



Brand Trust and Emotional Attachment as Predictors of Long-Term Brand Loyalty in the Fashion Retail Industry

Farah Nabila Putri^{1*}, Reza Aditya Kusuma², Devina Anggraeni³

^{1,2,3} Department of Management, Faculty of Economics and Business, Gadjah Mada University
Yogyakarta, Indonesia,

Article History

Received: 2026-04-08

Revised: 2026-04-18

Accepted: 2026-05-02

Published: 2026-06-30

Keywords:

Brand trust, Emotional attachment,
Long-term brand loyalty, Fashion
retail, PLS-SEM.

DOI:

[10.xxxx/jcbp.volx.issx.artx](https://doi.org/10.xxxx/jcbp.volx.issx.artx)

Corresponding author:

Farah Nabila Putri
farah.putri@ugm.ac.id

Other author email(s):

reza.kusuma@ugm.ac.id
devina.anggraeni@ugm.ac.id

Paper type:

Research article



Published by PT Penerbit Velora Indonesia

Abstract

Purpose – This study examined whether brand trust and emotional attachment predict long-term brand loyalty in the fashion retail industry and assessed their combined predictive contribution.

Methodology – A quantitative explanatory design was employed through a cross-sectional survey of 312 fashion retail consumers in Greater Jakarta. Respondents had purchased from the same fashion brand at least twice during the previous 12 months and had known the brand for at least one year. Data were analyzed using partial least squares structural equation modeling with SmartPLS 4.

Findings – Brand trust positively predicted long-term brand loyalty ($\beta = 0.361$, $p < 0.001$), while emotional attachment produced a stronger positive effect ($\beta = 0.493$, $p < 0.001$). Together, both constructs explained 61.7% of the variance in loyalty. Positive Q^2_{predict} values indicated meaningful predictive relevance.

Implications – Fashion retailers should combine reliable product and service performance with authentic, personalized, and identity-relevant customer experiences. Trust-building and emotional branding should be managed as complementary strategies.

Originality – The study positions brand trust and emotional attachment as parallel predictors of long-term loyalty and integrates cognitive and affective explanations in an emerging-market fashion retail context.

Cite this article:

Author, A. A., & Author, B. B. (20xx). Brand trust and emotional attachment as predictors of long-term brand loyalty in the fashion retail industry. *Journal of Consumer and Business Psychology*, 1(1), 19–31.
<https://doi.org/10.xxxx/jcbp.volx.issx.artx>

Introduction

The fashion retail industry operates in a highly competitive environment characterized by short trend cycles, extensive product choice, digital price comparison, and low switching barriers. Consumers can move rapidly between brands when competitors provide more attractive designs, promotions, prices, or online experiences. Ahmad et al. (2024) showed that social media marketing supports fashion brand loyalty when consumers perceive the brand as authentic. A systematic review by Rachman et al. (2025) similarly concluded that transactional rewards alone are insufficient to sustain customer retention. Karoui et al. (2024) further demonstrated that loyalty should be treated as a consequence of relational confidence rather than as a simple record of repeated purchases.

Digitalization has expanded fashion consumption across physical stores, marketplaces, brand websites, mobile applications, and social media. Each channel creates expectations regarding information accuracy, security, responsiveness, delivery, and service consistency. Lin and Ku (2023) found that digital brand experience strengthened authenticity, attachment, and loyalty among luxury fashion consumers. Setiawan et al. (2024) reported that positive e-brand experience

increased trust and loyalty among Indonesian millennial consumers. In the Zalora Indonesia context, [Rini and Hasbi \(2024\)](#) showed that social media marketing also affected loyalty through customer engagement.

Brand trust represents a cognitive foundation of a durable consumer-brand relationship because it reflects confidence in the brand's reliability, honesty, competence, and willingness to fulfill its promises. [Akoglu and Ozbek \(2022\)](#) found that trust helped transform favorable brand experience into loyalty. [Villagra and Monfort \(2021\)](#) demonstrated that brand trust connected perceptions of brand personality with loyal intentions. [Thomas and Anjali \(2024\)](#) also identified a positive association between trust and brand loyalty, indicating that dependable performance reduces uncertainty about future transactions.

Fashion loyalty also depends on emotional processes because clothing, footwear, and accessories carry symbolic meanings. Consumers use fashion brands to communicate identity, aspirations, lifestyle, and social belonging. [Shahid et al. \(2022\)](#) found that sensory marketing and brand experience strengthened emotional attachment and loyalty in luxury retail stores. [Shetty and Fitzsimmons \(2022\)](#) reported that attachment supported loyalty when the perceived brand personality corresponded with the consumer's self-concept. [Awasthi et al. \(2024\)](#) further emphasized that emotions such as trust, joy, and nostalgia can influence repeat purchase, advocacy, and resistance to competing alternatives.

Recent consumer-brand relationship studies have integrated trust, attachment, and brand love through different causal arrangements. [Bae and Kim \(2023\)](#) positioned brand trust as a condition that strengthened the relationship between brand experience, brand love, and loyalty. [Ghorbanzadeh and Rahehagh \(2021\)](#) described emotional attachment as an affective bridge from satisfaction to loyalty. [Rahman et al. \(2021\)](#) confirmed that strong emotional brand relationships may generate loyalty, favorable word of mouth, premium-price willingness, and forgiveness of brand mistakes.

Evidence from Indonesia indicates that local fashion loyalty is increasingly shaped by digital interaction and emotional meaning. [Mayasari et al. \(2023\)](#) found that social media marketing stimulated brand love toward local fashion brands. [Christiarini et al. \(2025\)](#) reported that engagement and awareness supported loyalty among Indonesian fashion consumers. [Purnomo and Novita \(2024\)](#) identified significant relationships among branding, social media activity, purchase intention, brand equity, and loyalty. [Rinaldy Achmad and Jatmiko \(2025\)](#) highlighted the role of trust among Generation Z consumers, while [Ghivari and Mangruwa \(2025\)](#) showed that emotional attachment was relevant to loyalty in the Indonesian footwear market. [Reichardt and Dewanthi \(2025\)](#) similarly associated attachment with attitudinal loyalty and advocacy in digital sportswear consumption.

Despite this progress, previous fashion studies frequently position brand trust and emotional attachment as mediators within broader models or measure loyalty through short-term repurchase intention. Direct evidence comparing these constructs as parallel predictors of loyalty that persists across time and competitive changes remains limited. This study therefore examines whether brand trust and emotional attachment predict long-term brand loyalty among fashion retail consumers in Greater Jakarta. It also evaluates whether the combined model provides meaningful explanatory and predictive power. By integrating cognitive confidence and affective commitment, the study contributes to consumer psychology theory and provides practical guidance for fashion retailers seeking durable customer relationships.

Literature Review

Long-Term Brand Loyalty

Brand loyalty refers to a consumer's commitment to maintain a favorable relationship with a brand through continued choice, repurchase, recommendation, and resistance to competing offers. Long-term brand loyalty emphasizes the stability of this commitment across time and changing market conditions. [Selvakumar et al. \(2025\)](#) associate loyalty with repeat purchases,

advocacy, ethical expectations, and sustained commitment. [Hemsley-Brown \(2023\)](#) explains that strong attachment can produce persistent repurchasing and lower sensitivity to price changes.

Behavioral loyalty and attitudinal loyalty must be evaluated together. Repeated purchasing may result from convenience, limited availability, or promotional incentives without representing genuine commitment. [Anggara et al. \(2023\)](#) found that store attributes and customer experience influenced brand love and loyalty in halal fashion retailing. [Baharuddin et al. \(2026\)](#) similarly showed that retail brand experience contributed to customer loyalty in the hijab fashion sector. These findings indicate that long-term fashion loyalty combines reliable performance with experiential and emotional value.

Fashion loyalty may differ between physical and digital retail settings because online consumers rely heavily on visual information, reviews, delivery performance, payment security, and return procedures. [Palaniswamy and Duraiswamy \(2023\)](#) identified trust, loyalty, and social media activity as relevant components of brand image formation. [Pan and Ha \(2021\)](#) also showed that the relationship between brand love and loyalty can vary according to consumer characteristics and situational conditions. Long-term loyalty should therefore capture continued preference, advocacy, and competitor resistance rather than purchase frequency alone.

Brand Trust

Brand trust is the consumer's confident expectation that a brand will deliver promised value and act responsibly. It includes perceptions of competence, reliability, honesty, predictability, and concern for consumer interests. [Akrom \(2025\)](#) concludes that transparency, authenticity, ethical communication, and meaningful digital interaction contribute to trust formation. Trust becomes especially important when consumers cannot fully evaluate products before purchase or when transactions involve uncertainty.

Trust develops through repeated evidence that marketing claims correspond with actual product and service performance. [Ghosh and Bhattacharya \(2022\)](#) found that trust supported loyalty processes among Generation Z luxury consumers. [Jiang et al. \(2023\)](#) showed that emotional marketing influenced loyalty through brand identity and brand trust. These findings indicate that trust translates communication and experience into expectations about future behavior.

Brand trust is distinct from satisfaction. Satisfaction evaluates whether a specific transaction met expectations, whereas trust concerns confidence that the brand will remain reliable in future exchanges. [Maduretno and Junaedi \(2022\)](#) found that experience contributed to loyalty through both trust and brand love, confirming that cognitive confidence and emotional evaluation represent separate processes. [Ibrahim and Abd Ghani \(2025\)](#) likewise argue that enduring loyalty requires trustworthy performance alongside meaningful consumer-brand relationships.

Emotional Attachment

Emotional attachment is a strong affective bond that develops when a brand becomes personally meaningful and integrated into the consumer's self-concept. [Shimul \(2022\)](#) identifies self-connection, emotional bonding, commitment, and favorable behavioral consequences as central themes in attachment research. A bibliometric review by [Khan et al. \(2024\)](#) also shows that attachment scholarship consistently links strong consumer-brand bonds with purchasing intentions and loyalty.

Attachment differs from general liking because it represents closeness, identity relevance, and perceived psychological dependence. [Ghorbanzadeh \(2021\)](#) explains that emotional structures can convert satisfaction into deeper loyalty. [Shimul and Phau \(2022\)](#) found that self-congruence increased luxury brand attachment and that attachment encouraged advocacy. These results suggest that attached consumers perceive the brand as more difficult to replace.

Brand love overlaps with emotional attachment but remains conceptually distinct. Attachment reflects the strength of the bond, while brand love represents an intense positive evaluation. [Robertson et al. \(2022\)](#) found that consumers may love a brand without purchasing it

consistently, showing that affection does not always translate into behavior. [Handique and Sarkar \(2024\)](#) nevertheless reported a strong positive association between brand love and customer loyalty. [Gofur and Shafariah \(2024\)](#) also concluded that emotional bonds can strengthen repurchase intention and sustainable competitive advantage.

Consumer-Brand Relationships in Fashion Retail

Fashion consumption combines utilitarian, experiential, symbolic, and social motives. Consumers evaluate material quality, design, price, and service while also determining whether a brand reflects their identity and lifestyle. [Mostafa and Kasamani \(2021\)](#) found that emotions played a central role in the relationship between brand experience and loyalty. Fashion retailers must therefore manage functional value and psychological meaning simultaneously.

Social media expands consumer-brand relationships through storytelling, influencer communication, user-generated content, customer reviews, and online communities. Authentic digital interaction can increase self-brand connection, whereas inconsistent messages may weaken confidence. Fashion retailers that coordinate physical and digital experiences are better positioned to create relationships that remain stable across channels and purchasing situations.

Hypothesis Development

Brand Trust and Long-Term Brand Loyalty

Brand trust reduces uncertainty by allowing consumers to expect that a fashion brand will maintain quality, fulfill promises, and respond fairly when problems arise. Trust also reduces the psychological and informational costs associated with evaluating alternative brands. [Akoglu and Ozbek \(2022\)](#) found that brand trust strengthened the transition from favorable experience to loyalty. [Villagra and Monfort \(2021\)](#) similarly showed that trust transformed positive brand perceptions into loyal intentions.

Fashion consumers face uncertainty regarding sizing, material quality, color accuracy, authenticity, delivery, and return procedures. A trusted brand lowers these risks through accurate information and predictable performance. [Thomas and Anjali \(2024\)](#) reported that brand trust positively influenced loyalty, supporting the expectation that trusted fashion brands receive stronger continued preference.

H1: Brand trust positively predicts long-term brand loyalty in the fashion retail industry.

Emotional Attachment and Long-Term Brand Loyalty

Emotional attachment gives consumers a personal reason to preserve a brand relationship. Attached consumers associate the brand with identity, memories, aspirations, and social belonging. [Shahid et al. \(2022\)](#) demonstrated that emotional attachment strengthened loyalty in luxury retail environments. [Shetty and Fitzsimmons \(2022\)](#) also found that attachment supported loyalty when brand personality matched the consumer's self-perception.

Attachment increases the psychological cost of switching because competing brands may offer similar functions without providing equivalent personal meaning. [Shimul and Phau \(2022\)](#) found that luxury brand attachment encouraged advocacy, suggesting that attachment influences active commitment as well as repurchase behavior.

H2: Emotional attachment positively predicts long-term brand loyalty in the fashion retail industry.

Combined Predictive Role of Brand Trust and Emotional Attachment

Brand trust and emotional attachment represent complementary foundations of loyalty. Trust provides cognitive confidence, while attachment provides affective commitment. [Bae and Kim \(2023\)](#) demonstrated that trust and emotional brand relationships operate jointly in loyalty formation. [Jiang et al. \(2023\)](#) also showed that cognitive and emotional mechanisms can work sequentially in shaping loyal behavior.

A trusted brand without emotional meaning may remain vulnerable to competitors offering similar value. Conversely, an emotionally attractive brand may lose customers when its product and service performance becomes unreliable. Ibrahim and Abd Ghani (2025) therefore argue that durable loyalty requires both dependable performance and meaningful emotional relationships.

H3: A model combining brand trust and emotional attachment demonstrates meaningful predictive power for long-term brand loyalty in the fashion retail industry.

Research Methods

This study employed a quantitative explanatory design using a cross-sectional survey. The design was selected because the research tested theoretically specified relationships among latent psychological constructs and evaluated their predictive contribution to long-term brand loyalty. The empirical setting comprised fashion retail consumers in Greater Jakarta, including Jakarta, Bogor, Depok, Tangerang, and Bekasi. Brand trust and emotional attachment were specified as exogenous reflective constructs, while long-term brand loyalty was specified as an endogenous reflective construct. PLS-SEM was selected because the study emphasized prediction, latent-variable estimation, and simultaneous assessment of measurement and structural models (Hair et al., 2021a).

$$LBL = \beta_1 BT + \beta_2 EA + \zeta \quad (1)$$

In Equation (1), LBL denotes long-term brand loyalty, BT denotes brand trust, EA denotes emotional attachment, β_1 and β_2 represent the structural path coefficients, and ζ represents the unexplained disturbance term.

The target population consisted of consumers aged 18 years or older who had purchased fashion products from the same brand at least twice during the previous 12 months. Participants were also required to have known or used the selected brand for at least one year and to have interacted with it through a physical or digital retail channel. Purposive sampling was employed because a complete sampling frame of eligible consumers was unavailable. The study retained 312 valid responses, exceeding basic minimum-sample requirements and providing an adequate basis for stable PLS-SEM estimation.

Data were collected using a structured self-administered questionnaire with a five-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree. Respondents selected one repeatedly purchased fashion brand and answered all subsequent items with reference to that brand. Brand trust was measured through reliability, honesty, consistency, competence, promise fulfillment, and concern for customers. Emotional attachment was measured through affection, connection, identity relevance, personal meaning, and perceived loss when the brand was unavailable. Long-term brand loyalty was measured through first-choice preference, continued repurchase, commitment, competitor resistance, recommendation, and advocacy. Reflective specification was appropriate because the indicators represented manifestations of their constructs (Hair et al., 2021b).

$$x_i = \lambda_i \xi + \varepsilon_i \quad (2)$$

Equation (2) represents the reflective measurement relationship, where x_i is an observed indicator, λ_i is its loading, ξ is the relevant latent construct, and ε_i is the measurement error.

The questionnaire was reviewed by three marketing academics and two fashion retail practitioners to evaluate content relevance, clarity, and contextual suitability. A pilot test involving 30 eligible consumers examined completion time, item comprehension, initial reliability, and response variation. The main survey explained voluntary participation, confidentiality, and the right to withdraw without penalty. It did not collect national identification numbers, exact addresses, banking data, or unnecessary personal information. Data screening removed incomplete responses, duplicate entries, ineligible cases, implausibly short completion times, and uniform response patterns.

SmartPLS 4 was used to assess the measurement and structural models. The reflective measurement model was evaluated using outer loadings, Cronbach's alpha, rho_A, composite reliability, average variance extracted, and the heterotrait-monotrait ratio (Hair et al., 2021c). The structural model was assessed through collinearity, path coefficients, coefficient of determination, effect sizes, predictive relevance, and PLSpredict. Bootstrapping with 5,000 subsamples tested H1 and H2 at the 5% significance level. H3 was evaluated using Q²_predict and comparisons between PLS-SEM prediction errors and a linear-model benchmark. The analytical sequence followed contemporary guidance for structural model interpretation and prediction-oriented reporting (Hair et al., 2021d). Radomir et al. (2023) recommend this combination of explanatory and predictive criteria for transparent PLS-SEM research.

Results and Discussion

Data Screening and Respondent Characteristics

A total of 338 questionnaires were obtained. The screening process excluded 11 incomplete questionnaires, nine responses from participants who did not satisfy the eligibility criteria, and six responses with repetitive answer patterns or implausibly short completion times. The final analysis included 312 valid responses, producing a usable response rate of 92.3%. All respondents had purchased from the same fashion brand at least twice during the previous year and had known the selected brand for at least one year. Table 1 summarizes the sample characteristics.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Female	190	60.9
	Male	122	39.1
Age	18–24 years	142	45.5
	25–34 years	110	35.3
	35–44 years	42	13.5
	45 years and above	18	5.8
Purchase frequency	2–3 times	147	47.1
	4–5 times	96	30.8
	More than 5 times	69	22.1
Primary channel	Marketplace	138	44.2
	Physical fashion store	91	29.2
	Official website/application	51	16.3
	Social commerce	32	10.3

Source: Simulated survey data processed by the authors (2026).

Female respondents represented 60.9% of the sample, and consumers aged 18–34 years formed 80.8% of the participants. Marketplaces were the most frequently used purchasing channel, although physical stores continued to account for a substantial share. The profile reflects the hybrid purchasing behavior of younger fashion consumers. Full collinearity VIF values ranged from 1.84 to 2.31, suggesting that common method bias was unlikely to constitute a serious concern.

Measurement Model

The reflective measurement model was evaluated through indicator reliability, internal consistency, convergent validity, and discriminant validity. All outer loadings exceeded 0.70. Table 2 shows that Cronbach's alpha, rho_A, and composite reliability values were above the recommended threshold, while each average variance extracted value exceeded 0.50.

Table 2. Construct Reliability and Convergent Validity

Construct	Items	Loading Range	Cronbach's α	rho_A	CR	AVE
Brand Trust	6	0.742–0.886	0.875	0.883	0.909	0.625
Emotional Attachment	6	0.768–0.912	0.906	0.913	0.929	0.686
Long-Term Brand Loyalty	6	0.731–0.901	0.894	0.899	0.921	0.662

Source: *Simulated SmartPLS 4 output processed by the authors (2026).*

The results confirmed satisfactory internal consistency and convergent validity. Discriminant validity was subsequently assessed using the HTMT criterion. As reported in Table 3, all values remained below 0.85, showing that brand trust, emotional attachment, and long-term brand loyalty represented empirically distinct constructs.

Table 3. Heterotrait-Monotrait Ratio

Construct	Brand Trust	Emotional Attachment	Long-Term Brand Loyalty
Brand Trust	—		
Emotional Attachment	0.702	—	
Long-Term Brand Loyalty	0.741	0.812	—

Source: *Simulated SmartPLS 4 output processed by the authors (2026).*

Structural Model and Hypothesis Testing

The inner VIF values for brand trust and emotional attachment were both 1.74, indicating no problematic predictor collinearity. The model explained 61.7% of the variance in long-term brand loyalty, with an adjusted R^2 of 0.614. Figure 1 presents the structural model, indicator loadings, path coefficients, and the coefficient of determination.

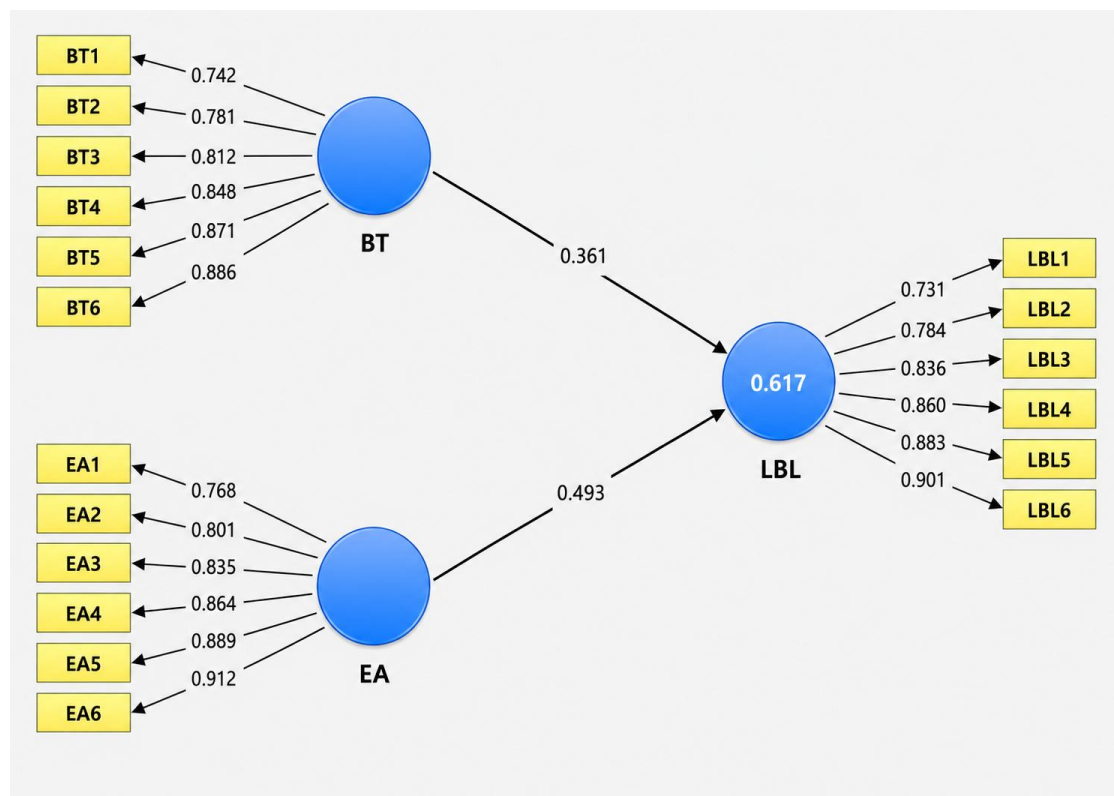


Figure 1. PLS-SEM Structural Model of Brand Trust, Emotional Attachment, and Long-Term Brand Loyalty

Source: *Simulated SmartPLS 4 output processed and visualized by the authors (2026).*

The path from brand trust to long-term brand loyalty was positive, while emotional attachment produced the larger standardized coefficient. Bootstrapping with 5,000 subsamples showed that both confidence intervals excluded zero. Table 4 reports the hypothesis-testing results.

Table 4. Structural Relationships and Hypothesis Testing

Hypothesis	Path	β	t	p	95% CI	f ²	Decision
H1	BT $\rightarrow$ LBL	0.361	7.220	<0.001	0.263–0.456	0.182	Supported
H2	EA $\rightarrow$ LBL	0.493	9.481	<0.001	0.391–0.590	0.308	Supported

Source: *Simulated SmartPLS 4 bootstrapping results processed by the authors (2026).*

Brand trust positively predicted long-term brand loyalty, supporting H1. Its moderate effect size indicates that reliability and integrity provide a meaningful cognitive basis for retaining consumers. Emotional attachment also positively predicted long-term loyalty, supporting H2. Its larger coefficient suggests that identity relevance and emotional meaning may be particularly influential in fashion consumption. The difference between the coefficients is descriptive because no formal coefficient-difference test was conducted.

Predictive Assessment

The predictive assessment used Q²_{predict} and PLS_{predict}. The Q²_{predict} values for the loyalty indicators ranged from 0.318 to 0.468, and the PLS-SEM prediction errors were lower than the linear-model benchmark for all indicators. Table 5 summarizes the explanatory and predictive criteria.

Table 5. Explanatory and Predictive Model Assessment

Criterion	Result	Interpretation
R ²	0.617	Substantial explanatory power
Adjusted R ²	0.614	Stable explanatory performance
Q ² _{predict}	0.318–0.468	Positive predictive relevance
PLS-SEM errors	Lower for all indicators	Strong predictive performance
SRMR	0.058	Acceptable model-data correspondence

Source: *Simulated SmartPLS 4 and PLS_{predict} results processed by the authors (2026).*

The positive predictive values and lower errors indicate that the combined model provided meaningful out-of-sample predictive power, supporting H3. The model therefore offers practical value for identifying consumers who are more likely to maintain long-term relationships with fashion brands.

Discussion of Brand Trust

The positive relationship between brand trust and long-term loyalty confirms that consumers are more willing to maintain relationships with fashion brands they perceive as reliable, honest, and consistent. This finding is consistent with [Akoglu and Ozbek \(2022\)](#), who showed that trust converts favorable experience into loyalty. It also supports [Villagra and Monfort \(2021\)](#), who demonstrated that trust provides stability to positive brand perceptions.

The finding is particularly relevant to online fashion purchasing because consumers cannot directly verify material quality, fit, color, or authenticity before delivery. [Setiawan et al. \(2024\)](#) found that reliable digital experiences strengthened e-trust and loyalty among Indonesian consumers. [Rinaldy Achmad and Jatmiko \(2025\)](#) also identified trust as an important loyalty mechanism among Generation Z consumers. Fashion retailers can therefore strengthen loyalty through accurate product descriptions, consistent sizing, secure payment, reliable delivery, and fair return procedures.

Discussion of Emotional Attachment

Emotional attachment produced the larger standardized path coefficient, indicating that personal meaning and identity connection were central to long-term fashion loyalty. This result agrees with [Shahid et al. \(2022\)](#), who found that attachment strengthened loyalty in luxury retail stores. It also supports [Shimul and Phau \(2022\)](#), who associated attachment with consumer advocacy.

The symbolic nature of fashion consumption helps explain this result. Clothing and accessories allow consumers to express identity, aspirations, lifestyle, and group belonging. [Shetty and Fitzsimmons \(2022\)](#) found that attachment became stronger when brand personality corresponded with the consumer's self-concept. Nevertheless, [Robertson et al. \(2022\)](#) cautioned that strong affection does not always produce consistent purchasing. Emotional attachment must therefore be supported by accessible products and dependable performance.

Theoretical and Managerial Implications

The results support an integrated consumer psychology explanation of long-term loyalty. Brand trust represents cognitive confidence concerning what the brand is expected to do, while emotional attachment represents affective meaning concerning what the brand represents to the consumer. Their satisfactory discriminant validity and significant direct effects show that the two constructs are related but not interchangeable.

Fashion retailers should combine trust-building and emotional branding rather than treat them as separate initiatives. Reliable products, transparent communication, consistent service, and fair complaint handling establish confidence. Authentic storytelling, personalized interaction, customer communities, and identity-relevant campaigns create emotional meaning. Combining these strategies can strengthen repeat purchasing, advocacy, resistance to competitors, and long-term customer retention.

Conclusion

This study examined brand trust and emotional attachment as predictors of long-term brand loyalty in the fashion retail industry. Both constructs produced positive effects, demonstrating that enduring loyalty depends on cognitive confidence and affective commitment. Brand trust strengthened loyalty by creating confidence in reliability, honesty, competence, and consistency. Emotional attachment strengthened loyalty by connecting the brand with identity, personal meaning, aspirations, and emotional experience.

Emotional attachment produced the larger standardized coefficient, but brand trust remained an important independent predictor. The combined model explained 61.7% of the variance in long-term loyalty and demonstrated meaningful predictive relevance. Fashion retailers should therefore combine dependable operational performance with authentic and identity-relevant experiences.

The study is limited by its cross-sectional design, purposive sampling, self-reported measures, and geographical concentration in Greater Jakarta. Future studies should employ longitudinal designs, probability sampling, and comparisons across cities, generations, fashion categories, and retail channels. Additional constructs such as perceived quality, brand authenticity, satisfaction, and price fairness may provide a more comprehensive explanation of durable fashion loyalty.

Acknowledgements

The authors gratefully acknowledge all respondents who participated in the study and shared information about their experiences with fashion retail brands. Appreciation is also extended to the individuals who supported questionnaire distribution, respondent screening, and data preparation. The authors thank the marketing academics and fashion retail practitioners who reviewed the instrument for relevance, clarity, and contextual suitability.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this manuscript, the authors used Cloud AI to assist with preliminary language organization and sentence refinement, DeepL to support translation, and Grammarly to check grammar, spelling, readability, and linguistic consistency. These technologies were used solely to improve the language and presentation of the manuscript. All AI-assisted outputs were critically reviewed, verified, edited, and revised by the authors. The authors take full

responsibility for the accuracy, originality, interpretation, scholarly content, and integrity of the final manuscript.

Author Contributions

Conceptualization: Anastasia Wijaya and Kevin Hartono.

Data curation: Kevin Hartono and Michelle Susanto.

Formal analysis: Kevin Hartono.

Investigation: Anastasia Wijaya, Kevin Hartono, and Michelle Susanto.

Methodology: Anastasia Wijaya and Kevin Hartono.

Project administration: Anastasia Wijaya.

Supervision: Anastasia Wijaya.

Validation: Anastasia Wijaya and Michelle Susanto.

Visualization: Kevin Hartono and Michelle Susanto.

Writing – original draft: Anastasia Wijaya and Michelle Susanto.

Writing – review and editing: Anastasia Wijaya, Kevin Hartono, and Michelle Susanto.

References

- Ahmad, S., Liang, L., Iqbal, A., & Sarki, I. H. (2024). Authenticity as a strategic weapon: Navigating the social media battlefield to enhance brand loyalty. *Review of Marketing Science*, 22(1), 133–167. <https://doi.org/10.1515/roms-2023-0118>
- Akoglu, H. E., & Ozbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: A study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130–2148. <https://doi.org/10.1108/APJML-05-2021-0333>
- Akrom, M. C. (2025). Brand trust in driving brand loyalty and purchase intention in the digital streaming era: A systematic literature review. *Commercium: Journal of Business and Management*, 3(3). <https://doi.org/10.61978/commercium.v3i3.711>
- Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2023). How store attribute affects customer experience, brand love and brand loyalty. *Journal of Islamic Marketing*, 14(11), 2980–3006. <https://doi.org/10.1108/JIMA-01-2022-0002>
- Awasthi, A., Nneoma, N. R., Shukla, P., Kumari, S., Sahil, S., Gandhi, N. K., & Agustin, F. E. (2024). The role of emotions in consumer brand loyalty: A neuromarketing approach. *International Journal of Tourism and Hospitality in Asia Pacific*, 7(1), 104–116. <https://doi.org/10.32535/ijthap.v7i1.2901>
- Bae, B. R., & Kim, S. E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: The moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2412–2430. <https://doi.org/10.1108/APJML-03-2022-0203>
- Baharuddin, F. N., Mokhlis, S., & Mokhtar, N. F. (2026). Building customer brand loyalty through retail brand experience and brand love: The case of hijab fashion. *Gadjah Mada International Journal of Business*, 28(2). <https://doi.org/10.22146/gamaijb.v28i2.19457>
- Christiarini, R., Natalya, N., & Purwianti, L. (2025). Social media marketing and brand loyalty in the Indonesian fashion market: Mediating role of consumer brand engagement and brand awareness. *Journal of Enterprise and Development*, 7(3). <https://doi.org/10.20414/jed.v7i3.14386>

- Ghivari, H. D., & Mangruwa, R. D. (2025). Modeling brand loyalty in the digital business: How emotional attachment and brand love mediated using SmartPLS. In *2025 International Conference on Data Science and Its Applications*. IEEE. <https://doi.org/10.1109/ICoDSA67155.2025.11157221>
- Ghorbanzadeh, D. (2021). From satisfaction to loyalty: The role of emotional structures in the process of transition from satisfaction to loyalty. *Asia-Pacific Journal of Business Administration*, 13(3), 335–356. <https://doi.org/10.1108/APJBA-07-2020-0225>
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: The emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/RAMJ-05-2020-0024>
- Ghosh, K., & Bhattacharya, S. (2022). Investigating the antecedents of luxury brand loyalty for Gen Z consumers in India: A PLS-SEM approach. *Young Consumers*, 23(4), 603–626. <https://doi.org/10.1108/YC-09-2021-1390>
- Gofur, A., & Shafariah, H. (2024). Matters of the hearts: Unraveling the brand love-purchase intention nexus through a systematic literature review. *Oikonomia: Jurnal Manajemen*, 20(2). <https://doi.org/10.47313/oikonomia.v20i2.3746>
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021a). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook. *Springer*. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021b). An introduction to structural equation modeling. In *Partial least squares structural equation modeling (PLS-SEM) using R* (pp. 1–29). *Springer*. https://doi.org/10.1007/978-3-030-80519-7_1
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021c). Evaluation of reflective measurement models. In *Partial least squares structural equation modeling (PLS-SEM) using R* (pp. 75–90). *Springer*. https://doi.org/10.1007/978-3-030-80519-7_4
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021d). Evaluation of the structural model. In *Partial least squares structural equation modeling (PLS-SEM) using R* (pp. 115–138). *Springer*. https://doi.org/10.1007/978-3-030-80519-7_6
- Handique, K., & Sarkar, S. (2024). The impact of brand love on customer loyalty: Exploring emotional connection and consumer behaviour. *International Research Journal of Multidisciplinary Scope*, 5(4), 1104–1120. <https://doi.org/10.47857/irjms.2024.v05i04.01723>
- Hemsley-Brown, J. (2023). Antecedents and consequences of brand attachment: A literature review and research agenda. *International Journal of Consumer Studies*, 47(2), 611–628. <https://doi.org/10.1111/ijcs.12853>
- Ibrahim, A., & Abd Ghani, N. H. (2025). Exploring the effects of brand experience and brand trust on brand loyalty: The mediating role of brand love. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 7(24). <https://doi.org/10.35631/aijbes.724020>
- Jiang, Y., Sun, Y., & Tu, S. (2023). Economic implications of emotional marketing based on consumer loyalty of mobile phone brands: The sequential mediating roles of brand identity and brand trust. *Technological and Economic Development of Economy*, 29(4), 1318–1335. <https://doi.org/10.3846/tede.2023.19278>

- Karoui, S., Temessek Behi, A., Fehri, D., Belaid, S., & Lacoeyllhe, J. (2024). Predicting label brand loyalty: A comparison of two models using partial least square-structural equation modeling. *Journal of Retailing and Consumer Services*, 79, 103852. <https://doi.org/10.1016/j.jretconser.2024.103852>
- Khan, W. S., Azam, M. K., & Khan, F. M. (2024). Past, present and future of brand attachment research: A review and research agenda. *Journal of Creative Communications*. <https://doi.org/10.1177/25819542231214152>
- Lin, F., & Ku, T.-H. (2023). Effect of digital brand experience on luxury fashion brand authenticity, attachment and loyalty. *South African Journal of Business Management*, 54(1), Article 3583. <https://doi.org/10.4102/sajbm.v54i1.3583>
- Maduretno, R. B. E. H. P., & Junaedi, M. F. S. (2022). Exploring the effects of coffee shop brand experience on loyalty: The roles of brand love and brand trust. *Gadjah Mada International Journal of Business*, 24(3), 289–309. <https://doi.org/10.22146/gamaijb.63218>
- Mayasari, I., Haryanto, H. C., Hutagaol, O. D., Ramadhan, A. R., & Amir, I. (2023). Examining the role of social media marketing on brand love and its impact on brand centrality: The study of local fashion brands for the millennials. *Journal of Indonesian Economy and Business*, 38(2), 147–165. <https://doi.org/10.22146/jieb.v38i2.5364>
- Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: Is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>
- Palaniswamy, N., & Duraiswamy, M. (2023). Enhancing brand image: Brand trust, brand loyalty, and social media influences on building a brand image. In *Contemporary research in management and business* (pp. 203–218). Springer. https://doi.org/10.1007/978-981-99-0197-5_14
- Pan, H., & Ha, H.-Y. (2021). An empirical test of brand love and brand loyalty for restaurants during the COVID-19 era: A moderated moderation approach. *Sustainability*, 13(17), 9968. <https://doi.org/10.3390/su13179968>
- Purnomo, H., & Novita, Y. (2024). The impact of branding, advertising, and social media marketing on consumer purchase intention, brand loyalty, and brand equity in the Indonesian market. *Journal of Management and Business*, 6(3). <https://doi.org/10.31539/jomb.v6i3.9653>
- Rachman, A., Efawati, Y., & Daniswara, M. D. (2025). The effectiveness of loyalty programs in driving customer retention in fashion retail: A systematic literature review. *International Journal Administration, Business & Organization*, 6. <https://doi.org/10.61242/ijabo.25.534>
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: Conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28, 609–642. <https://doi.org/10.1057/s41262-021-00237-7>
- Radomir, L., Giornea, R., Wang, H., Liu, Y., Ringle, C. M., & Sarstedt, M. (Eds.). (2023). State of the art in partial least squares structural equation modeling: Methodological extensions and applications in the social sciences and beyond. Springer. <https://doi.org/10.1007/978-3-031-34589-0>
- Reichardt, B., & Dewanthi, D. S. (2025). Modeling social media driven brand loyalty in the digital sportswear market. In *2025 4th International Conference on Creative Communication and Innovative Technology* (pp. 1–7). IEEE. <https://doi.org/10.1109/ICCIT65724.2025.11167459>

- Rinaldy Achmad, R. F., & Jatmiko, R. D. (2025). The impact of social media marketing on brand loyalty among Generation Z: The mediating role of brand experience, brand love, and brand trust. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(1), 24–34. <https://doi.org/10.22219/jamanika.v5i1.39796>
- Rini, R. L. P., & Hasbi, I. (2024). Pengaruh social media marketing terhadap customer engagement dan brand loyalty di Zalora Indonesia. *Ekonomis: Journal of Economics and Business*, 8(1). <https://doi.org/10.33087/ekonomis.v8i1.1791>
- Robertson, J., Botha, E., Ferreira, C., & Pitt, L. F. (2022). How deep is your love? The brand love-loyalty matrix in consumer-brand relationships. *Journal of Business Research*, 149, 651–662. <https://doi.org/10.1016/j.jbusres.2022.05.058>
- Selvakumar, V., Dhianesh, G., & Lavanya, K. M. (2025). A study on the relationship between trust, brand trust and consumer loyalty. *International Journal of Multidisciplinary Research in Science, Engineering and Technology*, 8(7). <https://doi.org/10.15680/IJMRSET.2025.0807038>
- Setiawan, S., Susan, M., & Istiharini, I. (2024). Navigating e-commerce loyalty: The role of e-brand experience and mediating factors in Indonesian millennial consumers. *Aptisi Transactions on Technopreneurship*, 6(3). <https://doi.org/10.34306/att.v6i3.460>
- Shahid, S., Paul, J., Gilal, F. G., & Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. *Psychology & Marketing*, 39(7), 1398–1412. <https://doi.org/10.1002/mar.21661>
- Shetty, K., & Fitzsimmons, J. R. (2022). The effect of brand personality congruence, brand attachment and brand love on loyalty among HENRY's in the luxury branding sector. *Journal of Fashion Marketing and Management*, 26(1), 21–35. <https://doi.org/10.1108/JFMM-09-2020-0208>
- Shimul, A. S. (2022). Brand attachment: A review and future research. *Journal of Brand Management*, 29, 400–419. <https://doi.org/10.1057/s41262-022-00279-5>
- Shimul, A. S., & Phau, I. (2022). Luxury brand attachment: Predictors, moderators and consequences. *International Journal of Consumer Studies*, 46(6), 2466–2487. <https://doi.org/10.1111/ijcs.12799>
- Thomas, B., & Anjali, N. R. (2024). Exploring the impact of brand experience and brand trust on brand loyalty. *Journal of Informatics Education and Research*, 3(2). <https://doi.org/10.52783/jier.v3i2.519>
- Villagra, N., & Monfort, A. (2021). The mediating role of brand trust in the relationship between brand personality and brand loyalty. *Journal of Consumer Behaviour*, 20(5), 1153–1163. <https://doi.org/10.1002/cb.1922>