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Universitas Muhammadiyah Sidoarjo

Lilik Indayani

Abstract

Seiring dengan meningkatnya kebutuhan akan pakaian yang tidak hanya melindungi tubuh tetapi juga mencerminkan gaya hidup dan identitas diri, sektor fesyen Indonesia telah berkembang pesat. Para pelaku bisnis fesyen, termasuk perusahaan denim regional, didorong oleh kondisi ini untuk meningkatkan daya saing mereka dengan membina loyalitas pelanggan. Dalam menghadapi persaingan yang semakin ketat, loyalitas pelanggan dipandang sebagai komponen penting dari keberlanjutan bisnis. Tujuan penelitian ini adalah untuk menguji bagaimana loyalitas konsumen terhadap produk celana Lea Jeans di Indonesia dipengaruhi oleh kesadaran merek, kualitas produk, dan citra merek. Penelitian ini menggunakan metode survei yang dikombinasikan dengan pendekatan kuantitatif. Populasi penelitian terdiri dari pelanggan yang telah membeli dan menggunakan produk celana Lea Jeans. Pengambilan sampel bertujuan, yaitu pendekatan sampel non-probabilitas, digunakan. Jumlah sampel ditentukan menggunakan rumus Lemeshow sehingga diperoleh sebanyak 96 responden. Data penelitian dikumpulkan melalui penyebaran kuesioner secara daring menggunakan Google Forms dengan skala Likert lima poin. Analisis data dilakukan menggunakan metode Structural Equation Modeling–Partial Least Square (SEM-PLS) dengan bantuan perangkat lunak SmartPLS versi 4.0 untuk menguji hubungan antarvariabel dalam model penelitian. Temuan studi ini diharapkan dapat memberikan ringkasan empiris tentang bagaimana loyalitas konsumen terhadap merek denim regional dipengaruhi oleh kesadaran merek, kualitas produk, dan citra merek. Hasil studi ini diharapkan dapat dipertimbangkan oleh para pelaku industri fesyen, khususnya merek regional seperti Lea Jeans, ketika mengembangkan rencana pemasaran yang berfokus pada peningkatan loyalitas pelanggan secara berkelanjutan dan memperkuat daya saing produk regional di pasar nasional.

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Hereby we announce that the article entitled:

Analisis Kesadaran Merk, Kualitas Produk, dan Citra Merk terhadap Loyalitas Konsumen E-commerce pada Celana Lea Jeans

Submitted by:

Name : **Sulung Tohpati Sunarto, Lilik Indayani**

Institution : Universitas Muhammadiyah Sidoarjo

Title : **Analisis Kesadaran Merk, Kualitas Produk, dan Citra Merk terhadap Loyalitas Konsumen E-commerce pada Celana Lea Jeans**

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