

Impact of Brand Personality Customer Brand Identification on Brand Loyalty the Mediating Role of Trust

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Received: 01-12-2023

Reviewed: 03-12-2023

Accepted: 08-12-2023

Abstract

The main goal of this research is to analyze the direct influence of many variables of brand personality, customer's brand identification and trust on brand loyalty. Then an indirect influence test will also be carried using trust variables as a varying conciliator on the connection between brand personality variables, brand identification and brand loyalty. Hypotheca-deductive method is utilized in this research. The sampling technique uses a purposive sampling technique where the subjects of this study are fashion customers of ZARA, and lives in the Special Capital Region of Jakarta. The research results state that: 1). Brand personality has a positive and remarkable effect on brand loyalty. 2). Brand personality has a noteworthy impact on trust positively 3). Customer's brand identification has zero influence on brand loyalty 4). Customer brand identification has a positive and remarkable effect on trust 5). Trust has a good and noteworthy effect on brand loyalty 6). Thus, the varying trust mediates the connection between brand personality and brand loyalty. The same results shows that varying trust has a conciliating impact on the connection between varying customer brand identification and brand loyalty.

Keywords: Brand Personality, Customer Brand Identification, Trust, Brand Loyalty, Zara

Introduction

Brand trademarks has a role as one of the intangible assets that is owned by the company. Where the trust and the loyalty of brands that is owned by customers to certain brands (Pappu & Quester, 2016). Brand loyalty is a commitment that embedded consistently to buy desired items or services in the future, apart from the effects of situation and the efforts in marketing that can cause the change in behaviour.

Antecedents has an influence towards brand loyalty, which becomes more important in the ever-tightening business competition. In this case, feelings and emotions of the people becomes even more vital as a predictor in brand loyalty due to the core business that has developed from a knowledge-based business to experience-based business (Chiu, et al, 2012)

Building brand loyalty can help increase the long-term connection caused by the process that has been understood and considered by the customer (Chaudhuri & Holbrook, 2006). Trust is one of the Antecedents that can increase customer's satisfaction, increasing the brand's reputation and brand loyalty (Huang & Cai, 2015). Some previous researchers had stated that brand trust affects brand loyalty (Syed Alwi, 2017; Lam & Shankar, 2014). Relation between trust and loyalty has been researched comprehensively due to the perseverance of customer's loyalty to be far more difficult than attracting new customers (Kim & Gupta, 2009) due to the trust in brands leading to repeated purchases and suggestions to customers in the future (Nguyen, & Chen, 2017)

Other antecedents that need to be considered in constructing brand loyalty is the brand's personality. Some previous researchers (Shetty & Fitzsimmons, 2022; Ong et al., 2017; Garanti & Kissi, 2019; Wahyuni., 2015) has submitted that brand personality directly affects brand loyalty. But differs to the result of the research conducted by (Bairrada, et al, 2019; Su & Chang, 2018; (M. Kim & Thapa, 2018; Villagra, et al, 2021) brand personality does not affect brand loyalty.

Besides that, other brand loyalty antecedents have been given special attention from previous groups of researchers, and the majority of them are focused on main primary marketing concept which functions as a loyalty antecedent, like customer satisfaction (Rather & Sharma, 2016), perceived service quality (So, King, Sparks, & Wang, 2013), commitment (Narteh, Agbemabiese, Kodua, & Braimah, 2013; Su et al, 2016) mouth-to-mouth communication (Nikhashemi, Paim, Osman, & Sidin, 2015), customer involvement (Rather & Sharma, 2016), and perceived value (So et al., 2013). Although the conclusion from the result of their research vastly contributes to the present understanding of loyalty development based on the perspective of customers, previous researchers are yet to cover the development of brand loyalty from the view of social identity.

This research work proposed to give a wider understanding about customers, due to it being very important because customer brand identification proves strong psychological connection with the brand can be characterized as long-term and shows future behavior, besides that, gaps in the result of researchers regarding customer brand identification in many research context still exist, like one of the research that has been conducted by Apple users in the city of Semarang, Indonesia, shows that customers brand identification positively and remarkably influences brand loyalty, and self-adjustment also impacts positively and remarkably towards brand loyalty (Zendra & Ferdinand, 2021). Whereas research conducted by (Kim, 2001) regarding cellular brands shows that customer brand identification does not significantly affects in predicting customer brand loyalty. Similar research conducted on customers of Hypermarket in Malaysia shows that customer brand identification is not a significance in the building of customer brand loyalty.

Impact of Brand Personality Customer Brand Identification on Brand Loyalty the Mediating Role of Trust

According to the result of previous researches conducted, it can be known that there are differences and inconsistencies in the result of the researches that they have conducted related to the varying brand personality which is defined as ‘Group of human character that is linked and relevant with brands (Lee & Kim, 2018), and varying customer brand identification proves that strong bond with the brand is deemed to be long-term and shows later behavior. Thus, in this research, the author desires to study trust variables as a part of indirect influence from brand personality, customer brand identification and trust towards brand loyalty until it fills gaps in differences and inconsistencies from previous.

Literature Review

Effects of Brand’s Personality on Brand Loyalty

In the term of present competition, customers have a variety of choices, thus achieving the loyalty of customers is vital for the existence of brands. Studies (Ramaseshan & Stein, 2014; Molinillo et al., 2017) and Japutra & Molinillo, 2019) have showed that brand personality or identity has a noteworthy impact on brand awareness, brand trust, and brand loyalty. Similar research by (Ramaseshan & Stein, 2014). showed that brand’s personality or identity has a positive effect on the satisfactory and loyalty of customers.

In contrast, a study by (Villagra et al., 2021) found no significant connection between a brand’s personality and loyalty. Hence, literature emphasizes that deciding and eventually choosing specific brands with personalities allows the customers to show their expressions (Aaker, 1997) and fosters a strong customer-brand relationship, enhancing loyalty (Fournier, 1998). Similarly, (Kim et al., 2001) concluded that brand personality enhances self-expression, thereby increasing loyalty.

Therefore, considering previous looks and works, the following hypotheses are proposed.

H1: Brand personality significantly and positively affects brand loyalty

Effects of Brand loyalty on Trust

From a marketing point of view, trust is a positive effect when one’s brand aligns with customer’s characteristics, (Gurviez & Korchia, 2003) defined trust as a multidimensional concept comprised of credibility, integrity, and benevolence. Such combination determines customer’s trust in a brand, (Sung, 2010) found that brand personality dimensions can enhance brand trust, similarly, (Bouhlef, et al, 2011) revealed that brand personality influences trust.

Other studies (Japutra & Molinillo, 2019; Molinillo et al., 2017) also indicates that brand personality positively influences three customer-brand connection constructs such as: brand-awareness, brand trust, and brand loyalty). When customers perceive that a brand’s identity matches their own, and that the brand allows them to express themselves, it enhances satisfaction, credibility (Veloutsou, 2015), boosts self-confidence, and increases the likelihood of repeated purchases (Japutra & Molinillo, 2019).

Despite what most studies and research have shown about the positive influence of brand trust and loyalty, some researchers have stated different findings (Narteh, 2012; (Kuikka & Laukkanen, 2012), states that brand personality does not affect trust.

Thus, considering previous studies, the following hypothesis is proposed;

H2: How Brand Personality positively and significantly affects brand trust

Impact of Customer's Brand Recognition on Brand Loyalty

Strong customer brand recognition can lead to higher brand loyalty. It suggests that strong customer recognition can enhance loyalty if a company actively meets the customers' desired traits and conditions (Rather et al, 2018). The connection between recognition and loyalty is deemed positive and vital, indicating that customers with strong recognition are more likely to be loyal to the brand (Rather et al., 2018). Tuškej et al, 2018) discovered similar results, stating that customer brand recognition significantly affects brand loyalty, persistent with these findings, a study by (Rather et al., 2018; Coelho, Rita, & Santos, 2018 & (Wilk et al, 2021) also found a positive and significant connection between recognition and loyalty.

Considering the mentioned research and study, the following hypothesis is proposed:

H3: Customer-brand recognition positively and significantly affects brand loyalty

Effects of Customer Brand Recognition on Trust

Trust is a vital aspect which greatly contributes to the success of relationship development between brands, service providers, and customers (Leaniz et al, 2015; Rather & Sharma, 2017). Additionally, trust pushes loyalty (Leaniz et al, 2015; Rather & Sharma, 2017). Trust evolves from previous experiences with a brand (Keh & Xie, 2009). Conversely, Institutional research gives the proposal of the idea "identification-based trust". Based on this research, the externsion originates from brand identification instead of past contacts or experience from benefits, which forms the base for the trust for brand development (Dunn & Schweitzer, 2005; So et al., 2013). Customers tend to develop a strong foundation for the evaluation of brand performance experience simply due to the fact that they identify with the brand. The continuation of this proposition, (So et al., 2013) discovered that expensive hotel guests who perceived high congruence between the hotel's image and their demanded identity were likely to have more trust of the hotel. Therefore, the following hypothesis is proposed.

H4: The positive and significant effect of customer brand identification on trust

Impact of Trust on Brand Loyalty

According to (Lien, Wen, Huang, & Wu, 2015), trust is a vital aspect in customer-company relationship. Which points to the positive beliefs of the customers about the products, services and brands (Park & Kim, 2016). Brand trust is consumer's willingness to depend on the said brand and all of its deals and traits, which is considered a vital antecedent of a loyalty to brands (He, et al, 2012).

Nguyen et al,(2011) demonstrated that brand trust positively influences the loyalty of a brand, encouraging customers to show their trust and maintain long-term connection (Lin et al, 2017). Trusted brands are more likely to be purchased continuously due to the perceived lower

Impact of Brand Personality Customer Brand Identification on Brand Loyalty the Mediating Role of Trust

risks in choosing or buying a specific brand. Customers consistently seek promises that meet their expectations and enjoy trust in the brand. Thus, positively relates the brand trust to its perceived quality, value, satisfaction, difference with other brands, and customer's loyalty. Thus, this research presents the following hypothesis:

H5: The positive and significant impact of brand trust on brand loyalty

Trust mediates the connection of brand personality with brand loyalty

Previous researchers have conducted discussions regarding the mediator role of trust with the other attributes, such as (Phan & Ghantous, 2013) who discovered that brand trust is a middle-way between association and loyalty in the banking sector. Similarly, (Florencio et al, 2018) in the hospitality sector shows that the trust on a brand mediates between CSR, brand image, and loyalty, leading to increased loyalty and positive image among consumers.

Furthermore, other researches have shown the connection of brand image, satisfaction, trust, and loyalty of brands (Song et al, 2019). Symbolism which indicates the association with specific companies can lead to consumers buying products due to their functional effects (Zhang, 2015). On the other hand, trust has also been shown to be the core of loyalty when the said brand is perceived as an indication of affection (Song et al, 2019). However, there has been limited research analyzing the mediator role of brand trust in the connection of brand identity and loyalty. Therefore, it is generally and vitally important to analyze the role of trust in the overall connection of personality and loyalty. Hence the following hypothesis is proposed:

H6: The mediator role of brand trust on the connection of brand identity and brand loyalty

Mediator role of trust on the connection of customer brand identification and brand loyalty

Trust is deemed a vital part in building connections and loyalty to brands (Martinez & Rodriguez de Bosque, 2013). Previous researches have said that the key indicator to connection of customer exchange and loyalty is trust, which greatly contributes to it (Narteh et al., 2013; Wilkins, Merrilees, & Herrington, 2009). Previous researches have shown that trust on brands can lead to brand loyalty because it generates trust overtime, and with the ongoing processes, which contributes to the continuation and the maintenance of important and valuable connections, which puts more emphasis on brand loyalty (He et al., 2012; Morgan & Hunt, 1994). Similarly, commitments and the intentions of the customers, their satisfaction, and trust will mediate the impacts of customer brand identification on brand loyalty.

Recently, scholars have deepened the examination of the influences of CBI on continuous purchase intention and word-of-mouth through many variables such as satisfaction and commitment, which have been commonly known in the hospitality literature (J. Su & Tong, 2016). Given that CBI also indirectly affects brand loyalty via commitment or intention, brand trust, and the satisfaction of customers.

H7: Brand trust mediates the relationship between brand personality and brand loyalty

Research Method

This research uses the hypotheco deductive research method and the focus of this research is ZARA fashion brand customers in Jakarta. Because the majority of ZARA customers are in big cities like Jakarta. To test the conceptual model in this research we designed an online questionnaire. The sampling technique in this research uses purposive sampling technique, namely the sample in this research is ZARA customers who meet the criteria including at least more than 3 years as a ZARA customer, domiciled in Jakarta.

The Likert scale has five points for rating the study's items.(Aaker, 1997) was created using its five fundamental dimensions—sincerity, excitement, competence, sophistication, and toughness—all of which were created using Aaker's own unique suggestions. Based on the original four dimensions (credibility, integrity, and benevolence) that made up the original items, the Brand Trust Scale (Gurviez & Korchia, 2003) is similarly constructed. "a consumer's psychological state which consists of three elements: perceiving, feeling and assessing their ownership of a brand". (Lam & Shankar, 2014). The three original items ('I consider myself loyal to several brands', 'There is always a brand that will be my first choice', and 'I will not buy another brand if my favourite brand is available in the store') form one of the dimensions of the brand

Result/Findings

The model estimation and interpretation of its results were conducted following the standard sequential process in structural equation modeling. Firstly, the reliability and validity of the measurement model were analyzed. Subsequently, the structural model was estimated, and hypotheses were tested.

Tabel 1. Value of Loading Factor, Composite Reliability dan Average Variance Extracted

Construct	Indicator	Loading Factor	Cronbachs Alpha	Composite Reliability	AVE
Brand Loyalty	BL1	0.853	0.815	0.890	0.730
	BL2	0.858			
	BL3	0.851			
Brand Personality	BP1	0.800	0.921	0.934	0.585
	BP2	0.734			
	BP4	0.786			
	BP5	0.745			
	BP6	0.751			
	BP8	0.752			
	BP9	0.763			
	BP10	0.756			
	BP12	0.803			
	BP13	0.752			
Brand Trust	BT1	0.805	0.937	0.948	0.693
	BT2	0.807			

Impact of Brand Personality Customer Brand Identification on Brand Loyalty the Mediating Role of Trust

	BT3	0.844			
	BT4	0.874			
	BT5	0.843			
	BT6	0.849			
	BT7	0.839			
	BT8	0.795			
Customer Brand Identification	CBI1	0.834	0.896	0.923	0.706
	CBI2	0.834			
	CBI3	0.875			
	CBI4	0.821			
	CBI5	0.836			

Source: Processed Primary-Data (2023)

Table. 1 shows that indicators with loading factors greater than 0.7 can proceed to the next tests, namely reliability and Average Variance Extract (AVE) tests. The results of the reliability test indicate that all variables used in this study, namely Brand Personality, Customer Brand Identification, Trust, and Brand Loyalty, have excellent values. This can be seen from the generated composite reliability values, which are above 0.8, thus meeting the criteria for internal consistency reliability (>0.7). Furthermore, the AVE values for each construct are good, being >0.5 , meeting the criteria for convergent validity.

Next, to assess discriminant validity, the Square Root of Average Variance Extracted (AVE) is compared with the correlations between constructs, as shown in Table 4.12. The suggested values for discriminant validity are >0.5 .

Tabel 2. Square Root of Average Variance Extracted (AVE) and Inter-construct Correlation

Construct	Correlations			
	BL	BP	CBI	BT
Brand loyalty	0.854			
Brand personality	0.729	0.765		
Customer Brand Identification	0.640	0.778	0.840	
Trust	0.739	0.824	0.724	0.833

Source: Processed Primary-Data (2023)

Based on Table. 2, it can be shown that the Square Root of Average Variance Extracted (AVE) for each construct is greater than the inter-construct correlations, indicating good discriminant validity. This aligns with the required rule of thumb that the Square Root of AVE should be greater than the correlations.

1.1. Inner Model Testing (Structural Model)

The inner model or structural model aims to predict the relationships between variables by assessing the variance that can be explained, considering the significance level (P value) (Latan and Ghazali, 2016). Through inner model testing, all hypotheses (Hypotheses 1-5) in this study will be addressed.

Before evaluating the relationships between constructs, an assessment of the goodness of fit of the research model is conducted. The goodness of fit for the structural model can be seen in Table 4.4

a. Output of Q-Square Testing or Goodness of Fit

Q-Square testing or Goodness of Fit, also known as the total coefficient of determination, is used to measure the quality of the research's impact within the model used in the study. Q-Square, or Goodness of Fit, is calculated using the formula:

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$

Where:

Q^2 = Total Coefficient of Determination

R^2 = Coefficient of Determination

The calculation based on the formula above yields:

$$Q^2 = 1 - (1 - 0,597)(1 - 0,552)$$

$$= 1 - (0,403)(0,448)$$

$$= 1 - 0,1805$$

$$= 0,8195$$

Based on the calculation results, the Q-Square value for explaining the relationship between the two latent constructs in the research model is 0.8195 or 81.95%. This means 81.95% of the relationship is explained by both direct and indirect effects. The remaining 18.05% is explained by other variables outside the scope of this study.

After evaluating the goodness of fit, the next step is to examine the estimated relationships between constructs. The inner model depicts the relationships between latent variables based on the output from the structural model, with factor loadings showing the connections between the variables under investigation in this study: Brand Personality, Customer Brand Identification, Trust, and Brand Loyalty, as depicted in Figure 4.1

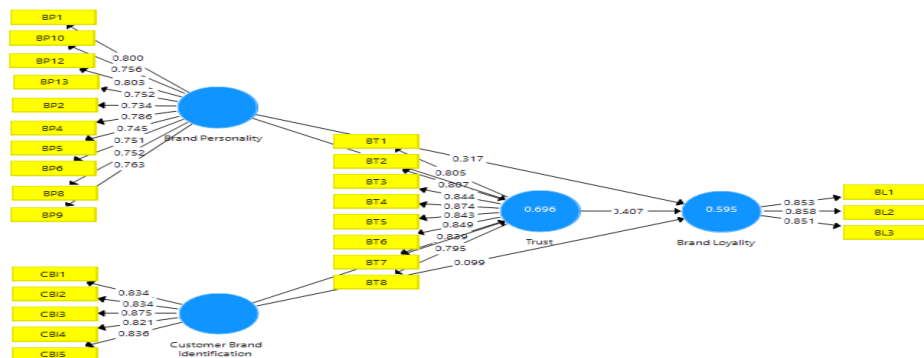


Figure. 1 Results of the Structural Model Test

Impact of Brand Personality Customer Brand Identification on Brand Loyalty the Mediating Role of Trust

Meanwhile, the results of the R-square (R^2) testing for all constructs are displayed in Table 4.5.

Tabel. 3. Results of R-square Testing

	Nilai R-square
Brand Personality	
Customer Brand Identification	
Trust	0.696
Brand Loyalty	0.595

Source: Processed Primary-Data (2023)

Based on Table. 3, the R-square value for the Trust construct is 0.696, indicating that Brand Personality and Customer Brand Identification can explain 69.6% of the variance in Trust, while the remaining 30.4% is influenced by other factors not examined in this study. Meanwhile, the R-square value for the Brand Loyalty construct is 0.595, meaning that Brand Personality, Customer Brand Identification, and Trust can explain 59.5% of the variance in Brand Loyalty, with the remaining 40.5% being influenced by other factors not investigated in this study.

To determine the acceptance or rejection of the hypotheses proposed in this research, the decision is made based on the magnitude of the variance and effect size in the relationships between constructs, as shown in Table

Tabel 4. Results of Estimation of Inter-Construct Relationships

<i>Description Path</i>	<i>Original Sample</i>	<i>T-Statistic</i>	<i>P Value</i>	Ket
Brand Personality --> Brand Loyalty	0.317	3.140	0.002	Accepted
Brand Personality --> Trust	0.659	8.132	0.000	Accepted Accepted
Customer Brand Identification --> Brand Loyalty	0.099	0.975	0.330	Rejected
Customer Brand Identification --> Trust	0.211	2.481	0.009	Accepted
Trust --- > Brand Loyalty	0.407	3.828	0.000	Accepted

***, ** Significant level pada 0.001, 0.05

Source: SEM PLS Output Result (2023)

Based on the inter-construct relationships test in Table. 4, the hypotheses proposed in this study can be explained as follows:

- Impact on Brand Loyalty. This is evidenced by the P-value generated being < 0.05 , specifically 0.002, and the coefficient path value being 0.317. Thus, Hypothesis 1 is **accepted**.
- The results for Hypothesis 2 demonstrate that Brand Personality has a positive and significant influence on Trust. This is supported by the P-value < 0.05 , specifically 0.000, and the coefficient path value of 0.695. Therefore, Hypothesis 2 is **accepted**.
- The findings for Hypothesis 3 indicate that Customer Brand Identification does not have a positive and significant influence on Brand Loyalty. This is reflected in the P-value being > 0.05 , specifically 0.330, and the coefficient path value being 0.099. Hence, Hypothesis 3 is **rejected**.
- The results for Hypothesis 4 reveal that Customer Brand Identification has a positive and significant impact on Trust. This is supported by the P-value < 0.001 , specifically 0.009, and the coefficient path value of 0.211. Therefore, Hypothesis 4 is **accepted**.
- Lastly, the results for Hypothesis 5 show that Trust has a positive and significant influence on Brand Loyalty. This is confirmed by the P-value < 0.01 , specifically 0.000, and the coefficient path value of 0.407. Thus, Hypothesis 5 is **accepted**.

Table 5. Mediation Variable Estimation Results

<i>Description Path</i>	<i>Path Coefficient</i>	<i>T-Statistic</i>	<i>P-value</i>	<i>Ket</i>
BP -----> BT ---> BL	0.268	3.627	0.000	Accepted
CBI -----> BT ---> BL	0.086	2.106	0.036	Accepted

***, ** Significant level pada 0.001, 0.05

Source: Processed Primary data (2023)

The results of the test, as shown in Table 5, indicate that the variable Trust acts as a mediator in the relationship between Brand Personality and Brand Loyalty. This is evidenced by the P-value being < 0.01 , specifically 0.000, and the coefficient path value of 0.268. Thus, the Trust variable mediates the relationship between Brand Personality and Brand Loyalty. Similarly, the results demonstrate that the Trust variable mediates the relationship between Customer Brand Identification and Brand Loyalty. This is supported by the P-value being < 0.05 , specifically 0.036, and the coefficient path value of 0.086.

Discussion

The results of this study show that brand personality can increase brand loyalty for ZARA using a measurement scale consisting of five dimensions: sincerity, enthusiasm, competence, sophistication, and toughness (Aaker, 1997) These results are consistent with studies showing that brand personality has a positive impact on brand awareness, brand trust, and brand loyalty (Ramaseshan & Stein, 2014); Molinillo et al., 2017) and Japutra & Molinillo, 2019).

The results of this study prove that brand personality can increase customers' trust in ZARA brand products. The brand's personality has made customers trust all her ZARA products. It is important to continue to maintain and improve trust in ZARA brand products. According to researchers, when consumers feel that a brand's personality matches their own and allows them to express their individuality, they feel more satisfied and trustworthy with their purchase, which has a positive impact on their confidence and ability to repurchase the brand. It is said to have an influence. (Gurviez & Korchia, 2003; Sung, 2010; Bouhlef et al., 2011) consider trust as a multidimensional concept consisting of reliability, honesty, and benevolence. The combination of these three aspects determines the level of consumer trust in a brand. His research found that aspects of a brand's personality can increase the level of brand trust. We also see that brand personality influences trust. Furthermore, the results of this study are in line with research findings showing that brand personality has a positive impact on three relationship structures between consumer brands (brand awareness, brand trust, and brand loyalty (Japutra & Molinillo, 2019; (Molinillo et al., 2017)

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Trust in a particular product brand is very important to build a good relationship between service provider and customer. The results of this study indicate that customers' brand identification can enhance trust and promote customer loyalty. This study also supports research findings (Leanizet al, 2015; Rather et al, 2017). This confirms that trust comes from past experiences with the brand. Commitment based on brand identity, rather than past interactions or experienced benefits, forms the basis for building brand trust (Dunn & Schweitzer, 2005; So et al., 2013). Consumers tend to create better criteria for evaluating brand experiences simply because they identify with the brand.

Building brand trust can foster long-term relationships through processes that consumers have previously understood and considered (Chaudhuri & Holbrook, 2006). Trust is one of the conditions that can increase consumer satisfaction, improve brand image, and increase brand loyalty (Huang & Cai, 2015). The results of this study indicate that customer trust can lead to brand loyalty. Therefore, trust must continue to be maintained in order to continue to foster customer loyalty to the brand. This study also supports the results of other studies conducted. Some previous researchers have found that brand trust influences brand loyalty (Syed Alwi., 2017; Lam & Shankar, 2014). The relationship between trust and loyalty

Impact of Brand Personality Customer Brand Identification on Brand Loyalty the Mediating Role of Trust

has been thoroughly studied for customer retention. Loyalty is much more difficult than attracting new customers because brand trust leads to repeat purchases and recommendations to future customers (Kim & Gupta, 2009).

According to Ghazali (2009), a variable is called a mediating variable if it influences the relationship between a predictor variable (independent) and a criterion variable (dependent). (Phan & Ghantous, 2013) found that brand trust mediates between brand association and loyalty in a study in the banking sector. Similar research results (Florencio et al., 2018) In the hospitality industry, brand trust has been shown to be a mediator between her CSR, image, and loyalty, leading to increased loyalty and positive image among customers. This study shows that brand image, satisfaction, trust, and brand loyalty are important because the symbolism associated with a particular company can influence consumers to purchase a product based on its functional impact. This supports the results of other studies showing a relationship between (Song et al., 2019). Another approach shows that trust is a source of loyalty even when a brand is perceived as a sign of love (Song et al., 2019; Su et al, 2016). In his research, he said that in addition to the direct impact, customers' brand identification has an indirect impact on brand loyalty through engagement, brand trust, and customer satisfaction. The results of this study indicate that trust can influence the relationship between brand identity and customer brand loyalty, supporting the results of previous studies.

Conclusion

Brand personality, measured using five dimensions such as sincerity, excitement, competence, sophistication, and ruggedness can enhance brand loyalty for ZARA. The results of this study demonstrate that brand personality can increase customer trust in ZARA's products. Brand personality has motivated customers to trust all ZARA products. The research findings indicate that customer brand identification does not have an impact on brand loyalty. This result contradicts other studies. However, the results differ for the variable of customer brand identification's influence on brand loyalty, showing a positive and significant impact.

This study has proven that customer trust can foster brand loyalty. Therefore, trust must be consistently maintained and nurtured to continually drive brand loyalty among customers. The trust variable plays a mediating role in both the relationship between brand personality and brand loyalty, as well as between customer brand identification and brand loyalty. This study is not without limitations, including: demographically, the research is limited to the Jakarta area with a total of 135 respondents. Future research agendas are expected to expand the demographic scope, such as exploring other countries or cross-national contexts. Additionally, increasing the number of respondents would allow for more generalizable results.

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