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THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON UNIQLO BRAND LOYALTY IN THE 2019 BATCH OF MANAGEMENT STUDENTS OF BUANA PERJUANGAN KARAWANG UNIVERSITY

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Abstract

This research aims to investigate the impact of brand image and brand trust on brand loyalty. The approach used in this research is quantitative. The population of this research is Management students Class of 2019 who have purchased Uniqlo products, with a sample size of 92 respondents using a saturated sample. Primary data was obtained through distributing questionnaires to respondents. Data analysis was carried out using multiple linear regression analysis using SPSS version 25 software. The research results showed that brand image and brand trust both had a partially positive and significant influence on brand loyalty. And brand image and brand trust have a positive and significant influence simultaneously on brand loyalty. It is hoped that future researchers can add additional variables which theoretically also influence brand loyalty. It is recommended for companies to be able to maintain product quality, raw material quality, level of honesty in resolving consumer problems so that consumer satisfaction can be created. The ultimate goal is to increase loyalty from Uniqlo customers.

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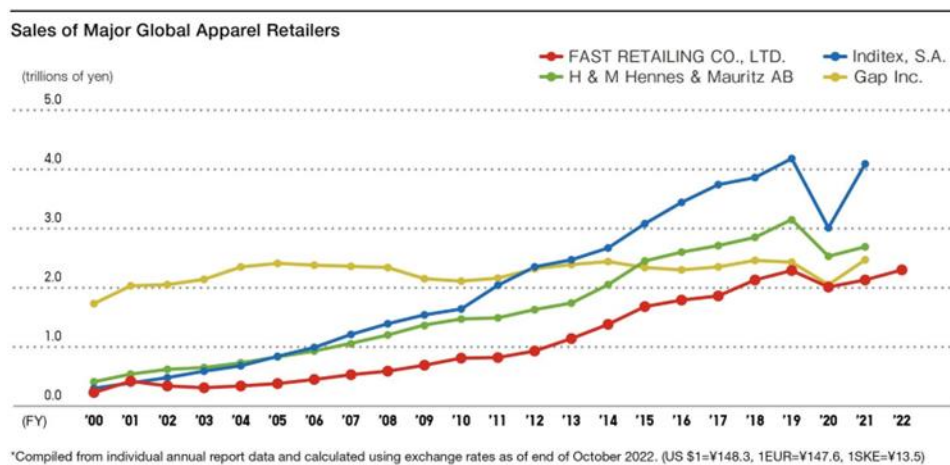
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INTRODUCTION

Currently, the global fashion business sector is experiencing progress in Indonesia. Fashion products from abroad face fierce competition in the Indonesian market, both from other international brands and local brands. In facing intense competition like this, business players in the fashion industry need to increase aspects of creativity and innovation in designing marketing strategies to attract consumer attention (Harris et al., 2022). Technological developments also play a significant role in global growth in the fashion industry, because technology helps recognize ongoing trends, encouraging the fashion industry to be more creative and innovative in producing products according to consumer needs.

In the context of the fashion industry, we cannot ignore the talk about the famous brand Uniqlo. Uniqlo, a fashion brand originating from PT. Fast Retailing has been operating in Indonesia since October 16 2012. Currently, Uniqlo has around 40 stores spread across various cities in Indonesia. The uniqueness of the Uniqlo brand lies in the originality and variety of colors and sizes of clothing that differentiate it from other fashion brands. This brand has succeeded in creating new trends in the fashion industry while keeping prices affordable for the average consumer. Not only that, Uniqlo also provides accessibility to various sizes and colors of clothing that can be worn by anyone, regardless of location or gender identity. All Uniqlo products are produced with the latest technology and often collaborate with famous brands and designers.

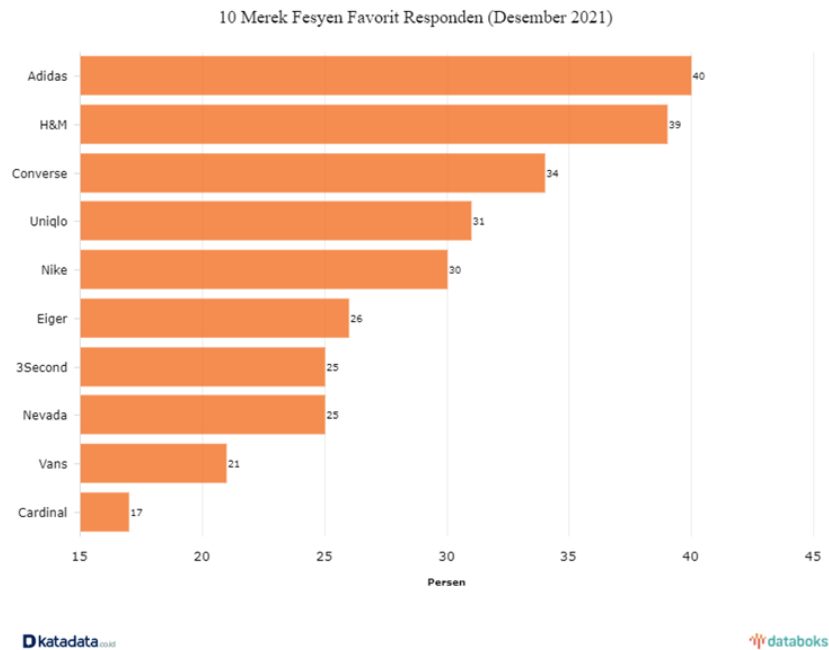
Picture 1. Global Clothing Retailer Sales Data



Source: Fast Retailing (2023)

From the picture above, it can be seen that the data shows that Uniqlo is in fourth place in terms of largest sales. Its position is below similar competitors in the fashion industry, such as ZARA which is in first place, and is followed by other fashion brands such as H&M and GAP.

Picture 2. Indonesian's Favorite Fashion Brand



Source: databoks.katadata (2022)

Through the digital-based consumer platform, Populix, the results of a survey entitled "Indonesia in 2022: Looking at Fashion Trends & Economic Recovery" have been published. The findings from this survey reveal the ten fashion brands most frequently purchased or used by Indonesians. From the survey results, the Adidas brand was ranked first with a percentage of respondents of 40%. The second position is occupied by H&M with a respondent percentage of 39%. In third place, there is the Converse brand with a respondent percentage of 34%. Furthermore, Uniqlo and Nike occupy the next position with percentages of 31% and 30% respectively.

Populix also provides details of favorite fashion brands differentiated by gender. The results show that male respondents are more likely to choose Adidas as their preferred fashion brand, while female respondents prefer H&M and Uniqlo. This survey involved 1,013 respondents, consisting of 500 male respondents and 513 female respondents, with

an age range of 18-55 years, and living in big cities. The survey was carried out in December 2021 (databoks.katadata, 2022).

Uniqlo has recorded impressive growth and has the ability to compete well in domestic and international markets. Tight competition between fashion brands from both foreign and local forces Uniqlo to maintain the company's reputation and build customer trust in order to ensure its continued existence in the market.

The Uniqlo brand has succeeded in building a customer base that is loyal to its products, thanks to the positive image it has etched in consumers' minds. However, challenges arise if Uniqlo fails to maintain this reputation, which could trigger customer switching to other brands.

The existence of competitors offering similar products at more affordable prices has the potential to shift Uniqlo's customer share. In fact, local brands with equivalent quality ingredients but more economical prices are also a threat to Uniqlo products in Indonesia.

Therefore, it is very important for companies to improve their brand image through maintaining or improving product quality and creating a positive impression for customers. Apart from that, trust in the brand must also be increased, including providing guarantees of safety and confidence to consumers, in order to maintain customer loyalty to the brand.

A previous study (Khasanah et al., 2021) in the journal "Analysis of Brand Image, Brand Trust and Brand Satisfaction on Brand Loyalty in Wardah Cosmetics" concluded that the brand image variable did not have a significant impact on brand loyalty. However, the variables brand trust and brand satisfaction show a positive and significant influence on brand loyalty.

Other research (Ngabiso et al., 2021) in the journal "The Influence of Brand Image and Brand Trust on Brand Loyalty in Aqua Brand Packaged Drinking Water Products" also states that brand image and brand trust have a positive and significant influence on brand loyalty, both in partial or simultaneous analysis.

By referring to the information and previous research that has been described, the author is interested in initiating research entitled "The Influence of Brand Image and Brand Trust on Uniqlo Brand Loyalty in Management Students Class of 2019, Buana Perjuangan University Karawang".

METHOD

This research method applies a quantitative approach with a focus on cause-and-effect analysis, with the aim of identifying the relationship between dependent variables and independent variables (Ratnawati & Natalia, 2022).

The research population consisted of 2019 Management study program students who had purchased products from the Uniqlo brand. The sample size was 92 people using a saturated sample, in other words, this research took all respondents who had purchased Uniqlo products as research samples. The sample selection technique used was non-probability sampling

Data collection was carried out through questionnaires as a method. The questionnaire asks participants to provide responses to a series of questions or written statements (Sugiyono, 2021). The main data was collected through a questionnaire distributed digitally via the Google Form platform to students from the 2019 Management Study Program who had purchased Uniqlo products. Measurements were carried out using a Likert scale, which measures respondents' responses and reflects their level of agreement or disagreement with the statements in the questionnaire, with a range of answer choices from "strongly disagree" to "strongly agree".

In analyzing the data, a quantitative approach was used with multiple linear regression to examine the relationship between perceived brand image and the level of trust in the brand in the context of loyalty to the Uniqlo brand. This analysis was carried out using SPSS (Statistical Product and Service Solution) software version 25.

RESULTS AND DISCUSSION

Respondent Characteristics

The following is a summary of the findings from research and analysis of data collected through questionnaires and analyzed using spss (statistical product and service solution) version 25.

Table 1. Respondent Characteristics

Management Student Class of 2019, Buana Perjuangan University, Karawang	
Characteristic	Total
gender	
Male	39
Female	53
Total	92
Ges	
20-24 years	86
25-30 years	6
Total	92
Pocket Money in a Month	
(<) Rp. 500.000	7
Rp. 500.000 – Rp. 1.000.000	37
(>) Rp. 1.000.000	48
Total	92

Source: Processed data results (2024)

Data was obtained from a total of 92 respondents, the composition of the largest number of respondents was in the 20-24 year age range with a total of 86 people. Respondents who had purchased Uniqlo products were dominated by women with a total of 53 people. It is known that the maximum pocket money of respondents in a month is > IDR 1,000,000 with 48 people.

Validity test

The validity test is used to evaluate whether each statement in the questionnaire is relevant and appropriate as a measure in research. In the framework of this research, validity is tested by relating the score of each statement to other variables. This validity step was applied to 30 respondents, using a critical r table value of 0.3610. The resulting correlation is compared with the critical value of the table r at a significance level of 0.05 or 5%. If the correlation value (r calculated) exceeds the critical value (r table), the statement is considered valid. Otherwise, the statement is considered invalid.

Table 2. Validity Test

A2	Statement	Corelation Coefficient	Information
Brand Image (X1)	1	0.773 > 0.3610	Valid
	2	0.588 > 0.3610	Valid
	3	0.537 > 0.3610	Valid
	4	0.451 > 0.3610	Valid
	5	0.585 > 0.3610	Valid
	6	0.615 > 0.3610	Valid
	7	0.712 > 0.3610	Valid
	8	0.741 > 0.3610	Valid
Brand Trust (X2)	1	0.761 > 0.3610	Valid
	2	0.734 > 0.3610	Valid
	3	0.901 > 0.3610	Valid
	4	0.503 > 0.3610	Valid
	5	0.728 > 0.3610	Valid
Brand Loyalty (Y)	1	0.738 > 0.3610	Valid
	2	0.759 > 0.3610	Valid
	3	0.781 > 0.3610	Valid
	4	0.792 > 0.3610	Valid
	5	0.657 > 0.3610	Valid
	6	0.717 > 0.3610	Valid

Source: Processed data results (2024)

The research instrument test results showed that of the total of 19 questionnaire items presented to 30 respondents for each variable, all of them showed a calculated r value that exceeded the r table value. Therefore, it can be considered that all statements in each variable are valid.

Reliability test

Testing the reliability of the measurement results is carried out by comparing the resulting reliability values with Cronbach's Alpha values. A measurement tool is considered to have reliability if the Cronbach Alpha value obtained exceeds 0.6. From the information recorded in Table 3 above, it can be concluded that all variables analyzed in the research showed a Cronbach's Alpha value > 0.6 during the reliability evaluation process. Therefore, it can be concluded that all variables have an adequate level of reliability, allowing continuation to the next testing stage.

Table 3. Reliability Test Result

Variabel	Cronbach's Alpha	Information
Brand Image (X1)	0.763	Reliabel
Brand Trust (X2)	0.750	Reliabel
Brand Loyalty (Y)	0.833	Reliabel

Source: Processed data results (2024)

Normality test

Normality testing was carried out using SPSS (Statistical Product and Service Solution) software version 25 by applying the Kolmogorov-Smirnov formula at a significance level of 5%, because the sample size (n) used was more than 50. Data distribution was considered normal if the significance value of the Kolmogorov- Smirnov is more than 0.05 (sig. > 0.05), while data is considered abnormal if the significance value is less than 0.05 (sig. < 0.05).

Table 4. Normality Test *Kolomogorov Smirnov*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		92
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.72895327
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.061
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Source: *Processed data results (2024)*

From Table 4 above, it can be concluded that the probability value P or Asymp. Sig. (2-tailed) is 0.200, which means the value is greater than the significance level of 0.05. Therefore, it can be concluded that the normality assumption is met.

Heteroscedasticity Test

The heteroscedasticity test is used to check whether there are differences in variance and residuals between one observation and another in the regression model. If the variance of the residual remains the same from one observation to another, then this is called homoscedasticity. However, if the variance of the residuals is different, it is called heteroscedasticity. The presence of heteroscedasticity can be identified through data visualization in a scatterplot as follows:

Picture 3. Heteroscedasticity Test Scatterplot Graph



Source: Processed data results (2024)

Based on the scatterplot graphic display above, it can be seen that the dots are spread both above and below the number 0 on the Y axis. The dots do not gather only above or below, and do not form a wavy pattern. From this observation it can be concluded that there is no heteroscedasticity problem in the regression model.

Multicollinearity Test

The multicollinearity test is used to identify whether there is a correlation between the independent variables in the regression model. Multicollinearity detection is carried out by paying attention to the tolerance value and Variance Inflation Factor (VIF). If the VIF value is > 10 and Tolerance < 0.01, then multicollinearity occurs. Conversely, if VIF < 10 and Tolerance > 0.01, then multicollinearity does not occur. In this research, the data used for the multicollinearity test comes from independent variables.

Table 5. Multicollinearity Test

Coefficients^a	
Collinearity Statistics	
Tolerance	VIF
.525	1.905
.525	1.905

a. Dependent variabel: Loyalitas Merek

Source: Processed data results (2024)

Based on Table 5, it is found that the VIF value for the brand image variable (X1) and brand trust variable (X2) is 1.905, which is smaller than 10. In addition, the tolerance value for the two independent variables is 0.525, which is greater than 0.10. Thus, it can

be concluded that there are no symptoms of multicollinearity in the two independent variables.

Multiple Linear Regression Analysis

Multiple linear regression analysis was carried out to examine the relationship and influence between the independent variables on the dependent variable. The following is a multiple regression model built with the help of SPSS 25 software.

Table 6. Multiple linear regression analysis Results

		Coefficients^a	
		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	2.637	1.683
	Citra Merek	.473	.065
	Kepercayaan Merek	.339	.092

Source: Processed data results (2024)

The results of the multiple linear regression analysis in the table above produce the following regression model.

$$Y = 2.637 + 0.473X1 + 0.339X2.....(1)$$

where Y is Brand Loyalty, X1 is Brand Image, and X2 is Brand Trust.

From the multiple linear regression model above, the constant is 2.637, which means that if there is no change in the value of the independent variables X1 and X2, then the value of the dependent variable Y will be 2.637. The regression coefficient for variable X1 is 0.473 and positive. This means that if variable X1 experiences a significant increase of 1 point, with the other independent variables remaining constant, then variable X1 will increase the Y value by 0.473. The regression coefficient for variable X2 is 0.339 and positive. This means, if variable X2 experiences a significant increase of 1 point, with the other independent variables remaining constant, then variable X2 will increase the Y value by 0.339.

Analysis of the Coefficient of Determination

Coefficient of determination analysis is used to measure the extent of the influence of the independent variable on the dependent variable.

Table 7. Results of Coefficient of Determination Analysis

Model Summary	
R Square	Adjusted R Square
.689	.682

Source: Processed data results (2024)

From Table 7 above, the Adjusted R-squared value obtained is 0.682, which indicates that brand image and brand trust contribute 68.2% to the brand loyalty variable, while the rest is influenced by other factors that cannot be explained by this model.

T-Test (Partial)

The t test is carried out to identify whether there is a partial (individual) influence between the independent variables on the dependent variable. If the significance value (sig.) < 0.05 or the calculated t value is greater than the t table value, then it can be concluded that there is an influence of the independent variable (X) on the dependent variable (Y).

Table 8. Results of Partial Influence Testing

Variabel Penelitian	t	Sig.
Citra Merek (X1)	7.296	.000
Kepercayaan Merek (X2)	3.674	.000

Source: Processed data results (2024)

Based on Table 8 above, it is known that the significance value for the influence of X1 on Y is 0.000, which is smaller than 0.05, and the calculated t value is 7.296, which is greater than the t table value of 1.987. In addition, the significance value for the influence of X2 on Y is 0.000, also smaller than 0.05, and the calculated t value is 3.674, which is also greater than the t table value of 1.987. Therefore, it can be concluded that there is a partial influence between X1 and Y, as well as between X2 and Y.

F test (Simultaneous)

The F test is used to test whether all the independent variables used in the regression model have a joint influence on the dependent variable. If the significance value (sig.) < 0.05 or the calculated F value is greater than the F table value, then it can be concluded that the independent variable simultaneously influences the dependent variable.

Table 9. Simultaneous Test Results

Variabel Penelitian	F	Sig.
Citra Merek dan Kepercayaan Merek – Loyalitas Merek	98.782	.000

Source: Processed data results (2024)

Based on Table 9, it can be concluded that brand image and brand trust together have an influence on brand loyalty, with a significance value of 0.000 which is smaller than 0.05, and a calculated F value of 98.782 which is greater than the F table value of 3.098.

DISCUSSION

The Influence of Brand Image on Brand Loyalty

From the results of hypothesis testing that has been carried out, it can be concluded that there is a positive and significant impact between brand image and brand loyalty. The significance value is 0.000, smaller than the limit of 0.05, and the calculated t value is 7.296, higher than the critical t table value of 1.987. Therefore, the hypothesis in this research which reveals that "brand image has a positive and significant influence on brand loyalty" can be accepted. The positive sign on the coefficient indicates that a positive relationship exists between brand image and brand loyalty. These findings illustrate that the more positive the brand image, the higher the level of brand loyalty. Conversely, if the brand image is low, it is possible that the level of loyalty to the brand will decrease. This finding is in line with previous research conducted by Novita et al. in 2022, which examines the influence of brand image and brand trust on brand loyalty among motorbike users in Lampung. These findings also show that the brand image variable has a positive and significant impact on brand loyalty.

Uniqlo has product quality that has been recognized by respondents as a result of research where the product quality dimension was the highest value from respondents. This means that in the minds of consumers, Uniqlo's image lies in the good quality of its products. Good product quality in the Uniqlo brand can maintain consumer loyalty to the brand. Brand image is a perception that exists in the minds of Uniqlo consumers, which is imprinted on the good quality of the product, so that this brand image builds consumer loyalty to always give their products.

The Influence of Trust on Brand Loyalty

Based on the results of hypothesis testing, it can be concluded that there is a positive and significant influence between brand trust and brand loyalty. The significance value is 0.000, which is smaller than the limit of 0.05, and the calculated t value is 3.674, which is greater than the critical t table value of 1.987. Therefore, it can be acknowledged that

the hypothesis in this research which states that "brand trust has a positive and significant influence on brand loyalty" is acceptable. A positive indicator in the coefficient shows that there is a positive influence between brand trust and brand loyalty. These findings confirm that the higher the level of trust in a brand, the higher the level of brand loyalty. Conversely, if trust in the brand is low, it is possible that the level of loyalty to the brand will also be low. These findings are in line with previous research conducted by Nugroho & Dwiridotjahjono in 2023, which investigated the influence of brand image, brand trust and customer satisfaction on brand loyalty in Frisian Flag UHT milk products in Surabaya. The study also reveals that the brand trust variable has a positive and significant influence on brand loyalty.

The dimension of honesty in resolving a problem if a consumer buys a Uniqlo product will be handled and resolved in an honest and responsible manner so that consumers have a level of trust in Uniqlo when buying its products. The brand trust created by Uniqlo starts from the beginning of selecting raw materials, the sales process until the end of the goods being received by consumers through honesty in serving consumers when problems occur so that consumers feel satisfied buying Uniqlo products and become loyal to the Uniqlo brand.

The Influence of Brand Image and Brand Trust on Brand Loyalty

Based on the research that has been conducted, it can be concluded that the brand image variable (X1) and the brand trust variable (X2) simultaneously influence the brand loyalty variable (Y). This can be seen from the calculated F value of 98.782 with a significance of 0.000. Because the calculated F value is greater than F table 3.098 and the significance level is smaller than 0.05, the influence of these two variables on brand loyalty is simultaneous.

Brand image and brand trust have an influence on brand loyalty, because several supporting dimensions such as quality products and the level of honesty in solving problems faced by consumers when buying Uniqlo products, this is a satisfaction for Uniqlo consumers and of course builds the level of consumer loyalty. Previous research according to (Alfia Nur & Dwiridotjahjono, 2023) stated that brand image and brand trust influence brand loyalty, meaning that this research is in line with current researchers. The magnitude of the influence is different but it is stated that simultaneously it has the same influence as the results of this study.

CONCLUSIONS

Based on the results of the discussion regarding "The Influence of Brand Image and Brand Trust on Uniqlo Brand Loyalty in Management Students Class of 2019, Buana Perjuangan University Karawang", there are several important conclusions which are the core of this research, namely Brand image has a partially positive and significant influence on brand loyalty . Brand trust has a partially positive and significant influence on brand loyalty. Brand image and brand trust together have a positive and significant influence on brand loyalty and Brand image and brand trust contribute together by 98.7% to brand loyalty.

Based on these conclusions, the researcher has suggestions for future researchers, namely that it is hoped that future researchers can add additional variables which in theory also influence brand loyalty. And the suggestions that researchers can give to companies are to maintain product quality, raw material quality, level of honesty in resolving consumer problems so that consumer satisfaction can be created. The ultimate goal is to increase loyalty from Uniqlo customers. The main goal is to increase Uniqlo customer loyalty.

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