
INCREASING CUSTOMER LOYALTY THROUGH A CUSTOMER-BASED BRAND EQUITY APPROACH: THE PERSPECTIVE OF KEBAYA FASHION CONSUMERS

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Abstract

The objective of this study is to enhance customer loyalty to kebaya fashion products in Denpasar City by employing the Customer-Based Brand Equity (CBBE) approach. A quantitative approach was employed to collect data through the administration of questionnaires to 110 respondents. The collected data were then analyzed by the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The findings of the study indicated that brand equity exerts a positive influence on customer loyalty and customer-based brand equity. Furthermore, customer-based brand equity demonstrates a positive impact on customer loyalty, thereby mediating the relationship between brand equity and customer loyalty. These findings offer implications for marketing strategies that aim to enhance customer loyalty by fortifying brand equity. The findings support the CBBE theory and demonstrate the importance of integration between product differentiation, brand awareness, and digital marketing in creating deep emotional relationships with customers. The present study offers pragmatic contributions to businesses, particularly in the fashion industry, by providing a framework for the development of effective marketing strategies.

Keyword: customer loyalty, brand equity, kebaya, digital marketing, brand awareness

Abstrak

Tujuan penelitian ini adalah untuk meningkatkan loyalitas pelanggan terhadap produk fesyen kebaya di Kota Denpasar dengan menggunakan pendekatan Customer-Based Brand Equity (CBBE). Pendekatan kuantitatif digunakan untuk mengumpulkan data melalui pemberian kuesioner kepada 110 responden. Data yang dikumpulkan kemudian dianalisis dengan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa ekuitas merek berpengaruh positif terhadap loyalitas pelanggan dan ekuitas merek berbasis pelanggan. Lebih lanjut, ekuitas merek berbasis pelanggan menunjukkan dampak positif terhadap loyalitas pelanggan, sehingga memediasi hubungan antara ekuitas merek dan loyalitas pelanggan. Temuan ini menawarkan implikasi untuk strategi pemasaran yang bertujuan untuk meningkatkan loyalitas pelanggan dengan memperkuat ekuitas merek. Temuan ini mendukung teori CBBE dan menunjukkan pentingnya integrasi antara diferensiasi produk, kesadaran merek, dan pemasaran digital dalam menciptakan hubungan emosional yang mendalam dengan pelanggan. Penelitian ini menawarkan kontribusi pragmatis bagi bisnis, khususnya di industri fesyen, dengan menyediakan kerangka kerja untuk pengembangan strategi pemasaran yang efektif.

Kata kunci: loyalitas pelanggan, ekuitas merek, kebaya, pemasaran digital, kesadaran merek

INTRODUCTION

The fashion industry has evolved into a substantial business sector and a global trend of considerable demand. This phenomenon has led to a notable economic contribution from the fashion industry to the Indonesian economy. The results of a survey conducted by the Central Statistics Agency (BPS) of the Republic of Indonesia indicate that the fashion industry contributed 56 percent

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to the value of exports when compared to other creative industries (Angkie & Tanoto, 2019). Given the huge opportunities of the fashion business, it is inevitable that there will be intense competition in the sector (Nurdin & Hardianti, 2022). The fashion industry in Indonesia is characterized by a complex landscape of competition, with local brands facing significant challenges not only from domestic competitors but also from international market players. This heightened level of competition is a salient feature of the Indonesian fashion business landscape. Nonetheless, the aforementioned condition did not result in the Indonesian local fashion industry's decline. On the contrary, it exhibited an enhancement in quality and competitiveness in the global market, effectively rivaling foreign products (Muliawati, 2021). The kebaya, a traditional Indonesian garment, has been a cultural heritage for generations. Various types of processed kebaya fabrics are also produced.

Kebaya is a traditional Indonesian garment worn by women. It has undergone significant advancements in design and quality, evolving into a fashion commodity. Kebaya has emerged as a quintessential Indonesian fashion icon, commanding significant international demand. Bali has undergone a period of accelerated development in the domain of fashion, particularly with regard to kebaya. This phenomenon can be attributed to the significant role of kebaya in religious ceremonies within the Bali context (Swandewi, 2022). Kebaya attire is obligatory for Balinese Hindu women during religious ceremonies. This requirement contributes to the viability and sustainability of the kebaya industry in Bali, enabling it to withstand competition. The utilization of kebaya in contemporary Bali has been experiencing a growth trend. Its employment is not limited to religious ceremonies; it has also become a common attire for adolescents and adults during social gatherings and other events. The unique and diverse design of kebaya allows for its combination with a wide variety of other fashion products.

The proliferation of kebaya boutiques in Bali has led to a significant increase in competition among kebaya fashion product sellers. Kebaya attire is obligatory for Balinese Hindu women during religious ceremonies. This requirement contributes to the viability and sustainability of the kebaya industry in Bali, despite the presence of competition. The utilization of kebaya in Bali is experiencing a growth trend. It is employed not only in religious ceremonies but also by adolescents and adults for social events such as parties and other social gatherings. This is due to the kebaya's distinctive and varied design, which lends itself to integration with a wide array of other fashion products.

The aforementioned condition has led to a substantial surge in business for kebaya boutiques in Bali. Several boutiques have gained notable prominence in Bali, one of which is a kebaya boutique located in Denpasar City. Kebaya shops in Denpasar City are MSMEs that demonstrate a contemporary and digitally literate mindset, as evidenced by their adoption of digital marketing strategies across various internet platforms. In the context of Denpasar City, various kebaya shops have adopted a multifaceted marketing approach, leveraging social media platforms such as TikTok, Instagram, and Facebook in conjunction with their own websites to promote their products and services. This suggests that kebaya shops in Denpasar City are attempting to maintain their sales and brand image by aligning with the evolving trends of the digital era. This strategic move is crucial for ensuring their visibility and relevance in the eyes of consumers in the digital age. A cursory examination of social media accounts belonging to kebaya shops in Denpasar City reveals that they possess a substantial number of followers, often reaching into the hundreds of thousands, and amassing a significant number of likes, frequently amounting to millions.

In the context of Kebaya shops in Denpasar City, a discernible distinction has emerged in the range of products available, which are classified based on their exclusive or premium quality. The subsequent data set pertains to kebaya shops in Denpasar City that have amassed a substantial number of followers, thereby underscoring the significance of digital marketing in the contemporary business landscape. Denpasar is the economic center of Bali Province, and as such, it is home to a significant number of kebaya shops. This trend is particularly notable in the context of the development of

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fashion and digitalization, which has led to an increased demand for kebaya among diverse demographic groups.

Table 1. Kebaya Shops in Denpasar City with the Most Followers

No	Brand	TikTok	Instagram
1	Nitra Jaya Kebaya	227 ribu	57,7 ribu
2	Cerry Kebaya	327 ribu	44,0 ribu
3	Cantika Ayu Kebaya	325 ribu	50,7 ribu
4	Bhumimi Kebaya	191 ribu	213,6 ribu
5	Suciwi Kebaya	259 ribu	60,6 ribu

Source: [instagram.com](https://www.instagram.com) (2025) & [tiktok.com](https://www.tiktok.com) (2025)

As demonstrated in Table 1.1, the competition among kebaya shops in Denpasar City is substantial. This is evidenced by the significant presence of kebaya shops on social media, as well as the substantial number of MSMEs and individuals who sell kebaya through social media. These entities are direct competitors of the prominent boutiques in Bali. The existing competition underscores the necessity of implementing marketing strategies and accentuating the strengths of a brand. Maintaining customer interest and loyalty in kebaya products necessitates a comprehensive analysis of brand loyalty, as outlined in the Customer-Based Brand Equity (CBBE) approach (Aji et al., 2020). The Customer-Based Brand Equity (CBBE) model is an approach to brand equity that is rooted in a consumer-centered framework (Roy et al., 2019). According to Keller (2013) the strength of a brand can be analyzed through the lens of customer-based brand equity, an approach that is based on the consumer perspective. the implementation process of the CBBE approach is explained by six main blocks. These blocks include brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. (Keller, 2013).

Brand salience is defined as the awareness aspects of a brand, including how often and easily a brand is remembered and recognized in various situations (Pina & Dias, 2021). This factor pertains to the effectiveness of brand elements in fulfilling their role as product identifiers. Brand awareness encompasses more than mere recognition of the brand name and exposure to its visual identity; it also involves consumers associating the brand (i.e., brand name, logo, symbol, etc.) with specific associations that are stored in their memory. A study of kebaya shopper sentiment in Denpasar City revealed that consumers can recognize products based on several factors, including a distinctive logo and kebaya models with unique characteristics, particularly for premium products offered by this boutique. This suggests that kebaya shops in Denpasar City have already achieved brand salience.

In addition to brand salience, brand performance is also an important aspect in the CBBE approach. Brand performance is defined as the ability of products and services to meet consumers' functional needs. According to Keller (2013), brand performance is influenced by five primary attributes and benefits, namely: 1) primary elements and supplement features; 2) product reliability, durability, and serviceability; 3) service effectiveness, efficiency, and empathy; 4) model and design; and 5) price (Keller, 2013). Preliminary interviews with consumers of kebaya shops in Denpasar City revealed that consumers have their own perspective on the products owned by kebaya shops in the city. This perspective is related to the quality of kebaya, which is divided into two types: ordinary and premium. The differentiation of products causes price differences in each type of kebaya. It has been demonstrated that these aspects primarily appeal to consumers of kebaya shops in Denpasar City.

Brand imagery is defined as the extrinsic properties of products or services, namely the ability of brands to meet the psychological or social needs of customers (Keller, 2013). Brand imagery can be formed in two distinct ways: directly, through consumer experience and contact with products, brands, target markets, or usage situations, and indirectly, through advertising and communication. Moreover, brand judgment encompasses consumers' subjective opinions and evaluations of brands,

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informed by their experiences and perceptions regarding brand performance and the associations they form. Brand feelings refer to consumers' emotional responses and reactions to brands. This phenomenon can manifest in a variety of ways, including feelings of warmth, enjoyment, enthusiasm, confidence, social acceptance, and self-esteem. Brand resonance is defined as the emotional bond that customers establish with particular brands. Specifically, resonance encompasses behavioral loyalty (share of category requirements), attitudinal loyalty, a sense of community (identification with the brand community), and active involvement (acting as brand evangelists and brand ambassadors) (Keller, 2013). According to the CBBE pyramid's description, it is evident that the consumer perspective on marketing can be analyzed for the purpose of enhancing the brand equity of a brand. Nevertheless, as Fauziah (2023), asserts, the progression of modernity has rendered kebaya susceptible to competition from alternative attire. This observation underscores the necessity for concerted efforts to sustain consumer interest in kebaya, lest it succumb to waning popularity. The increasing diversification of fashion products has led to a notable increase in competition among different types of clothing, particularly kebaya. This phenomenon warrants further investigation to understand its implications and implications for the fashion industry and consumers.

The findings of research conducted by (Zollo et al., 2020) demonstrate that cognitive, social integrative, personal integrative, and brand experience can serve as mediators in the relationship between social media marketing and CBBE. Conversely, hedonic benefits have been shown to be ineffective in mediating the impact of social media marketing on CBBE. The results of this study focus on luxury brands; therefore, they may not be generalizable to other brands or products, given that kebaya is a product with various types, materials, and price points. For instance, hedonic benefits were found to be an insignificant mediating variable in the present context. Subsequent studies could examine whether different contexts would yield divergent results. The findings of a recent study conducted (Algharabat et al., 2020) indicate that elements of customer brand engagement are predominantly predicted by the role of consumer involvement, consumer participation, and brand self-expression. The present study is constrained to the mediating role of brand engagement. Given that brand equity and customer loyalty are influenced by various factors, further research is necessary to measure the dimensions of CBBE and its relationship with customer loyalty. Research conducted by (Machado et al., 2019) demonstrates that gender exerts an indirect and significant influence on CBBE, operating through the constructs of brand love and customer brand engagement. Consequently, this study validates the benefits of explicit gender positioning and contributes to the existing body of knowledge by proposing that brands with pronounced gender identity will foster brand affection and enhance customer brand engagement. The present study did not focus on a particular brand or product category; rather, its objective was to analyze the influence of gender on consumers' brand-related responses. Subsequent research endeavors may entail the incorporation of particular brands to obtain a more precise depiction. In subsequent research, kebaya products represent a compelling subject for study.

LITERATURE REVIEW

Customer Based Brand Equity

As posited by Jadhav et al., (2021), brand equity is derived from consumers' utilization of the Customer-Based Brand Equity (CBBE) model. This model is intricately linked to advanced practices and managerial theory, facilitating a nuanced comprehension and influence on consumer behavior. The CBBE model provides a distinctive viewpoint on the nature of brand equity and the methodologies for its construction, assessment, and administration. The CBBE model approaches brand equity from the perspective of consumers, both individual and organizational. A comprehensive understanding of consumers' needs and wants, coupled with a thoughtful approach to product development and the creation of programs designed to address these needs, constitutes a successful

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marketing strategy. In essence, two significant inquiries confront marketers: the implications of brand distinctions on consumer perception and the influence of consumer brand awareness on their response to marketing endeavors (Kotler, 2000).

According to experts in the field, there are two predominant brand equity models: the Aaker model and the Keller model. In the Aaker (2013), model, brand equity is conceptualized from the perspectives of managerial and corporate strategy. Keller's model places greater emphasis on the perspective of individual and organizational consumer behavior, encompassing both existing and potential consumers. He developed the Customer-Based Brand Equity (CBBE) model. The fundamental premise of the model proposed by Keller (2013) asserts that the strength of a brand is contingent upon the accumulation of consumer experiences, which engender learning, emotions, perceptions, and memories. A brand is said to have a positive CBBE if consumers react more favorably to a product.

Researchers employ a range of sources from diverse literatures, including books, previous journals, and extant research, to comprehend the theoretical underpinnings of grand theory, middle-range theory, and applied theory. In addition to the theoretical basis, the evaluation of previous research results is derived from supporting journals that serve as references for researchers. In addition, the researcher will present the theoretical basis in the form of a picture to facilitate comprehension.

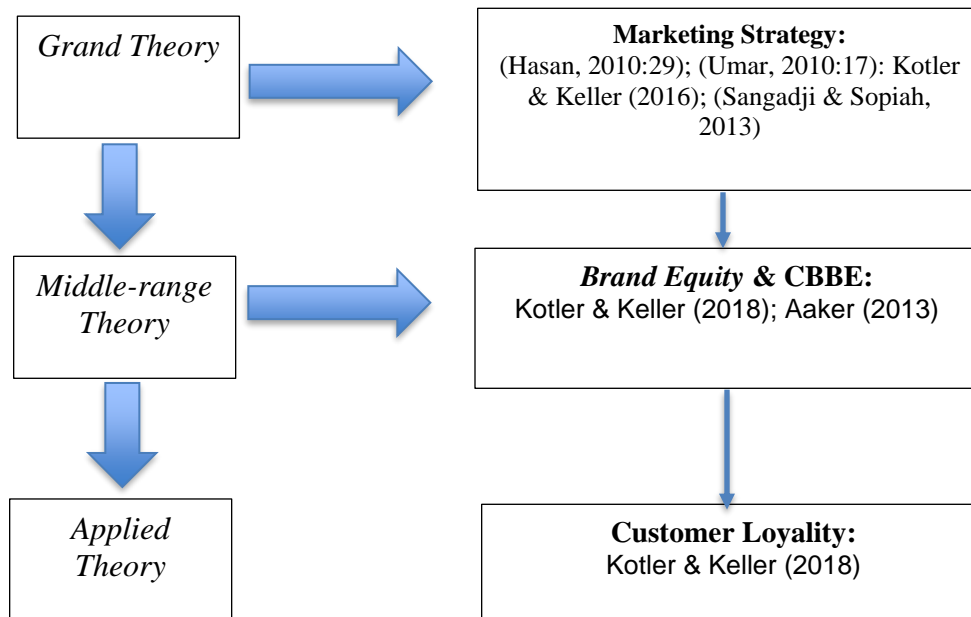


Figure 1. The theoretical foundation

The hypothesis posited in this study can be articulated as follows:

- (1) Brand equity exerts a positive influence on customer loyalty.
- (2) Brand equity has been demonstrated to exert a positive influence on customer-based brand equity.
- (3) Brand equity, as influenced by customer perceptions, has been demonstrated to exert a positive influence on customer loyalty.
- (4) Customer-based brand equity is a mediator of brand equity's influence on customer loyalty.

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RESEARCH METHOD

The present study was conducted using a quantitative approach. The data collection process was executed through the administration of questionnaires to 110 respondents, who were consumers of kebaya shops in Denpasar City and active users of the social media platforms Instagram and/or Tiktok. The data set was then subjected to analysis using the Partial Least Squares (PLS) technique. The selection of this approach is predicated on the premise that the modeling estimates generated by SEM-PLS consistently exhibit a substantial degree of statistical power, thereby facilitating the estimation of path coefficients and yielding statistically significant outcomes. As stated by (Filho et al., 2020). SEM-PLS is a statistical technique that is employed for the development and evaluation of causal statistical models (Sarwono, 2018:327). SEM-PLS has been shown to offer certain advantages in terms of modeling due to its capacity to facilitate modeling with a formative or reflective indicator (Sarwono, 2018:238). The SEM-PLS model comprises an inner model and an outer model. The outer model is defined as a measurement model, which can be either reflexive or formative in nature. In contrast, the inner model constitutes a structural model, which is concerned with the relationship between latent variables. The structural model is evaluated by considering R^2 (R-squared of exogenous variables) as a latent construct using the Stone-Geisser Q2test and paying attention to the structural path coefficient. The stability and estimation were evaluated using the t-statistic test with the bootstrapping procedure (Jena, 2020; Salisu, 2020).

RESULT AND DISCUSSION

Characteristics of Respondents

Based on the results of the distribution of questionnaires, the characteristics of the respondents can be described as follows.

Table 2. Characteristics of Respondents

Classification	Category	Number of Respondents (person)	Percentage (%)
Gender	Male	17	15.5
	Female	93	84.5
	Total	110	100.0
Age	< 20 year	7	6.4
	21 - 30 year	72	65.5
	31 - 40 year	25	22.7
	> 40 year	6	5.5
	Total	110	100.0
Occupation	Student	7	6.4
	Employee	38	34.5
	Civil Servant	27	24.5
	Entrepreneur	38	34.5
	Total	110	100.0

(Source: Primary data processed, 2025)

Table 2 shows the characteristics of respondents based on gender, age, and occupation. The majority of respondents were female (84.5%), aged 21-30 years (65.5%), and worked as private employees or entrepreneurs (34.5% each).

Instrument Validity and Reliability Test

The validity analysis revealed that all instrument items can be declared valid, as evidenced by correlation coefficients that exceeded 0.30. Consequently, the assertion is made that all question items are deemed to be both valid and suitable for utilization in research endeavors. A subsequent analysis

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of the reliability of these variables, as determined by their Cronbach's Alpha values, revealed that all variables had a value greater than 0.7, indicating their reliability and suitability for further analysis.

The results of the outer model analysis

Convergent validity, discriminant validity, and unidimensionality tests are conducted during the measurement of the outer model. Convergent validity is comprised of two components: outer loading and Average Variance Extracted (AVE). Discriminant validity is determined by a comparison of the cross-loading and outer-loading values with the AVE root, the latter of which exceeds the correlation variable. Furthermore, Cronbach's Alpha, rho-A, and composite reliability were utilized to assess the reliability of the study's findings (Utama, 2018:237). In this study, the researchers sought to demonstrate the statistical validity of the instrument under investigation. To this end, they employed discriminant and convergent validity as a means of analysis. This approach is consistent with the methods employed by (Adelekan et al., 2018).

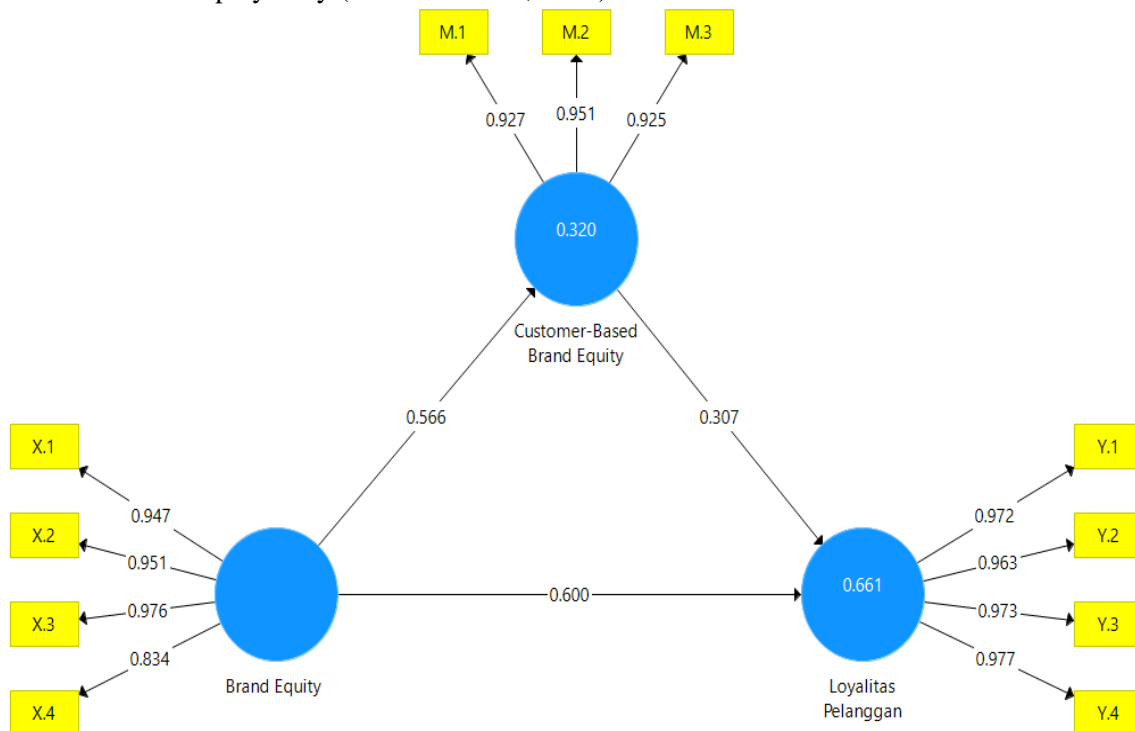


Figure 2. Outer Model
(Source: Primary data processed, 2025)

Tabel 3. Outer Loading Result

	<i>Brand Equity</i>	<i>Customer-Based Brand Equity</i>	<i>Cusomer Loyalty</i>
M.1	0.578	0.927	0.630
M.2	0.474	0.951	0.582
M.3	0.526	0.925	0.593
X.1	0.947	0.543	0.728
X.2	0.951	0.562	0.742
X.3	0.976	0.543	0.742
X.4	0.834	0.445	0.656

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Y.1	0.769	0.628	0.972
Y.2	0.728	0.612	0.963
Y.3	0.736	0.616	0.973
Y.4	0.768	0.652	0.977

Source: Primary data processed, 2025

Based on table 4, it can be seen that all outer loading values are greater than other cross loading values. Thus it can be stated that the data in the study are valid.

Inner Model Analysis

In the context of evaluating the inner model, a dual approach is employed, encompassing both direct effect tests and indirect effect tests. These evaluations are undertaken to ascertain the magnitude of influence by meticulously analyzing the coefficient of determination (R^2), the F-Square, and the Q-Square (Sarwono, 2018:237). The structural model, also known as the inner model, is evaluated by examining the percentage of variance explained, specifically the R^2 (R-Square of exogenous variables) for the dependent latent construct. This evaluation utilizes the Stone-Geisser Q^2 test measure and also considers the magnitude of the structural path coefficient. The confirmation of potential mediation will be achieved through further mediation analysis employing the bootstrap method (Adelekan et al., 2018).

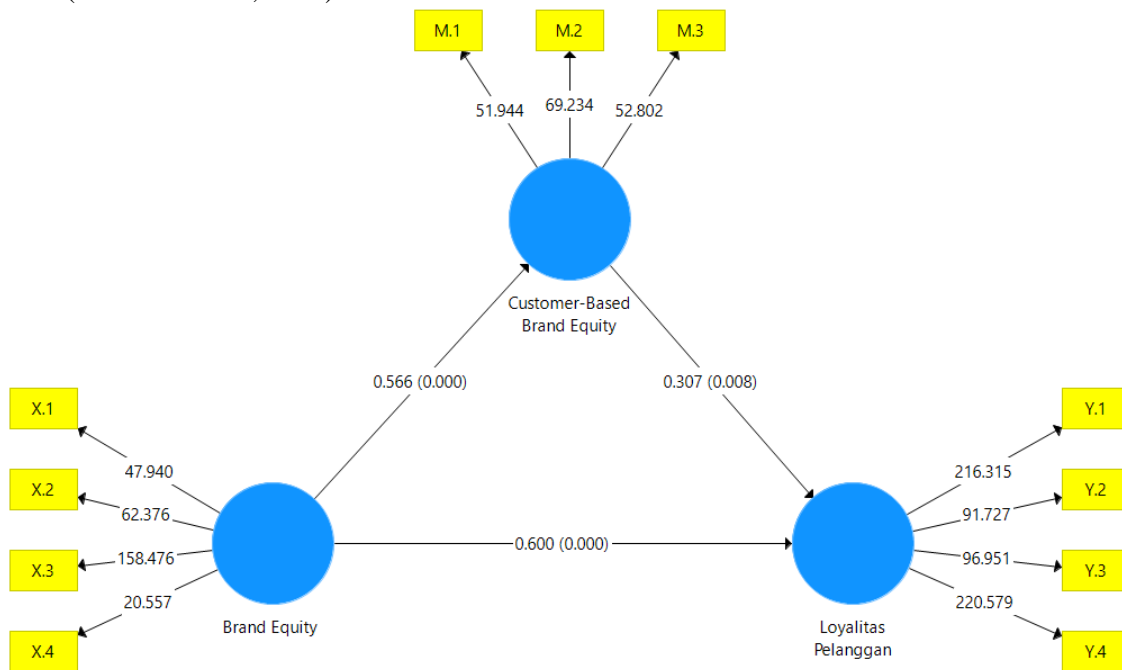


Figure: 3. Inner Model
(Source: Primary data processed, 2025)

Hypothesis Test

Table 4. Direct Influence and Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Direct Influence					
Brand Equity -> Customer-Based	0.566	0.568	0.075	7.527	0.000

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Brand Equity					
Brand Equity -> Customer Loyalty	0.600	0.601	0.101	5.965	0.000
Customer-Based Brand Equity -> Customer Loyalty	0.307	0.305	0.115	2.674	0.008
Indirect Influence					
Brand Equity -> Customer-Based Brand Equity -> Customer Loyalty	0.173	0.170	0.063	2.760	0.006

Source: Primary data processed, 2025

The analysis results show that brand equity has a positive effect on customer-based brand equity ($\beta = 0.566$, $t = 7.527$, $p = 0.000$) and customer loyalty ($\beta = 0.600$, $t = 5.965$, $p = 0.000$). In addition, customer-based brand equity also has a positive effect on customer loyalty ($\beta = 0.307$, $t = 2.674$, $p = 0.008$), so all hypotheses are accepted. Customer-based brand equity significantly mediates the effect of brand equity on customer loyalty ($\beta = 0.173$, $t = 2.760$, $p = 0.006$), so the hypothesis is accepted.

Examining the Effect of Brand Equity on Customer Loyalty

The present study will examine the impact of brand equity on customer loyalty. The findings of the data analysis indicate that the p-value of the brand equity variable on customer loyalty is 0.000, which is in comparison to a significant 0.05. Given that the p-value is less than significant ($0.000 < 0.05$) with a beta value of 0.600 and a statistical t value of 5.965, it can be concluded that brand equity has a positive effect on customer loyalty. Therefore, the hypothesis is accepted. This suggests a positive correlation between brand equity and customer loyalty, indicating that an increase in brand equity is associated with an increase in customer loyalty.

Brand equity can be defined as the attributes associated with kebaya shops in Denpasar City, including logos and names that have earned consumer trust, thereby influencing their purchasing decisions based on these attributes. A high brand equity value has been demonstrated to increase the chances of a successful marketing program to attract new customers and win back old customers. This phenomenon can be attributed, in large part, to the presence of more prominent competitors within the market, which can potentially enhance the efficacy of product promotion. A multitude of reasons substantiate the notion that brand equity exerts a significant influence on consumer loyalty. Firstly, high brand equity frequently corresponds to a robust and favorable brand image in the perception of consumers. The cultivation of trust and credibility, which are hallmarks of well-recognized brands, has been demonstrated to foster heightened consumer loyalty. Secondly, brand equity has been demonstrated to engender emotional value and psychological connections with consumers. When consumers have a positive experience with a brand, they are more likely to develop a sense of brand loyalty and select that brand over competitors, even in the presence of other alternatives. Thirdly, a robust brand equity is frequently accompanied by an effective marketing strategy, which not only augments brand visibility but also engenders a superior consumer experience. The aforementioned factors contribute to increased consumer loyalty, thereby establishing brand equity as a critical element in fostering long-term relationships with consumers.

The Influence of Brand Equity on Customer-Based Brand Equity

The present study explores the impact of brand equity on customer-based brand equity. Pursuant to the findings of the data analysis, the p-value of the brand equity variable on customer-based brand equity is 0.000, which is in comparison to a significant value of 0.05. Given that the p-value is less than significant ($0.000 < 0.05$) with a beta value of 0.566 and a statistical t value of 7.527, it can be concluded that brand equity has a positive effect on customer-based brand equity. Therefore, the hypothesis is accepted. Consequently, an augmentation in brand equity is concomitant with an

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increase in customer-based brand equity. For customers, brand equity can provide value in strengthening their understanding of the information process, fostering confidence in purchases, and increasing satisfaction achievement. The value of brand equity for marketers and companies has been demonstrated to increase the success of marketing programs in attracting new consumers or embracing existing ones. This is due to the fact that, with a recognized brand, the promotional activities will be more effective.

Examining the Effect of Customer-Based Brand Equity on Customer Loyalty

The present study explores the impact of customer-based brand equity on customer loyalty. The findings of the data analysis indicate that the p-value of the customer-based brand equity variable on customer loyalty is 0.008, which is in comparison to a significant 0.05. Pursuant to the determination of a p-value less than significant ($0.008 < 0.05$) with a beta value of 0.307 and a statistical t value of 2.674, it can be concluded that customer-based brand equity has a positive effect on customer loyalty. Therefore, the hypothesis is accepted. Consequently, an augmentation in customer-based brand equity is concomitant with an increase in customer loyalty.

As stated by Jadhav et al., (2021) brand equity is derived from consumers utilizing the Customer-Based Brand Equity (CBBE) model. This model is intricately linked to advanced practices and managerial theory, facilitating a comprehensive understanding and influence on consumer behavior. The CBBE model provides a distinctive viewpoint on the nature of brand equity and the methodologies for its construction, assessment, and administration. The CBBE model approaches brand equity from the perspective of consumers, both individuals and organizations. A comprehensive understanding of consumers' needs and wants, coupled with a thoughtful approach to product development and the creation of programs designed to address these needs, constitutes a successful marketing strategy. In essence, two significant inquiries confront marketers: the implications of brand distinctions on consumer perception and the influence of consumer brand knowledge on their response to marketing endeavor (Kotler, 2000).

Examining the Effect of Brand Equity on Customer Loyalty: The Mediating Role of Customer-Based Brand Equity

The present study explores the impact of brand equity on customer loyalty, with customer-based brand equity serving as a mediating factor. The findings of the data analysis indicate that the p-value of the brand equity variable on customer loyalty is mediated by customer-based brand equity at 0.006, which is compared to a significant value of 0.05. Given that the p-value is less than significant ($0.006 < 0.05$) with a beta value of 0.173 and a statistical t value of 2.760, it can be concluded that customer-based brand equity is able to mediate the effect of brand equity on customer loyalty. Therefore, the hypothesis is accepted. This suggests that a strong customer-based brand equity exerts a substantial influence on brand equity and customer loyalty.

The competition highlights the need for marketing strategies and brand strengths. Maintaining customer interest and loyalty in kebaya products necessitates a comprehensive analysis of brand loyalty, as outlined in the Customer-Based Brand Equity (CBBE) approach (Aji et al., 2020). *the Customer-Based Brand Equity (CBBE) model is an approach to brand equity that is rooted in a consumer-centered framework* (Roy et al., 2019). According to Keller (2013) the strength of a brand can be analyzed through customer-based brand equity, an approach that is based on the consumer's perspective.

CONCLUSION

The study's findings indicate that brand equity exerts a positive influence on customer loyalty, and customer-based brand equity demonstrates a similar positive effect on customer loyalty.

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Furthermore, customer-based brand equity has the capacity to mediate the impact of brand equity on customer loyalty. In the interest of future research, it is recommended that the scope be expanded by adding variables and samples to obtain more comprehensive results. Conversely, the findings of this study can serve as a theoretical foundation for enhancing customer loyalty through the optimization of brand equity and customer-based brand equity in kebaya shops within Denpasar City..

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