



The Role of Brand Image in Mediating the Effect of Promotional Appeal on Customer Loyalty

(A Study on Jiniso Fashion Products in Denpasar City)

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Abstract This study aims to analyze the mediating role of brand image in the effect of promotional appeal on customer loyalty, specifically in the context of Jiniso fashion products. The research was conducted in Denpasar City using a non-probability sampling method with a purposive sampling technique. A total of 100 respondents were selected based on specific criteria relevant to the study objectives. The data were analyzed using inferential statistical techniques, including path analysis, the Sobel test, and the Variance Accounted For (VAF) test to determine the direct and indirect effects between variables. The results of the study show that promotional appeal has a positive and significant effect on customer loyalty, indicating that attractive and persuasive promotional strategies are capable of increasing consumer commitment to the brand. Furthermore, promotional appeal has a positive and significant effect on brand image, meaning that well-designed promotional messages help build a favorable perception of the brand among customers. The findings also reveal that brand image has a positive and significant effect on customer loyalty, demonstrating that a strong brand image enhances customer retention and repeated purchases. Importantly, the analysis indicates that brand image partially mediates the relationship between promotional appeal and customer loyalty. This suggests that while promotional appeal directly influences loyalty, it also indirectly enhances loyalty through the improvement of brand image. These findings provide practical implications for marketers and brand managers, emphasizing the importance of developing integrated marketing strategies that combine promotional efforts with brand-building activities to strengthen customer loyalty in the competitive fashion industry. Future research could examine other mediating factors or expand the study to other sectors to increase external validity.

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Keywords; Brand Image, Customer Loyalty; Promotional Appeal

1. Introduction

The era of the industrial revolution 4.0 is characterized by rapid technological advancements that have significantly influenced changes in societal lifestyles. One of the most notable developments is in the field of information technology, particularly the internet, which has enabled individuals to easily access their daily needs and desires. The internet also facilitates seamless communication between users across the globe without the need for face-to-face interaction (Ramza et al., 2024).

According to the Indonesian Internet Service Providers Association (APJII), as of February 2024, the number of internet users in Indonesia had exceeded 221 million, with an internet penetration rate reaching 79.5 percent, an increase of 1.4 percent compared to the 78.19 percent recorded in 2023.

This significant growth in internet users has intensified competition in the business sector. The proliferation of online-based services has provided businesses with greater convenience in operating and expanding their activities (Ramza et al., 2024).

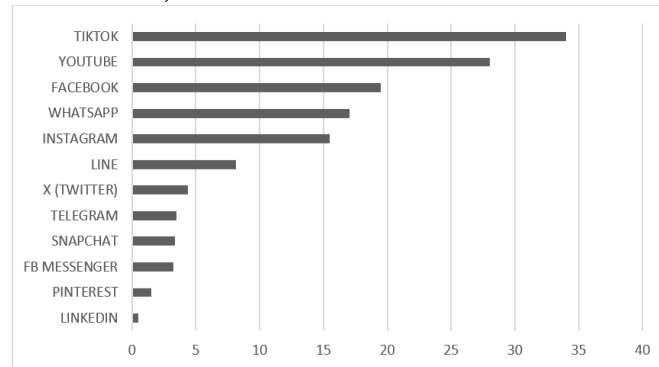


Figure 1. Social Media Application Usage Time

Source: We are Social, 2024

Social media offers a distinct advantage by enabling users to communicate interactively with others around the globe. It facilitates two-way communication, allowing users to engage by liking, commenting on, sharing, and discussing content uploaded on various platforms (Puspitasari, 2023). Figure 1 illustrates that TikTok ranks first as the most frequently used social media platform worldwide, with an average usage time of 34 hours per user per month. According to GoodStats, Indonesia has the largest number of TikTok users globally, reaching 157.6 million as of July 2024. This significant user base presents a valuable opportunity for businesses to leverage TikTok for promotional activities and to broaden their customer reach.

According to a survey conducted by Populix (2022), approximately 86 percent of Indonesians have made purchases through social media platforms. TikTok emerged as the most commonly used platform, with 46 percent of respondents choosing TikTok Shop as their primary online shopping destination. Apparel was the most frequently purchased category on TikTok, accounting for 61 percent of purchases, followed by beauty products at 43 percent, and food and beverages at 38 percent. These figures underscore TikTok's potential as a powerful platform for sharing and promoting fashion-related content. The strong public interest in fashion products has driven the growth of the fashion industry in Indonesia. Furthermore, there is a growing awareness among Indonesian consumers of the importance of supporting local brands and the domestic fashion industry (Ramza et al., 2024).

One notable example of a local fashion brand leveraging TikTok as a marketing tool is Jiniso. Established in 2019, Jiniso is an Indonesian fashion brand targeting dynamic and active youth, with its brand identity captured in the tagline "Jiniso Active Jeans." The brand has gained popularity among young Indonesians and is recognized for offering stylish, comfortable jeans that appeal to active lifestyles. Jiniso provides a wide selection of denim-based products that are both fashionable and functional (<https://jiniso.id>; Ramza et al., 2024).

Table 1. Percentage of Fashion Brands Preferred by the Public

Fashion Brands	Percentage (%)
Erigo	27.6
3Second	23.8
Hijup	10.7

Roughneck	10.3
Jiniso and others	27.6

Source: GoodStats, 2023

Promotional content produced by Jiniso has demonstrated significant appeal, contributing to the rising popularity of local fashion brands on the TikTok platform. Jiniso actively utilizes TikTok through its official account, @jiniso.id, as a channel for product promotion. The brand's popularity can be observed through the positive responses it receives from customers and its viral presence as a local fashion brand on TikTok (Kholifah et al., 2024).

However, as presented in Table 1, survey data from GoodStats reveals that the most dominant fashion brands among Indonesian consumers are Erigo (27.6%), followed by 3Second (23.8%), Hijup (10.7%), and Roughneck (10.3%). The remaining 27.6% consists of various other local brands, including Jiniso, Eiger, Nimco, Everbest, Benhill, Heymale, among others. These figures indicate that Jiniso still lags behind leading competitors in the Indonesian fashion market. Therefore, building customer loyalty has become a strategic priority for Jiniso to enhance its competitive edge and strengthen its brand positioning in the industry.

Customer loyalty refers to a behavioral tendency in which customers repeatedly purchase and remain committed to a particular product or brand, often becoming lifelong customers (Schiffman & Wisenblit, 2019, p. 45). According to Rifa (2019, pp. 51-52), customer loyalty is reflected in repeated purchases over time and is rooted in habitual behavior toward a specific brand. To cultivate such loyalty, companies must regularly address customer needs and deliver value consistently, encouraging repeat purchases. Kotler et al. (2022, p. 447) define loyalty as a deeply held commitment to repurchase a preferred product or service in the future, regardless of situational influences or marketing efforts that might prompt switching behavior. Thus, customer loyalty can be defined as a repeated purchasing behavior toward a product that consistently fulfills customer desires. Simanjuntak and Ardani (2018) argue that one effective strategy to enhance customer loyalty is through promotional appeal.

Promotional appeal encompasses all marketing efforts designed to influence customers to make purchases and remain loyal to the company's offerings. Promotional activities aim to communicate brand presence and persuade consumers to buy the promoted products (Ariatmaja & Rastini, 2017). Yuliantari et al. (2019, p. 42) explain that promotion plays a critical role in informing, persuading, and reminding customers to engage with a product or service. Collectively, these definitions suggest that promotional appeal refers to promotional content that effectively attracts and persuades customers to purchase. Effective promotion not only retains existing customers but also fosters loyalty to the brand (Ing & Dahlan, 2023).

Reazizu and Santika (2024) emphasize the importance of enhancing promotion effectiveness to build stronger customer loyalty. Prior research has supported the positive and significant impact of promotional appeal on customer loyalty (Reazizu & Santika, 2024; Ing & Dahlan, 2023; Rohmad et al., 2022; Anugrah, 2020; Simanjuntak & Ardani, 2018). Nevertheless, contrasting findings have emerged, with studies by Anggraini et al. (2024), Sopiani & Rahyuda (2023), and Hermiati et al. (2022) reporting insignificant effects of promotion on loyalty. These research inconsistencies highlight a research gap, warranting further investigation by introducing brand image as a mediating variable.

Brand image reflects how customers perceive and mentally associate with a particular brand, what comes to mind when they think about it (Mertha

& Respati, 2022). Kotler et al. (2022, p. 310) emphasize the importance of consistency in brand image to ensure ease of recall and the formation of new associations in the customer's memory. A strong brand image contributes positively to brand value, which is essential for maintaining product presence and differentiation in the minds of customers (Firmansyah, 2020, p. 193). In essence, brand image is the customer's perception that helps distinguish one brand from another. Promotional activities are instrumental in shaping and maintaining this image (Firmansyah, 2020, p. 269). Belch & Belch (2018, p. 17) affirm that brand image significantly influences purchasing behavior, and promotion is one of the main tools used to build and reinforce a brand.

Previous studies have shown that promotional appeal has a significant and positive impact on brand image (Afifah & Sakti, 2024; Feriningsih et al., 2023; Desideria & Wardana, 2020; Simanjuntak & Ardani, 2018). Furthermore, a positive brand image leads to increased customer loyalty, enhances purchase intentions, and discourages switching to competing brands. In an increasingly saturated market filled with emerging products, it is becoming more challenging to establish and maintain a distinctive brand image (Schiffman & Wisenblit, 2019, p. 129). Empirical evidence also supports the significant role of brand image in influencing customer loyalty (Affifatusholihah & Sari, 2024; Rastogi et al., 2024; Rohmad et al., 2022; Mertha & Respati, 2022), suggesting that brand image can serve as a mediator between promotional appeal and customer loyalty.

The aforementioned phenomenon and research gap form the rationale for this study, which aims to examine the mediating role of brand image in the relationship between promotional appeal and customer loyalty toward Jiniso fashion products. Accordingly, the research objectives are to analyze: the effect of promotional appeal on customer loyalty, the effect of promotional appeal on brand image, the effect of brand image on customer loyalty, and the mediating role of brand image in the relationship between promotional appeal and customer loyalty.

This study adopts the Stimulus Organism Response (S–O–R) theory, originally proposed by Hovland in 1953. According to Abidin (2022), the S–O–R model conceptualizes communication as a stimulus–response process, where messages (either verbal or non-verbal) elicit behavioral responses from individuals. The three key elements of the S–O–R framework are: Stimulus (S)—the promotional message; Organism (O)—the individual or customer who processes the stimulus; and Response (R) the resulting behavior. In this context, promotional appeal acts as the stimulus, customers are the organisms receiving the message, and their responses relate to brand image formation and brand loyalty. Therefore, a strong promotional appeal is expected to enhance brand image, which in turn fosters greater customer loyalty.

The hypotheses proposed in this study are as follows:

- **H₁:** Promotional appeal has a significant positive effect on customer loyalty.
- **H₂:** Promotional appeal has a significant positive effect on brand image.
- **H₃:** Brand image has a significant positive effect on customer loyalty.
- **H₄:** Brand image significantly mediates the relationship between promotional appeal and customer loyalty.

2. Method

The data collection method used in this study was a survey method using a questionnaire distributed to sample members online (Google Form). The population determined in this study was Jiniso fashion product customers in Denpasar City, whose number is unknown (infinite). This

study used 14 indicators, so the estimated sample range required in this study was 70-140 respondents. Based on various considerations, this study set a sample size of 100 respondents.

Before the questionnaire was distributed, to determine the feasibility of the data used, validity and reliability tests were conducted on 30 respondents. The endogenous variable in this study was customer loyalty, the exogenous variable in this study was promotional appeal, and the mediating variable in this study was brand image. Sugiyono (2019, p. 207) explains that inferential statistical analysis is a statistical technique used to analyze sample data and the results are applicable to the population. Inferential statistics are suitable for use when the sample is taken from a clear population and the sampling technique is carried out randomly. The statistical analyses used in this study were path analysis, Sobel test, and VAF test. The form of the structural equation in this study is as follows:

Sub-structural Equation 1

$$M = \beta_2 X + e_1 \dots\dots\dots (1)$$

Sub-structural Equation 2

$$Y = \beta_1 X + \beta_3 M + e_2 \dots\dots\dots (2)$$

Explanation:

Y : Customer loyalty
X : Promotional appeal
M : Brand image
 $\beta_1, \beta_2, \beta_3$: Model regression coefficient
 e_1, e_2 : error

Utama (2016, p. 169) explains that the Sobel test can be used to test mediation hypotheses by examining the strength of the indirect influence of exogenous variables on endogenous variables through the mediating variable. The Sobel test calculation formula is as follows:

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}} \dots\dots\dots (3)$$

Explanation:

S_{ab} : The magnitude of the standard error is not direct
 S_a : Standard error of coefficient a
 S_b : Standard error of the coefficient b
a : Coefficient X pathway to mediator (M)
b : Coefficient M pathway to Y
ab : Multiplication result path coefficient X to path coefficient M(a) with path M to Y(b)

The Variance Accounted For (VAF) test is a testing method that can be used to test mediation hypotheses in addition to the Sobel test. The VAF test measures the extent to which the mediating variable is able to absorb the previously significant direct effect of the model without the mediator. The VAF test can be calculated using the following formula:

$$VAF = \frac{\text{Indirect effect}}{\text{Direct effect} + \text{Indirect effect}} \dots\dots\dots (4)$$

The results of the VAF test can be identified by the following criteria: if the VAF value is above 80 percent, it indicates that the mediating variable has a full mediating role. If the VAF value is between 20 percent and 80 percent, it can be categorized as partial mediation. However, if the VAF value is less than 20 percent, it indicates almost no mediation effect.

3. Results And Discussion

Sugiyono (2019, pp. 361-362) explains that a valid instrument means the measuring tool used can measure what should be measured to obtain valid data. Factor analysis can be done by correlating the sum of factor scores with the total score. If the correlation coefficient is positive and $r \geq 0.3$, then the instrument can be declared valid. A reliable instrument is an instrument that, when used repeatedly to measure the same object, will still produce the same results. The value of an instrument can be declared reliable if it has a Cronbach's Alpha coefficient ≥ 0.6 .

Table 2. Validity Test Results

No.	Variables	Instrument	Pearson Correlation	Explanation
1.	Customer Loyalty (Y)	Y ₁	0.708	Valid
		Y ₂	0.703	Valid
		Y ₃	0.760	Valid
		Y ₄	0.839	Valid
2.	Promotional appeal (X)	X ₁	0.776	Valid
		X ₂	0.727	Valid
		X ₃	0.820	Valid
		X ₄	0.915	Valid
		X ₅	0.766	Valid
3.	Brand Image (M)	M ₁	0.848	Valid
		M ₂	0.864	Valid
		M ₃	0.904	Valid
		M ₄	0.709	Valid
		M ₅	0.774	Valid

Source: Processed primary data, 2025

Based on Table 2, it can be concluded that all research variable instruments, namely customer loyalty, promotional appeal, and brand image have met the validity test requirements. The Pearson Correlation value for each instrument is above 0.30, indicating that the instrument is suitable for use as a measurement tool for these variables.

Table 3. Reliability Test Results

No.	Variables	Cronbach's Alpha	Explanation
1.	Customer Loyalty (Y)	0.737	Reliable
2.	Promotional appeal (X)	0.859	Reliable
3.	Brand Image (M)	0.877	Reliable

Source: Processed primary data, 2025

Based on Table 3, it can be concluded that the results of the reliability test on each variable, namely customer loyalty, promotional appeal, and brand image have a value above 0.60 as shown by the results of Cronbach's Alpha, so all instruments can be said to have met the reliability requirements.

The next test conducted was a path analysis test. This study calculated the effect of promotional appeal on brand image using SPSS Statistics 26. The results of the first structural calculation are presented in Table 4.

Table 4. Path Analysis Results on Structure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.006	1.286		3.892	0.000
Promotional appeal	0.743	0.060	0.780	12.324	0.000
R ²	: 0.608				

Source: Processed primary data, 2025

Based on the results of the path analysis in Table 4, the following structural equation can be formulated:

$$M = \beta_2 X + e_1$$

$$M = 0.780X$$

This study calculates the influence of promotional appeal and brand image on customer loyalty using the SPSS Statistics 26 program. The following are the results of the second structural calculation presented in Table 5.

Table 5. Path Analysis Results on Structure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.680	1.477		4.522	0.000
Promotional appeal	0.211	0.103	0.279	2.052	0.043
Brand Image	0.235	0.108	0.297	2.181	0.032
R ²	: 0.295				

Source: Processed primary data, 2025

Based on the results of the path analysis in Table 5, the following structural equation can be formulated:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.279X + 0.297M$$

This test shows the respective coefficients of determination for structures 1 and 2, as well as the values of each error variable for each structure, with the aim of constructing a final path diagram model. The following are the results of calculating the error variable values for each structure:

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,608} = 0.626$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,295} = 0.839$$

The calculation of the influence of error (e) found that the influence of structure error 1 (e₁) was 0.626 and the influence of structure error 2 (e₂) was 0.839. The following are the results of the calculation of the total coefficient of determination:

$$R_m^2 = 1 - (Pe_1)^2 - (Pe_2)^2$$

$$R_m^2 = 1 - (0.626)^2 - (0.839)^2$$

$$R_m^2 = 1 - (0.391) - (0.703)$$

$$R_m^2 = 1 - 0.274$$

$$R_m^2 = 0.726$$

The calculation of the total determination coefficient value found a result of 0.726, so it can be concluded that 72 percent of the customer loyalty variable in Jiniso fashion products is influenced by the promotional appeal variable either directly or indirectly through the brand image variable, while the remaining 28 percent is influenced by other variables not included in the research model or outside the research model. Based on the explanation of the structural equation, the results of the path coefficient calculation will be explained which are shown through the standardized beta coefficient on each influence between variables. The following is the path coefficient values of each variable influence through Figure 2.

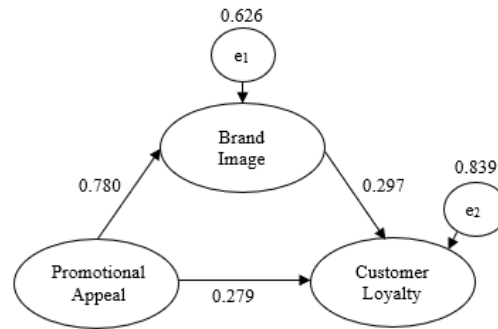


Figure 2. Path Analysis Model

Based on the calculations that have been carried out, it can be concluded that the calculations of the direct influence, indirect influence, and total influence of each structural equation are presented in Table 6.

Table 6. The Direct and Indirect Effects of Promotional Appeal on Brand Image and Customer Loyalty

Influence of Variables	Direct Influence	Indirect Influence	Total Influence	Std. Error	Sig.	Results
X → M	0.780		0.780	0.060	0.000	Significant
M → Y	0.297		0.297	0.108	0.032	Significant
X → Y	0.279	0.231	0.510	0.103	0.043	Significant

Source: Processed primary data, 2025

The next test is the classical assumption test. The purpose of the classical assumption test is to further confirm the feasibility of the model (Utama, 2016, p. 99). A model will theoretically produce accurate estimated parameter values if it meets the requirements of the classical regression assumptions, including normality, multicollinearity, and heteroscedasticity tests.

Table 7. Normality Test Results

Equality	Asymp. Sig. (2 tailed) Kolmogorov-Smirnov
Structure 1	0.060
Structure 2	0.113

Source: Processed primary data, 2025

Based on the results of the normality test using One-Sample Kolmogorov-Smirnov which can be seen in Table 7, it shows that the value of Asymp. Sig. (2 tailed) Kolmogorov-Smirnov is 0.060 and 0.113. The value of Asymp. Sig. (2 tailed) Kolmogorov-Smirnov is greater than the alpha value of 0.05, this indicates that the data used in this study is normally distributed, so it can be concluded that the model meets the assumption of normality.

Table 8. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
Structure 2	Promotional appeal	0.392	2.550
	Brand Image	0.392	2.550

Source: Processed primary data, 2025

Based on the results of the multicollinearity test presented in Table 8, it can be seen that there are no exogenous variables that have a tolerance value of less than 0.10 (10 percent) and no exogenous variables have a VIF value of more than 10. Therefore, the regression model is free from symptoms of multicollinearity.

Table 9. Heteroscedasticity Test Results

Equality	Model	t	Sig.
Structure 1	Promotional appeal	-1.444	0.152

Structure 2	Promotional appeal	-1.611	0.110
	Brand Image	1.268	0.208

Source: Processed primary data, 2025

Based on the results of the heteroscedasticity test presented in Table 9, each model yielded a significance value greater than 0.05. This indicates that the exogenous variables in this study do not have a significant effect on the absolute residuals (e_i), suggesting that the regression model is free from heteroscedasticity.

The next test conducted was the Sobel Test, which aims to examine the strength of the indirect effect of promotional appeal (X) on customer loyalty (Y) through brand image (M). A Z-value greater than 1.96 indicates that the mediating variable significantly mediates the relationship between the exogenous and endogenous variables. The Sobel test result was calculated as follows:

$$Z = \frac{0.780 \times 0.297}{\sqrt{(0.297^2 \cdot 0.060^2) + (0.780^2 \cdot 0.108^2) + (0.060^2 \cdot 0.108^2)}}$$

$$Z = \frac{0.231}{0.083}$$

$$Z = 2.783$$

The result of $Z = 2.783 > 1.96$ indicates that brand image significantly mediates the effect of promotional appeal on customer loyalty for Jiniso fashion products.

The Variance Accounted For (VAF) test was then performed to assess the proportion of the indirect effect in absorbing the previously significant direct effect. The VAF was calculated as:

$$VAF = \frac{0.231}{0.279 + 0.231}$$

$$VAF = 0.4529 \text{ (45.29 percent)}$$

Since the VAF value lies between 20% and 80%, the result indicates a partial mediation. This suggests that brand image partially mediates the relationship between promotional appeal and customer loyalty.

Hypothesis Testing Summary

Hypothesis 1: Promotional appeal has a significant positive effect on customer loyalty. This finding supports prior research by Simanjuntak & Ardani (2018), Anugrah (2020), and Reazizu & Santika (2024), all of whom found that high promotional appeal enhances customer loyalty.

Hypothesis 2: Promotional appeal has a significant positive effect on brand image. This is in line with studies by Simanjuntak & Ardani (2018), Desideria & Wardana (2020), Feriningsih et al. (2023), and Afifah & Sakti (2024), confirming that increased promotional appeal contributes to stronger brand image.

Hypothesis 3: Brand image has a significant positive effect on customer loyalty. This supports the findings of Simanjuntak & Ardani (2018), Rohmad et al. (2022), Affifatusholihah & Sari (2024), and Rastogi et al. (2024), which all found brand image to be a critical driver of customer loyalty.

Hypothesis 4: Brand image significantly mediates the effect of promotional appeal on customer loyalty. This finding is consistent with research by Simanjuntak & Ardani (2018), Feriningsih et al. (2023), and Mulyati et al. (2024), which all highlight the mediating role of brand image in enhancing the impact of promotional appeal on loyalty.

Conclusion

Based on the results of the study, it can be concluded that promotional appeal plays a crucial role in enhancing customer loyalty toward Jiniso fashion products. The findings show that promotional appeal not only has a significant direct effect on customer loyalty but also contributes positively to shaping a favorable brand image. In turn, a strong brand image significantly increases customer loyalty, highlighting its strategic importance in the marketing process. Furthermore, brand image is found to partially mediate the relationship between promotional appeal and customer loyalty, indicating that effective promotional efforts can strengthen brand image, which subsequently leads to higher customer loyalty. These results

emphasize the need for integrated marketing strategies that focus on both promotional appeal and brand image development to build and maintain loyal customers for Jiniso fashion products.

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