



The Effect Of Brand Satisfaction And Luxury Brand Attachment On Brand Loyalty In Zalora Marketplace (Study On Zalora Marketplace Consumers In Medan City)

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Abstract

In the rapidly evolving digital marketplace landscape, understanding the drivers of brand loyalty has become crucial for e-commerce platforms, particularly those specializing in luxury fashion brands. This study examines the influence of brand satisfaction and luxury brand attachment on brand loyalty among Zalora marketplace consumers in Medan City, Indonesia. The research employed a quantitative methodology using purposive sampling technique to collect data from 100 respondents who had made purchases on Zalora marketplace at least twice. Multiple linear regression analysis was conducted using SPSS 25.0 to examine the relationships between variables. The findings reveal that brand satisfaction significantly and positively influences brand loyalty ($t = 4.114$, $p < 0.001$), with an unstandardized coefficient of 0.336 indicating a strong predictive relationship. Luxury brand attachment also demonstrates a significant positive effect on brand loyalty ($t = 2.625$, $p = 0.010$), with an unstandardized coefficient of 0.188. The combined influence of both variables on brand loyalty is statistically significant ($F = 85.187$, $p < 0.001$), with an adjusted R^2 of 0.630, indicating that 63% of the variance in brand loyalty is explained by brand satisfaction and luxury brand attachment collectively. The standardized coefficients reveal that brand satisfaction ($\beta = 0.504$) has a stronger influence compared to luxury brand attachment ($\beta = 0.321$). Both brand satisfaction and luxury brand attachment serve as significant predictors of brand loyalty in the luxury e-commerce marketplace context, providing valuable insights for marketplace managers and luxury brand strategists seeking to enhance customer retention and loyalty through integrated operational excellence and emotional engagement strategies.

INTRODUCTION

The digital transformation of retail has fundamentally altered consumer shopping behaviors, particularly in the luxury fashion segment (García-Salirrosas et al., 2024; Rane et al., 2023). Customer loyalty has become crucial for brand success in 2024, with research suggesting that 63% of consumers are willing to pay more to shop with brands they're loyal to, despite economic uncertainties (Lanning, 2024). The emergence of e-commerce platforms as primary channels for luxury brand consumption has created new dynamics in consumer-brand relationships that require deeper investigation (Wang et al., 2024).

In Indonesia, the e-commerce market has experienced remarkable growth, with the market size valued at USD 354.6 billion in 2024 and projected to reach USD 760.8 billion by 2033, exhibiting a CAGR of 9.07% (IMARC Group, 2025). The number of e-commerce users has increased from 38 million in 2020 to an estimated 65.6 million in 2024, with projections suggesting continued expansion to 99.1 million users by 2029 (Statista, 2024). This growth trajectory positions Indonesia as the eighth-largest e-commerce market globally and one of the fastest-growing markets in the Asia Pacific region (ECDB, 2024). Internet penetration has reached 79.5% in 2024, while smartphone adoption is projected to reach 94% by 2028 (Mordor Intelligence, 2024).

Within this rapidly evolving landscape, Zalora Indonesia has emerged as a prominent player in the online luxury fashion marketplace. As a specialized platform focusing on premium and luxury fashion brands, Zalora represents a unique case study for understanding how traditional luxury brand attachment translates to the digital marketplace environment (Brigitta et al., 2023). The platform's emphasis on authentic luxury products, combined with the challenges of maintaining exclusivity in a digital format, creates complex dynamics between brand satisfaction, luxury brand attachment, and ultimate consumer loyalty.

Recent research has identified significant gaps in understanding the predictors, moderators and consequences of luxury brand attachment (LBA), particularly in digital marketplace contexts (Shimul & Phau, 2022). While extensive research exists on general brand loyalty, the specific mechanisms through which luxury brand attachment operates in e-commerce environments, and its interaction with brand satisfaction, remain underexplored (Milheiro et al., 2024). The luxury industry is undergoing rapid changes owing to emerging technologies and social environments, with only about one-third of luxury brands experiencing growth in 2024 compared to 95% from 2021 to 2022 (Bain & Company, 2024). Furthermore, the Indonesian e-commerce context presents unique challenges and opportunities that warrant investigation. Research indicates that Indonesian consumers are highly price-sensitive yet quality-conscious, with 70% of consumers being digitally connected but only 7% shopping online regularly (Cube Asia, 2025). The emergence of social commerce, with platforms like TikTok Shop generating significant market share, has created new dynamics in consumer engagement and purchase behavior (ECDB, 2024). Despite these opportunities, challenges persist including delivery delays, high shipping costs, data privacy concerns, and maintaining customer loyalty in an increasingly competitive marketplace (Statista, 2024).

The theoretical foundation for this investigation draws from the stimulus-organism-response (S-O-R) framework, where brand satisfaction and luxury brand attachment serve as stimuli that influence the organism (consumer psychological state), ultimately resulting in brand loyalty behaviors (Brigitta et al., 2023). Recent studies have highlighted the importance of brand equity and customer satisfaction in fostering loyalty, particularly in service-oriented industries (Desta & Amantie, 2024), yet the specific dynamics within luxury e-commerce platforms require distinct examination. Contemporary research emphasizes that brand loyalty is strengthened when consumers perceive that brands consistently meet or exceed expectations, with authenticity and alignment with consumer values being crucial in modern branding (García-Salirrosas et al., 2024).

The motivation for conducting this study stems from three critical considerations. First, the lack of empirical research specifically examining how traditional luxury brand attachment mechanisms translate to digital marketplace environments creates a theoretical gap that needs addressing (Shimul & Phau, 2019). Second, the rapid growth of the Indonesian e-commerce market, coupled with unique consumer characteristics, provides an important emerging market context that has been underrepresented in luxury branding literature (IMARC Group, 2025). Third, the practical need for marketplace operators and luxury brands to understand the drivers of customer loyalty in increasingly competitive digital environments makes this research highly relevant for industry practitioners (Bain & Company, 2024).

This study aims to examine the influence of brand satisfaction and luxury brand attachment on brand loyalty among Zalora marketplace consumers in Medan City, Indonesia. Specifically, this research addresses three critical questions: (1) How does brand satisfaction influence brand loyalty among Zalora marketplace consumers? (2) What is the relationship between luxury brand attachment and brand loyalty in this context? (3) How do brand satisfaction and luxury brand attachment collectively influence brand loyalty? To address these questions, this study employs a quantitative research approach using a cross-sectional survey design with 100 Zalora consumers in Medan City through structured questionnaires and purposive sampling. The study utilizes validated scales for measuring brand satisfaction (Firmansyah, 2019), luxury brand attachment (Shimul & Phau, 2022), and brand loyalty (Shimul & Phau, 2022), with multiple linear regression analysis to examine the relationships between variables.

This research is expected to contribute to the literature by validating the applicability of luxury brand attachment theory in digital marketplace contexts and demonstrating how operational excellence and emotional attachment interact in luxury e-commerce environments. The study aims to provide empirical evidence for the S-O-R framework in the Indonesian luxury digital marketplace context. For practitioners, this research seeks to offer insights for developing effective strategies that balance operational excellence in service delivery with fostering emotional connections through luxury brand presentation and experience design. By examining these relationships within the specific context of Medan City consumers, this research contributes to both theoretical understanding and practical application of consumer behavior in luxury digital marketplaces, addressing the identified gaps in luxury brand attachment research and providing insights for the rapidly evolving Indonesian e-commerce landscape.

LITERATURE REVIEW

Brand Satisfaction

Brand satisfaction represents the consumer's evaluation of their experience with a brand relative to their expectations (Kotler et al., 2021). In the context of e-commerce platforms, brand satisfaction encompasses multiple dimensions including product quality, service reliability, website functionality, and overall customer experience (Rane et al., 2023). Recent research emphasizes that customer satisfaction is critical to customer loyalty, with satisfied customers being more likely to remain loyal, recommend to others, and maintain positive brand perceptions (Desta & Amantie, 2024).

Firmansyah (2019) conceptualized brand satisfaction through four key dimensions: reliability and accurate choice, provision of satisfying experiences, facilitation of correct decisions, and fulfillment of primary expectations. These dimensions are particularly relevant in the e-commerce context where consumers cannot physically examine products before purchase, making trust and satisfaction crucial determinants of future purchasing behavior (Statista, 2024).

The relationship between brand satisfaction and loyalty has been extensively documented across various industries (Rane et al., 2023). In the context of healthy food brands, research has demonstrated that perceived value significantly impacts both brand image and loyalty, with

emotional factors playing crucial roles alongside rational evaluations (García-Salirrosas et al., 2024). This emotional component becomes even more pronounced in luxury consumption contexts where satisfaction extends beyond functional benefits to include symbolic and hedonic values (Wang et al., 2024).

Luxury Brand Attachment

Luxury brand attachment (LBA) represents the emotional bond that connects consumers to luxury brands, differing significantly from general brand attachment due to the unique characteristics of luxury consumption (Shimul & Phau, 2022). Unlike mainstream products, luxury brands carry additional symbolic meanings related to status, exclusivity, and self-expression that create deeper emotional connections with consumers (Milheiro et al., 2024).

Shimul and Phau (2019) developed and validated a specific scale for luxury brand attachment, demonstrating that it captures unique aspects of consumers' emotional connection with luxury brands that cannot be adequately measured using general attachment scales. Their research established four key dimensions of luxury brand attachment: exclusive product characteristics, brand identity strength, brand awareness levels, and perceived quality superiority.

The theoretical foundation of luxury brand attachment draws from attachment theory, which suggests that individuals form emotional bonds with objects that provide security and positive experiences (Thomson et al., 2005). In luxury consumption contexts, this attachment is strengthened by factors such as actual and ideal self-congruence, with research showing that consumers' perceived self-congruence significantly impacts their attachment to luxury brands (Shimul & Phau, 2022).

Recent research has expanded understanding of luxury brand attachment by examining its consequences and moderating factors (Wang et al., 2024). Contemporary studies in the luxury market emphasize the growing importance of sustainability and natural rarity in evoking consumer willingness to pay premium prices, suggesting that luxury brand attachment mechanisms are evolving with changing consumer values (Bain & Company, 2024).

Brand Loyalty

Brand loyalty represents the ultimate goal of most marketing efforts, characterized by consistent repurchase behavior and positive brand advocacy (García-Salirrosas et al., 2024). Research indicates that brand loyalty is strengthened when consumers perceive that brands consistently meet or exceed expectations, with authenticity and alignment with consumer values being crucial in modern branding (Lanning, 2024).

In the luxury context, brand loyalty takes on additional dimensions beyond repeat purchase behavior (Wang et al., 2024). Recent research on traditional luxury brands has identified that only hedonism drives brand prestige and symbolism, which in turn influence brand love and loyalty outcomes (Bain & Company, 2024). This suggests that luxury brand loyalty is primarily driven by emotional and experiential factors rather than purely functional considerations.

The emergence of e-commerce has created new dynamics in brand loyalty formation, with research showing that brand experience positively influences brand loyalty through mediating effects of brand association and brand trust (Desta & Amantie, 2024). These findings are particularly relevant for understanding how traditional luxury brand loyalty translates to digital marketplace environments (Brigitta et al., 2023).

Hypothesis Development

Brand Satisfaction Affects Zalora Consumer Loyalty In Medan

In the increasingly competitive luxury e-commerce landscape, brand satisfaction has emerged as a fundamental driver of customer loyalty, particularly in emerging markets where

consumer expectations continue to evolve (García-Salirrosas et al., 2024). Satisfaction in this context transcends mere functional fulfillment and encompasses the holistic evaluation of the brand experience, including product quality, service reliability, and emotional resonance with consumer expectations (Kotler et al., 2021).

The expectation-confirmation theory provides a robust theoretical foundation for understanding this relationship, suggesting that when consumer experiences meet or exceed their expectations, satisfaction occurs, leading to continued patronage and loyalty (Desta & Amantie, 2024). In the context of luxury e-commerce platforms like Zalora, this satisfaction is particularly critical as consumers invest significant trust in the platform's ability to deliver authentic luxury products and premium service experiences.

Empirical evidence from e-commerce research consistently demonstrates that satisfied customers exhibit higher levels of repurchase intention, positive word-of-mouth, and resistance to competitive offerings (Rane et al., 2023). This relationship is especially pronounced in luxury consumption contexts, where satisfaction extends beyond functional benefits to include symbolic and hedonic values that reinforce consumer self-concept and social identity (Wang et al., 2024).

In the Indonesian market context, where consumers demonstrate high price sensitivity alongside quality consciousness, brand satisfaction serves as a critical differentiator that enables luxury platforms to justify premium pricing while maintaining customer retention (Cube Asia, 2025). The digital nature of the shopping experience further amplifies the importance of satisfaction, as consumers rely heavily on platform reliability, service quality, and trust-building mechanisms in the absence of physical product examination opportunities.

Thus, brand satisfaction represents not merely a post-purchase evaluation, but a cumulative assessment that influences future purchase decisions and long-term brand relationships. Based on this theoretical foundation and empirical evidence, the following hypothesis is proposed:

H1: Brand satisfaction positively influences brand loyalty among Zalora marketplace consumers.

Luxury Brand Attachment Affects Zalora Consumer Loyalty In Medan

In the contemporary luxury marketplace, the relationship between consumers and luxury brands has evolved beyond transactional exchanges to encompass deep emotional connections that significantly influence loyalty behaviors (Shimul & Phau, 2022). Luxury brand attachment represents this emotional bond, characterized by feelings of connection, affection, and passion that consumers develop toward luxury brands, distinguishing it from general brand attachment through its emphasis on exclusivity, prestige, and self-expression (Milheiro et al., 2024).

Attachment theory provides the psychological foundation for understanding how consumers form emotional bonds with luxury brands, suggesting that brands can serve as attachment objects that provide security, identity confirmation, and positive experiences (Thomson et al., 2005). In luxury consumption contexts, this attachment is particularly potent because luxury brands often represent aspirational identities and social status, creating deeper psychological connections than utilitarian products.

Research in luxury brand management consistently demonstrates that consumers with higher levels of brand attachment exhibit stronger loyalty behaviors, including willingness to pay premium prices, resistance to competitive offerings, and active brand advocacy (Wang et al., 2024). This relationship is especially relevant in digital marketplace environments, where traditional luxury retail cues such as exclusive store atmospheres and personal service must be translated into digital experiences that foster emotional connections.

In the Indonesian context, where luxury consumption patterns reflect a balance between functional and symbolic benefits, luxury brand attachment becomes a critical differentiator that enables brands to command premium positioning while building sustainable customer relationships (ECDB, 2024). The emergence of social commerce and digital influence further

amplifies the importance of emotional connections, as consumers increasingly seek brands that align with their personal values and social identity.

Furthermore, the exclusive product characteristics, strong brand identity, high brand awareness, and superior perceived quality that define luxury brand attachment create a multifaceted emotional bond that transcends individual purchase decisions to influence long-term brand relationships (Shimul & Phau, 2019). This attachment serves as an emotional foundation that sustains loyalty even in the face of competitive pressures or temporary service failures.

Therefore, luxury brand attachment represents a strategic asset that enables luxury e-commerce platforms to build sustainable competitive advantages through emotional differentiation rather than merely functional superiority. Based on this theoretical reasoning and empirical support, the following hypothesis is proposed:

H2: Luxury brand attachment positively influences brand loyalty among Zalora marketplace consumers.

Brand Satisfaction And Luxury Brand Attachment Affect Zalora Consumer Loyalty In Medan

Contemporary luxury consumers no longer make purchase decisions based solely on functional attributes or emotional appeal in isolation, but rather seek comprehensive brand experiences that simultaneously deliver operational excellence and emotional resonance (Brigitta et al., 2023). In the digital luxury marketplace, this convergence of rational and emotional factors becomes particularly critical, as consumers must rely on platform capabilities to deliver both satisfying service experiences and meaningful luxury brand connections.

The stimulus-organism-response (S-O-R) framework provides a comprehensive theoretical foundation for understanding how brand satisfaction and luxury brand attachment work synergistically to influence loyalty behaviors. In this framework, both constructs serve as stimuli that influence consumer psychological states (organism), ultimately resulting in loyalty responses that encompass both behavioral and attitudinal dimensions (García-Salirrosas et al., 2024).

Brand satisfaction provides the rational foundation for loyalty by ensuring that functional expectations are met, creating trust in the platform's reliability and service quality (Desta & Amantie, 2024). This satisfaction addresses consumers' need for predictable, high-quality service delivery that justifies their investment in luxury products and reduces perceived risks associated with online luxury purchases.

Simultaneously, luxury brand attachment contributes the emotional foundation for loyalty by creating personal connections that transcend individual transactions to encompass broader lifestyle aspirations and identity expressions (Shimul & Phau, 2022). This attachment addresses consumers' need for self-expression, social recognition, and emotional fulfillment through luxury consumption experiences.

The interaction between these constructs creates a reinforcing cycle where satisfaction enables the development of deeper emotional attachments, while emotional attachments increase tolerance for minor service failures and strengthen commitment to continued patronage (Wang et al., 2024). This synergistic effect is particularly relevant in the Indonesian market, where consumers demonstrate pragmatic approaches to luxury consumption that value both functional benefits and symbolic meanings.

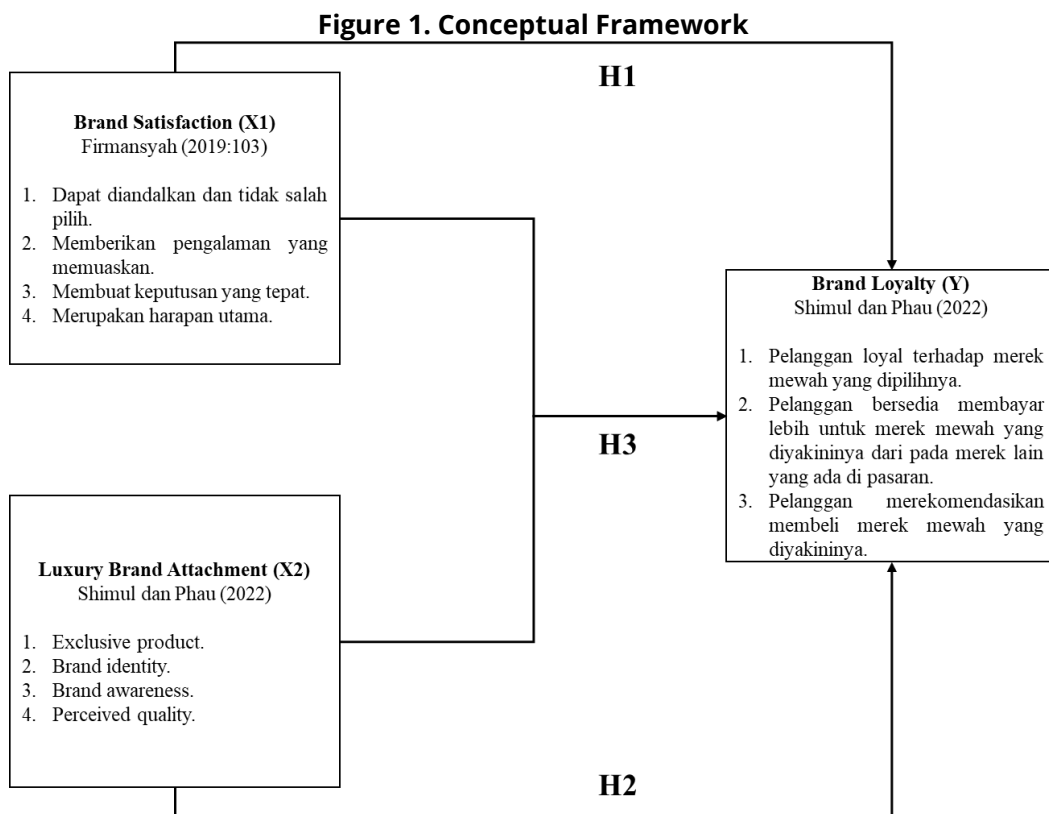
Moreover, the digital marketplace context requires both constructs to operate effectively, as consumers must trust the platform's operational capabilities while simultaneously forming emotional connections with luxury brands through digital touchpoints (IMARC Group, 2025). The combination of satisfaction and attachment creates a more robust foundation for loyalty that is less susceptible to competitive pressures and more likely to generate positive word-of-mouth and repeat purchases.

Thus, the combined influence of brand satisfaction and luxury brand attachment represents a comprehensive approach to loyalty formation that addresses both the rational and emotional dimensions of luxury consumption. Based on this theoretical integration and supporting evidence, the following hypothesis is proposed:

H3: Brand satisfaction and luxury brand attachment together positively influence brand loyalty among Zalora marketplace consumers.

Conceptual Framework

The conceptual framework for this study is grounded in the Stimulus–Organism–Response (S–O–R) theory, which provides a comprehensive lens for understanding how external stimuli influence consumer psychological states and ultimately drive behavioral outcomes. In this framework, brand satisfaction and luxury brand attachment function as the primary stimuli (S), which affect the organism (O)—the internal psychological state of the consumer—manifested in this case as brand loyalty (R), the behavioral response.



The conceptual framework illustrates the hypothesized relationships among the key constructs of this study: brand satisfaction, luxury brand attachment, and brand loyalty. It proposes that brand satisfaction, representing consumers’ cognitive evaluations based on their experiences with the platform, directly influences brand loyalty. At the same time, luxury brand attachment—reflecting the emotional connection consumers develop toward luxury brands—also has a direct positive effect on brand loyalty. Both variables are treated as independent predictors, operating in parallel to explain variations in consumer loyalty within the luxury e-commerce context. This framework underscores the dual importance of rational satisfaction and emotional attachment in fostering long-term brand loyalty. By positioning these two antecedents side by side, the model highlights how consumers’ loyalty decisions are shaped not only by service performance and reliability but also by deeper symbolic and affective bonds with luxury brands, especially in the digitally mediated environment of Zalora's marketplace.

METHODS

This study employed a quantitative research approach with an associative design to examine the relationships between brand satisfaction, luxury brand attachment, and brand loyalty among Zalora marketplace consumers in Medan City, Indonesia. The research utilized a cross-sectional survey methodology, which is appropriate for capturing consumer perceptions and attitudes at a specific point in time while enabling statistical analysis of relationships between constructs.

The study population consisted of Zalora marketplace consumers residing in Medan City. Due to the unknown population size, the sample size was determined using Purba's formula: $n = Z^2/4(\text{MoE})^2$, where $Z = 1.96$ (95% confidence level) and $\text{MoE} = 0.10$ (10% margin of error), resulting in a calculated sample size of 96 respondents. The final sample was rounded to 100 respondents to facilitate analysis and ensure adequate statistical power for multiple regression analysis.

Purposive sampling was employed as the sampling technique, which allowed for the selection of participants who met specific criteria essential for the research objectives. The inclusion criteria were: (1) minimum age of 17 years to ensure legal capacity for online transactions, and (2) at least two previous purchases on Zalora marketplace to ensure sufficient experience with the platform for meaningful evaluations of brand satisfaction and loyalty. These criteria ensured that participants had adequate exposure to Zalora's services and luxury brand offerings to provide informed responses about their experiences and perceptions.

Data collection was conducted through structured questionnaires distributed directly to participants in Medan City using both online and offline approaches to maximize response rates and ensure representative coverage across different demographic segments. Prior to the main data collection, pilot testing was conducted with 30 respondents who met the inclusion criteria but were not part of the final sample. This pilot study served to assess instrument validity and reliability, identify potential issues with question clarity, and refine the data collection procedures.

The research instruments comprised three validated scales adapted to the specific context of luxury e-commerce consumption. Brand satisfaction was measured using a 12-item scale adapted from Firmansyah (2019), covering four key dimensions: reliability and accurate choice, provision of satisfying experiences, facilitation of correct decisions, and fulfillment of primary expectations. The scale items assessed various aspects of consumer satisfaction with Zalora's services, including product quality perceptions, service reliability, transaction security, and overall platform experience.

Luxury brand attachment was assessed using a 13-item scale based on Shimul and Phau (2022), measuring four critical dimensions: exclusive product characteristics, brand identity strength, brand awareness levels, and perceived quality superiority. This scale was specifically designed to capture the unique aspects of emotional connections that consumers form with luxury brands, distinguishing it from general brand attachment measures.

Brand loyalty was measured using a 9-item scale adapted from Shimul and Phau (2022), capturing three essential aspects: loyalty behavior patterns, willingness to pay premium prices, and recommendation intentions. This comprehensive approach to measuring loyalty ensured that both behavioral and attitudinal dimensions were captured, providing a holistic view of consumer loyalty formation.

All measurement items utilized a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which provides adequate response variation while remaining cognitively manageable for respondents. The questionnaire also included demographic questions covering age, gender, occupation, income levels, domicile within Medan City, and purchase frequency on Zalora to enable comprehensive respondent profiling and potential segmentation analysis.

Statistical analyses were performed using SPSS 25.0 software, following a systematic analytical approach. The analysis began with descriptive statistics to characterize the sample and

examine variable distributions. Instrument validation was then conducted through reliability testing using Cronbach's alpha coefficients and validity testing using Pearson correlation analysis. The reliability threshold was set at $\alpha > 0.6$, while validity was assessed by comparing calculated correlation coefficients with critical values at $\alpha = 0.05$ significance level.

Classical assumption testing was performed to ensure the appropriateness of multiple linear regression analysis. Normality testing employed the Kolmogorov-Smirnov test supplemented by visual inspection of histograms and probability plots. Multicollinearity was assessed using tolerance values and variance inflation factors (VIF), with tolerance > 0.1 and VIF < 10 indicating acceptable levels. Heteroscedasticity was tested using the Glejser test, with significance values > 0.05 indicating homoscedasticity.

The main analytical technique was multiple linear regression analysis, which enabled examination of the individual and combined effects of brand satisfaction and luxury brand attachment on brand loyalty. The regression model was specified as: Brand Loyalty = $\alpha + \beta_1(\text{Brand Satisfaction}) + \beta_2(\text{Luxury Brand Attachment}) + \epsilon$, where α represents the intercept, β_1 and β_2 represent the regression coefficients for the independent variables, and ϵ represents the error term.

Hypothesis testing was conducted using t-tests for individual variable effects and F-tests for the overall model significance. The significance level was set at $\alpha = 0.05$, with degrees of freedom calculated as $df = n - k$ for t-tests and $df_1 = k - 1$, $df_2 = n - k$ for F-tests. Statistical power was enhanced by ensuring adequate sample size and using validated instruments with demonstrated reliability and validity.

The coefficient of determination (R^2) was calculated to assess the proportion of variance in brand loyalty explained by the independent variables, with adjusted R^2 providing a more conservative estimate that accounts for the number of predictors in the model. Effect sizes were interpreted using standardized beta coefficients to enable comparison of the relative importance of each predictor variable.

Ethical considerations were carefully addressed throughout the research process. Participant anonymity was maintained through the use of coded questionnaires without personal identifiers. Voluntary participation was ensured through clear informed consent procedures, with participants explicitly informed about the research purpose, their rights to withdraw, and data confidentiality measures. All data were stored securely and used solely for research purposes, with aggregate results reported to prevent individual identification. The research adhered to institutional ethical guidelines and best practices for consumer research, ensuring respect for participant rights and welfare throughout the study.

RESULTS

Participant Demographics

The final sample comprised 100 respondents with the following characteristics: 59% female and 41% male participants. The majority (66%) were aged 26-35 years, reflecting the primary demographic of online luxury shoppers. In terms of occupation, 45% were private sector employees, 23% were entrepreneurs, and 11% each were civil servants and homemakers. Regarding income levels, 40% earned above Rp 4,000,000 monthly, while 32% earned between Rp 2,500,000-4,000,000. Notably, 61% of respondents had made more than 10 purchases on Zalora, indicating high platform engagement.

Instrument Validation

To ensure that the measurement instruments used in this study are both accurate and consistent, a validity and reliability test was conducted prior to hypothesis testing. The results are summarized in Table 1.

Table 1. Summary of Instrument Validity and Reliability

Variable	K	r-it	Cronbach's Alpha	Validity	Reliability
X1	12	✓	0.831	Valid	Good
X2	13	✓	0.930	Valid	Excellent
Y	9	✓	0.807	Valid	Good

Note: K: "Number of Indicators"; r-it: "Corrected Item-Total Correlation"; X1: "Brand Satisfaction"; X2: "Luxury Brand Attachment"; Y: "Brand Loyalty"; (✓: "0.361").

Source: Author's own calculation based on survey data (2025)

The validity test was assessed using corrected item-total correlation (r-it), where all item values exceeded the recommended cutoff of 0.30 (Hair et al., 2010), with the lowest value recorded at 0.361. This result confirms that all items are valid and able to adequately represent their respective constructs. The reliability test was conducted using Cronbach's Alpha, which measures internal consistency. The alpha coefficients for each variable are all above the minimum threshold of 0.70 (Nunnally & Bernstein, 1994). Specifically, Brand Satisfaction (X1) recorded an α of 0.831, indicating good reliability; Luxury Brand Attachment (X2) yielded an α of 0.930, indicating excellent reliability; and Brand Loyalty (Y) scored 0.807, also reflecting good reliability. These findings demonstrate that the constructs used in this study meet the required standards of instrument validity and reliability, thereby justifying their use in further statistical analyses such as regression and hypothesis testing.

Classical Assumption Tests

Before conducting regression analysis, several classical assumption tests were performed to ensure the validity of the model, including normality, multicollinearity, and heteroscedasticity tests. The results are presented in Table 2.

Table 2. Classical Assumption Test Results

Test Type	Variable	Statistic Type	Value	Threshold	Result
Normality	Residual	Kolmogorov-Smirnov	0.147	> 0.05	Normal distribution
Multicollinearity	X1	Tolerance	0.250	> 0.10	No multicollinearity
		VIF	4.006	< 10	
	X2	Tolerance	0.250	> 0.10	No multicollinearity
		VIF	4.006	< 10	
Heteroscedasticity	X1	Significance	0.191	> 0.05	Homoscedastic
	X2	Significance	0.951	> 0.05	Homoscedastic

Note: X1: "Brand Satisfaction"; X2: "Luxury Brand Attachment"

Source: Author's own calculation based on survey data (2025)

The normality test using the Kolmogorov-Smirnov method yielded a significance value of 0.147, which is greater than the threshold of 0.05. This indicates that the residuals are normally distributed, thus satisfying the normality assumption. The multicollinearity test was conducted using both Tolerance and Variance Inflation Factor (VIF) values. For both independent variables—Brand Satisfaction (X1) and Luxury Brand Attachment (X2)—the Tolerance value was 0.250 (above the minimum threshold of 0.10), and the VIF was 4.006 (below the maximum threshold of 10). These results confirm the absence of multicollinearity among the predictor variables. The heteroscedasticity test employed the Glejser method. The significance values for X1 and X2 were 0.191 and 0.951, respectively—both exceeding 0.05. This indicates that the residuals are homoscedastic, meaning the variance of the errors is constant across observations. In summary,

all classical assumption tests were satisfied, confirming that the data meet the requirements for conducting multiple linear regression analysis.

Regression Analysis

The multiple linear regression analysis results are presented in Table 3, showing the coefficients and significance levels for each variable in the model.

Table 3. Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	T-Stats	Sig
	B	Std. Error	Beta		
Constant	10.816	2.222	-	4.867	***
X1	0.336	0.082	0.504	4.114	***
X2	0.188	0.071	0.321	2.625	**

Dependent Variable: Y

Note: X1: "Brand Satisfaction"; X2: "Luxury Brand Attachment"; Y: "Brand Loyalty". (Sig: *** > 0.05, ** > 0.01, * > 0.1).

Source: Author's own calculation based on survey data (2025)

The multiple linear regression equation was established as: Brand Loyalty = 10.816 + 0.336(Brand Satisfaction) + 0.188(Luxury Brand Attachment)

This equation indicates that when both independent variables equal zero, brand loyalty maintains a baseline value of 10.816. Each unit increase in brand satisfaction corresponds to a 0.336 increase in brand loyalty, while each unit increase in luxury brand attachment results in a 0.188 increase in brand loyalty. The standardized coefficients reveal that brand satisfaction ($\beta = 0.504$) has a stronger influence on brand loyalty compared to luxury brand attachment ($\beta = 0.321$).

Coefficient of Determination

The explanatory power of the regression model is presented in Table 4, showing the proportion of variance in brand loyalty explained by the independent variables.

Table 4. Model Summary and Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error	F	Sig.
0.798	0.637	0.630	3.136	85.187	***

Predictors: (Constant), Luxury Brand Attachment, Brand Satisfaction Dependent

Note: Sig (*** > 0.05, ** > 0.01, * > 0.1).

Source: Author's own calculation based on survey data (2025)

The adjusted R^2 value of 0.630 indicates that brand satisfaction and luxury brand attachment collectively explain 63.0% of the variance in brand loyalty among Zalora marketplace consumers. The remaining 37.0% is attributed to other factors not examined in this study, such as social influence, personal values, technological factors, or individual personality traits. The multiple correlation coefficient ($R = 0.798$) demonstrates a strong positive relationship between the independent variables and brand loyalty. The standard error of the estimate (3.136) indicates the average deviation of actual brand loyalty scores from the predicted values, suggesting reasonable model precision in predicting brand loyalty outcomes.

Hypothesis Testing

The hypothesis testing results demonstrate strong empirical support for all three proposed relationships, drawing evidence from the regression analysis (Table 3) and model summary (Table 4). For H1, the analysis of brand satisfaction's influence on brand loyalty revealed compelling evidence of a significant positive relationship. As shown in Table 3, brand satisfaction achieved a t-calculated value of 4.114, which substantially exceeds the critical t-table value of 1.984 at $\alpha = 0.05$ significance level with 97 degrees of freedom. The significance level of 0.000 ($p < 0.001$) provides strong statistical evidence against the null hypothesis. The unstandardized coefficient of 0.336 indicates that each unit increase in brand satisfaction leads to a 0.336 unit increase in brand loyalty, while the standardized coefficient ($\beta = 0.504$) reveals that brand satisfaction represents the strongest predictor in the model. These results conclusively support H1, confirming that brand satisfaction significantly and positively influences brand loyalty among Zalora marketplace consumers.

The testing of H2 examining luxury brand attachment's effect on brand loyalty also yielded statistically significant results, though with a moderate effect size compared to brand satisfaction. Table 3 shows that luxury brand attachment generated a t-calculated value of 2.625, which exceeds the critical threshold of 1.984, with a significance level of 0.010 ($p < 0.05$). The unstandardized coefficient of 0.188 indicates that each unit increase in luxury brand attachment corresponds to a 0.188 unit increase in brand loyalty. The standardized coefficient ($\beta = 0.321$) suggests that while luxury brand attachment has a meaningful influence on loyalty, its effect is notably smaller than that of brand satisfaction. Despite this relative difference in magnitude, the statistical significance clearly supports H2, confirming that luxury brand attachment significantly and positively influences brand loyalty.

For H3, the F-test examining the combined effect of both independent variables provided robust evidence of their joint influence on brand loyalty. As shown in Table 4, the F-calculated value of 85.187 dramatically exceeds the critical F-table value of 3.09, with a significance level of 0.000 ($p < 0.001$), indicating that the overall regression model is highly significant. This result demonstrates that brand satisfaction and luxury brand attachment together explain a substantial portion of the variance in brand loyalty, with their combined effect being statistically meaningful beyond what either variable could achieve individually. The high F-statistic, coupled with the strong R^2 value of 0.637 and the individual significance of both predictors shown in Table 2, provides compelling evidence that H3 is supported, confirming that brand satisfaction and luxury brand attachment together significantly influence brand loyalty among Zalora marketplace consumers.

DISCUSSION

Brand Satisfaction And Brand Loyalty Relationship

The finding that brand satisfaction significantly influences brand loyalty ($\beta = 0.336$, $p < 0.001$) aligns with established consumer behavior theory and recent empirical evidence (Desta & Amantie, 2024; García-Salirrosas et al., 2024). This relationship is particularly strong in the e-commerce context where consumers rely heavily on platform reliability and service quality in the absence of physical product examination opportunities (Statista, 2024).

The standardized coefficient ($\beta = 0.504$) indicates that brand satisfaction is the stronger predictor of brand loyalty compared to luxury brand attachment, suggesting that fundamental service quality and customer experience remain paramount even in luxury consumption contexts (Rane et al., 2023). This finding supports previous research by Brigitta et al. (2023), who found similar positive effects of brand satisfaction on brand loyalty in Zalora marketplace contexts.

Qualitative analysis of survey responses revealed that consumers particularly valued Zalora's timely delivery (72% strongly agreed), responsive customer service (72% strongly

agreed), and transaction security (73% strongly agreed). These operational excellence factors appear to form the foundation upon which luxury brand attachment can develop and thrive (Lanning, 2024).

The practical implication is that Zalora must continue investing in core service quality improvements while leveraging these strengths to enhance the luxury shopping experience (IMARC Group, 2025). The finding that some respondents expressed concerns about product description accuracy suggests opportunities for improvement in information transparency and detail, which aligns with broader e-commerce challenges identified in Indonesian market research (Cube Asia, 2025).

Luxury Brand Attachment And Brand Loyalty Relationship

The significant positive relationship between luxury brand attachment and brand loyalty ($\beta = 0.188$, $p = 0.010$) validates the theoretical proposition that emotional connections with luxury brands translate into loyalty behaviors, even in digital marketplace environments (Shimul & Phau, 2022). This finding aligns with recent research demonstrating that consumers' perceived self-congruence significantly impacts their attachment to luxury brands, which in turn influences loyalty outcomes (Wang et al., 2024).

The standardized coefficient ($\beta = 0.321$) indicates a moderate but meaningful effect size, suggesting that while luxury brand attachment is important, it operates in conjunction with other factors to drive loyalty (Milheiro et al., 2024). This is consistent with the complex nature of luxury consumption, where rational (satisfaction-based) and emotional (attachment-based) factors combine to influence consumer behavior (Bain & Company, 2024).

Survey responses revealed particularly strong agreement with items related to product exclusivity (78% strongly agreed that luxury brands provide satisfaction exceeding expectations) and brand performance (69% strongly agreed about superior durability). These findings suggest that luxury brand attachment in the Zalora context is primarily driven by product superiority and exclusivity rather than purely aspirational factors (Thomson et al., 2005).

The relatively lower agreement with items related to paying premium prices (42% strongly agreed) and status perception (55% strongly agreed) indicates that Medan consumers maintain a pragmatic approach to luxury consumption, valuing functional benefits alongside symbolic ones (ECDB, 2024). This aligns with broader Indonesian consumer behavior patterns where price sensitivity remains high even among luxury consumers (Cube Asia, 2025).

Combined Effects And Strategic Implications

The combined effect of brand satisfaction and luxury brand attachment explaining 63% of brand loyalty variance represents a substantial portion of the loyalty formation process (Kotler et al., 2021). This aligns with current trends showing that quality, convenience, and service are foundational building blocks of customer satisfaction and loyalty, even when consumers face economic uncertainties (Lanning, 2024).

The theoretical contribution of this study lies in demonstrating how traditional luxury brand attachment mechanisms operate within digital marketplace environments (Shimul & Phau, 2019). Unlike traditional luxury retail where attachment may develop through in-store experiences and personal service, the digital context requires different touchpoints for attachment formation, including website design, product presentation, and digital customer service interactions (Brigitta et al., 2023).

For practitioners, these findings suggest a two-pronged approach to building loyalty: ensuring operational excellence in marketplace functions while simultaneously cultivating emotional connections through luxury brand presentation and experience design (IMARC Group, 2025). The fact that 61% of respondents made more than 10 purchases indicates that these combined strategies can successfully drive repeat engagement in the Indonesian market context (Mordor Intelligence, 2024).

Contextual Considerations

The study's focus on Medan City consumers provides insights into luxury consumption patterns in emerging markets (García-Salirrosas et al., 2024). The demographic profile showing predominantly middle-to-upper income consumers (72% earning above Rp 2.5 million monthly) suggests that luxury e-commerce adoption follows economic stratification patterns common in developing economies (ECDB, 2024).

The finding that convenience and reliability strongly influence satisfaction aligns with infrastructure challenges common in emerging markets, where consistent service delivery becomes a key differentiator (Statista, 2024). This context may explain why brand satisfaction emerged as the stronger predictor of loyalty compared to luxury brand attachment (Cube Asia, 2025).

Cultural factors may also influence the relative importance of functional versus symbolic benefits in luxury consumption (Wang et al., 2024). The pragmatic approach to luxury observed in this study may reflect broader Indonesian cultural values emphasizing practical value alongside status considerations, consistent with research showing that Indonesian consumers prioritize affordability while still preferring quality (Mordor Intelligence, 2024).

CONCLUSION

This study provides empirical evidence for the significant roles of both brand satisfaction and luxury brand attachment in driving brand loyalty among e-commerce luxury consumers. The research makes several important contributions to the understanding of consumer behavior in digital luxury marketplaces.

THEORETICAL CONTRIBUTIONS

The study validates the applicability of traditional brand loyalty models in digital luxury marketplace contexts while highlighting the unique dynamics that emerge when luxury consumption occurs through e-commerce platforms. The finding that brand satisfaction serves as a stronger predictor than luxury brand attachment challenges assumptions about the primacy of emotional factors in luxury consumption, suggesting that operational excellence remains fundamental even in premium market segments.

PRACTICAL IMPLICATIONS

For Zalora Indonesia and similar luxury e-commerce platforms, the results suggest that sustainable competitive advantage requires excellence in both operational delivery and emotional engagement. The 63% variance explanation indicates that while these factors are crucial, additional elements such as social influence, personal values, and technological innovation may further enhance loyalty formation.

STRATEGIC RECOMMENDATIONS

The findings suggest several strategic imperatives for Zalora Indonesia and similar luxury e-commerce platforms. First, operational excellence must remain a foundational priority, requiring continuous investment in delivery reliability, customer service responsiveness, and transaction security to maintain high brand satisfaction levels that serve as the strongest predictor of loyalty. Second, luxury experience design should focus on developing digital touchpoints that foster emotional connection and attachment to luxury brands, including enhanced product presentation, personalization features, and exclusive access programs that differentiate the platform from competitors. Third, an integrated approach is essential, recognizing that rational and emotional factors work synergistically rather than independently in

driving luxury brand loyalty, necessitating coordinated strategies that simultaneously address functional service delivery and emotional brand experiences.

MARKET IMPLICATIONS

The findings suggest that emerging market consumers approach luxury consumption with a balanced consideration of functional and symbolic benefits. This has implications for how international luxury brands and local e-commerce platforms position their offerings in these markets.

The research demonstrates that successful luxury e-commerce requires mastery of both traditional retail excellence and digital relationship building. As the luxury market continues to digitize, platforms that can excel in both dimensions are likely to achieve sustainable competitive advantages and superior customer loyalty outcomes.

LIMITATIONS

Several limitations should be considered when interpreting these findings. The study's geographic scope was limited to Medan City consumers, which may not represent the broader Indonesian market or other emerging economies, as regional variations in luxury consumption patterns and cultural values could influence generalizability. The cross-sectional design prevents establishment of causal relationships and cannot capture the dynamic nature of brand relationships over time. The purposive sampling approach may have introduced selection bias by excluding potential customers and early-stage users, while the focus on Zalora marketplace limits generalizability to other luxury e-commerce platforms with different business models. Additionally, the reliance on self-reported measures introduces potential response bias, and while the study explained 63% of brand loyalty variance, the remaining 37% suggests that important factors such as social influence, technological factors, and individual personality traits were not captured in the current model. Future research should address these limitations through multi-city studies, longitudinal designs, diverse platform comparisons, and expanded theoretical models that incorporate additional technological and social factors relevant to digital luxury consumption.

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