

ABSTRACT

Elzatta Hijab is a Muslim fashion brand founded in Bandung in 2012 by Elidawati, Henda Roshenda, and Eva Hanura. Elzatta Hijab is known for its collection of Muslim clothing with a feminine style and a variety of products such as instant veils, scarves, and shawls. The phenomenon behind this research is the decline in Elzatta Hijab's ranking in the Top Brand Award for the last three years and the occurrence of fraud cases on behalf of Elzatta, which can affect consumer perceptions and loyalty.

This phenomenon is the background for this research, which aims to determine the effect of brand communication and brand image on brand loyalty, with brand trust as an intervening variable. This study also examines the direct and indirect effects of brand communication and brand image on brand loyalty through brand trust.

This research uses a quantitative approach with descriptive and multivariate analysis techniques. The purposive sampling method in the selection process obtained 300 respondents. Primary data collection was carried out using a questionnaire distributed through an online closed questionnaire using Google Form, which was distributed through social media such as Facebook Forum, Instagram and WhatsApp, Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through the help of SmartPLS software.

The results showed that each variable in this study such as brand communication, brand image, brand trust, and brand loyalty is in a good category. This study proposes eight hypotheses that examine the effect of brand communication and brand image on brand loyalty, both directly and indirectly through brand trust as a mediating variable. The results showed that brand communication has a positive effect on brand image, brand trust, and brand loyalty. In addition, brand image is proven to have a positive effect on brand trust and brand loyalty. Brand trust also has a positive influence on brand loyalty, and significantly mediates the influence of brand communication and brand image on brand loyalty. Practical suggestions in this study, Elzatta Hijab is advised to optimize communication strategies through more interactive advertisements and promotions, strengthen product differentiation, maintain quality, and develop loyalty programs. Theoretical suggestions, further research, improve the quality of instrument items, and consider demographic characteristics such as education.

Keywords: brand communication, brand image, brand trust, brand loyalty