashion brands (Sa'adah et al., 2023). According to Global Data, in 2023, luxury fashion brands with higher prices experienced 6% greater order growth year-on-year than fast fashion.

A luxury brand is a branded product or service perceived by consumers with several dimensions, namely high quality, rarity, a prestigious image, premium price, and high aesthetic level. It can inspire deep relationships (Ko et al., 2019). PT Bank UOB Indonesia (2019) estimates that Indonesia's economic growth could grow 6.5 percent by 2030, supported by domestic consumption, especially from the millennial generation. According to the Katadata

Insight Centre, the generation that has a significant influence and is heavily involved in online shopping activities is the millennial age group, which is 46% (Kristo, 2020). Millennials have a high level of awareness about the importance of buying an item because of their desire to shape their image, so this trend has influenced many entrepreneurs in the fashion industry in Indonesia (Leman et al., 2020).

The current phenomenon shows that the development of fashion in Indonesia is characterized by local brands that enliven the fashion market by providing quality and uniqueness in each brand and product offered to consumers (Handayani et al., 2020). In Indonesia, local brands are currently growing and developing well. Moreover, after the pandemic, all limitations become an opportunity for local brands to develop their business. It must be connected to the productivity of local fashion designers who are innovative in designing the latest model clothes and the emergence of a young creative generation who are enthusiastic about the fashion industry (Feodora et al., 2022). The number of local brands that have sprung up and foreign brands that still dominate the market in Indonesia results in increasingly fierce competition between brands for similar businesses that want to dominate the market. It makes it recommended that companies concentrate more on efforts to retain consumers, and this term is known as loyalty. Brand loyalty is one of the keys for companies to win competition in an industry (Chen et al., 2022).

Globalization challenges local brands by making it easier for foreign brands to flood the domestic market, leading to high competition in the Indonesian market. Some Indonesians still think foreign brands have good purchasing value compared to local brands. In addition, Indonesians are attracted to foreign brands because they carry the image of their home country, such as Western-style and Korean style, which are considered more quality, prestige, and low price. Some foreign fashion businesses that dominate the market in Indonesia are Uniqlo, (Kusuma, 2022) was the beginning of the online shopping culture in Indonesia. However, foreign products are still more purchased by Indonesians, as reported by *mediaindonesia.com*, namely "Foreign Products Flood Indonesian E-Commerce Up to 90 Percent" (Hidapenta & Dewi, 2021). This situation makes local brand marketers in Indonesia focus on building brand loyalty. Therefore, local brand business actors must create loyalty from customers so that the brand has a sustainable competitive advantage and prevents customers from switching to other brands.

One approach that can be used to analyze the factors that influence brand loyalty is the cognition-affect-behavior (C-A-B) model (Holbrook & Batra, 1987), which explains that at the cognitive stage, consumers become aware and accumulate knowledge about the brand that is embedded in memory. Once consumers become knowledgeable about the brand, they move to the affective stage and develop feelings of liking or emotional attitudes toward it. Then, the consumer's feelings are converted into consumer action to remain loyal to the brand with the decision to repurchase the brand. Brand innovativeness is the first cognitive aspect that is indicated to increase loyalty to local luxury fashion brands. According to (Drucker, 1954), every business needs one core competency: innovation. Innovation is critical to developing a brand to become assertive (Kaplan & Haenlein, 2010). The main requirement for companies that want to maintain competitive performance in conditions of competition, technology, and rapidly changing markets is to increase creativity and innovation.

fashion design and fashion business from ISEM Paris, by starting a career in fashion in 2015. The Suedeson brand is successful in increasing loyalty in an increasingly competitive market. Seeing the phenomenon of Suedeson, which is growing and using several marketing strategies Social media marketing activity is the second cognitive aspect that is indicated to increase loyalty to local luxury fashion brands. Social media marketing is one of the fastest-growing marketing channels, offering the unrivaled potential for brand building (Zarei et al., 2022). Brand managers have many opportunities to publish and share information about their brands through social media through messages, images, videos, and statements (Aljumah et al., 2021). The effect of social media marketing on brand loyalty has been empirically proven in research conducted by (Khan et al., 2019), (Geric & Dobrinic, 2020), and (Ibrahim & Abdulazeez, 2021). However, some previous studies have also found insignificant results between social media marketing and brand loyalty, namely (Mahardhika & Zakiyah, 2020) and (Fetais et al., 2022).

According to (Junaid et al., 2019), Brand love is a strong emotional bond to a brand driven by a sense of liking both product attributes, symbols, logos, emotions, and consumer interactions with brands. Consumer love for brands can foster consumer trust in brands and influence consumer behavior (Paruthi et al., 2023). Several previous studies have been conducted to examine the effect of brand love on brand loyalty, namely (Lee et al., 2019), Mahlke Dkk (2020), and Wong (2021), saying that brand love has a significant positive effect on brand loyalty. Previous research has tested brand innovativeness on brand love (Özbek et al., 2022) and Wong & Haque (2021). Based on the significant positive effect between brand innovativeness and brand love, this study develops a model that places brand love as a mediating variable between brand innovativeness and brand loyalty. Innovation is the cause of love and romance; innovative brands achieve more commitment to the brand because innovative brands cause more attachment and provide more stimulation than brands that do not renew themselves (Liu & Aydin, 2016). Previous research has also tested social media marketing activity on brand love, namely Mohammadi, Dkk (2019) and (Qasim et al., 2020), which stated significant positive results; therefore, this research can also develop a model that places brand love as a mediating variable between social media marketing activity and brand loyalty.

Researchers chose the object of local fashion brand Seuedeson, a women's clothing fashion brand creating the concept of luxury ready-to-wear. Kimberly founded Seuedeson from Surabaya, a designer who graduated from ESMOD Jakarta's to maintain its business, the Suedeson brand is the variable to be studied in this study. The purposes of this study are to examine the effect of brand innovativeness and social media marketing activity on brand loyalty and brand love, the effect of brand love on brand loyalty, and the effect of brand love mediating brand innovativeness and social media marketing activity.

RESEARCH METHODS

The research approach used in this study is a quantitative approach with explanatory research. This research was conducted in Malang City from August 2023 to December 2023. The population in this study were millennial generation women who had bought or used the Suedeson brand. Determining the number of research respondents is based on the rule of thumb with the number of research indicators multiplied by 10, namely 250 respondents. The sampling technique

used in this research is non-probability sampling with a purposive sampling technique. The data collection technique used in this study was a questionnaire distributed online via Google Forms. The data measurement technique used in this study is a Likert Scale. Data analysis methods through Validity Test, Reliability Test, Descriptive Analysis, and Partial Least Square (PLS) based SEM Analysis.

RESULTS AND DISCUSSION

Descriptive Data Analysis

Frequency Distribution of Brand Innovativeness Variables (X1)

The *Brand Innovativeness* variable (X1) has 3 indicators with 5 statement items for respondents to answer. Respondents' answers can be seen in Table 1 as follows.

Table 1
Frequency Distribution of *Brand Innovativeness* Variables

Item	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	f	%	
Offer creative solutions													
BI 1	126	50,4	124	49,6	0	0,00	0	0,00	0	0,00	250	100	4,5040
Providing new offers													
BI 2	189	75,6	60	24	0	0,00	1	0,40	0	0,00	250	100	4,7600
BI 3	167	66,8	83	33,2	0	0,00	0	0,00	0	0,00	250	100	4,6680
Meet the needs													
BI 4	181	72,4	67	26,8	0	0,00	1	0,40	1	0,40	250	100	4,7280
BI 5	182	72,8	68	27,2	0	0,00	0	0,00	0	0,00	250	100	4,7280
Average Value of Brand Innovativeness Variable (X1)													4,6728

Source: Primary data processed, 2023

Table 1 shows that the average value of respondents' answers to the *brand innovativeness* variable is 4.6728, which means that the average result can be used as a description of the entire table, where consumers think that the *brand innovativeness* provided by the Suedeson brand is good and following what consumers want. This result indicates that some respondents think the Suedeson brand may need to be more innovative because the Suedeson clothing concept is *ready-to-wear*, consisting of t-shirts, dresses, skirts, and many more. Therefore, this result shows that respondents have a good perception that the Suedeson brand is innovating its brand.

Frequency Distribution of Social Media Marketing Activity Variables (X2)

Respondents' answers can be seen in Table 2 as follows.

Table 2
Frequency Distribution of Social Media Marketing (X2)

Item	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	f	%	
Interactivity													
SMMA1	168	67,2	82	32,8	0	0,00	0	0,00	0	0,00	250	100	4,6720
SMMA2	162	68,8	77	30,8	0	0,00	0	0,00	1	0,40	250	100	4,6920
Informative													
SMMA3	170	68	80	32	0	0,00	0	0,00	0	0,00	250	100	4,6800
SMMA4	189	75,6	61	24,4	0	0,00	0	0,00	0	0,00	250	100	4,7560
Trends													
SMMA5	191	76,4	59	23,6	0	0,00	0	0,00	0	0,00	250	100	4,7640
SMMA6	171	68,4	78	31,2	0	0,00	1	0,40	0	0,00	250	100	4,6880
eWow													
SMMA7	146	58,4	103	41,2	0	0,00	0	0,00	1	0,40	250	100	4,5880
SMMA8	172	68,8	78	31,2	0	0,00	0	0,00	0	0,00	250	100	4,6880
Average Social Media Marketing Activity (X2)													4,6911

Source: Primary data processed, 2023

Table 2 shows that the average value of respondents' answers to the *social media marketing activity* variable is 4.6911, which means that these average results can be used as a description of the entire table, where consumers think that the *social media marketing activity* provided by the Suedeson brand is good and by what consumers want. Therefore, the respondents' answers regarding the *social media marketing activity* variable show that respondents perceive that the Suedeson brand can carry out marketing activities on social media well.

Frequency Distribution of Brand Love Variables (Z)

A description of respondents' answers regarding *brand love* can be seen in Table 3 as follows.

Table 3
Frequency Distribution of Brand Love Variables (Z)

Item	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	f	%	
Uniqueness													
BL1	141	56,4	108	43,2	0	0,00	1	0,40	0	0,00	250	100	4,5680
BL2	225	90	25	10	0	0,00	0	0,00	0	0,00	250	100	4,9000
Fun													
BL3	143	57,2	107	42,8	0	0,00	0	0,00	0	0,00	250	100	4,5720
BL4	207	82,8	42	16,8	0	0,00	1	0,40	0	0,00	250	100	4,8320
Intimacy													
BL5	169	67,6	79	31,6	0	0,00	1	0,40	1	0,40	250	100	4,6840
BL6	205	82	44	17,6	0	0,00	1	0,40	0	0,00	250	100	4,8240
Memories													
BL7	206	82,4	42	16,8	0	0,00	1	0,40	1	0,40	250	100	4,8320
BL8	124	49,6	110	44	16	6,4	0	0,00	0	0,00	250	100	4,4320
Average Brand Love													4.7060

Source: Primary data processed, 2023

Table 3 shows that the average value of respondents' answers to the *brand love* variable is 4.7060, which means that these average results can be used as a depiction of the entire table, where consumers think that the *brand love* formed by respondents based on the data is good and can increase love for the Suedeson brand.

Frequency Distribution of Brand Loyalty Variables (Y)

A description of respondents' answers regarding *brand love* can be seen in Table 4.

Table 4													
Frequency Distribution of Brand Loyalty Variables (Y)													
	SS		S		N		TS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	f	%	
Attitude Loyalty													
BTY1	187	74,8	49	19,6	14	5,6	0	0,00	0	0,00	250	100	4,692
BTY2	185	74	37	14,8	28	11,2	0	0,00	0	0,00	250	100	4,628
Behavioural Loyalty													
BTY3	143	57,2	94	37,6	13	5,2	0	0,00	0	0,00	250	100	4,520
BTY4	125	50	53	21,2	72	28,8	0	0,00	0	0,00	250	100	4,212
Average Brand Loyalty													4,513

Source: Primary data processed, 2023

Table 4 shows that the average value of respondents' answers to the *brand love* variable is 4.513, which means that these average results can be used as a depiction of the entire table, where consumers consider the *brand loyalty* formed by respondents based on data is good and can increase loyalty to the Suedeson brand.

Partial Least Square (PLS) Analysis

Evaluation of Measurement Model (Outer Model)

1. Convergent Validity

The analysis results show each indicator's factor *loading* value (*convergent validity*). The table above provides information that all items that measure *brand innovativeness*, *social media marketing activity*, *brand love* and *brand loyalty* have a factor *loading* value > 0.7, which is valid. It can be concluded that all items in the instrument are declared valid in measuring each variable.

2. Discriminant Validity

Based on the *cross-loading value*, it can be seen that all indicators that compose each variable in this study (bolded values) have met *discriminant validity* because they have the most considerable *outer loading* value for the variable they form and not on other variables. Thus, all indicators in each variable in this study fulfilled *discriminant validity*.

3. Evaluation of Composite Reliability Model and Cronbach alpha

The construct is declared reliable if the *composite reliability* and *Cronbach alpha* values exceed 0.7. The following are the calculation results:

Table 5
Composite Reliability and Cronbach Alpha

Variables	AVE	Cut off	Cronbach' Alpha	Cut off	Composite Reliability	Cut off	Ket
<i>Brand Innovativeness</i>	0,649	0,5	0,864	0,7	0,902	0,7	Reliable
<i>Brand Love</i>	0,624	0,5	0,915	0,7	0,930	0,7	Reliable
<i>Brand Loyalty</i>	0,766	0,5	0,898	0,7	0,929	0,7	Reliable
<i>Social Media Marketing</i>	0,635	0,5	0,918	0,7	0,933	0,7	Reliable

Source: Data Processing with PLS, 2023

The reliability test results in Table 5 show the reliability of all variables. The AVE value for the four constructs is more significant than 0.5, so it can be concluded that the evaluation of model measurements has good *discriminant validity*.

Structural Model Evaluation (Inner Model)

Coefficient of Determination (R²)

The following are the results of the R² test.

Table 6
R-Square Value

Variables	R Square	R Square Adjusted
<i>Brand Love (Z)</i>	0,596	0,593
<i>Brand Loyalty (Y)</i>	0,638	0,633

Source: Data processing with PLS, 2023

Table 6 shows the R-Square value for the *Brand Love* variable is obtained at 0.596. The R-Square value shows that the *Brand Innovativeness* and *Social Media Marketing Activity variables* can influence 59.6% of the *Brand Love (Z)* variable. While other variables outside the variables studied influence the remaining 40.04%. It shows that the R-square value of *Brand Loyalty* of 0.638 shows that the *Brand Loyalty (Y)* variable is influenced by the *Brand Innovativeness* and *Social Media Marketing Activity variables* and *Brand Love (Z)* by 63.8% while other variables outside the study influence the remaining 35.2%.

Predictive Relevance (Q²)

The results of this *Q-Square* calculation are based on results that are known using the following formula:

$$Q^2 \text{ value} = 1 - (1 - R^2) \times (1 - R^2)$$

$$Q^2 \text{ value} = 1 - (1 - 0.638) \times (1 - 0.596) = 1 - 0.1449 = 0.855$$

The results of these calculations show that the *Q value*² is 0.855, meaning that the amount of data diversity from research that the designed structural model can explain is 85.5%. In comparison, the remaining 14.5% is explained by other factors outside the model. Based on these results, the structural model in this study is good because it is closer to the value of 1. The *predictive relevance* test results (Q²) show that the research model is a firm (large) model. Thus, this research model can be used for hypothesis testing.

Goodness Of Fit Evaluation

Here are the AVE and R^2 Tables for calculating GoF, namely:

Table 7
Goodness of Fit Model

Variables	Average Variance Extracted (AVE)	R Square
Brand Innovativeness (X1)	0,649	0,638
Brand Love (Z)	0,624	0,596
Brand Loyalty (Y)	0,766	
Social Media Marketing (X2)	0,635	
Average	0,668	0,617

Source: Data Processing with PLS, 2023

$$Gof = \sqrt{AVE \times R^2}$$

$$Gof = \sqrt{0,668 \times 0,617}$$

$$Gof = 0.6405 (64.5\%)$$

The GoF calculation result is 0.645 or 64.5%. It shows that the model obtained is strong and good to use in making predictions, meaning it can easily explain empirical data. This calculation is evidenced by the *Goodness of Fit Index* (GoF) value of 0.645, which means > 0.36.

Hypothesis Testing (Direct Effect)

The t-statistic test in this study uses *smart-pls 3.0* by applying the *bootstrapping* method.

Table 8
Hypothesis Testing Results

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis
Brand Innovativeness -> Brand Loyalty	0,231	3,318	0,001	Significant
Brand Innovativeness -> Brand Love	0,503	8,871	0,000	Significant
Social Media Marketing -> Brand Loyalty	0,155	2,063	0,040	Significant
Social Media Marketing -> Brand Love	0,334	5,519	0,000	Significant
Brand Love -> Brand Loyalty	0,490	6,561	0,000	Significant

Source: Data Processing with PLS, 2023

The structural equation obtained is :

$$Z = 0.503 X1 + 0.334 X2$$

$$Y = 0.231 X1 + 0.155 X2 + 0.490 \text{ Brand Loyalty}$$

The hypothesis testing result used in testing the hypothesis is the t-count value. Hypothesis testing can be done by comparing the t-count with the t-table. The t-table value can be obtained from 250 respondents, which in the end obtained a t-table of 1.960. However, if using the p-value, the comparison value used is the error rate (α) value of 5%. The results of testing the research hypothesis are as follows:

Hypothesis 1: Brand Innovativeness directly and significantly influences Brand Loyalty.

The results of testing the hypothesis of the *Brand Innovativeness* variable on *Brand Loyalty* obtained a path coefficient of 0.231 and a t count of 3.318. Because the t value is greater than the t table (1.960) or $p(0.001) < 0.05$. So, *Brand Innovativeness* has a direct and significant influence on *Brand Loyalty*. Thus, hypothesis 1 is accepted.

Hypothesis 2: *Brand Innovativeness* directly and significantly influences *Brand Love*.

The results of testing the hypothesis of the *Brand Innovativeness* variable on *Brand Love* obtained a path coefficient of 0.503 and a t count of 8.871 because the t value is greater than the t table (1.960) or $p(0.000) < 0.05$. So, *Brand Innovativeness* has a direct and significant influence on *Brand Love*. Thus, hypothesis 2 is accepted.

Hypothesis 3: *Social Media Marketing* directly and significantly influences *Brand Loyalty*.

The results of testing the hypothesis of the *Social Media Marketing* variable on *Brand Loyalty* obtained a path coefficient of 0.155 and a t count of 2.063 because the t value is greater than the t table (1.960) or $p(0.040) \leq 0.05$. So, *Social Media Marketing* directly and significantly influences *Brand Loyalty*. Thus, it can be concluded that hypothesis 3 is accepted.

Hypothesis 4: *Social Media Marketing* directly and significantly influences *Brand Love*.

The results of testing the hypothesis of the *Social Media Marketing* variable on *Brand Love* obtained a path coefficient of 0.334 and a t count of 5.519 because the t value is greater than the t table (1.960) or $p(0.000) \leq 0.05$. So, *Social Media Marketing* has a direct and significant influence on *Brand Love*. Thus, it can be concluded that hypothesis 4 is accepted.

Hypothesis 5: *Brand Love* has a direct and significant influence on *Brand Loyalty*

The results of testing the hypothesis of the *Brand Love* variable on *Brand Loyalty* obtained a path coefficient of 0.490 and a t count of 6.561. Because the t value is greater than the t table (1.960) or $p(0.000) \leq 0.05$. So, *Brand Love* has a direct and significant influence on *Brand Loyalty*. Thus, it can be concluded that hypothesis 5 is accepted.

Hypothesis Testing (Indirect effect)

The results of *indirect effect* testing are shown in Table 9.

Table 9
Indirect Effect

Hypothesis	Indirect Effect	T Statistics (O/STDEV)	P Values	Description
Brand Innovativeness -> Brand Love -> Brand Loyalty	0,247	4,924	0,000	Significant
Social Media Marketing - > Brand Love -> Brand Loyalty	0,164	4,822	0,000	Significant

Source: Data Processing with PLS, 2023

Hypothesis 6: *Brand Love* mediates the relationship between *Brand Innovativeness* and *Brand Loyalty*.

The results of testing the sixth hypothesis show that the relationship between the *Brand Innovativeness* variable and *Brand Loyalty* (Y) through *Brand Love* shows an indirect path coefficient value of 0.247 with a statistical t value of 4.924. The calculated t value is greater than the t table (1.960) or $p(0.000) < 0.05$. This result means that *Brand Love* has a significant influence in bridging *Brand Innovativeness* with *Brand Loyalty*. Thus, hypothesis 6 is accepted.

Hypothesis 7: *Brand Love* mediates the relationship between *Social Media Marketing Activity* and *Brand Loyalty*.

The results of testing the seventh hypothesis show that the relationship between the variable influence of *Social Media Marketing Activity* with *Brand Loyalty* (Y) through *Brand Love* shows an indirect path coefficient value of 0.164 with a statistical t value of 4.822. The calculated t value is greater than the t table (1.960) or p (0.000) < 0.05. This result means that *Brand Love* has a significant influence in bridging *Brand Innovativeness* with *Brand Loyalty*. Thus, it can be concluded that hypothesis 7 is accepted.

Mediation Testing

Testing the mediating variable is carried out to test the mediation hypothesis and determine its mediating role as a complete mediating variable, partial mediating variable, or not.

Table 10
Recapitulation of SEM-PLS Results

Hypothesis	Path Coefficient	T Statistics (O/STDEV)	P Values
Brand Innovativeness -> Brand Loyalty	0,231	3,318	0,001
Brand Innovativeness -> Brand Love	0,503	8,871	0,000
Social Media Marketing -> Brand Loyalty	0,155	2,063	0,040
Social Media Marketing -> Brand Love	0,334	5,519	0,000
Brand Love -> Brand Loyalty	0,490	6,561	0,000
Brand Innovativeness -> Brand Love -> Brand Loyalty	0,247	4,924	0,000
Social Media Marketing -> Brand Love -> Brand Loyalty	0,164	4,822	0,000

Based on Table 10, it is found that :

1. *The Brand Love* variable significantly mediates the effect of *Brand Innovativeness* on *Brand Loyalty*; the results of the table above show that the path coefficient c' (0.247) < path coefficient c (0.231), it can be concluded that *Brand Love* partially mediates the effect of *Brand Innovativeness* on *Brand Loyalty*.
2. *The Brand Love* variable significantly mediates the effect of *Social Media Marketing* on *Brand Loyalty*; the results of the table above show that c' (0.164) < path coefficient c (0.155), it can be concluded that *Brand Love* partially mediates the effect of *Social Media Marketing Activity* on *Brand Loyalty*.

The Effect of *Brand Innovativeness* on *Brand Loyalty*

Based on the study's results, it was found that *brand innovativeness* has a significant positive effect on *brand loyalty*, so hypothesis 1 is accepted. This result proves a strong enough influence between the two variables with a positive and linear correlation. The fact proves that the level of customer perception regarding an innovative brand will influence customers to be loyal to the brand.

It shows that the higher the level of customer perception of brand innovation, the higher the customer's positive perception of the brand, affecting brand loyalty. *Brand innovativeness*

relates to the way customers perceive a Suedeson brand as innovative. Brand innovation in question is the level of creativity of the Suedeson brand in creating a range of products that can challenge the market with new ideas and solutions to meet customer needs. Pallant et al. (2022) suggest that brand innovation is not about targeting consumers to make adjustments but creating something unique and attractive with customised offerings. Through innovation, a brand can create differentiation so that customers can view the brand as different from competitors. Customers who are satisfied with a brand will usually make repeat purchases over a long period and are reluctant to switch to other similar products (Pelealu, 2021). Research on the effect of *brand innovativeness* on *brand loyalty* is in line with the results of research conducted by (Yu & Yuan, 2019); Jantasri & Srivardhana (2019); Boonsong, Dkk (2020); (Nilowardono, 2019), the results of this study suggest that there is a strong influence between *brand innovativeness* on *brand loyalty*.

The Effect of *Brand Innovativeness* on *Brand Love*

Based on the study's results, it was found that *brand innovativeness* has a significant positive effect on *brand love*. Then, hypothesis 2 is accepted. This result proves a strong enough influence between the two variables with a positive and linear correlation. Facts prove that the level of customer perception of an innovative brand will lead to a sense of love for the brand. It shows that the higher the level of customer perception of brand innovation, the higher the customer's love for the brand. Indicators of offering creative solutions, providing new offers and fulfilling needs impact *brand love*, as seen in the indicators of uniqueness, pleasure, intimacy and memories.

The results of this study indicate that the Suedeson brand has succeeded in making its brand loved by customers, which can create a creative brand and offer new ideas that have different characteristics from other *fashion*. Customers like brands that match expectations; this is evident from the reason customers buy the Suedeson brand, which is very much in line with customer tastes. The positive experience felt by Suedeson customers triggers *brand love*. Brands that create innovations will receive customer appreciation to create a sense of pleasure for brands that have been innovated according to customer tastes. Customers prefer brands that reflect values and lifestyles, so they will pay more for the highest quality goods and appreciate exclusivity, which is valuable. The Suedeson brand can create innovation for its brand; customers have feelings of pleasure and satisfaction because the Suedson brand can increase social status so that customers have positive feelings and maintain a sense of love for the brand. Research on the effect of *brand innovativeness* on *brand love* is in line with the results of research conducted by Ozbek, Dkk (2020); Wong & Haque (2021), the results of this study suggest that there is a strong influence between *brand innovativeness* on *brand love*.

The Effect of *Social Media Marketing Activity* on *Brand Loyalty*

Based on the study's results, it was found that *social media marketing activity* has a significant positive effect on *brand loyalty*, so hypothesis 3 is accepted. These results prove a strong enough influence between the two variables with a positive and linear correlation. The fact proves that marketing activities through *Instagram* can cause *brand loyalty*.

It shows that the higher the role of social media, the higher the *brand loyalty*. Vigorous social media marketing activities will create good value in the eyes of consumers and encourage increased brand loyalty. It is said that social media will positively impact *brand loyalty*. It

means that the more customers use social media to search, visit, and interact, the more they will increase brand loyalty. Suedeson uses social media *Instagram* as an effective marketing tool to reach millennials, help make it easier for customers to get information about brands, make purchases through *Instagram* and build relationships with customers. Social media marketing is used as a means to communicate about the brand. It is helpful to convince customers of the brand's credibility so that they can be loyal to the Suedeson brand. Comprehensive and interactive social media marketing will help build a good image in the minds of consumers so that consumers will intend to make purchases and encourage brand loyalty (Geo & Feng, 2016). Research on the effect of *social media marketing activity* on *brand loyalty* is in line with the results of research conducted by Khan (2019), Geric & Dobrinic (2020), and Ibrahim (2021); the results of this study suggest that there is a strong influence between *social media marketing activity* on *brand loyalty*.

The Effect of Social Media Marketing Activity on Brand Love

Based on the study's results, it was found that *social media marketing activity* has a significant positive effect on *brand love*, so hypothesis 4 is accepted. These results prove a strong enough influence between the two variables with a positive and linear correlation. The fact proves that social media and *Instagram* marketing activities can generate feelings of love for the brand.

It shows that the higher the role of social media marketing activities, the more love for brands on *Instagram* will arise. Indicators of interactivity, information, trends and e-wom impact *brand love*, which is seen in the indicators, namely uniqueness, pleasure, intimacy and memories. The results of this study indicate that marketing activities on social media can create conditions for customers to love brands. Customers feel that the information provided through social media and *Instagram* can create engagement with the brand, where customers get a sense of pleasure, enjoyment, and the opportunity to access information and provide positive reviews of the brands they love. In addition, customers become more active when they find entertainment from exciting content so that customers have a positive experience on Suedeson *Instagram*, and customers who are active on social media can like content from the Suedeson brand and share experiences by uploading using Suedeson products via personal *Instagram*. As a result, social media users create a good attitude towards a brand that makes them strongly bond with the brand (Riyasa et al., 2023).

Research on the effect of *social media marketing activity* on *brand love* is in line with the results of research conducted by Mohammadi, Dkk (2019), Chen & Qasim (2020); (Marhaban & Dirgantara, 2022), the results of this study suggest that there is a strong influence between *social media marketing activity* on *brand love*.

The Effect of Brand Love on Brand Loyalty

Based on the study's results, it was found that *brand love* has a significant positive effect on *brand loyalty*, so hypothesis 5 is accepted. This result proves a strong enough influence between the two variables with a positive and linear correlation. It proves that customers' love for the brand can increase *brand loyalty*.

It shows that the higher the brand love shown by consumers will directly influence brand loyalty. Today's millennials love to make purchases and love *local luxury fashion brands* so

that local brands will successfully gain sustainable advantages and compete with foreign brands. Customers who love a brand will provide positive information effects on others, are loyal to the product, are willing to pay a premium price and are willing to forgive mistakes in the producer company and product (Batra *et al.*, 2012). The Suedeson brand can lead customers to feel happy with the brand. If customers love a brand, they will be loyal to the brand. Customer attachment to the brand can be described as satisfaction, loyalty or love, depending on the level of feelings given to the brand. When customers have positive feelings towards the brand due to previous experiences, then customers tend to consume again, which results in intimacy and passion for a brand. Research on the effect of *brand love* on brand *loyalty* is in line with the results of research conducted by Kim & Lee (2019), Mahlke et al. (2020), Wong (2021), (Lumba, 2019), the results of this study suggest that there is a strong influence between *brand love* on brand *loyalty*.

Brand Love Mediates the Effect Between Brand Innovativeness on Brand Loyalty

This study found that *brand love* has a mediating effect on the influence of *brand innovativeness* on brand *loyalty*. The *brand love* variable will indirectly affect customers with high brand innovativeness towards the Suedeson brand and brand loyalty. The results show a partial effect of brand *love* mediation in the influence of *brand innovativeness* on brand *loyalty*. This partial mediation effect means that the better the customer's perception of Suedeson's brand innovation carried out to meet customer expectations, it will lead to customer love for the Suedeson brand because the brand provides pleasure and satisfaction, which then affects the increase in customer loyalty to the Suedeson brand. However, in the presence of *brand love* or not, *brand innovativeness* can still increase *brand loyalty*.

Brand love was chosen as a mediating variable in this study because, concerning the *luxury brand* business, one of the factors that customers pay attention to is *brand love*. Luxury can lead to passionate feelings towards luxury brands, such as brand love (Batra et al., 2012). Gao (2016) proposed that *brand love* is an enthusiastic emotional bond with a satisfying consumption experience. *Local luxury fashion brands* highlight that customers view high-luxury brands as a symbol of *prestige* and increasing social status, and customers tend to evaluate them positively.

These results follow research by Kim & Lee (2019), Mahlke, Dkk (2020), Wong (2021), and (Lumba, 2019), who found significant positive results in the influence of *brand love* on brand *loyalty*. As well as the results of research by (Nilowardono, 2019) found that innovative brands have a positive and significant effect on brand *loyalty*, with *brand love* as a mediating variable.

Brand Love Mediates the Effect of Social Media Marketing Activity on Brand Loyalty

This study found that *brand love* mediates the influence of *social media marketing activity* on brand *loyalty*. *Brand love* will indirectly influence *social media marketing activity* and brand *loyalty*. The results show a partial effect of *brand love* mediation in the influence of *social media marketing activity* on brand *loyalty*. This partial mediation effect means that the role of marketing activities on social media will cause pleasure because Suedeson customers get information about the brand, and then affect the increase in customer loyalty to the Suedeson brand. However, in the presence of *brand love* or not, *social media marketing activities* can still increase *brand loyalty*.

Based on these results, the more customers use *Instagram* to find information and interact with brands on Suedeson's *Instagram*, the more brand loyalty will increase. Customers feel that the information and promotions provided through *Instagram* can create engagement with the brand, where customers get a sense of pleasure, enjoyment, and the opportunity to access information and provide positive reviews of the brands they love. The number of likes on brand posts on *Instagram* is determined by interactivity and the proportion of positive comments on brand, information and entertainment posts (Riyasa et al., 2023). These results follow research by Kim & Lee (2019), Mahlke, Dkk (2020), Wong (2021), and (Lumba, 2019), who found significant positive results in the influence of *brand love* on *brand loyalty*. As well as the results of research by (Riyasa et al., 2023) found that *social media marketing activity* has a positive and significant effect on *brand loyalty*, with *brand love* as a mediating variable.

CONCLUSION

Based on the data obtained from the results of the analysis carried out, it can be concluded that 1) Brand innovativeness is proven to affect brand loyalty for the Suedeson brand, 2) brand innovativeness is proven to affect brand love for the Suedeson brand, 3) Social media marketing activity is proven to affect brand loyalty for the Suedeson brand, 4) Social media marketing activity is proven to affect brand love for the Suedeson brand, 5) Brand love is proven to affect brand loyalty for the Suedeson brand, 6) Brand innovativeness is proven to affect brand loyalty through the mediation of brand love for the Suedeson brand, and 7) Social media marketing activity affects brand loyalty through the mediation of brand love for the Suedeson brand. Social media marketing affects brand loyalty by mediating brand love for the Suedeson brand.

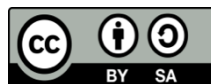
For local luxury fashion brand business actors, it is hoped that they will be able to increase brand innovation in order to maintain customer loyalty through activities that offer creative solutions, provide new offers, meet customer needs, increase marketing activities on social media in order to maintain customer loyalty through interactivity, informative, trends, and e-wow activities, and increase customer love for brands in order to maintain brand loyalty through uniqueness, fun, intimacy and memories. This study's measurement of brand loyalty is limited to brand innovativeness, social media marketing activity, and brand love. Future research can add other variables not contained in this study, such as brand engagement, self-congruence, and brand experience.

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