



**Factors Influencing Brand Loyalty and Purchase
Intention:
The Case of Fast Fashion Business in Greater Jakarta**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain Sarjana
Administrasi Bisnis**

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CIKARANG
JUNE 2023

PLAGIARISM REPORT

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ABSTRACT

Purpose – This study aims to investigate the brand loyalty and purchase intention behaviour of young fast fashion customers i.e. the working age of Gen Z and Millennials in Greater Jakarta, Indonesia through Customer-Based Brand Equity factors.

Design/ methodology/ approach – Quantitative research method is chosen to examine the data using Structural Equation Modelling analysis. By collecting 201 responses using purposive sampling, this study was tested using PLS-SEM method in SmartPLS (v. 3.2.9).

Findings – Customer-Based Brand Equity factors namely brand awareness, brand uniqueness, perceived value, and satisfaction are confirmed to be the factors that influence brand loyalty among young fast fashion customers (Gen Z and Millennials). Their brand loyalty then results in purchase intention. Brand attitude, on the other hand, is reported to not have a significant influence on brand loyalty. However, this factor still influences the purchase intention of young fast fashion consumers. Some factors also do not affect the brand loyalty of Gen Z and Millennials, namely organizational associations, perceived quality, and surprisingly, brand personality.

Practical implications – the examinations of the young fast fashion customers' behaviour towards fast fashion brands can be applied to future business strategies.

Originality/ value – This study is the first study that combines the Customer-Based Brand Equity factors i.e. Brand Awareness, Brand Uniqueness, Brand Personality, Brand Attitude, Perceived Value, Perceived Quality, and Organizational Association to examine the brand loyalty and purchase intention

behaviour of the young fast fashion consumers, particularly the working age of Gen Z and Millennials, in Indonesia.

Keywords: Gen Z, Millennials, Fast Fashion, Brand Awareness, Brand Uniqueness, Brand Personality, Brand Attitude, Perceived Value, Perceived Quality, Organizational Association, Brand Loyalty, Purchase Intention.

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