

Influence *Branding*, *Brand Awareness* and *Brand Image* To Consumer Loyalty to the Muslim Fashion Brand Nadheera Luxury

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*Branding, Brand Awareness,
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Abstract

Study This aim For analyze the influence of branding, brand awareness, and image brand to loyalty consumers . In competition growing business strict , company sued have an effective marketing strategy For maintain consumers . Branding plays a role in form identity and differentiation brand , brand awareness helps consumer recognize and remember brand , whereas image brand reflect perception as well as level trust consumer to brand . This study uses a quantitative approach with a survey method on consumers as respondents. Data were analyzed using multiple linear regression analysis to test the influence of variables partially and simultaneously. The results of the study indicate that the variables branding (X1), brand awareness (X2), and brand image (X3) have a positive and significant effect on consumer loyalty with a significance value of less than 5% ($\alpha < 0.05$). The results of the multiple linear regression analysis show that the three variables simultaneously contribute 57.6% to consumer loyalty. This finding indicates that the stronger the branding, the higher the level of awareness and positive brand image, the more consumer loyalty to a brand will increase. Therefore, companies are advised to manage these three aspects in an integrated and sustainable manner to create long-term consumer loyalty.

INTRODUCTION

The Muslim fashion industry in Indonesia has experienced consistent growth along with the increasing trend of modest fashion, which opens opportunities for local brands but still accompanied by challenges related to access to financing, the ability to meet demand, pricing strategies, and the use of marketing technology (DinarStandard, 2025; Yuniastuti & Pratama, 2023). Success in competing in these conditions is greatly influenced by the strength of *branding* in building brand identity (Fitri et al., 2021). Low consumer *brand awareness* of local Muslim fashion brands has led to weak loyalty and increased preference for international brands that have stronger exposure and perception of quality, especially among the younger generation (Ocktavia et al., 2024; Putra et al., 2024). This situation is relevant for Nadheera Luxury which still faces low consumer awareness and less than optimal promotional effectiveness in forming long-term preferences, so that an in-depth evaluation of the *branding strategy* used to increase consumer loyalty in Muslim fashion is needed (Zukhrufani & Ratnasari, 2022).

Muslim fashion is defined as clothing designed in accordance with Islamic sharia principles, especially in terms of covering the genitals and maintaining modesty in clothing (Maha, 2021). Muslim fashion not only functions as a body covering, but also as an expression of religious

identity as well as a modern lifestyle, especially in the context of the modest fashion trend (Rahmadani et al., 2024). The development of the modest fashion trend makes Muslim fashion increasingly varied and modern, so that it not only functions as a body covering but also as a representation of the identity and lifestyle of the Muslim community (Thalib et al., 2023). These changes in consumer preferences indicate that Muslim fashion is developing into a product that combines functional, aesthetic, and religious values, which then influences the mechanism of loyalty formation through *branding*, brand image, trust, and consumer loyalty (Fauzi et al., 2020). Consumer loyalty is a form of commitment reflected in repeat purchases, positive recommendations, and preference for a brand despite the availability of alternatives. Consumer loyalty for the Muslim fashion brand Nadheera Luxury is a valuable asset because retaining existing customers is more cost-effective than acquiring new ones (Saputra & Padmantlyo, 2023). Previous research has shown that loyalty to local hijab products like Zoya is determined by brand image and consumer trust (Rizal et al., 2024). Furthermore, research by Oktadhivia (2022) also confirms that social media *branding activities* and brand equity have a positive influence on loyalty to Muslim fashion brands. These findings confirm that consumer loyalty can be influenced by aspects such as *branding*, brand image, and *brand awareness* (Oktadhivia, 2022).

Branding serves to establish a brand identity through a name, symbols, values, and inherent personality. *Branding* can create strong associations in the minds of consumers, which then strengthens the brand's position in the market. Previous research has shown that digital *branding strategies* integrated with brand image contribute significantly to customer loyalty to online fashion products (Kurniasih & Yuliaty, 2022). This fact emphasizes the need to further explore the relationship between *branding* and marketing and the important aspects in determining consumer loyalty.

One important aspect related to consumer loyalty is brand awareness. Brand *awareness* determines the extent to which consumers recognize, remember, and consider a brand when making a purchase. In the highly competitive Muslim fashion category, awareness is a key driver for creating consumer preferences. Empirical studies confirm that *brand awareness* significantly influences consumer satisfaction and loyalty, meaning that the higher the level of *awareness*, the greater the likelihood that consumers will continue to choose that brand (Zukhrufani & Ratnasari, 2022). This relationship demonstrates that *awareness* serves as a foundation linking *branding* to consumer loyalty.

The next aspect that plays a crucial role in shaping consumer loyalty is brand image. Consumer perceptions of a brand's quality, design, halal certification, and reputation shape its inherent image. Brand image in the Muslim fashion industry is influenced by the product's alignment with

religious values and the identity of modern Muslims. Previous research has found that a positive brand image not only strengthens the relationship between brand awareness and loyalty but also has a direct influence on purchasing decisions. This strategic position of brand image underpins its importance as a crucial variable that requires comprehensive analysis (Rizky et al., 2023).

Existing literature has demonstrated a link between *branding*, *awareness*, brand image, and loyalty, but the results are inconsistent. Some studies only highlight the direct relationship between *awareness* and loyalty, while others emphasize brand image as a mediator without examining the role of *branding*. The variation in these research results indicates that there is still room for research that needs to be tested, especially in the context of the Muslim fashion brand Nadheera Luxury in Indonesia with heterogeneous consumer characteristics. This variation opens up research opportunities to explain in more detail the relationship between these interrelated variables (Tsabita et al., 2024).

This research is interesting to examine in more depth because digital strategies are often considered more effective, but their success depends on internal consumer factors such as religiosity and fashion awareness. This situation suggests that *branding* cannot be generic but must be tailored to the consumer's socio-cultural context. Research examining this aspect will provide a practical overview of the most effective strategies implemented by local Muslim fashion brands. This research area reinforces the urgency of (Kurniasih & Yuliaty, 2022)simultaneously examining the relationship between *branding*, *awareness*, *brand image*, and *loyalty*.

The urgency of this research lies not only in its contribution to academic literature, but also in the practical value it can generate for Nadheera Luxury Muslim fashion entrepreneurs. The results of this research are expected to provide recommendations regarding effective *branding strategies to increase awareness*, strengthen brand image, and foster consumer loyalty. This contribution makes the research relevant for both academics and practitioners, and has the potential to support strengthening the position of the Nadheera Luxury Muslim fashion brand in facing increasingly dynamic market competition (Fitri et al., 2021). This relevance serves as a starting point for formulating research objectives that focus on the influence of *branding* on consumer behavior.

Table 1. Indicators Study

Variables	Indicator	Understanding	Researchers and Years
<i>Branding</i> (X1)	Consistency element brand	<i>Branding</i> is a marketing communication strategy that	Fitri, Fabriar, & Hilmi (2021);

	Brand differentiation	shapes brand perception and identity through symbols, values, and experiences that create an emotional connection between the brand and consumers.	Kurniasih & Yuliaty (2022); Zukhrufani & Ratnasari (2022)
	Relevance mark brand		
Brand Awareness (X2)	Brand recognition	Brand awareness interpreted as ability consumer recognize and remember something brand when do process purchase .	Zukhrufani & Ratnasari (2022); Rizky, Susanta, & Sadeli (2023);Ocktavia et al., (2024)
	Brand recall		
	Top of mind awareness		
Brand Image (X3)	Perception quality	Brand image describes the impressions and beliefs formed in the minds of consumers towards a brand based on experience, uniqueness of design, and suitability of values with consumer identity.	Rizal, Reswari, & Dami (2024); Rizky, Susanta, & Sadeli (2023);Tsabita, Cordelia, & Ibtisam (2024)
	Religious values		
	Reputation brand		
Loyalty Consumer (Y)	Intention purchase repeat	Loyalty consumer reflect commitment psychological and behavioral consumer For still choose , buy back , and recommend brand certain .	Oktadhivia (2022); Rizal, Reswari, & Dami (2024); Putra, Gamelia, & Ariyanto (2025)
	Recommendation brand		
	Commitment to brand		

Focus study This directed For examine more Far influence between *branding* , *brand awareness* , image brand , against loyalty consumers of Muslim fashion brands Nadheera Luxury. In line with focus study mentioned , the formulation problem in study this , formulated as following : 1) whether there is influence *branding* to loyalty consumers of Muslim fashion brands Nadheera Luxury? 2) What is it? there is influence *brand awareness* to loyalty consumers of Muslim fashion brands Nadheera Luxury? 3) What is it? there is influence image brand to loyalty consumers of Muslim fashion brands Nadheera Luxury? 4) What is *branding* , *brand awareness* , and image brand in a way simultaneous influence loyalty consumers of Muslim fashion brands Nadheera Luxury?

Practical benefits study This lies in its contribution for perpetrator Muslim fashion business local in designing more *branding* strategies effective as well as in accordance with characteristics social culture consumers . Research results expected become references in determine the right combination of strategies For increase *awareness* , forming image positive , and growing loyalty consumers of Muslim fashion brands Nadheera Luxury in sustainable . Meanwhile benefit theoretical realized in enrichment literature about connection *branding* and behavior consumers , especially in the Muslim fashion sector Nadheera Luxury which has dynamics competition and preferences unique . Research This potential clarify pattern connection between variables at a time fill in studies that have not been done Lots reviewed in a way deep , so that capable give contribution relevant academic for development science and study Muslim fashion industry in Indonesia.

METHODS

Study This use approach quantitative purposeful For test connection causal and influence simultaneous between variables *branding* , *brand awareness* , *brand image* , and loyalty consumer (Syamsul, 2023). Population in study This consisting of 140 consumers who have do purchase product Nadheera Luxury in the period 2024–2025. The technique of taking samples used is *Purposive sampling* . The data collection technique used a questionnaire, where each statement was structured based on indicators for each research variable, namely *branding* , *brand awareness* , *brand image* , and consumer loyalty. The questionnaire was distributed online using Google Forms to reach respondents more widely and efficiently.

The research instrument trial was conducted through Validity testing was carried out using *the Pearson Product Moment correlation method* , with the criteria that an item is declared valid if it has a significance value <0.05 and a positive correlation coefficient. Furthermore, reliability testing was carried out using the *Cronbach's Alpha coefficient* , with the instrument declared reliable if it has an α value ≥ 0.70 .

The data analysis in this study used multiple linear regression analysis. Prior to hypothesis testing, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure the feasibility of the regression model. Next, hypothesis testing was conducted using the t-test (partial), F-test (simultaneous), and coefficient of determination (R^2) tests .

The entire data processing and analysis process in this study was carried out using SPSS software version 30.0. The interaction model between variables study shown in **Figure 1** .

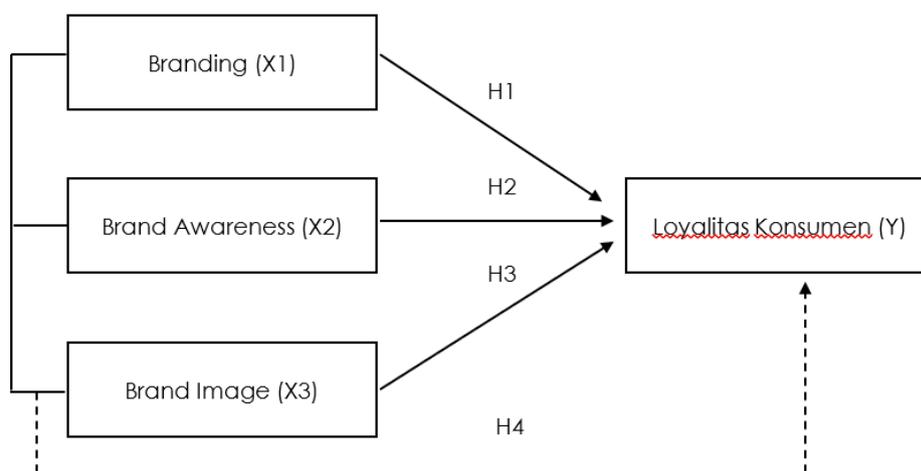


Figure 1. Interaction model between research variables(Syamsul, 2023)

Research Hypothesis:

H1 = *Branding* (X1) has an effect on consumer loyalty (Y).

H2 = *Brand awareness* (X2) has an effect on consumer loyalty (Y).

H3 = *Brand image* (X3) influences consumer loyalty (Y).

H4 = *Branding, Brand awareness, and Brand image* (X1, X2, X3) collectively simultaneous influential to loyalty consumers (Y).

RESULTS AND DISCUSSION

Research result

Validity and reliability tests were conducted to ensure that the research instrument was able to measure the research variables accurately and consistently. The research instrument consisted of 24 statements representing the variables of branding, brand awareness, brand image, and consumer loyalty. The results of the validity test are presented in Table 2 .

Table 2. Validity Test Results (*Pearson Product Moment*)

Variables	Indicator	r- count	r- table	Signific ance	α	Information
Branding (X1)	X1.1	0.738 *	0.165	<0.001 **	0.05	Valid
	X1.2	0.693 *	0.165	<0.001 **	0.05	Valid
	X1.3	0.767 *	0.165	<0.001 **	0.05	Valid
	X1.4	0.725 *	0.165	<0.001 **	0.05	Valid
	X1.5	0.646 *	0.165	<0.001 **	0.05	Valid
	X1.6	0.720 *	0.165	<0.001 **	0.05	Valid
Brand Awareness (X2)	X2.1	0.652 *	0.165	<0.001 **	0.05	Valid
	X2.2	0.645 *	0.165	<0.001 **	0.05	Valid
	X2.3	0.710 *	0.165	<0.001 **	0.05	Valid
	X2.4	0.727 *	0.165	<0.001 **	0.05	Valid

	X2.5	0.640 *	0.165	<0.001 **	0.05	Valid
	X2.6	0.632 *	0.165	<0.001 **	0.05	Valid
Brand Image (X3)	X3.1	0.773 *	0.165	<0.001 **	0.05	Valid
	X3.2	0.761 *	0.165	<0.001 **	0.05	Valid
	X3.3	0.758 *	0.165	<0.001 **	0.05	Valid
	X3.4	0.844 *	0.165	<0.001 **	0.05	Valid
	X3.5	0.774 *	0.165	<0.001 **	0.05	Valid
	X3.6	0.754 *	0.165	<0.001 **	0.05	Valid
Loyalty Consumer (Y)	Y.1	0.788 *	0.165	<0.001 **	0.05	Valid
	Y.2	0.870 *	0.165	<0.001 **	0.05	Valid
	Y.3	0.833 *	0.165	<0.001 **	0.05	Valid
	Y.4	0.823 *	0.165	<0.001 **	0.05	Valid
	Y.5	0.817 *	0.165	<0.001 **	0.05	Valid
	Y.6	0.748 *	0.165	<0.001 **	0.05	Valid

Source : Research Data Processing (2025)

*) If $r\text{-count} > r\text{-table}$, then the statement item is valid

***) If $\text{Sig.} < 0.05$, then the statement item is valid

Based on the validity test results using the Pearson Product Moment correlation, all 24 statements were declared valid. This is indicated by a positive correlation coefficient ($r\text{-count}$) and a significance value of less than 0.05, indicating that each statement item is deemed to accurately measure the intended construct.

Furthermore, the results of the reliability test of the research instrument using the Cronbach's Alpha coefficient are presented in Table 3 .

Table 3. Reliability Test Results (*Cronbach's Alpha*)

Variables	Cronbach's Alpha	Standard	Information
Branding (X1)	0.806 *	0.70	Reliable
Brand Awareness (X2)	0.750 *	0.70	Reliable
Brand Image (X3)	0.869 *	0.70	Reliable
Loyalty Consumer (Y)	0.896 *	0.70	Reliable

Source : Research Data Processing (2025)

*) If the Cronbach's Alpha value > 0.70 , then the variable is declared reliable.

The reliability test results showed that all variables had a Cronbach's Alpha value ≥ 0.70 . Thus, the research instrument was deemed reliable, meaning it had a good level of consistency and could be used repeatedly without producing significant differences in measurements. Therefore, it can be concluded that all research instruments are suitable for use in the next stage of analysis.

After the research instrument was declared valid and reliable, the data obtained were deemed to have met the requirements for further analysis. The next stage in this research was to conduct a classical assumption test, which aimed to ensure that the multiple linear regression model used met basic statistical assumptions, ensuring that the analysis results were accurate and reliable. The classical assumption tests performed included normality tests, multicollinearity tests,

and heteroscedasticity tests, as prerequisites before testing the hypotheses using multiple linear regression analysis.

A normality test was performed to determine whether the residual data in the regression model was normally distributed. The normality test was performed using the Kolmogorov–Smirnov test. The results of the normality test (*Kolmogorov–Smirnov*) are presented in Table 4 .

Table 4. Results of Normality Test (*Kolmogorov–Smirnov*)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		141	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.99075348	
Most Extreme Differences	Absolute	.136	
	Positive	.056	
	Negative	-.136	
Test Statistic		.136	
Asymp. Sig. (2-tailed) ^c		<.001	
Monte Carlo Sig. (2-tailed) ^d	Sig.	<.001	
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source : Research Data Processing (2025)

Based on results testing , obtained mark Asymp . Sig. < 0.001, which means more small of 0.05. Thus, it can be concluded that the residual data is not normally distributed. However, referring to the Central Limit Theorem , with (Kwak & Kim, 2017)a relatively large sample size (n > 30), multiple linear regression analysis can still be continued, because deviations from normality do not significantly affect the regression parameter estimates. Therefore, non-normally distributed residual data can still be tolerated in studies with large sample sizes, so the regression model is still suitable for use.

A multicollinearity test was conducted to determine whether there was a high correlation between the independent variables in the regression model. The test was conducted by examining

the Tolerance and Variance Inflation Factor (VIF) values. The results of the multicollinearity test are presented in Table 5 .

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1.Total	.617	1.621
	X2.Total	.446	2.240
	X3.Total	.477	2.097

a. Dependent Variable: Y.Total

Source : Research Data (2025)

Test results multicollinearity show that : variable *Branding* has Tolerance value of 0.617 (> 0.10) and VIF of 1.621 (< 10), variable *Brand Awareness* own mark Tolerance of 0.446 (> 0.10) and VIF of 2.240 (< 10), and the variable *Brand Image* own mark Tolerance of 0.477 (> 0.10) and VIF of 2.097 (< 10). So , all variables independent own Tolerance value > 0.10 and VIF < 10 . With thus , it can concluded that No happen symptom multicollinearity in the regression model , so that assumptions multicollinearity fulfilled .

Not found symptom multicollinearity show that variables independent in study This No own high correlation One each other. This is proven with tolerance value > 0.10 and VIF < 10 , so the multiple linear regression model worthy used For test the influence of each variable independent to variables dependent (Ghozali, 2018).

Heteroscedasticity test done For know whether there is inequality residual variance in the regression model . Testing done with see mark significance of each variable independent . Test results heteroscedasticity presented in Table 6 .

Table 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.898	1.929		2.539	.012
	X1.Total	-.043	.102	-.044	-.420	.675
	X2.Total	.127	.118	.133	1.081	.282
	X3.Total	-.316	.112	-.336	-2.829	.005

a. Dependent Variable: LN_RES

Source : Research Data Processing (2025)

Test results heteroscedasticity show that variables *Branding* own mark significance of 0.675 (> 0.05) and the variable *Brand Awareness* own mark significance of 0.282 (> 0.05). Thus, the two variables do not show any symptoms of heteroscedasticity. Meanwhile, the *Brand Image variable* has a significance value of 0.005 (< 0.05), which indicates the presence of symptoms of

heteroscedasticity in that variable. Based on these results, it can be concluded that the regression model does not fully meet the assumption of homoscedasticity, because there is still one independent variable that shows unequal residual variance.

The results of the heteroscedasticity test indicate that, despite data transformation and testing using the Glejser test, heteroscedasticity symptoms were still found in the regression model. However, heteroscedasticity is a common condition in questionnaire data with a Likert scale and does not bias the regression coefficients. Therefore, the multiple linear regression analysis can still be continued by considering the overall results of the classical assumption test.

Furthermore, the results of the multiple linear regression analysis test are presented in Table 7 as follows:

Table 7. Multiple Linear Regression Test Results

Coefficients^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-3.644	1.783		-2.043	.043
	X1.Total	.303	.094	.229	3.225	.002
	X2.Total	.425	.109	.325	3.907	<.001
	X3.Total	.411	.103	.321	3.978	<.001

a. Dependent Variable: Y.Total

Source: Research Data Processing (2025)

Based on the results of multiple linear regression analysis, the following regression equation was obtained:

$$Y = -3,644 + 0,303 X1 + 0,452 X2 + 0,411 X3$$

Coefficient value constant of -3.644 with mark negative , can interpreted that without existence variables *Branding* , *Branding Awareness* , and *Brand Image* so variables loyalty consumer tend is at a low level or experience decrease . Negative constant value This indicates that existence third variables is very much needed in increase loyalty Consumers . Based on Table 7, the t-value of *the Branding variable is also obtained* at 3.225, *Brand Awareness* at 3.907 and *Brand Image* at 3.978. Meanwhile, the regression coefficients *of the branding , brand awareness , and brand image variables* are 0.303; 0.425 and 0.411 respectively with a significance value of 0.002; <0.001; <0.001 (<0.05), indicating that *branding , brand awareness , and brand image* have a positive and significant effect on consumer loyalty.

Table 8. Multiple Linear Regression Test Results (*Model Summary*)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.576	.566	2.012

a. Predictors: (Constant), X3.Total, X1.Total, X2.Total

Source : Research Data Processing (2025)

Based on results analysis multiple linear regression on tables *Model Summary* (**Table 8**), obtained The R value is 0.759. This value indicates that there is a strong relationship between the independent variables, namely *Branding* (X1), *Brand Awareness* (X2), and *Brand Image* (X3), with the dependent variable Consumer Loyalty (Y).

R-square value of 0.576 indicates that 57.6% of the variation in consumer loyalty can be explained by the three independent variables. Meanwhile, the remaining 42.4% is influenced by factors outside the research model. Furthermore, the *adjusted R-square value* of 0.566 indicates that after adjusting for the number of independent variables used, the model's ability to explain variation in consumer loyalty is 56.6%. This indicates that the regression model used is quite good and appropriate for explaining the relationship between the research variables.

Table 9. F Test Results (*ANOVA*)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	753.053	3	251.018	61.981	<.001 ^b
	Residual	554.834	137	4.050		
	Total	1307.887	140			

a. Dependent Variable: Y.Total

b. Predictors: (Constant), X3.Total, X1.Total, X2.Total

Source : Research Data Processing (2025)

Based on the results of the F test (ANOVA) in Table 9 , obtained calculated F value amounting to 61,981 with mark significance of <0.001. The significance value is less than 0.05, so it can be concluded that the regression model used is statistically significant. This indicates that the variables *Branding* (X1), *Brand Awareness* (X2), and *Brand Image* (X3) simultaneously have a significant effect on Consumer Loyalty (Y). Thus, the multiple linear regression model built in this study is suitable for explaining the relationship and influence between the independent variables on the dependent variable.

Discussion

Research Informant Profile

Nadheera Luxury is a Muslim fashion brand founded in 2019 in Kudus by Ni'afah Elnifa. Nadheera Luxury's presence was driven by the growing public demand for Muslim fashion products that not only meet sharia requirements but also boast modern, elegant, and high-quality designs. Seeing this opportunity, Nadheera Luxury presents itself as an alternative for consumers seeking Muslim clothing and hijabs with trendy styles, supported by high-quality materials and stitching.

The founding of Nadheera Luxury also aims to enhance the self-confidence of Muslim women through elegant and classy fashion products. To expand its market reach and optimally meet consumer needs, Nadheera Luxury utilizes digital-based marketing strategies and implements a partnership system. The informants in this study were selected purposively because they have strategic roles and in-depth understanding of Nadheera Luxury's brand management, branding strategy, brand awareness building, brand image, and consumer loyalty.

The Influence of Branding on Consumer Loyalty

Based on the results of multiple linear regression analysis, the *Branding variable* has been shown to have a positive and significant effect on Consumer Loyalty. This is indicated by a significance value of 0.002 (<0.05) with a positive regression coefficient. This finding indicates that the better the branding strategy implemented by Nadheera Luxury, the more likely it is that consumer loyalty will increase.

Branding plays a crucial role in shaping consumers' mental structures and helping them organize their knowledge about a product or service, thus facilitating the decision-making process (Wardhana, 2024a). Through branding, consumers can perceive differences between brands within a product category, both in terms of functional attributes and benefits, as well as intangible image aspects. In choice situations, brands play a strategic role in influencing consumer decisions, thus providing added value to the company (Keller & Swaminathan, 2020).

The importance of branding in the modern marketplace is also influenced by changing customer needs and increasing competition, where brands can be a source of competitive advantage that can influence purchasing decisions and consumer loyalty (Imran & Sarkar, 2020). Strong branding can build long-term relationships with consumers by creating value and trust. Brands with strong identities and associations are more likely to build loyalty because consumers feel an emotional attachment to the brand (Agarwal, 2024).

The findings of this study are further strengthened by a study conducted by Arinda et al. (2025), which concluded that a consistent and relevant branding strategy can increase consumer loyalty by forming perceptions of quality and trust in the brand. Branding plays a strategic role

in building consumer loyalty, particularly in the fashion industry, which is heavily influenced by a brand's image, identity, and symbolic value (Arinda et al., 2025).

The results of this study are supported by qualitative findings based on interviews with Nadheera Luxury. Since its founding in 2019, Nadheera Luxury has positioned itself as a luxury modest fashion brand that emphasizes quality materials, elegant designs, and exclusive details. Its branding strategy has been consistently implemented through visual identity, brand storytelling, and the use of social media as the primary channel of communication with consumers. This strong branding not only creates a premium image but also creates trust and emotional bonds with consumers. This encourages repeat purchases, consumer recommendations, and long-term relationships with partners and resellers. These findings indicate that a consistent and targeted branding strategy plays a significant role in shaping Nadheera Luxury consumer loyalty, in line with the results of the regression analysis which showed a significant influence of branding variables on consumer loyalty.

The Influence of Brand Awareness on Consumer Loyalty

Brand awareness is the ability of consumers to recognize and remember a brand in a particular product category, encompassing various associations such as reputation, benefits, quality, and visual elements such as name, logo, style, and brand image (Kotler & Armstrong, 2018). Brand awareness relates to the strength of consumer memory in identifying the presence of a brand in various situations and distinguishing it from competing brands. The higher the level of consumer awareness of a brand, the more likely the brand is chosen in the decision-making process (Wardhana, 2024b).

Brand awareness consists of two main aspects: brand recognition *and* brand recall, both of which play a crucial role in shaping consumer preferences. Brand awareness is influenced by several key factors: the effectiveness of marketing campaigns, product or service quality, and consumer engagement. Marketing campaigns through social media, influencer marketing, and traditional advertising play a crucial role in increasing brand visibility and recognition in the minds of consumers. Consistent product quality also creates a positive experience, making the brand more memorable. Consumer engagement through social media interactions and word-of-mouth communication also strengthens brand presence and increases consumer awareness of the brand (Rossiter, 2014).

Based on the research results of Putrajaya et al. (2023), obtained from 103 respondents, it can be stated that *brand awareness* significantly influences consumer purchasing decisions (Putrajaya et al., 2023). The influence of *brand awareness* on *brand loyalty* produces an estimated value of 26.6%. This result means that *brand awareness* can be manifested in the ability to recognize

a brand logo even from a distance, leading customers to be loyal and continue to visit a particular brand (Puspaningrum, 2020).

In terms of *brand awareness* , Nadheera Luxury actively utilizes social media, particularly Instagram and TikTok, as primary channels to increase brand exposure. Consistent visual content, collaborations with influencers, and participation in national fashion events have been proven to increase consumer brand recall. Furthermore, consumer *feedback* in the form of positive reviews and testimonials shared through social media and *marketplaces* acts as an effective *word of mouth* . This organically expands the brand's reach and strengthens the trust of potential consumers. This condition supports the results of quantitative research showing that brand awareness has a significant influence on consumer loyalty.

The Influence of Brand Image on Consumer Loyalty

Brand image is a consumer's perception of a brand, formed from information, experiences, and various associations stored in the consumer's mind, thus forming trust and preference for that brand (Coaker, 2021). A brand not only functions as a name, symbol, or visual identity, but also becomes a key element in building an emotional connection between a company and its consumers (Kotler & Armstrong, 2018).

A positive brand image plays a crucial role in the decision-making process and encourages repeat purchases, as consumers tend to feel more confident and secure in brands with a good reputation (Wardhana, 2024c). Brand image perception is formed through various information and brand associations received by consumers, which can ultimately increase loyalty, preference, and become a strategic differentiator for companies in achieving long-term success (Caputo, 2021).

This finding aligns with a study by Tahir et al. (2024) that found that the more positive a brand image consumers have, the higher their loyalty and satisfaction with the brand (Tahir et al., 2024). Furthermore, a positive brand image builds consumer trust, increasing loyalty and preference for the product. Consumers feel more secure purchasing from companies with a good image, as brand image serves as a strategic differentiator that supports long-term success and increases the company's value and market share (Fauzi et al., 2020).

Nadheera Luxury's brand image is perceived by consumers as an elegant, exclusive, and high-quality Muslim fashion brand. This perception is shaped by consistent product quality, from material selection and stitching details to modern designs that adhere to Islamic values. Efforts to maintain the brand's image are also carried out through responsive service, utilizing consumer feedback, and collaborating with parties with a similar image. This positive brand image creates a sense of confidence and comfort for consumers, thus encouraging repeat purchases and

recommendations. Thus, brand image has proven to play a crucial role in shaping and maintaining Nadheera Luxury consumer loyalty.

The Influence of Branding, Brand Awareness and Brand Image in simultaneous to Loyalty Consumer

In a way Simultaneously , *branding* , *brand awareness* , and *brand image* own role mutually strategic related in forming and strengthening loyalty consumers . *Branding* functioning as foundation identity brand building trust and differentiation from competitors , *brand awareness* ensure brand easy recognized and remembered by consumers in various situation purchase , while *brand image* form perception positive about quality , value , and excellence brand in mind consumers . When the three variables the managed in a way consistent and integrated , consumers No only pushed For do purchasing , but also building attachment emotional driving purchase repeat as well as recommendation to others (Rossiter, 2014; Wardhana, 2024a).

Kotler and Armstrong (2018) stated that combination identity strong brand , level high awareness , and image positive brand is key in create loyalty consumer term long (Kotler & Armstrong, 2018) This is also supported by Coaker (2021) who explains that loyalty brand formed through synergy between awareness brand , association brand , and perception quality (Coaker, 2021).

Study empirical previously show that *branding* , *brand awareness* , and *brand image* in a way simultaneous influential significant to loyalty consumers . Findings This indicates that a strong branding strategy capable create identity and differentiation clear brand , while brand awareness ensures brand is at in memory consumer during the retrieval process decision ongoing (Abbas et al., 2021). On the other hand , the image positive brand strengthen perception and belief consumer to brand , so that push satisfaction as well as trend For do purchase The combination of these three variables forms an emotional and rational connection between consumers and brands, which ultimately increases consumer loyalty in a sustainable manner (García-Salirrosas et al., 2024).

CONCLUSION

Based on the research results, it can be concluded that *branding* , *brand awareness* , and *brand image* have an important role in shaping consumer loyalty. Strong branding capable create identity and differentiation brand , brand awareness ensures brand known and remembered by consumers , while image positive brand build trust as well as good perception to brand . Third variables the each other related and in a simultaneous influential significant to loyalty consumers , which is reflected from trend consumer For do purchase repeat and recommend brand to other parties . Therefore that , the company need manage branding strategies, improve awareness brand

, as well as guard image brand in a way consistent in order to create loyalty sustainable consumers

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