

Building Fashion Customer Loyalty through Brand Awareness and Social Media Marketing: The Mediating Role of Brand Trust and Moderating Brand Reputation

Elya Surya Nugraha^{1*)}; Nur Laili Fikriah²⁾

¹⁾ elyasurya57@gmail.com, Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia

²⁾ nurlailifikriah31@uin-malang.ac.id, Universitas Islam Negeri Maulana Malik Ibrahim, Malang, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: This study examines how Brand Awareness and Social Media Marketing influence Brand Loyalty among Uniqlo consumers in Indonesia by investigating the mediating role of Brand Trust and the moderating role of Brand Reputation. The study also addresses the empirical inconsistency regarding the direct and moderating roles of Brand Reputation in developing customer loyalty within the fashion retail industry.

Methodology: This study employed a quantitative explanatory survey using a purposive sampling technique. The respondents consisted of 250 Uniqlo consumers in Indonesia who had purchased Uniqlo products at least twice through online or offline channels. Data were collected using a structured online questionnaire distributed through Google Forms and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.

Finding: Results show that brand awareness has a direct positive impact on brand loyalty as well as an indirect impact via brand trust. Similarly, social media marketing has a direct effect on brand loyalty through brand trust. Brand Trust turned out to be the strongest predictor of Brand Loyalty. Additionally, it was found that brand reputation had a negative effect on brand loyalty but a positive moderating effect on the relation between brand trust and brand loyalty.

Conclusion: The findings demonstrate that Brand Trust is the central mechanism linking Brand Awareness and Social Media Marketing to Brand Loyalty. While Brand Reputation alone does not directly enhance customer loyalty, it reinforces the positive influence of Brand Trust on Brand Loyalty. Therefore, fashion retailers should prioritize strategies that strengthen consumer trust through consistent product quality, transparent communication, and meaningful customer engagement while maintaining a favorable Brand Reputation to support long-term customer loyalty.

Keywords: Brand Awareness; Social Media Marketing; Brand Trust; Brand Loyalty; Brand Reputation.

Submitted: 01-12-2025

Revised: 04-08-2026

Accepted: 05-08-2026

Article DOI:

http://dx.doi.org/10.22441/jurnal_mix.2026.v16i2.022

INTRODUCTION

Beyond elegance and aesthetics, fashion encompasses cultural identity, reflects dynamic social changes, and influences the evolution of societal culture and values (Tiwari et al., 2024). Such evolution impacts marketing, specifically consumer behavior, and how brands connect with their customers (Suherlan, 2023). Building brand loyalty through customer engagement has become a strategic necessity for fashion retailers seeking sustainable competitive advantage in increasingly competitive markets (Cheung et al., 2021). Furthermore, the digital revolution of the fashion retail business has changed consumer interaction with brands to the extent that consumer loyalty is no longer based on product features but rather depends on cognitive evaluation, digital interactions, trust, and credibility of the company. Accordingly, this study adopts an integrated theoretical perspective by combining the Theory of Planned Behavior (TPB) with Customer Based Brand Equity (CBBE), Relationship Marketing Theory, Commitment Trust Theory, and Social Media Engagement Theory to explain the mechanisms underlying Brand Loyalty among Uniqlo consumers in Indonesia.

Consumer emotional commitment to a brand, together with repeated purchasing behavior, represents the essence of Brand Loyalty (Ghifary, 2024). Brand Loyalty has become increasingly important in the fashion retail industry because consumers are continuously exposed to rapidly changing trends, intense competition, and numerous domestic and international brand alternatives (Aiolfi and Sabbadin, 2019). Although industry reports indicate that customer retention in fashion retail remains relatively challenging, with retention rates averaging approximately 65%, these figures should be interpreted as contextual evidence rather than as theoretical justification (Brand Loyalty Statistics, 2025). Likewise, reports showing declining loyalty across generational cohorts including Generation Z illustrate the practical challenges faced by fashion retailers but do not sufficiently explain the psychological mechanisms that drive long-term customer loyalty (Signed, 2025). Therefore, understanding how loyalty is developed and sustained requires stronger theoretical and empirical explanations beyond descriptive industry statistics.

One of the primary objectives of marketing is to establish strong Brand Equity by enhancing consumers' Brand Awareness (Keller, 1993). Brand Awareness allows consumers to identify, remember and distinguish a brand from its competitors, which increases chances of purchase and loyalty towards the brand. However, results of previous research conducted empirically on the link between Brand Awareness and Brand Loyalty are ambiguous. While several studies report a significant positive relationship (Bilgin, 2018; Lee & Jee, 2016; Su & Chang, 2018), other studies argue that Brand Awareness alone is insufficient to generate sustained loyalty because consumers may recognize a brand without developing meaningful trust or long-term commitment (Sousa et al., 2025; Gonda et al., 2020). These inconsistent findings indicate that additional psychological mechanisms may intervene in transforming Brand Awareness into Brand Loyalty.

The Indonesian fashion retail market provides a particularly relevant context for investigating this issue. According to the Top Brand Index (2025), Uniqlo achieved the highest brand awareness among fashion retailers, recording a Top Brand Index score of 47.7%, substantially exceeding several competing brands. Despite this strong market position, the Indonesian fashion industry remains characterized by dynamic consumer preferences, rapid trend changes, and intense digital competition. High Brand Awareness therefore does not necessarily guarantee long-term Brand Loyalty, particularly among Generation Z consumers who actively compare brands, seek social influence, and frequently switch preferences through digital platforms (Theocharis, 2025). This contextual condition raises an important question

regarding the mechanisms through which highly recognized fashion brands such as Uniqlo are able to transform awareness into sustainable customer loyalty.

Yet another unanswered question is that of the impact of Social Media Marketing on customer loyalty. In spite of social media being one of the leading means of communication for fashion retailers, earlier empirical research yielded inconclusive results. Several studies conclude that Social Media Marketing directly strengthens Brand Loyalty by increasing customer engagement and interaction, whereas other studies suggest that social media primarily creates temporary engagement without necessarily encouraging long-term loyalty (Ngo et al., 2024; Florida et al., 2025). These mixed findings suggest that the effectiveness of Social Media Marketing in fostering customer loyalty depends on consumers' trust in the brand rather than on social media activities alone.

To address these empirical inconsistencies, this study positions Brand Trust as the key psychological mechanism that translates Brand Awareness and Social Media Marketing into Brand Loyalty. Furthermore, this research introduces Brand Reputation as a moderating variable because previous studies have reported inconsistent evidence regarding its role in customer loyalty. While Brand Reputation is frequently associated with higher customer loyalty, emerging evidence suggests that reputation does not always exert a direct influence on loyalty but instead strengthens consumers' evaluations when trust has already been established (Ali, 2022). Therefore, analyzing Brand Reputation as a moderator, as opposed to just an antecedent, gives a more thorough understanding of customer loyalty in the Indonesian fashion retail sector. Given the above empirical inconsistencies and contextual problems, the research questions that this study aims to answer include the following:

- RQ1. Is Brand Awareness a significant determinant of Brand Loyalty among Uniqlo customers in Indonesia?
- RQ2. Is Social Media Marketing a significant determinant of Brand Loyalty among Uniqlo customers in Indonesia?
- RQ3. Is Brand Trust a mediator of the effects of Brand Awareness and Social Media Marketing on Brand Loyalty?
- RQ4. Is Brand Reputation a moderator of the effect of Brand Trust on Brand Loyalty?

This research adds value to the marketing body of knowledge through the application of Customer Based Brand Equity Theory, Relationship Marketing Theory, Commitment Trust Theory, Social Media Engagement Theory, and Theory of Planned Behavior to explore the concept of customer loyalty in the fashion retail industry of Indonesia, with special focus on customers of Uniqlo.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

According to the Theory of Planned Behavior (TPB), behavior is determined by behavioral intention, which is jointly influenced by attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of branding, these three components explain how consumers develop favorable evaluations of a brand, respond to social influences, and build confidence in their purchasing decisions, ultimately shaping Brand Loyalty (Ajzen, 1991; Fauzi and Evanita, 2024). But TPB theory alone is not adequate enough to explain the entire process of customer loyalty in the fashion retail sector. Hence, in order to enhance the theoretical basis of the proposed research model, TPB will be combined with CBBE, Relationship Marketing Theory, Commitment Trust Theory, and Social Media Engagement Theory.

Within this integrated framework, Brand Awareness represents consumers' cognitive evaluation of a brand and contributes to favorable attitudes toward purchasing Uniqlo products. Consistent with Customer Based Brand Equity (CBBE), stronger Brand Awareness enhances consumers' perceptions of brand value, thereby strengthening Brand Trust and Brand Loyalty (Keller, 1993; Keller and Swaminathan, 2019). Social Media Marketing corresponds to the subjective norms component of TPB because consumers are influenced by online interactions, electronic word of mouth, and recommendations shared through social media. Supported by Social Media Engagement Theory, these interactions strengthen Brand Trust by enhancing customer engagement and relationship quality (Gangi, 2016).

Brand Trust is based on the consumer's belief in the reliability of a particular brand. The same mechanism, according to TPB, increases the perception of behavioral control, whereas Commitment Trust Theory states that trust is the main factor that creates customer relationships (Hunt, 1994). Consequently, Brand Trust serves as the key psychological mechanism through which Brand Awareness and Social Media Marketing are translated into Brand Loyalty (Walean et al., 2025). Brand Loyalty represents the final behavioral outcome of consumers' attitudes, social influences, and trust building processes. Meanwhile, although Brand Reputation is not an original construct of TPB, it functions as an external contextual factor that reinforces the positive influence of Brand Trust on Brand Loyalty by increasing consumers' confidence in the brand's credibility (Shafiq, 2023). This moderating role is also consistent with Relationship Marketing Theory, which emphasizes organizational credibility in sustaining long-term customer relationships.

Thus, the combination of TPB with Customer-Based Brand Equity, Social Media Engagement Theory, Commitment-Trust Theory, and Relationship Marketing Theory provides an overall understanding of the relationship between Brand Awareness, Social Media Marketing, Brand Trust, and Brand Reputation that form Brand Loyalty in Uniqlo's Indonesian consumers.

Brand Loyalty

Recognized as a crucial asset for a firm's marketing and branding strategy, brand loyalty fundamentally represents the emotional attachment consumers have developed toward that brand (Wantini and Yudiana, 2021). Loyal customers demonstrate a willingness to purchase products from a firm even when there are competing firms with cheaper and/or better quality products (Sadek, 2018). The presence of customer loyalty signifies a firm's possession of a robust brand and an entrenched competitive advantage in the market. For example, Oliver (1999) defines loyalty as consumers' commitment to continue purchasing the same brand over time despite the presence of competing alternatives, aggressive marketing efforts, situational influences, or superior products and services offered by competitors. This is akin to the definition of brand loyalty provided by Reichheld and Teal (1996) where loyalty is seen as commitment to a brand by the customer. Increased self-image of the consumer due to the brand is what Eskafi, Hosseini, and Yazd (2013) describe as brand loyalty and it is initiated by an overwhelming service. Dick and Basu (1994) elaborated on a definition of loyalty as the customer's attitudinal and behavioral ties to the brand and the purchase time frame. Expanding on this definition, brand loyalty is fundamentally composed of two main elements: consumer attitude and repeated behavior. Oliver (1999) describes attitudinal loyalty as consumers' intention to continue buying the same brand coupled with their willingness to pay more for it. Behavioral loyalty, meanwhile, represents the consumer's persistent commitment to repeatedly purchase the same brand with unchanged frequency, even in the face of external circumstances that could influence their buying behavior (Oliver, 1999; Hemsley-Brown and Alnawas, 2016).

Brand Awareness

Brand Awareness refers to consumers' ability to recognize and recall a particular brand when making purchasing decisions (Kotler and Keller, 2019; Keller and Swaminathan, 2019). Within the Customer Based Brand Equity (CBBE) framework, Brand Awareness represents the first stage of building brand equity because consumers cannot develop trust or loyalty toward a brand they fail to recognize (Keller, 1993). Higher brand awareness enhances consumers' familiarity with the brand, reduces perceived uncertainty, and encourages more favorable evaluations, ultimately strengthening consumers' commitment to the brand over time. Previous empirical studies consistently demonstrate that Brand Awareness positively influences Brand Trust and Brand Loyalty, although the magnitude of these relationships varies across industries and consumer segments (Lee and Jee, 2016; Kim and Petrick, 2018; Tran et al., 2019). In Indonesia's highly competitive fashion retail market, where consumers are exposed to numerous domestic and international brands, Brand Awareness becomes an essential cognitive foundation for developing customer loyalty toward Uniqlo.

Social Media Marketing

Social Media Marketing (SMM) refers to strategic marketing activities conducted through social media platforms to create interactive communication, disseminate brand-related content, and strengthen customer relationships (Setiawati et al., 2022; Fauzi and Evanita, 2024). In contrast to conventional promotional channels, social media provides an interactive communication environment that encourages consumers to exchange experiences, post reviews, share content, and interact directly with brands, thereby fostering stronger consumer brand relationships. According to Social Media Engagement Theory, continuous interaction between consumers and brands enhances customer engagement, strengthens relationship quality, and builds emotional attachment, ultimately increasing Brand Trust and Brand Loyalty (Mardhatilah et al., 2024). Previous studies generally report that effective Social Media Marketing positively affects Brand Trust and Brand Loyalty, although several studies indicate inconsistent findings depending on industry characteristics and consumer behavior (Ngo et al, 2024; Florida et al. 2025). Accordingly, Social Media Marketing is viewed as an important mechanism for strengthening consumer brand relationships in Indonesia's fashion retail industry, particularly among Uniqlo consumers who rely on digital platforms to obtain product information before making purchase decisions.

Brand Trust

Brand Trust refers to consumers' confidence that a brand consistently delivers its promised quality, reliability, and value (Atalay et al., 2022; Chen et al., 2020). Commitment Trust Theory (Hunt, 1994) identifies trust as the central element for establishing successful long-term relationships between firms and customers. Consumers who trust a brand are more willing to maintain long term relationships, reduce perceived purchase risk, and demonstrate stronger commitment despite competitive alternatives (Mardhatilah et al., 2024). Consequently, Brand Trust is widely recognized as the primary psychological mechanism through which Brand Awareness and Social Media Marketing are translated into Brand Loyalty (Walean et al., 2025). Numerous empirical studies consistently confirm the significant mediating role of Brand Trust in strengthening customer loyalty across various retail settings (Fauzi and Evanita, 2024; Safitri and Albari, 2024; Rinaldy, 2025).

Brand Reputation

Brand Reputation reflects consumers' overall evaluation of a brand based on its credibility, product quality, corporate responsibility, and accumulated marketplace performance (Han et al., 2015; Veloutsou and Moutinho, 2009). From the perspective of Relationship Marketing Theory, organizational reputation strengthens consumers' confidence in maintaining long-term relationships with a brand (Europeia et al., 2023). A favorable reputation reduces perceived risk and reinforces consumers' trust, thereby increasing the likelihood that trust will be translated into sustained Brand Loyalty (Suryati, 2024). Accordingly, the Brand Reputation in the present study is defined as the moderating variable which enhances the effect of the Brand Trust on the Brand Loyalty instead of serving as an antecedent to the Brand Loyalty.

Research Hypothesis and Theoretical Framework

The Effect of Brand Awareness on Brand Loyalty

According to Customer Based Brand Equity (CBBE) Theory, Brand Awareness constitutes the foundation of brand equity because consumers cannot develop preferences or loyalty toward brands they fail to recognize (Keller, 1993; Keller and Swaminathan, 2019). Customers who are aware of a brand will find it more credible, lower the perceived risks of making a purchase, and have favorable attitudes that make them buy again. Looking at Brand Awareness from the Theory of Planned Behavior, it influences consumer attitudes towards the intended action through their evaluations of the brand, which then impact their intentions to buy. Previous empirical studies consistently report that higher Brand Awareness positively influences Brand Loyalty across various industries (Bilgin, 2018; Cassia, 2017; Lee and Jee, 2016; Su and Chang, 2018). Within Indonesia's fashion retail sector, where consumers face numerous competing domestic and international brands, strong Brand Awareness is expected to encourage greater customer loyalty toward Uniqlo.

H1: Brand Awareness positively affects Brand Loyalty.

The Effect of Social Media Marketing on Brand Loyalty

Social Media Engagement Theory suggests that continuous interaction between brands and consumers through social media platforms strengthens customer engagement, emotional attachment, and relationship quality (Gangi, 2016). Unlike traditional marketing communication, Social Media Marketing enables two-way interactions that encourage consumers to actively participate in brand related activities through content sharing, reviews, and electronic word of mouth (Harizi & Trebicka, 2023). Within TPB, these interactions shape subjective norms by exposing consumers to positive social influences that reinforce their intention to purchase and recommend the brand. Another argument made by Relationship Marketing Theory is that continued interaction helps develop strong customer relationships and brand loyalty. Prior literature has established that there is a positive relationship between Social Media Marketing and Brand Loyalty, but the magnitude of this relationship differs from one industry to another (Haudi et al., 2022; Harizi & Trebicka, 2023; Florida et al., 2025). Social Media Marketing will therefore positively impact Brand Loyalty for Uniqlo customers.

H2: Social Media Marketing has a positive effect on Brand Loyalty.

The Effect of Brand Trust on Brand Loyalty

According to Commitment Trust Theory, trust becomes an important factor in determining the success of the relationship between companies and consumers (Hunt, 1994). When consumers trust a brand, they are able to commit to a long-term relationship and remain loyal to the product. Within TPB, Brand Trust strengthens perceived behavioral control because

consumers become more confident in their purchasing decisions. Consequently, greater trust increases the likelihood that favorable behavioral intentions will be translated into actual loyalty behavior. Previous studies consistently demonstrate that Brand Trust significantly enhances Brand Loyalty by encouraging repeat purchases and positive word of mouth (Chaudhuri, 2001; Kim et al., 2021; Wu et al., 2020; Fauzi and Evanita, 2024; Asad, 2024; Sapphire, 2024). Therefore, Brand Trust is anticipated to positively affect Brand Loyalty.

H3: Brand Trust positively affects Brand Loyalty.

The Effect of Brand Awareness on Brand Trust

Customer Based Brand Equity Theory explains that Brand Awareness enhances consumers' familiarity with a brand, thereby reducing uncertainty and increasing confidence in its quality and reliability (Keller, 1993). Consumers who repeatedly recognize and recall a brand tend to perceive it as more credible and trustworthy than unfamiliar brands (Altaf et al., 2021). Within TPB, this cognitive familiarity contributes to favorable attitudes that support consumers' confidence when making purchasing decisions. Findings from research studies reveal that there is always a direct relationship between the levels of Brand Awareness and Brand Trust because it enables the consumers to be more confident about the credibility and dependability of brands (Bart et al., 2005; Kim and Petrick, 2018; Tran et al., 2019).

H4: Brand Awareness affects Brand Trust positively.

The Effect of Social Media Marketing on Brand Trust

Social Media Engagement Theory argues that continuous interaction between consumers and brands through social media platforms strengthens relationship quality and emotional attachment (Gangi, 2016). Interactive communication, timely responses, and transparent information reduce consumers' uncertainty and enhance confidence in the brand. Consistent with Relationship Marketing Theory, these interactions contribute to stronger customer relationships by fostering trust through continuous engagement (Europeia et al., 2023). Previous studies have demonstrated that Social Media Marketing significantly increases Brand Trust by providing reliable information, facilitating communication, and enhancing consumers' perceptions of brand credibility (Sanny et al., 2020; Fauzi and Evanita, 2024; Vishnoi, 2025). Based on these findings, Social Media Marketing should affect Brand Trust positively.

H5: Social Media Marketing has a positive effect on Brand Trust.

The Effect of Brand Awareness on Brand Loyalty as Mediated by Brand Trust

Commitment Trust Theory explains that trust represents the key psychological mechanism through which consumers transform favorable brand evaluations into long-term loyalty (Hunt, 1994). While Brand Awareness enables consumers to recognize and evaluate a brand positively, awareness alone may not guarantee repeated purchasing behavior unless consumers develop trust in the brand's reliability and ability to consistently deliver its promised value (Chandramohan, 2024). Previous studies have confirmed that Brand Trust significantly mediates the relationship between Brand Awareness and Brand Loyalty (Fauzi and Evanita, 2024; Safitri and Albari, 2024). In other words, the effect of Brand Awareness on Brand Loyalty is mediated through Brand Trust.

H6: Brand Trust acts as a mediator in the relationship between Brand Awareness and Brand Loyalty.

The Effect of Social Media Marketing on Brand Loyalty as Mediated by Brand Trust

Social Media Engagement Theory suggests that Social Media Marketing primarily

strengthens customer loyalty by first establishing consumer trust through continuous interaction and relationship development (Gangi, 2016). Although social media activities increase customer engagement, consumers are unlikely to become loyal unless these interactions create confidence in the brand. Consistent with Commitment Trust Theory, Brand Trust functions as the central psychological mechanism linking Social Media Marketing with long term Brand Loyalty (Walean et al., 2025). Previous studies provide empirical evidence supporting the mediating role of Brand Trust in the relationship between Social Media Marketing and Brand Loyalty (Fauzi and Evanita, 2024; Rinaldy, 2025). Thus, Brand Trust is presumed to be a mediator between the relationship of Social Media Marketing and Brand Loyalty.

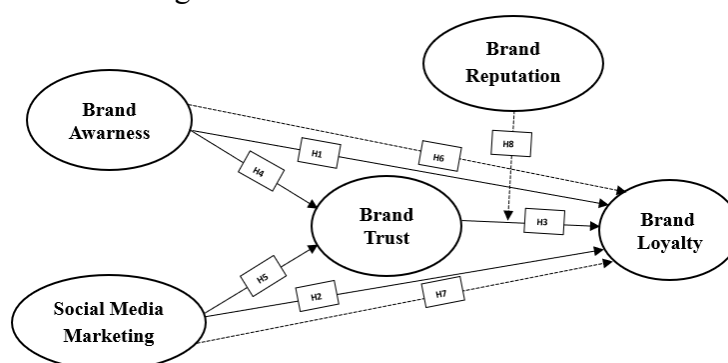
H7: Brand Trust acts as a mediator between Social Media Marketing and Brand Loyalty.

The Relationship between Brand Trust and Brand Loyalty Moderated by Brand Reputation

Relationship Marketing Theory suggests that customer loyalty is primarily built through trust and long term relationship quality rather than corporate image alone (Hunt, 1994). Although Brand Reputation enhances consumers' perceptions of a firm's credibility and reliability (Walsh and Beatty, 2007 ; Han et al., 2015), previous studies report inconsistent findings regarding its direct effect on Brand Loyalty. While several studies identify a positive relationship (Shafiq, 2023; Saatchian, 2021), Ali (2022) found that Brand Reputation did not significantly influence Customer Loyalty directly. The study argues that reputation functions more effectively as a contextual factor that shapes consumers' evaluations than as an independent determinant of loyalty. This perspective is consistent with Commitment Trust Theory, which emphasizes that trust is the primary mechanism driving long term customer relationships (Hunt, 1994). A favorable Brand Reputation reinforces consumers' confidence in an already trusted brand, reduces perceived risk, and strengthens the translation of Brand Trust into Brand Loyalty. Therefore, Brand Reputation is defined in the present study as the moderating factor rather than the antecedent of Brand Loyalty, especially within the Indonesian fashion retail sector where consumers depend more on their experience besides the image of the company. Accordingly, the following hypothesis is posited:

H8: Brand Reputation positively moderates the relationship between Brand Trust and Brand Loyalty.

Figure 1. The Research Framework



METHOD

The research adopted a quantitative explanatory survey design in order to determine the causation of relationships between Brand Awareness, Social Media Marketing, Brand Trust,

Brand Reputation and Brand Loyalty. Explanatory survey is the appropriate research design since it allows the testing of the theoretical hypothesis based on the data collected quantitatively through structured questionnaire (Sari et al., 2023). The sample population for the research consisted of Indonesian consumers who had bought Uniqlo products at least twice via official online or store channels. Purposive sampling was used in the research since the respondents had to satisfy specific requirements for inclusion into the research (Hair et al., 2022). These included: (1) residing in Indonesia, (2) buying Uniqlo products at least twice during the last year, (3) having experience of purchasing Uniqlo products from official online or store channels and (4) being aware of Uniqlo's social media marketing activities. Data were collected using an online structured questionnaire developed through Google Forms. The questionnaire was sent out between May and June 2025 through Instagram, Tiktok, WhatsApp and Line communities of fashion, lifestyle and university students in Indonesia. Participation was voluntary, anonymous, and limited to one response per participant.

In order to make sure that the respondents were indeed customers of Uniqlo, a screening process was included at the onset of the questionnaire. The respondents were first asked whether they have ever purchased anything from Uniqlo twice within the last year. Those answering "No" were automatically excluded from the survey. Additional screening questions required respondents to indicate their most recent purchase channel (official store, official website, or official marketplace) and their purchase frequency. Only responses satisfying all eligibility criteria were retained for further analysis. The sample size of the study was decided using the guideline by Hair et al. (2022), which states that there must be at least 10 observations per indicator in PLS-SEM research. Considering that the present study made use of 25 observed indicators, the minimum required sample size was set to 250 respondents. The study managed to collect a total of 250 questionnaires, meeting the minimum sample size requirement. The questionnaire contained one negatively worded indicator (Brand Unawareness) to reduce acquiescence bias. Prior to statistical analysis, this item was reverse-coded so that higher scores consistently reflected higher levels of Brand Awareness. Since all the variables were measured using self-reporting surveys obtained from one source, it became necessary to conduct a common method bias (CMB) test using the single factor test by Harman. It was observed that the first unrotated factor accounted for less than 50% of the total variance, suggesting that there was no common method bias (Florian et al., 2021).

Table 1. Operationalization of Research Variables

Variable	Indicator	Statement
Brand Awareness (Kotler and Keller, 2019; Ali et al., 2022)	1. Brand Unawareness	I don't recognize the Uniqlo brand when I see ads or promotions on social media.
	2. Brand Recognition	I instantly recognized the Uniqlo brand when I saw the logo.
	3. Brand Recall	I easily remember Uniqlo when talking about a famous fashion brand.
	4. Top of Mind Awareness	Uniqlo is the first brand that comes to my mind when thinking of fashion products.
	5. Has Distinctive Characteristics	The Uniqlo brand is known for its unique designs and styles that are different from others.
Social Media Marketing (Godey, 2016; Hafez, 2022)	1. Entertainment	Messages on Uniqlo's social media are engaging and represent the brand well.
	2. Interaction	Uniqlo admins are quick and responsive in responding to consumer inquiries.
	3. Trendiness	Uniqlo always presents content that follows the latest trends and current lifestyles on social media.

Variable	Indicator	Statement
	4. Customization	Uniqlo's social media content is tailored based on consumer feedback and preferences, such as product recommendations based on interests.
	5. Word of Mouth	I recommend Uniqlo products to friends or family after I use them.
Brand Trust (Arlan, 2019; Buchory and Saladin, 2018; Rachbini, 2018)	1. General Trust	I trust Uniqlo's official online store account to meet my clothing needs.
	2. Reliability	The Uniqlo products I buy are always available and I can rely on the quality from the official online store.
	3. Honesty	The information provided by Uniqlo's official online store is honest and transparent regarding the product.
	4. Security	The payment and delivery system on Uniqlo's official online store made me feel protected.
	5. Personality	Uniqlo's official online store looks trustworthy and professional, so it makes me feel comfortable when shopping.
Brand Reputation (Charies, 2000; Parhizgar et al., 2015)	1. Widely Recognized	Uniqlo products are known to many people and are easily recognizable in various places.
	2. Brand Reliability	Uniqlo products always deliver on the promise of quality and punctuality in product delivery.
	3. Positive Brand Identity	Uniqlo products have a positive brand image as an innovative and trendy brand.
	4. Products and Services	Uniqlo products have good quality materials and designs that suit consumer needs, and the customer service is responsive.
	5. Emotional Appeal	I feel proud and comfortable wearing Uniqlo products because this brand reflects my style and personality.
Brand Loyalty (Rangkuti, 2009; Stuart, 2009)	1. Behavior Measures	I will buy Uniqlo fashion products again.
	2. Switching cost	I will still buy Uniqlo products Although at a slightly more expensive price.
	3. Satisfaction	I am satisfied with the quality of Uniqlo fashion products.
	4. Brand Liking	I love the Uniqlo brand and its commitment to it.
	5. Commitment	I recommend purchasing Uniqlo products to others when asked.

Data analysis was carried out using SmartPLS 4.0 according to the two stage PLS-SEM approach as suggested by Hair et al. (2022) consisting of measuring model assessment and structural model assessment. Measuring model was assessed using outer loading > 0.70, Composite Reliability > 0.70, Cronbach's Alpha > 0.70, Rho_A > 0.70 and Average Variance Extracted (AVE) > 0.50. Reliability and validity having been established, structural model assessment was done using bootstrapping technique to assess the direct, mediation, and moderation effects. Significance level was set at $p < 0.05$ (Hair et al., 2022).

RESULTS AND DISCUSSION

Table 2. Characteristics of Respondents

Characteristics	Frequency	Percentage
Gender		
Woman	159	63.6
Man	91	36.4
Total	250	100
Age		
18 - 30 Years	168	67.2
31 - 40 Years	60	24

Characteristics	Frequency	Percentage
41 - 50 Years	17	6.8
> 51 Years	5	2
Total	250	100
Work		
Student	132	52.8
Private Employees	46	18.4
Entrepreneur	35	14
Civil Servants	33	13.2
Content creator	4	1.6
Total	250	100

Source: From Data Processing (2025)

Once the percentages were calculated for the demographic characteristics of the respondents, it was found that most of the respondents were females, with 159 (63.6%) being females, whereas males constituted the minority, with 91 (36.4%) respondents. Regarding the age of the respondents, the 18–30 age category had the highest number of participants, totaling 168 individuals (representing 67.2%). Conversely, the age category of over 51 years old had the fewest respondents, with only 5 participants (2%). The highest respondent work was students with 132 respondents (52.8%) and the lowest was content creators with 4 respondents (1.6%). This data shows the dominance of female respondents who are young and have the status of students in this survey.

Table 3. Validity and Reliability

Indicator	Outer Loading	Cronbach's alpha	Composite Reliability	AVE
X1.2	0.747	0.863	0.901	0.646
X1.3	0.838			
X1.4	0.805			
X1.5	0.781			
X2.1	0.873	0.909	0.932	0.733
X2.2	0.856			
X2.3	0.890			
X2.4	0.843			
X2.5	0.819			
M1	0.957	0.987	0.989	0.950
M2	0.986			
M3	0.971			
M4	0.977			
M5	0.981			
Z1	0.849	0.919	0.939	0.756
Z2	0.876			
Z3	0.886			
Z4	0.895			
Z5	0.840			
Y1	0.947	0.924	0.943	0.769
Y2	0.868			
Y3	0.780			
Y4	0.831			
Y5	0.947			

Source: From Data Processing (2025)

From Table 3, the outer loadings are at 0.7. This implies that the outer loadings are valid and can serve as a good representation of the measured variable. For the constructs' average variance extracted (AVE) values, they are above 0.5, which suggests that the constructs are

explaining the variances in their indicators. For the reliability of the constructs, Cronbach's alpha and composite reliability in all constructs are > 0.7 . This shows that the constructs possess high internal consistency as well as that the constructs can be used as valid and reliable measurements for this study. Given the validity and reliability parameters provided above, the research tools were of high caliber and the data obtained were usable for further research.

Table 4. Cross loadings

	Brand Awareness	Social Media Marketing	Brand Trust	Brand Reputation	Brand Loyalty
X1.2	0.747	0.515	0.489	-0.473	0.542
X1.3	0.838	0.611	0.615	-0.648	0.706
X1.4	0.805	0.651	0.597	-0.571	0.590
X1.5	0.781	0.694	0.610	-0.631	0.569
X2.1	0.845	0.873	0.673	-0.642	0.641
X2.2	0.729	0.856	0.614	-0.583	0.579
X2.3	0.724	0.890	0.629	-0.662	0.609
X2.4	0.656	0.843	0.617	-0.630	0.582
X2.5	0.624	0.819	0.629	-0.530	0.578
M1	0.704	0.712	0.957	-0.703	0.844
M2	0.733	0.723	0.986	-0.744	0.850
M3	0.725	0.721	0.971	-0.734	0.825
M4	0.730	0.712	0.977	-0.730	0.841
M5	0.741	0.732	0.981	-0.750	0.850
Z1	-0.624	-0.596	-0.647	0.849	-0.617
Z2	-0.623	-0.619	-0.706	0.876	-0.693
Z3	-0.664	-0.646	-0.649	0.886	-0.658
Z4	-0.696	-0.654	-0.710	0.895	-0.716
Z5	-0.616	-0.581	-0.560	0.840	-0.751
Y1	0.715	0.661	0.910	-0.687	0.947
Y2	0.632	0.587	0.721	-0.659	0.868
Y3	0.604	0.555	0.571	-0.728	0.780
Y4	0.667	0.593	0.618	-0.750	0.831
Y5	0.718	0.661	0.909	-0.685	0.947

Source: From Data Processing (2025)

The criteria for discriminant validity necessitate that an indicator's coefficient be strongest on its assigned construct compared to its coefficients on any other latent variables. Referring to Table 4, the cross-loading result associated with each indicator in this research is definitively smaller than its corresponding primary factor loading, which ensures that every indicator robustly reflects its variable and is distinct from other constructs. Consequently, the requisite level of discriminant validity is confirmed by the study.

Table 5. Fornell-Lacker Criterion

	Brand Awareness	Brand Loyalty	Brand Reputation	Brand Trust	Social Media Marketing
Brand Awareness	0.804				
Brand Loyalty	0.762	0.877			
Brand Reputation	-0.742	-0.794	0.869		

	Brand Awareness	Brand Loyalty	Brand Reputation	Brand Trust	Social Media Marketing
Brand Trust	0.746	0.864	-0.752	0.974	
Social Media Marketing	0.838	0.699	-0.712	0.739	0.856

Source: From Data Processing (2025)

In accordance with the criterion established by Fornell and Larcker (1981), a construct should display a greater correlation with its own corresponding indicators than with any other construct (refer to Table 5). The present research model successfully fulfills this standard, thus affirming its capacity to clearly distinguish among the various constructs and confirming sufficient discriminant validity.

Table 6. R-Square (R^2)

	R Square	R Square Adjusted
Brand Loyalty	0,811	0,807
Brand Trust	0,600	0,597

Source: From Data Processing (2025)

As evident from the table of analysis, the R-square value for the loyalty variable is 0.811, suggesting that 81.1 percent of the value of the dependent variable can be predicted through the model. Similarly, the R-square value for brand trust variable is 0.600, implying that the variance of 60 percent is explained by the influencing independent variables. Hence, the remaining residuals of 18.9 percent for brand loyalty and 40 percent for brand trust can only be attributed to the omitted constructs of the study.

Hypothesis testing

The tests of hypotheses were conducted through the bootstrapping method in the Partial Least Squares Structural Equation Modelling (PLS-SEM). The bootstrapping process involved the repeated sampling of data to estimate the path coefficient, t-values, and p-values of each hypothesis relationship. In line with Hair et al. (2022), a hypothesis was tested as statistically significant where the t-value was above 1.96 and the p-value below 0.05. Below is the table showing results of the direct effects analysis.

Table 7. Direct Effect

Hypothesis	Coefficient	T Statistics	P Values	Result
Brand Awareness -> Brand Loyalty	0.215	3.290	0.001	Accepted
Social Media Marketing -> Brand Loyalty	-0.102	1.452	0.147	Rejected
Brand Awareness -> Brand Trust	0.425	4.416	0.000	Accepted
Social Media Marketing -> Brand Trust	0.382	3.614	0.000	Accepted
Brand Trust -> Brand Loyalty	0.543	11.703	0.000	Accepted
Brand Reputation -> Brand Loyalty	-0.241	6.065	0.000	Accepted
Brand Reputation x Brand Trust -> Brand Loyalty	0.077	2.359	0.018	Accepted

Source: From Data Processing (2025)

Relationship Between Brand Awareness and Brand Loyalty

Correlation and Statistical Significance between Brand Awareness and Brand Loyalty is 0.215, t-stat of 3.290 and p-value of 0.001 (0.05). These results suggest that customers who are aware of, remember and distinguish the brand “Uniqlo” can become loyal towards the brand. This result supports Customer Based Brand Equity (CBBE) Theory, which explains that stronger brand awareness enhances consumers' perceived brand value and encourages long-

term loyalty (Keller, 1993; Keller and Swaminathan, 2019). The finding is also consistent with previous studies by Bilgin (2018), Lee and Jee (2016), and Su and Chang (2018), which reported that higher Brand Awareness significantly contributes to stronger Brand Loyalty.

Relationship Between Social Media Marketing and Brand Loyalty

The correlation between Social Media Marketing and Brand Loyalty has a negative sign and is not statistically significant with a correlation coefficient of -0.102, a t-stat of 1.452, and a p-value of 0.147 ($p > 0.05$). Thus, H2 is rejected. It means that Social Media Marketing on its own cannot result in Brand Loyalty. Although social media enhances brand exposure and consumer interaction, these activities do not necessarily encourage repeat purchasing behavior. This finding supports Ngo et al. (2024), This person proposed that engagement with social media leads to fleeting consumer attention and not to brand loyalty. In addition, this shows that the success of Social Media Marketing in creating Brand Loyalty relies on other psychological factors such as Brand Trust.

Relationship Between Brand Trust and Brand Loyalty

There is a positive relationship between Brand Trust and Brand Loyalty as seen from the coefficient of 0.543, t-stat of 11.703, and a p-value of 0.000 ($p < 0.05$). From the results, it is evident that when customers consider Uniqlo brand trustworthy, they tend to stay loyal by making repeat purchases and providing good referrals. This result supports Commitment Trust Theory (Hunt, 1994), which identifies trust as the fundamental determinant of long-term customer relationships. The finding is also consistent with Chaudhuri and Holbrook (2001), Kim et al. (2021), and Fauzi and Evanita (2024), who concluded that Brand Trust is one of the strongest predictors of Brand Loyalty.

Relationship Between Brand Awareness and Brand Trust

Positive relationship and statistical significance between Brand Awareness and Brand Trust exist at coefficient = 0.425, t-stat = 4.416, p-value = 0.000 (< 0.05). This means that consumers who are aware of the Uniqlo brand have a tendency to trust the brand more. According to Customer Based Brand Equity Theory, stronger brand awareness reduces consumers' uncertainty and increases confidence in the brand, thereby facilitating the development of Brand Trust (Keller, 1993; Keller and Swaminathan, 2019). Similar findings have also been reported by Kim and Petrick (2018) and Tran et al. (2019).

Relationship Between Social Media Marketing and Brand Trust

Relationship between Social Media Marketing and Brand Trust is positive and statistically significant, as the coefficient is 0.382, with t-stat being 3.614, while the p-value is 0.000 ($p < 0.05$). Such a relationship proves that interactive communication, personalization, responsiveness, and consumers' interaction with the brand using social media are effective for building brand trust. The finding is consistent with Social Media Engagement Theory, which emphasizes that continuous interaction between brands and consumers enhances relationship quality and trust (Haudi et al., 2022). Previous studies by Sanny et al. (2020) also reported that effective Social Media Marketing positively influences Brand Trust.

Moderating Effect of Brand Reputation on the Relationship between Brand Trust and Brand Loyalty

The role of Brand Reputation in the relation between Brand Trust and Brand Loyalty is significant and positive with a coefficient of 0.077, t-stat of 2.359, and a p-value of 0.018 ($p < 0.05$). Thus, it can be concluded that Brand Reputation positively mediates the effect of Brand

Trust on Brand Loyalty. The higher is the reputation of Uniqlo among its consumers, the higher is their possibility to transfer their trust into brand loyalty. Nevertheless, the results of the direct effect test prove the opposite. Brand Reputation negatively affects the level of Brand Loyalty with a coefficient of -0.241, t-stat of 6.065, and a p-value of 0.000 ($p < 0.05$). Contradictory, these findings suggest the fact that the Brand Reputation plays the two different roles in the research model. In the capacity of an independent construct, Brand Reputation is not able to make consumers develop loyalty to the brand since Brand Loyalty is created via consumers' experience and trust to the brand. At the same time, Brand Reputation, as a moderating variable, increases the level of consumer's confidence in their future relations with the brand.

This finding is consistent with Mohamed Ali Barakat Ali (2022), who reported that Brand Reputation did not significantly influence Customer Loyalty directly but played a more meaningful contextual role in shaping consumers' evaluations. Similarly, Relationship Marketing Theory and Commitment Trust Theory argue that organizational reputation enhances the effectiveness of customer trust rather than replacing trust as the primary determinant of loyalty (Hunt, 1994). Therefore, Brand Reputation should be interpreted as a reinforcing mechanism that amplifies the influence of Brand Trust on Brand Loyalty rather than as an independent driver of customer loyalty.

Table 8. Indirect Effect

Hypothesis	Coefficient	T Statistics	P Values	Result
Brand Awareness -> Brand Trust -> Brand Loyalty	0.231	4.280	0.000	Accepted
Social Media Marketing -> Brand Trust -> Brand Loyalty	0.208	3.396	0.001	Accepted

Source: From Data Processing (2025)

Through the study of the indirect effect analysis, it is evident that Brand Trust acts as a vital mediator for how Brand Awareness and Social Media Marketing affect Brand Loyalty. This shows that it is only after the customers trust the brand that they become loyal to it as opposed to brand awareness and social media marketing alone. This result is consistent with Commitment Trust Theory (Hunt, 1994), which emphasizes that trust is the primary mechanism for developing long-term customer relationships, and with previous studies by Fauzi and Evanita (2024) and Safitri and Albari (2024), which identified Brand Trust as a significant mediator in strengthening customer loyalty.

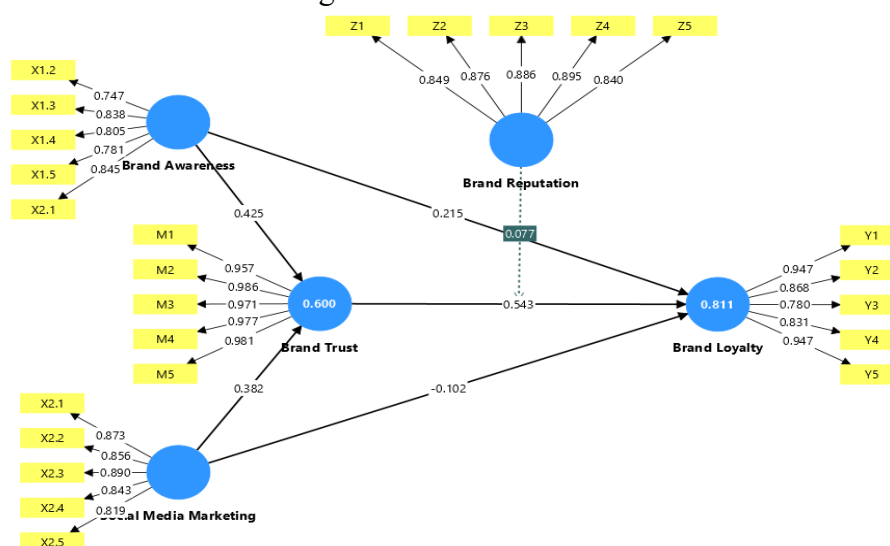
Indirect Effect of Brand Awareness on Brand Loyalty Through Brand Trust

It can be seen from the results that consumer knowledge of the Uniqlo brand aids customer loyalty through the mediation of Brand Trust, and thus, a very important mediating effect exists with a value of 0.231 for the coefficient with t-statistic of 4.280 and p-value of 0.000 ($p < 0.05$). Therefore, it can be stated that mere knowledge or recognition of a brand cannot lead to loyalty unless converted into trust. According to Customer Based Brand Equity (CBBE) Theory, strong Brand Awareness increases consumers' perceived brand value and confidence, while Commitment Trust Theory explains that trust is the key psychological mechanism through which customer relationships evolve into sustained loyalty (Hunt, 1994). This finding is consistent with Fauzi and Evanita (2024) and Safitri and Albari (2024), who concluded that Brand Trust significantly mediates the relationship between Brand Awareness and Brand Loyalty.

Indirect Effect of Social Media Marketing on Brand Loyalty Through Brand Trust

The results further demonstrate that Brand Trust acts as the mediating factor whereby Social Media Marketing affects Brand Loyalty, with the coefficient being 0.208, t-stat value of 3.396 and p-value being 0.001 ($p < 0.05$). Even though the relationship between Social Media Marketing and Brand Loyalty was insignificant, Social Media Marketing can still help build customer loyalty through creating trust of the brand among consumers. The above result helps in supporting the Social Media Engagement Theory, which suggests that sustained engagement of consumers through social media leads to better relationships and trust. Likewise, Commitment Trust Theory explains that marketing activities are more likely to generate long-term loyalty when they successfully build trust between consumers and the brand (Hunt, 1994). The result is consistent with Rinaldy Achmad Roberth Fathoni and Rohmad Dwi Jatmiko (2025), which found that Brand Trust acted as a mediator of the relationship between Social Media Marketing and Brand Loyalty of Generation Z consumers. Hence, it can be concluded that organizations need to emphasize the process of building trust in their digital communication and not only raise social media visibility.

Figure 2. Full Path Model



Source: From Data Processing (2025)

Interpretation of Full Model Path

This structural model proves that brand awareness, social media marketing, brand trust, and brand reputation influence the development of brand loyalty for Uniqlo consumers in Indonesia. The results suggest that brand awareness is the first cognitive factor influencing brand loyalty, while enhancing both brand loyalty and brand trust at the same time. This result is consistent with Customer Based Brand Equity (CBBE) Theory (Keller, 1993; Keller and Swaminathan, 2019), which explains that consumers who possess higher levels of brand awareness are more likely to perceive greater brand value, develop confidence in the brand, and subsequently establish stronger loyalty. In the context of Indonesia's fashion retail industry, where consumers are exposed to numerous competing brands with similar product offerings, maintaining high brand awareness enables Uniqlo to remain the preferred brand during consumers' purchase decision processes. Contrary to Brand Awareness, the impact of Social Media Marketing on Brand Loyalty is relatively small in a direct way. On the contrary, it is the indirect effect of Social Media Marketing through Brand Trust that is evident. This conclusion proves that brand loyalty cannot be gained automatically just due to the constant exposure to

marketing messages on the Internet. Digital marketing becomes successful only when it manages to increase the level of consumers' trust by offering them transparent information and engaging in communication. This conclusion corresponds to Social Media Engagement Theory, according to which constant interaction leads to building of trusting relationships.

Among all structural relations, Brand Trust proved to be the best predictor for Brand Loyalty since trust is the main psychological mechanism that binds consumer cognitive judgments and digital experience with their buying behavior. This finding is consistent with Commitment Trust Theory (Hunt, 1994), which argues that sustainable customer relationships are primarily established through trust rather than transactional exchanges. Consequently, the overall structural model confirms that consumers' loyalty toward Uniqlo is not solely driven by awareness or social media exposure, but by the extent to which these marketing activities successfully build Brand Trust before translating into enduring Brand Loyalty.

Indirect Role of Brand Awareness and Social Media Marketing in Improving Brand loyalty

The mediation analysis reinforces the key importance of Brand Trust in understanding the process through which Brand Awareness and Social Media Marketing affect Brand Loyalty. The presence of significant indirect effects implies that Brand Trust is the major mediator that converts the customers' cognitive evaluation and online engagement into brand loyalty. The presented evidence enhances the theoretical base used in this research, as it becomes evident that brand awareness and communication cannot lead to customer loyalty if no trust is created first. In relation to Brand Awareness, the mediation analysis reveals that customers who know the Uniqlo brand and can recognize it are likely to establish their trust in it. This trust subsequently increases their willingness to repurchase and remain loyal over time. The significant indirect relationship supports Customer Based Brand Equity (CBBE) Theory, which argues that awareness represents the foundation of brand equity because it influences consumers' perceptions and evaluations before purchasing decisions are made. Moreover, the finding is consistent with Fauzi and Evanita (2024) and Safitri and Albari (2024), who reported that Brand Trust significantly mediates the relationship between Brand Awareness and Brand Loyalty.

In the same vein, the research findings show that Social Media Marketing influences Brand Loyalty through the development of Brand Trust by the consumers. While there is no statistical significance in the direct impact of Social Media Marketing on Brand Loyalty, the significance of the indirect impact shows the strategic relevance of interactive communication on digital platforms due to the role they play in the creation of trust. This result supports Social Media Engagement Theory and Commitment Trust Theory, both of which emphasize that long-term customer loyalty is generated through relationship quality and trust rather than through promotional exposure alone. The finding also corroborates Rinaldy Achmad Roberth Fathoni and Rohmad Dwi Jatmiko (2025), who showed that Brand Trust acts as a mediator for the effect of Social Media Marketing on Brand Loyalty of Generation Z customers. In combination, these studies show that Brand Trust acts as the core mediator of customer loyalty within Indonesia's fashion retail sector. Brand Awareness fosters customers' confidence while Social Media Marketing maintains the same confidence level through continued interaction. But neither of the variables alone is enough for developing brand loyalty unless the consumer develops trust in the brand. Hence, it can be said that fashion retailers must focus more on the marketing activities that would foster Brand Trust because it acts as the only mediator through which Brand Awareness and Social Media Marketing lead to customer loyalty.

Moderating Role of Brand Reputation

According to the moderating results, Brand Reputation enhances the positive influence of Brand Trust on Brand Loyalty, even though it has a negative impact directly on Brand Loyalty. These results show that Brand Reputation is playing dual roles within the study model. A favorable reputation alone does not necessarily encourage consumers to remain loyal because loyalty is primarily established through direct trust-building experiences. However, once consumers have developed trust in the brand, a strong Brand Reputation reinforces that trust and increases their commitment to maintaining long-term relationships with the brand. This finding supports the argument of Mohamed Ali Barakat Ali (2022), who discovered that the Brand Reputation does not have any significant direct impact on Customer Loyalty and proposed that reputation should be treated as context-related aspect affecting consumer's judgments rather than being seen as an independent determinant of loyalty. Similarly, Walsh and Beatty (2007) argued that corporate reputation enhances consumers' perceptions of credibility and reliability, while Morgan and Hunt (1994) emphasized that trust remains the primary foundation of long-term relational commitment. Therefore, Brand Reputation is more effective as a reinforcing mechanism that strengthens the conversion of Brand Trust into Brand Loyalty rather than as a direct driver of loyalty itself.

From the manager's point of view, this means that fashion retailers such as Uniqlo need to stop relying on having a good image or reputation in the market. Companies need to concentrate more on the strategies which will help to improve Brand Trust by offering high-quality products, communicating honestly, and providing good customer service. Having established this trust among customers, the company can use its Brand Reputation to create an even stronger bond with its customers in the competitive market of Indonesia.

CONCLUSION

The results indicate that both Brand Awareness and Social Media Marketing impact the Brand Loyalty of Uniqlo's Indonesian customers via distinct paths. Brand Awareness positively impacts both Brand Loyalty and Brand Trust. On the other hand, Social Media Marketing does not have any direct impact on Brand Loyalty but indirectly impacts the same by influencing the level of Brand Trust. These results indicate the fact that Brand Trust remains the critical psychological factor through which the evaluations and engagement of customers are translated into loyalty, thereby confirming the theories of Customer Based Brand Equity, Social Media Engagement, and Commitment Trust. In addition, this study brings clarity on the dual impact of Brand Reputation in the research framework. While Brand Reputation has a significant negative direct impact on Brand Loyalty, it strengthens the positive association between Brand Trust and Brand Loyalty. This finding suggests that a favorable corporate reputation alone is insufficient to generate customer loyalty. Instead, Brand Reputation becomes effective only when consumers have already developed trust in the brand through positive consumption experiences. Therefore, reputation should be viewed as a contextual factor that reinforces existing trust rather than as an independent driver of loyalty.

In terms of theory, this research builds on the use of the Theory of Planned Behavior by incorporating Customer Based Brand Equity Theory, Social Media Engagement Theory, and Commitment Trust Theory in order to analyze the impact of cognitive evaluations, digital interactions, psychological trust, and organizational credibility on Brand Loyalty. This research provides empirical support for the notion that Brand Trust is the main mediator of the relationship between Brand Awareness and Social Media Marketing, and that Brand Reputation acts as a moderating variable in this relationship. In terms of practice, fashion brands like Uniqlo

should focus their efforts on building up the Brand Trust factor through high-quality products, transparent communication, good customer service and engagement on social media, and not only increase the awareness of the brand or its reputation. A good Brand Reputation still plays an important role, but this reputation must be backed up by positive customer experiences.

The research has certain limitations that need to be mentioned. First of all, the cross-sectional survey research design used was not able to capture any change in consumer behavior across time. Moreover, only the consumers of Uniqlo in Indonesia took part in the study, which means that the results cannot be generalized for other fashion brands or even other countries. Future studies are recommended to use the longitudinal design, as well as to compare multiple fashion brands and include other variables, like customer satisfaction or brand experience.

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