

ABSTRACT

Famys Circle Label (FCL) is a local modest fashion brand based in Pekanbaru, known for its diverse collection from various Indonesian modest brands. As the only modest brand in Pekanbaru, FCL has substantial potential to strengthen brand loyalty among its consumers. However, FCL has experienced a significant decline in sales compared to the same period in the previous year. This decline has impacted not only sales figures but also led to a reduction in the number of members registered in FCL's loyalty program. According to an interview with FCL's owner, Putri Rahmawati, the primary issue lies in the brand's weak image, due to its new status and limited market recognition.

The research applied a quantitative methodology, with data collected through a non-probability sampling method involving 384 FCL consumers as respondents. Validity and reliability testing, along with data analysis, were conducted using Structural Equation Modeling (SEM) with SmartPLS3 software.

The results indicate that both brand experience and brand image have a positive and significant partial influence on brand loyalty and brand trust. The simultaneous influence of these variables also shows that brand trust plays a mediating role, strengthening the relationship between brand experience, brand image, and brand loyalty.

Based on these findings, it is recommended that FCL continuously enhance the brand experience provided to consumers and reinforce its brand image through effective communication strategies. Increasing brand trust can be a key factor in building long-term brand loyalty among FCL's consumers, especially in Pekanbaru.

This study aims to analyze the effect of brand experience and brand image on brand loyalty with brand trust as a mediating variable. The novelty of this research lies in the recommendations for strategy improvement based on the results of the inner model, outer model, and descriptive analysis. These recommendations are expected to assist FCL in formulating more effective strategies to enhance customer trust and loyalty in Pekanbaru.

Keywords: *brand experience, brand image, brand trust, brand loyalty.*