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Uniqlo Fashion Brands: The Role of Brand Love and The Impact of Brand Personality on Consumer Behavior

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ABSTRACT
This study investigates the effect brand personality and brand love on brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure and active engagmenet in fashion brand uniqlo. Data processing in this research using Structural Equation Model (SEM) and AMOS operated by Statistical Package for Social Sciences (SPSS) versi 18 dan Lisrel 8.7 for windows software. Respondents were taken from customers of fashion brand unuqlo in the city of Surabaya who had bought and use the brand's products.

ABSTRAK
Penelitian ini bertujuan untuk menguji dampak brand personality dan brand love terhadap brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure dan active engagement pada brand fashion Uniqlo.Penelitian ini dilakukan dengan menggunakan Structural Equation Model (SEM) dan AMOS serta diolah dengan bantuan software Statistical Package for Social Sciences (SPSS) versi 18 dan Lisrel 8.7. Responden diambil dari pelanggan merek Uniqlo di kota Surabaya yang pernah membeli dan menggunakan produk merek tersebut

INTRODUCTION

Fashion products are currently an important part of people's lives, not only as a form of primary needs but also as part of people's lifestyles and are also one of the large industrial sectors in contributing to state income, therefore research that can support the development of the fashion sector is very useful. This research is a replication research from research conducted by Bairrada *et al., (2018)* who also conducted research using the fashion industry sector. In a study conducted by Baiarrada *et al., (*2018) results were found stating that *the brand personality* variable has an influence on *the brand loyalty* variable, but in a study conducted by Jamsidhi *et al*., (2020) where researchers looked for the role of *brand commitment* in the relationship between *brand loyalty* and *brand satisfaction* and research conducted on the *mobile phone* retail sector. In this study, it was found that the results that *brand personality* has a positive relationship with *brand loyalty*, this is contrary to the results of previous research by Bairrada *et al*., (2018) then in a different study by Rodrigues *et al.,* (2019) further examined the role of *brand love* towards *purchase intention* and *WOM* from millennials to *neo-luxury brands* The results found show that the variable of brand love is not positively related to WOM, this is also different from the results of research conducted by Bairrada *et al.,* (2018). In the three studies that have been carried out, further development is carried out by combining the same variables and having *gaps* in the three journals, so that a research model will be produced that will be studied in this study.

The hypothesis that will be tested in this study is that *brand personality* has a positive effect on *brand love* on uniqlo fashion brands in Surabaya, *brand personality* has a positive effect

on *brand loyalty* on uniqlo fashion brands in Surabaya, *brand love* has a positive effect to *brand loyalty* at uniqlo fashion brand in Surabaya, *brand personality* positively affects *WOM positive* on uniqlo fashion brand in Surabaya, *brand love* positively affects *positive WOM* on uniqlo fashion brand in Surabaya, *brand personality* has a positive effect on *resistance to negative information* on uniqlo fashion brands in Surabaya, *brand love* has a positive effect on *resistance to negative information* on uniqlo fashion brands in Surabaya, *brand personality* has a positive effect to *the willingness to pay more* on the uniqlo fashion brand in Surabaya, *the love brand* has a positive effect on the *willingness to pay more* on the uniqlo fashion brand in Surabaya, *the brand personality* has a positive effect on *self-disclosure* on the uniqlo fashion brand in Surabaya, *brand love* has a positive effect on *self-disclosure* on uniqlo fashion brands in Surabaya, *brand personality* has a positive effect on *active engagement* on uniqlo fashion brands in Surabaya, *brand love* has a positive effect on *active engagement* in uniqlo fashion brand in Surabaya. Each indicator of the variables studied will then be presented in the form of a questionnaire that will be distributed to respondents and will be tested for validity and reliability using the SPSS program then the data obtained will be processed using the AMOS program. The results obtained are expected to be able to explain the influence between the variables studied more accurately

RESEARCH METHOD

Based on its purpose, this research is *a basic research (basic research)* for the development of science, not to solve a problem or phenomenon in a certain company. Meanwhile, based on the type, this study is a *causal research*, which examines the cause-and-effect relationship between two or more variables (Sekaran, 2016). This study examined the influence of *brand personality* and *brand love* on *brand loyalty*, *positive WOM, resistance to negative information, willingness to pay more, self-disclosure* and *active engagement* of Uniqlo brands in the city of Surabaya. The approach used in this study is quantitative research where this research is discussed empirically and uses numerical analysis and measurement. The data obtained will be processed using SEM (Structural Equation Modeling) analysis techniques. Then the results of the analysis will be interpreted to produce a conclusion. The data collection technique used in this study was by the survey method. In this study, there are two types of variables, namely exogenous variables and endogenous variables. Exogenous variables are initial variables or variables that affect other variables. While endogenous variables are variables that are influenced by exogenous variables.

This study used two types of data sources, namely primary data obtained directly from respondents who met population characteristics. The data was obtained through direct observation and dissemination of questionnaires consisting of variables *of brand personality, brand love, brand loyalty, positive word of mouth, resistance to negative information, willingness to pay more, self-disclosure* and *active engagement*. Then the distribution of questionnaires to consumers who have visited and purchased uniqlo products, in order to share their experiences when buying and using uniqlo products. Meanwhile, secondary data in this study were obtained from pre-existing sources. Data relevant to this research include obtained from books, journals and other search media such as the internet. The exogenous variables in this study are *brand personality* and *brand love* while the endogenous variables in this study are *brand love, brand loyalty, positive WOM, resistance to negative information, willingness to pay more, self-dsoclosure* and *active engagement*.

The target population of this study is consumers who meet some of the following characteristics Aged 18 years and over. , Respondents who have purchased Uniqlo products in Surabaya, Respondents have used the Uniqlo brand for at least two years, Respondents buy Uniqlo brand products at least once a month. The sampling technique in this study used *non-probability sampling*. The probability of any particular member of the selected population is unknown. The type of *non-probability sampling* used is *purposive sampling* where the researcher determines sampling by setting specific criteria that are in accordance with the research objectives so that it is expected to answer research problems (Sekaran, 2003). To support the use of indicators from the variables to be studied, researchers conducted a *pretest* by distributing questionnaires to 30 respondents. According to Hair *et al.,* in Prawira (2010:46) the minimum number of samples that can be used is five times that of the indicators or questions on the questionnaire. In this study, there were 47 question indicators so that the minimum number of samples needed was 230 respondents. The measurement level of this study uses interval levels and for the measurement scale using a numerical scale with a measurement scale of 1 to 5. Interval level is a measurement scale that has a rating, but there is no objective positional distance because the numbers created are relative and subjective. The greater the score chosen, the more it shows that the respondent agrees with the existing statement. And vice versa, if the score chosen by the respondent is getting smaller, it shows that the respondent does not agree with the statement.

Data collection for this research material is carried out by going through the following procedures: Create and compile questionnaires that are in accordance with the research topic, Provide boundaries and criteria of the intended respondents, Disseminate questionnaires to potential respondents who meet the established population characteristic standards, Collect questionnaires and summarize them in the form of Ms. Excel, Selecting questionnaires that have been obtained in accordance with the criteria of researchers, Managing, testing and analyzing further data for research purposes. In this study, according to the reference journal, the data were analyzed using the Structural Equation Model (SEM). Researchers use amos version 22 program (software) to process SEM data. There are two stages of data processing and analysis in this method, namely measurement model and structural model. Measurement model is a measurement of latent variables through their indicators. While the structural model is a pattern of relationships between variables displayed in the model.

RESULTS AND DISCUSSION

In this study, researchers first tested the validity and reliability. The results of the validity and reliability test of this study are as follows:

Table 1 Validity and Reliability Test Results

Variables/Dimensions	Indicators	*Std Loading* (λ)	Ave	Cr	Information
BP	BP1	0,824	0,812	0,955	Valid and reliable
	BP2	0,8			Valid and reliable
	BP3	0,817			Valid and reliable
	BP4	0,76			Valid and reliable
	BP5	0,78			Valid and reliable
	BP6	0,85			Valid and reliable
	BP7	0,83			Valid and reliable
	BP8	0,815			Valid and reliable

	BP9	0,802			Valid and reliable
	BP10	0,828			Valid and reliable
	BP11	0,824			Valid and reliable
BL	BL1	0,605	0,689	0,927	Valid and reliable
	BL2	0,618			Valid and reliable
	BL3	0,6			Valid and reliable
	BL4	0,672			Valid and reliable
	BL5	0,679			Valid and reliable
	BL6	0,734			Valid and reliable
	BL7	0,766			Valid and reliable
	BL8	0,728			Valid and reliable
	BL9	0,708			Valid and reliable
	BL10	0,748			Valid and reliable
	BL11	0,744			Valid and reliable
	BL12	0,769			Valid and reliable
	BL13	0,66			Valid and reliable
	BL14	0,613			Valid and reliable
BLY	BLY1	0,703	0,666	0,762	Valid and reliable
	BLY2	0,641			Valid and reliable
	BLY3	0,581			Valid and reliable
	BLY4	0,737			Valid and reliable
WOM	WOM1	0,689	0,670	0,765	Valid and reliable
	WOM2	0,643			Valid and reliable
	WOM3	0,633			Valid and reliable
	WOM4	0,714			Valid and reliable
PM	PM1	0,828	0,819	0,891	Valid and reliable
	PM2	0,786			Valid and reliable
	PM3	0,805			Valid and reliable
	PM4	0,857			Valid and reliable
SD	SD1	0,678	0,654	0,749	Valid and reliable
	SD2	0,614			Valid and reliable
	SD3	0,68			Valid and reliable
	SD4	0,643			Valid and reliable
AE	AE1	0,756	0,804	0,880	Valid and reliable
	AE2	0,831			Valid and reliable
	AE3	0,822			Valid and reliable
	AE4	0,808			Valid and reliable
NI	NI1	0,694	0,7075	0,667242	Valid and reliable
	NI2	0,721			Valid and reliable

Source: SPSS data processing results, 2022

The correlation can be said to be valid if it meets the requirements, that is, each indicator has a symbol * (significant at the level of 0.05) or a symbol ** (significant at the level of 0.01) or its value greater than 0.05. And if the resulting value of *Cronbach's alpha* is greater than 0.6, then the variable is reliabel..

Hypothesis testing can be done if *the measurement model and structural model* at Starbucks have met the requirements. The purpose of this test is to see and evaluate the influence that can occur between one variable variable and another. This influence can be achieved with significant or insignificant results on the *structural model*. The hypothesis will be accepted if the C.R value of each variable ≥ 1.96 and the P-value ≤ 0.05.

Table 2 Hypothesis Test Results

Hypothesis	*Standardized estimate*	C.R.	*P-value*	Info

1	BP>BL	0,727	10,326	***	*Supported*
2	BP>BLY	0,017	0,166	0,868	*Not Supported*
3	BL>BLY	0,247	2,289	0,022	*Supported*
4	BP>WOM	0,159	1,653	0,098	*Not Supported*
5	BL>WOM	0,336	3,379	***	*Supported*
6	BP>NI	0,233	2,615	0,009	*Supported*
7	BL>NI	0,424	4,542	***	*Supported*
8	BP>PM	-0,082	-0,795	0,427	*Not Supported*
9	BL>PM	0,327	3,073	0,002	*Supported*
10	BP>SD	0,225	2,427	0,015	*Supported*
11	BL>SD	0,380	3,922	***	*Supported*
12	BP>AE	-0,057	-0,556	0,578	*Not Supported*
13	BL>AE	0,333	3,153	0,002	*Supported*

Source: SPSS data processing results, 2022

Through the results of hypothesis testing in Table 4. 29, it can be known that 4 hypotheses are declared significant and 3 hypotheses that are declared insignificant. For insignificant variables are hypothesis 2, namely *brand personality* towards *brand loyalty*, hypothesis 4 *brand personality* against *positive word of mouth* and the last is hypothesis 7 *brand loyalty.* to *resistance to negative information*. All three hypotheses are declared insignificant because the p-value is greater than 0.05 aug of 0.230.

The test results in hypothesis 1 (H1) want to show that b*brand personality* towards *brand love* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.727 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 which is 10.326 at the p*** value. Such results have proven that H1 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 1 is supported.

The test results in hypothesis 2 (H2) want to show that b*brand personality* towards *brand love* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.017 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 was 0.166 at a p value of 0.868. Such results have proved that H2 is not supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 2 is not supported.

The test results in hypothesis 3 (H3) want to show that *brand love* for *brand loyalty* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.247 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 was 2.289 at a p value of 0.022. Such results have proven that H3 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 3 is supported.

The test results on hypothesis 4 (H4) want to show that b*brand personality* towards the *world of mouth* has an insignificant relationship. This is evidenced by the standardized estimates value, which is 0.159 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 was 0.1653 at a p value of 0.098. Such results have proved that H4 is not supported. The results

of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 4 is not supported.

The test results on hypothesis 5 (H5) want to show that *brand love* for the *world of mouth* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.336 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 which is 3.379 at p***. Such results have proven that H5 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 5 is supported.

The test results on hypothesis 6 (H6) want to show that *brand personality* towards *resistance to negative information* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.233 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 was 2.615 at a p value of 0.009. Such results have proven that H5 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 6 is supported.

The test results on hypothesis 7 (H7) want to show that *brand love* for *resistance to negative information* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.424 which is positive (+), and has a value of | C.R.| ≥ 1.96 which is 4.542 at a p*** value. Such results have proven that H5 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 7 is supported.

The test results in hypothesis 8 (H8) want to show that b*brand personality towards willingness to pay more* has an insignificant relationship. This is evidenced by the standardized estimates value, which is -0.082 which is positive (+), and has a value of | C.R.| ≥ 1.96 which was -0.795 at a p value of 0.427. Such results have proved that H8 is not supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 8 is not supported

The test results on hypothesis 9 (H9) want to show that *brand love* for *willingness to pay more* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.327 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 was 3.073 at a p value of 0.002. Those results have proven that H9 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 9 is supported.

The test results on hypothesis 10 (H10) want to show that *brand personality* to *self-disclosure* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.225 which is positive (+), and has a value of | C.R.| ≥ 1.96 was 2.427 at a p value of 0.015. Such results have proven that H10 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 10 is supported.

The test results on hypothesis 11 (H11) want to show that *brand love* for *self-disclosure* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.380 which is a positive value (+), and has a value of | C.R.| ≥ 1.96 which is 3.922 at p***. Such results have proven that H11 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 11 is supported.

The test results in hypothesis 12 (H12) want to show that *brand personality towards active engagement* has an insignificant relationship. This is evidenced by the standardized estimates value, which is -0.057 which has a positive value (+), and has a value of | C.R.| ≥

1.96 was -0.556 at a p value of 0.578. Such results have proved that H12 is not supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 12 is not supported.

The test results in hypothesis 13 (H13) want to show that *brand loyalty* to *active engagement* has a significant relationship. This is evidenced by the standardized estimates value, which is 0.333 which has a positive value (+), and has a value of | C.R.| ≥ 1.96 was 3.153 at a p value of 0.002. Such results have proven that H13 is supported. The results of this study are in accordance with the research conducted by Bairrada et all., (2019) which states that Hypothesis 13 is supported

CONCLUSIONS

Based on the results of research and data processing, it is concluded from 13 hypotheses, there are 9 supported hypotheses, including: (1) *Brand personality* affects Uniqlo brand *love* brand, so that H1 which states that *brand personality* has a positive effect on *brand love* is proven, (2) *Brand love* affects Uniqlo brand *loyalty*, so that H3 which states that *brand love* has a positive effect on *brand loyalty* is proven, (3) *Brand love* affects the *positive word of mouth of* uniqlo brand, so H5 which states that *brand love* has a positive effect on *the positive word of mouth* is proven, (4) *Brand personality* affects resistance *to negative information* of Uniqlo brand, so H6 which states that *brand personality* has a positive effect on *resistance to negative information* is proven, (5) *Brand love* affects *resistance to negative information* of Uniqlo brand, so that H7 which states that *brand love* has a positive effect on *resistance to negative information* is proven, (6) *Brand love* has an effect to *the willingness to pay more* of the Uniqlo brand, so that H9 which states that *brand love* has a positive effect on *the willingness to pay more* is proven, (7) *Brand personality* affects the *self-disclosure* of the Uniqlo brand, so that H10 which states that *brand personality* has a positive effect on *self-disclosure* is proven, (8) *Brand love* affects uniqlo brand *self-disclosure*, so H11 which states that *brand love* has a positive effect on *self-disclosure* proven, (9) *brand love* affects the *active engagement* of the Uniqlo brand, so that H13 which states that *brand love* has a positive effect on *active engagement* is proven. As for the hypothesis that is not supported, it is (1) *brand personality* has no effect on Uni1lo brand *loyalty*, so H2 which states that *brand personality* has a positive effect on *brand loyalty* is not proven, (2) *brand personality* does not affect the *positive word of mouth of* the Uniqlo brand, so H4 which states that *the brand personality* has a positive effect on the *positive word of mouth* is not proven,(3) *Brand personality* has no effect on Uniqlo's *brand willingness to pay more*, so H8 which states that *brand personality* has a positive effect on *willingness to pay more* is not proven, (4) *brand personality* has no effect on *active engagement* Uniqlo brand, so H12 which states that *brand personality* has a positive attitude towards *active engagement* is not proven

The results of the study conducted stated that the Uniqlo brand is the most preferred brand by respondents, besides that it also shows that the Uniqlo fashion brand has a large level of love with consumers, this is shown from the evidence of all hypotheses of the relationship between *the brand love* variable and other variables tested in the research model used in this study. Another thing that can be proven is that consumers associate human characteristics with a brand and perceive them as *partners* in this relationship because the brand used by consumers can directly reflect the characteristics of these consumers and can produce feelings of love between consumers and the brand used. This study is a replication of research conducted by Bairrada *et al,*. (2018) using the object of research on *fashion* brands in the Surabaya City area. For academic circles who are going to conduct similar research, they can use local brands as

research objects. Further research can use different population characteristics or sampling locations besides that for the next study researchers recommend using other dimensions of *the brand personality* variable, namely the dimension of *the brand personality* variable developed by the Japanese state and further research can be carried out in cities other than the city of Surabaya in order to see consumer preferences towards a brand from another city

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