

# Analisis Pengaruh Self Expression, Design Dominance, dan Brand Uniqueness terhadap Brand Loyalty pada Fashion Products Consumption = Analysis of The Effect of Self Expression, Design Dominance, and Brand Uniqueness Towards Brand Loyalty Through The Consumption of Local Fashion Products

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## Abstrak

Penelitian ini bertujuan untuk mengetahui peran self expression dalam bentuk personal identity dan social identity serta need-for-uniqueness dalam menjelaskan hubungan design dominance dan brand uniqueness terhadap brand loyalty dalam konteks pembelian produk fashion lokal. Sampel yang digunakan dalam penelitian ini yaitu penduduk Indonesia yang berdomisili di Jabodetabek (Jakarta, Bogor, Depok Tangerang, dan Bekasi), merupakan generasi Z atau dalam rentang usia 18-25 tahun, dan membeli local fashion products dalam satu tahun terakhir. Data yang berhasil dikumpulkan adalah sebanyak 204 responden yang kemudian diolah menggunakan metode structural equation modeling (SEM). Hasil penelitian ini menunjukkan bahwa pada local fashion products, variabel self expression yang terdiri dari personal identity dan social identity memiliki pengaruh positif terhadap need-for-uniqueness, kemudian need-for-uniqueness berpengaruh positif terhadap design dominance, dan design dominance berpengaruh positif terhadap brand loyalty. Penelitian ini juga membuktikan adanya pengaruh positif brand uniqueness terhadap brand loyalty. Keterbatasan penelitian, implikasi manajerial, dan saran penelitian selanjutnya dijelaskan dalam penelitian ini.

.....This paper aims to determine the role of self expression in the form of personal identity and social identity as well as need- for- uniqueness in explaining the relationship between design dominance and brand uniqueness towards brand loyalty in the context of local fashion products consumption. The sample used in this study is Indonesian residents who live in Greater Jakarta Area (Jakarta, Bogor, Depok Tangerang, and Bekasi), generation Z or in the age range of 18-25 years, and have purchased local fashion products in the past year. The data was from 204 respondents which were then processed using the structural equation modeling (SEM) method. The results of this study indicate that within local fashion products consumption, the variables of self expression that is comprised personal identity and social identity have a positive influence towards the need for uniqueness, further on need for uniqueness positively influences design dominance, and design dominance has a positive influence towards brand loyalty. This study also proves the positive influence of brand uniqueness towards brand loyalty. Research limitations, managerial implications, and suggestions for further research are further described within this study.