

ABSTRACT

The Indonesian fashion industry is growing rapidly and presents a major challenge for local brands such as Exsport in maintaining customer loyalty. Although it has been known for a long time, Exsport's declining performance in the Top Brand Index over the past three years indicates the need for a more in-depth strategy to build customer loyalty.

This study aims to explore the effect of brand image, customer satisfaction, and brand trust on brand loyalty by considering the moderating role of brand love and brand respect in Exsport brand bag products. Brand image, satisfaction, and brand trust are set as independent variables; brand loyalty as the dependent variable; and brand love and brand respect as moderating variables based on the Lovemarks concept.

A quantitative approach was used in this study with an online survey method involving 350 respondents who use Exsport bags spread across various regions in Indonesia. Data were collected using a Google Form questionnaire and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.1.1.2 software.

The results showed that brand image has a significant positive effect on satisfaction and brand trust; satisfaction has a significant positive effect on brand trust and brand loyalty; and brand trust does not have a significant positive effect on brand loyalty. In addition, brand love and brand respect do not significantly moderate the relationship between satisfaction and brand loyalty and also brand trust and brand loyalty.

These findings provide important insights for the Exsport brand to strengthen brand image, increase customer satisfaction through meeting expectations, improve brand trust by creating positive experiences that can foster consumer trust and confidence in the brand. And focusing on strengthening brand love and brand respect can be a long-term strategy in maintaining customer loyalty amidst increasingly fierce competition.

Keywords: Brand Image, Satisfaction, Brand Trust, Brand Love, Brand respect, Brand Loyalty, Exsport