

**THE INFLUENCE OF BRAND LOVE ON BRAND LOYALTY ON  
ONLINE FASHION**

**UNDERGRADUATE THESIS**

The Requirements of Bachelor's Degree in Faculty of Economics and Business.  
International Program of Management and Business Universitas Muhammadiyah



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**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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**VALIDATION PAGE**

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**UNDERGRADUATE THESIS**

**PENGARUH KECINTAAN MEREK TERHADAP LOYALITAS MEREK  
PADA FASHION ONLINE**

**THE INFLUENCE OF BRAND LOVE ON BRAND LOYALTY ON  
ONLINE FASHION**

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## DECLARATION PAGE

I hereby,

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Clearly stating that this paper with the title: "THE INFLUENCE OF BRAND LOVE ON BRAND LOYALTY ON ONLINE FASHION" has never been submitted for a degree at a university, and as long as my knowledge or opinions are not available which have been written or published by other persons, except those written in reference to this text and mentioned in the References. When it turns out that it is clear in this study that there are works or views that certain people have written or reported, then I am willing to cancel the research.

Yogyakarta, March 24<sup>th</sup>, 2020

Yunita Fauziah Putri

## MOTTO

”For indeed, with hardship (will be) ease. Indeed, with hardship (will be ) ease.  
So when you have finished (your duties), then stand up (for worship). And to your  
Lord direct (your) longing.”

QS Al-Insyirah 94:5-8

”The only way you see results is if you stay consistent.”

Unknown

”Do the best you can until you know better. Then when you know better, do  
better.”

Maya Angelou

## **DEDICATION**

All praise and thanks are only to Allah SWT who has given his gifts. With humility, the Lord of all people who is most gracious and most merciful

Thank you ladies and gentlemen for giving love and sacrifices so far.

*\* My Beloved Family \**

Thank you to my mother, my father, and my brothers for the endless support.

Thank you for always giving the best support system for me, so I can finished my thesis. All the hard work and sacrifices I give to my family, so you can happy

seeing me growing.

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## **ABSTRACT**

This thesis examined the influence of brand love on brand loyalty on online fashion. The research background of this study is the phenomena of loyalty increasing and lots of company did customer relationship program to keep their customer loyal with the company. Previous research stated that brand love influence brand loyalty, while brand love influenced by brand trust, brand identification and brand experience. The setting of this study is online fashion local brand from Yogyakarta, Indonesia, that is Shop at Local. This study tested 151 respondents whose ever purchase at Shop at Local. Structural Equation Modeling (SEM) is applied to this study to test the hypothesis. The results of this study show that brand trust, brand identification and brand experience is positively influence brand love and not significantly influence brand loyalty.

*Keywords: Brand Love, Brand Loyalty, Brand Identification, Brand Experience, Brand Trust, Online Business, Online Shopping*

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