

ABSTRAK

Penelitian ini bertujuan untuk meninjau keterkaitan antara *Brand Equity* dan *Brand Loyalty* yang dimediasi oleh *Brand Attitude* melalui pendekatan survei terhadap pelanggan merek *fashion* muslim Hanzira di Kota Bandung. Penelitian ini dilatarbelakangi oleh ketatnya persaingan industri *fashion* muslim dan pentingnya persepsi konsumen dalam membentuk *Brand Loyalty*. Fenomena loyalitas yang terbentuk tanpa ketergantungan pada program *membership* mendorong kajian lebih dalam terhadap peran sikap konsumen. Metode penelitian yang digunakan adalah kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada 100 responden. Data dianalisis dengan menggunakan pendekatan analisis deskriptif dan verifikatif melalui uji regresi serta uji mediasi. Hasil penelitian menunjukkan bahwa *Brand Equity* berpengaruh positif terhadap *Brand Attitude* dan *Brand Loyalty*. Selain itu, *Brand Attitude* terbukti menjadi variabel mediasi yang signifikan dalam memperkuat pengaruh *Brand Equity* terhadap *Brand Loyalty*. Penelitian ini menekankan pentingnya persepsi konsumen terhadap citra, kualitas, serta kesesuaian merek dengan nilai dan gaya hidup sebagai strategi kunci untuk membangun loyalitas dan meningkatkan daya saing, khususnya bagi Hanzira di industri *fashion* muslim Bandung.

Kata kunci: *Brand Equity, Brand Loyalty, Brand Attitude, Hanzira, fashion muslim, dan strategi pemasaran.*

ABSTRACT

This study aims to examine the relationship between Brand Equity and Brand Loyalty, mediated by Brand Attitude, through a survey approach involving customers of the Hanzira Muslim fashion Brand in Bandung. The research is motivated by the intense competition in the Muslim fashion industry and the growing importance of consumer perception in shaping Brand Loyalty. The phenomenon of loyalty formed independently of membership programs drives a deeper exploration of the role of consumer attitudes toward the Brand. This research adopts a quantitative method, utilizing a survey with 100 respondents. Data were analyzed using descriptive and verificative approaches, including regression and mediation tests. The results show that Brand Equity has a positive influence on both Brand Attitude and Brand Loyalty. Furthermore, Brand Attitude significantly mediates the effect of Brand Equity on Brand Loyalty. This study highlights the importance of consumer perception of Brand image, quality, and alignment with values and lifestyle as key strategies to foster loyalty and enhance competitiveness, particularly for Hanzira in the Muslim fashion industry in Bandung.

Keywords: *Brand Equity, Brand Loyalty, Brand Attitude, Hanzira, Muslim fashion, and marketing strategy*