

*(Research/Review) Article*

# The Influence of Product Quality, Fashion Trends, Comfort, and Islamic Branding on Consumer Loyalty Toward Napocut Hijab Products in Aceh

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**Abstract:** This study aims to determine the effect of product quality, fashion trends, comfort, and Islamic branding on consumer loyalty toward Napocut hijab products in Aceh. The population in this study consists of all consumers of Napocut hijab products in Aceh, with a sample size of 105 individuals. The analytical method used in this research is multiple linear regression, with data processing conducted via SPSS. The results indicate that the product quality and fashion trend variables do not partially influence consumer loyalty toward Napocut hijab products in Aceh. Meanwhile, the comfort and Islamic branding variables show a partial and significant effect on consumer loyalty toward Napocut hijab products in Aceh. Simultaneously, the variables of product quality, fashion trends, comfort, and Islamic branding significantly influence consumer loyalty toward Napocut hijab products in Aceh. The correlation coefficient (R) value of 0.840 demonstrates a strong relationship between the independent variables and the dependent variable at 84%. The coefficient of determination (R<sup>2</sup>) value of 0.705 indicates that product quality, fashion trends, comfort, and Islamic branding contribute a 70.5% influence on consumer loyalty toward Napocut hijab products in Aceh, while the remaining 29.5% is explained by other variables outside this study.

**Keywords:** Comfort; Consumer Loyalty; Fashion Trends; Islamic Branding; Product Quality.

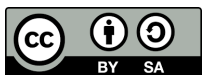
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## 1. Introduction

The development of the business sector in the current global era is progressing rapidly, triggering fierce competition at both domestic and international levels. This situation demands that business practitioners maintain their existence, where one of the crucial elements is the ability to instill loyalty in consumers. Loyal customers not only make repeat purchases but also act as brand promoters who recommend products to others. According to Kotler and Armstrong (2016), consumer loyalty is reflected in their willingness to regularly repurchase the same product and maintain a long-term relationship with the brand.

In the adaptive and dynamic fashion sector, building an emotional bond is highly important. One fashion sector that has grown rapidly in Indonesia over the last two decades is the hijab industry, which has shifted from merely a religious obligation to a part of identity, lifestyle, and self-expression. The "hijabers" phenomenon since the early 2010s increased

public awareness regarding Islamic fashion, which was subsequently met by the emergence of various local hijab brands.

In Aceh Province, which officially implements Islamic Sharia law, the development of this industry possesses unique characteristics. The religious society of Aceh highly values Sharia compliance, modesty, and Islamic image, yet still demonstrates a strong interest in contemporary fashion trends. One popular local brand is Napocut, which prioritizes elegant quality, premium materials, and a strong Islamic identity. Nevertheless, maintaining consumer loyalty is no simple task, as it is influenced by numerous factors such as product quality, fashion trends, comfort, and Islamic branding.

Previous research concerning these factors still displays mixed results (research gap). Some studies state that product quality has a significant effect on loyalty, whereas other studies find the opposite. Inconsistencies in results are also found across the variables of fashion trends, comfort, and Islamic branding. Furthermore, research examining these four variables simultaneously within the local hijab industry in Aceh remains very limited. Therefore, this study is conducted to analyze the influence of product quality, fashion trends, comfort, and Islamic branding on consumer loyalty toward Napocut hijab products in Aceh.

## 2. Literature Review

### Theoretical Framework

#### *Management and Marketing Management*

According to Terry and Rue (2019) management is a process consisting of planning, organizing, actuating, and controlling to achieve designated goals using human and other resources. Marketing, as part of the management function, acts as a bridge between the company and consumers. According to Indrasari dalam Cen (2022), marketing management involves the analysis, planning, implementation, and control of marketing activities to achieve organizational targets effectively and efficiently. This strategy relies on the 4Ps marketing mix: Product, Price, Place, and Promotion

#### *Product Quality ( $X_1$ )*

Product quality is a product's capability to perform its functions, which includes durability, reliability, accuracy, ease of operation, and other valuable attributes (Daga and Rosnaini 2017). The indicators used to measure product quality include: (1) Performance, (2) Reliability, (3) Features, (4) Durability, and (5) Conformance.

#### *Fashion Trends ( $X_2$ )*

Fashion trends represent clothing styles that are popular and used daily within a culture, reflecting the progression of times and lifestyles (Hasanah, Ajizah, and Huda 2025). According to Heriyati, (2020) indicators of fashion trends consist of: (1) Fashionable, (2) Unique quality, (3) Reflecting identity, and (4) Supporting activities.

#### *Comfort ( $X_3$ )*

According to Syaripudin dalam Locarso, Yuliana, and Sutarno, (2024) comfort is a condition wherein basic human needs are fulfilled in the form of tranquility, satisfaction, and well-being physically, mentally, and socially. Comfort indicators include: (1) Comfort

accessibility, (2) Transaction process comfort, (3) Comfort from benefits, and (4) Comfort after receiving benefits.

### ***Islamic Branding ( $X_4$ )***

Islamic branding is a market segmentation strategy implemented by companies, particularly in Indonesia, where the Muslim consumer population is highly significant (Parida inINDAHSAR 2023). According to Paramita dalam Amilin and Sujianto, (2023) its indicators include: (1) Brand significance, (2) Brand proximity, (3) Consumer trust, and (4) Halal certification.

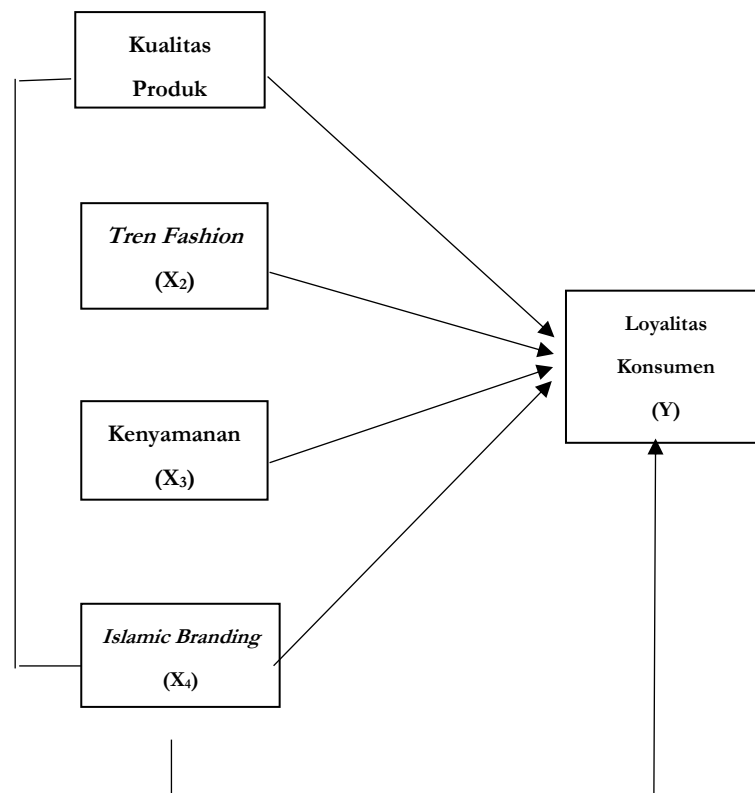
### ***Consumer Loyalty ( $Y$ )***

Consumer loyalty is a customer's deep commitment to repurchase or re-patronize a preferred product/service consistently in the future (Hurriyati 2015). According to Griffin dalam Nugroho and Yulianto, (2024) loyalty indicators include: (1) Frequency of repeat purchases, (2) Purchasing across other product lines from the same company, (3) Recommending the product to others, and (4) Resistance to the competitive pull of rivals.

## **2.2 Previous Studies**

Several empirical references ground this research, among which are studies by (Shevchenko, Kosasih, and Lisa 2024) dan (Tarigan, Sitorus, 2022) confirming the positive effect of product quality on loyalty. On the other hand, (Qurohman and Futaqi 2023) as well as (Ramadhanti and Cahyono 2024) found that Islamic branding and comfort have significant implications for the formation of consumer loyalty.

### ***Conceptual Framework and Hypotheses***



$H_1$ : Product quality ( $X_1$ ) has a partial effect on consumer loyalty (Y).

$H_2$ : Fashion trends ( $X_2$ ) have a partial effect on consumer loyalty (Y).

$H_3$ : Comfort ( $X_3$ ) has a partial effect on consumer loyalty (Y).

$H_4$ : Islamic branding ( $X_4$ ) has a partial effect on consumer loyalty (Y).

$H_5$ : Product quality, fashion trends, comfort, and Islamic branding simultaneously influence consumer loyalty (Y).

### 3. Proposed Method

#### Method, Population, and Sample

This study employs a quantitative approach using a causal associative method. The population in this study comprises all consumers of Napocut hijab products in Aceh Province, the exact number of which cannot be determined (uncounted). Sampling was carried out using a non-probability sampling technique with a purposive sampling approach. The respondent criteria were defined as follows: (1) Female consumers residing in Aceh, (2) At least 20 years of age, and (3) Have previously purchased Napocut hijabs via brick-and-mortar stores or Shopee. The sample size was determined based on the formula by Et.al. (2019), where the number of indicators is multiplied by 5. With a total of 21 indicators, the minimum sample size is:

$$N = 21 \times 5 = 105 \text{ Responden}$$

#### Data Collection and Analysis

Data were gathered through the distribution of structured questionnaires using a 1-5 Likert Scale (Strongly Disagree to Strongly Agree). Data analysis was conducted using SPSS software version 26.0 through several testing stages: Validity Test (examining  $r_{count} > r_{table}$  values), Reliability Test (Cronbach's Alpha  $> 0.60$ ), and Classic Assumption Tests (Normality using P-Plot graphs, Heteroskedasticity with Scatterplots, and Multicollinearity through Tolerance & VIF values).

The proposed multiple linear regression analysis equation is as follows :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

### 4. Results and Discussion

#### Research Results

##### *Respondent Characteristics*

Based on the data collected from 105 respondents, the descriptive statistical analysis shows the consumer profile as follows:

| Characteristic | Category                      | Frequency | Percentage |
|----------------|-------------------------------|-----------|------------|
| Age            | 20-25 Years Old               | 72        | 68,6%      |
|                | 26-30 Years Old               | 7         | 6,7%       |
|                | > 30 Years Old                | 26        | 24,8%      |
| Marital Status | Unmarried                     | 59        | 56,2%      |
|                | Married                       | 46        | 43,8%      |
| Education      | Elementary/Middle/High School | 41        | 39,0%      |

|  |                        |    |       |
|--|------------------------|----|-------|
|  | Diploma (D3/D4)        | 7  | 6,7%  |
|  | Bachelor's Degree (S1) | 57 | 54,3% |

Based on the table above, the majority of Napocut hijab consumers in Aceh are dominated by young women (20-25 years old) at 68.6%, are unmarried (56.2%), and are pursuing/have completed higher education at the Bachelor's (S1) level at 54.3%.

### ***Results of Partial Hypothesis Testing (t-Test) and Simultaneous Testing (F-Test)***

Through regression processing using SPSS, the hypothesis testing results for partial and simultaneous influences were obtained as follows:

**Table 2.** Partial Hypothesis Testing Results (t-Test)

| Statistical Parameter                  | Analysis Value                        | Conclusion                                                                                   |
|----------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------|
| Correlation Coefficient (R)            | 0.840                                 | The relationship between variables is very strong (84%)                                      |
| Coefficient of Determination ( $R^2$ ) | 0,705                                 | Independent variables affect Loyalty by 70.5%                                                |
| $F_{\text{count}}$ (Simultaneous Test) | $> F_{\text{table}}$ (Sig. $< 0.05$ ) | Product Quality, Fashion Trends, Comfort, and Islamic Branding have a simultaneous influence |

**Table 3.** Results of Regression, Correlation, and Simultaneous Analysis (F-Test)

| Statistical Parameter                  | Analysis Value                        | Conclusion                                                                                   |
|----------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------|
| Correlation Coefficient (R)            | 0.840                                 | The relationship between variables is very strong (84%)                                      |
| Coefficient of Determination ( $R^2$ ) | 0,705                                 | Independent variables affect Loyalty by 70.5%                                                |
| $F_{\text{count}}$ (Simultaneous Test) | $> F_{\text{table}}$ (Sig. $< 0.05$ ) | Product Quality, Fashion Trends, Comfort, and Islamic Branding have a simultaneous influence |

## **5. Discussion**

### **The Influence of Product Quality on Consumer Loyalty:**

The t-test results indicate that product quality has no partial effect on consumer loyalty toward Napocut hijab products in Aceh. This implies that variations in the physical quality level of the product are not the primary determinant for consumers in Aceh to remain loyal, as the standard quality of hijabs in the current market is perceived to be relatively equal.

### **The Influence of Fashion Trends on Consumer Loyalty:**

The fashion trends variable was also found to have no significant partial influence on consumer loyalty. This shows that consumers of Napocut hijabs do not simply alter their brand commitment merely to follow temporary fashion trends.

### **The Influence of Comfort on Consumer Loyalty:**

Comfort exercises a partial positive and significant influence on consumer loyalty. Female consumers in Aceh who engage in daily activities while wearing a hijab prioritize the physical comfort aspects of the material (cool, sweat-absorbent, and lightweight) as the main reason for making repeat purchases.

### **The Influence of Islamic Branding on Consumer Loyalty:**

Islamic branding is proven to have a significant partial effect on consumer loyalty. The demographic characteristics of Aceh as an Islamic Sharia region are linear with this finding; the Islamic identity and assurance of Sharia conformance provided by the Napocut brand successfully foster a deep sense of trust that solidifies customer loyalty.

### **6. Conclusions**

Based on the results of the data analysis and discussion, this study concludes that, partially, the variables of product quality and fashion trends do not exert a significant influence on consumer loyalty toward Napocut hijab products in Aceh. Conversely, the variables of comfort and Islamic branding are proven to have a significant partial influence in shaping consumer loyalty. However, simultaneously (together), product quality, fashion trends, comfort, and Islamic branding command a strong and significant influence on consumer loyalty, accounting for a contribution value of 70.5%.

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