

ABSTRACT

The phrase "Buy it now, it won't be here tomorrow" serves as an implicit signal that fashion retailers expeditiously communicate to their intended clientele. The stimulus prompts individuals to take prompt action. The focus of this study is H&M, a global fast fashion retail industry. The swift advancement of global society has led to heightened commercial rivalry, particularly within the contemporary retail sector that flourishes in Indonesia. According to the findings of preliminary research conducted on H&M customers in DKI Jakarta Province, it is evident that H&M is currently lagging behind other prominent international brands. Researcher also conducted a pre-research on H&M related to the variable used in this study in the form of loyalty, brand trust, and customer satisfaction in DKI Jakarta Province, the average answerd "maybe" and "no".

This study uses people in DKI Jakarta Province, then sampling is carried out using purposive sampling and has several criteria. The sample in this study was 200 respondents who live in DKI Jakarta Province, over 17 years old, and have purchased products from H&M more than 2 times in the last 1 year. The collected data will be analyzed using the structural equation model (SEM) method and processed with AMOS software.

The result of this study indicate all hypothesis are accepted: brand identification has a significant positive effect on brand trust, brand image has a significant positive effect on brand trust, brand identification has a significant positive effect on customer satisfaction, brand image has a significant positive effect on customer satisfaction, brand trust has a significant positive effect on loyalty, and customer satisfaction has a significant positive effect on loyalty.

Keywords: Brand Identification, Brand Image, Brand Trust, Customer Satisfaction, Loyalty, H&M