



Print ISSN: 1738-3110 / Online ISSN 2093-7717
JDS website: <http://www.jds.or.kr/>
<http://dx.doi.org/10.15722/jds.20.05.202205.35>

Local Brand Love Based On Product, Price, Promotion, Online Distribution

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Received: March 07, 2022. Revised: April 04, 2022. Accepted: May 05, 2022.

Abstract

Purpose: To explain the effect of product quality, price perception, online distribution, and social media promotion on attitudes, customer satisfaction, and local brand love. **Research design, data and methodology:** The population of this study are Indonesians who have purchased local Indonesian brand products. The size of the sample used was 240 people with purposive sampling method. The analytical technique used is Path Analysis using SEM-PLS. **Results:** product quality, price perception, online distribution have a positive effect on attitudes, but social media promotion has a positive and insignificant effect on consumer attitudes; product quality, price perception, online distribution, and social media promotion have a positive and significant effect on customer satisfaction, and attitudes have a positive and significant effect on local brand love; and customer satisfaction has a positive effect on brand love for local brands. **Conclusion:** Therefore, it is important for local brand product businesses to pay attention to product quality, price perception, online distribution, and social media promotion in order to be able to build positive attitudes, customer satisfaction and ultimately have an impact on local brand love. In online distribution, with online distribution, it is easy for marketers to deliver multimedia content through online methods.

Keywords : Product Quality, Price Perception, Online Distribution, Social Media Promotion, Attitude, Customer Satisfaction, And Local Brand Love

JEL Classification Code : D30, D39, M39

1. Introduction

Patriotism can be shown starting with a love for local brand products. If we love local brand products, it means we are contributing to SME business actors, which generally produce local brand products. The income and operating

profit of these local branded SMEs can grow and get bigger. This has an impact on job opportunities, decreasing unemployment, and increasing people's incomes. One of the industries whose products are widely consumed by the public is products from creative industries such as fashion products which include clothes, bags, and shoes. These fashion products always face stiff competition from

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products with strong international brands. One way to help local brand products is by loving the product brand in terms of buying the product. In this digital era, everything can be done easily, especially in doing online distribution.

The existing phenomenon, the Indonesian people have not been maximized in loving local brand products. This is shown from the results of a preliminary survey on 30 buyers of fashion products in Indonesia, it turns out that as many as 15 people (50 percent) always buy fashion products with local brands and the remaining 50 percent prefer to buy fashion products with international brands on the grounds that international brands are brands, famous, better product quality, giving higher social prestige. That means that the brand love of local Indonesian brands has not been maximized. Research that examines brand love has been studied by several researchers, including: Garg, Biswas, and Kataria (2015); Han, Chua, Lee, and Kim (2019); Amaro, Barroco, and Antunes (2020); Cho and Hwang (2020); Safeer, He, and Abrar (2021); Salehzadeh Sayedan and Mirmehdi (2021); Santos and Schlesinger (2021); Madadi, Torres, Fazli, and Zuniaga (2021); Khan, Mohammad, and Muhammad (2021); Yadav, Paul, and Mittal (2021). The results show that brand love is usually built by giving satisfaction to consumers and building a positive attitude from consumers.

It is important to build a positive attitude so that consumers have a positive assessment of the product. This positive attitude is shown by consumers by having the perception that local product brands are good products to buy (Gahlot, Sarkar, & Yadav., 2019). Research results from several researchers include: Hegner Fenko, and Teravest (2017); Kim and Kim (2018), shows that attitude has a positive and significant effect on brand love. This means that the more positive consumer attitudes towards a product, the higher the brand love. In addition to a positive attitude, to build a high brand love, companies must also provide satisfaction to their customers. This is in accordance with the results of research by Ghorbanzadeh and Rahehagh (2021), which shows that consumer satisfaction can increase brand love for a brand.

Therefore, it is important for business people who produce local Indonesian brand fashion products to pay attention to the attitudes and satisfaction of their consumers. A positive attitude and customer satisfaction can be built by applying the right marketing mix strategy. The marketing mix strategy in the digital era consists of: product strategy, pricing strategy, distribution strategy via the internet or online distribution strategy, and promotion strategy using social media. The product strategy can usually be perceived by consumers from the quality of the products they buy. If the product quality includes: the materials used are good, the product design is attractive, the packaging is attractive, and the product appearance is perceived as good, the attitude and

consumer satisfaction will increase (Chen & Chang, 2013; Srivastava & Sharma, 2013; Modig & Rosengren, 2014; Gok et al., 2019). Likewise, a price strategy that includes: fairness of price, competitive price, price according to value, and a suitable price perceived by consumers, the better the attitude and consumer satisfaction will be (Khare Ahtani & Khattar., 2014; Asadi Pool, & Jaliy, 2014; Palmeira. et al., 2019; Bergel, Frank, & Brock, 2019; Rama, 2020; Sun, Cai, Su, & Shen, 2020). Furthermore, distribution via the internet can also build a more positive brand attitude (Krampournioti & Wiedmann, 2021; Rezaie & Valaei, 2017); and proper social media promotion can also build a positive brand attitude (Shah, Sukmana, Fianto, Ahmad, Usman, & Mallah., 2020); Likewise, online distribution also increases consumer satisfaction (Hsieh, Roan, Pant, Hsieh, Chen, Lee, & Chiu, 2012; Murfield, Boone, Rutner, & Thomas, 2017); and social media promotions also increase consumer satisfaction (Ramanatha, Subramanian, & Parrott, 2017; Giantari, Yasa, Suprasto, & Rahmayanti, 2021).

Based on the background of the problem, this study has the following objectives: to examine and explain the effect of product quality, price perception, online distribution, and social media promotion on consumer attitudes and satisfaction and their impact on local brand love.

2. Literature Review and Hypotheses

2.1. Perceived Product Quality

Aakko and Niinimäki (2022) state that product quality is one of the most reliable factors by a marketer in marketing a product. Previously, Modig and Rosengren (2014) said that product quality is something that needs to get the main attention of the company or producer, considering that the quality of a product is closely related to consumer attitudes and satisfaction, which is the goal of marketing activities carried out by the company. Product quality is a physical condition, nature, and function of a product, be it a product or service product, based on a quality level that is adjusted to durability, reliability, and ease of use, suitability, repair and other components made to meet satisfaction and needs. customer. Which means the ability of a product to perform its functions, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. According to Soh *et al.* (2017); Chowdhury and Akter (2018), product quality is the overall combination of product characteristics resulting from marketing, engineering, and production that makes the product usable to meet customer or consumer expectations. According to Park, Eom, and Spence. (2022), product quality is an important thing in determining the selection of a product by consumers, especially for luxury goods. The

product offered must be a product that is really well tested regarding its quality because for consumers the priority is the quality of the product itself.

H1: Product quality has a positive and significant effect on attitudes

H5: Product quality has a positive and significant effect on consumer satisfaction

2.2. Perceived Price

Price perception is the value contained in a price related to the benefits of using a product or service (Khare et al., 2014). According to Chi and Chen (2020) argues that price perception concerns how price information is understood by consumers and made meaningful to them. In cognitive processing of price information, consumers can compare the stated price with a price or price range that they imagine for the product. The price that comes to mind as a comparison material is called the internal reference price which can determine consumer satisfaction (Winit, Gregory, Cleveland, & Verlegh., 2014). The internal reference price is the price that is considered appropriate by consumers, the price that consumers imagine as a high or low market price, basically the internal reference price becomes a kind of guide to evaluate whether the listed price is acceptable to consumers.

H2: Perception of price has a positive and significant effect on attitudes

H6: Price perception has a positive and significant effect on consumer satisfaction

2.3. Online Distribution

Distribution is an activity of conveying goods from producers to the hands of final consumers. There are several ways of distribution that can be chosen by producers, and the choice of distribution of these goods depends on the type of goods they produce. The distribution carried out in the digital era by fashion product business people is by utilizing the development of the internet, namely online distribution. The company tries to use various distributors in the marketplace, such as product delivery services, such as through Shopee, Toko Pedia, Bukalapak, to approach and reach consumers. All of this is intended to accelerate the fulfillment of consumer needs so that consumers feel satisfied and become loyal. In practice, online distribution is part of the marketing process that can provide added value to products from various functions such as place, utility, time, to product ownership rights.

H3: Online distribution has a positive and significant effect

on attitudes

H7: Online distribution has a positive and significant effect on consumer satisfaction

2.4. Social Media Promotion

The definition of social media promotion is a communication activity between companies and consumers as an effort to influence consumers in purchasing activities according to their wishes using existing social media (Yasa, Giantari, Sukaatmadja, Sukawati, Ekawati Nurcaya, Rahnantha, & Astari, 2021a). The marketing department of a company will develop promotions with social media that are favored by the market to inform about the product so that it can influence consumers to buy it. Social media promotion is an activity carried out by companies to communicate the benefits of their products and to convince consumers to buy by informing them about product choices and prices. Social media promotion is a series of methods used to achieve marketing goals in a cost-effective manner, by providing added value to products or services both to intermediaries and direct users. Social media promotion activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities according to their needs and desires (Yasa Rahmayanti, Witarsana, Andika, Muna, Sugianingrat, & Martaleni., 2021b).

H4: Social media promotion has a positive and significant effect on attitudes

H8: Social media promotion has a positive and significant effect on consumer satisfaction

2.5. Attitude toward Brand

Attitude is an evaluation, feeling, and tendency of a person who consistently likes or dislikes an object or idea (Brandao & Costa, 2021). Attitudes put people in a frame of mind about liking or disliking something, moving toward or away from it. A person's attitude forms a pattern, and changing it requires many difficult adjustments in other attitudes. So, the company should try to fit its product into a tangible attitude without changing it. Attitude is a learned tendency to respond consistently to a given object, such as a brand (Rajagopal, 2019; Alvarado-Karste & Kidwell, 2021). Attitudes depend on the value system of an individual that represents personal standards of good and bad, right and wrong, and so on, therefore attitudes tend to be more durable and complex than beliefs.

H9: Attitude has a positive and significant effect on brand love

2.6. Consumer Satisfaction on Brand

In general, consumer satisfaction is the level of consumer feeling after making a comparison between what he received and what he expected (Cuesta et al., 2021). Assessing customer satisfaction and increasing consumer expectations, so that they can become loyal customers. When what is obtained by consumers is in accordance with their expectations, of course consumers will feel satisfied. Providing satisfaction to consumers is the desire of every company. Meeting customer satisfaction is an important factor for the company's survival, which can increase its competitive advantage (Kim et al., 2018). Consumer satisfaction is indicated by satisfaction with the quality of local brand products, satisfaction with the prices offered, and overall satisfaction with local brand products.

H10: Consumer satisfaction has a positive and significant effect on brand love

2.7. Local Brand Love

Marketing researchers have investigated the concept of brand love, where consumers can experience feelings of love for a brand and determined that such feelings may exist and consumers can develop a strong relationship with a brand. Brand love is a blend of emotions and passion of an individual for a brand, in addition, they define love for a brand as the level of passionate emotional attachment that a person has for a particular purchase decision (Juanid et al., 2019). A consumer's brand love is shown by the following characteristics: 1) passion for the brand, 2) brand attachment, 3) positive evaluation of the brand, 4) positive emotion in response to the brand, and 5) declaration of love for the brand. Brand loves as a level of emotional arousal, a higher form of satisfaction, and always places the brand in his heart (Shetty & Fitzsimmons, 2022). Brand love can occur when customers can see the brand as an individual that they can love like they love someone. A brand that is already successful in the market must be able to give consumers the perception of superior quality. Brands were originally special marks given one way or another by the owners of the company's products.

2.8. Conceptual Framework

Brand love is the feeling of a consumer who places the brand of a product in his heart. The brand is always remembered when buying a product. Product brands can be a reminder and differentiator of products in the minds of consumers. Product brands can show the ownership of a nation's products, such as there is a brand that is so strong that it can be accepted by all consumers, including

consumers in the country as well as abroad. Every nation strives to build brand love for locally produced products. This is to increase existing businesses in the country so that the nation's economy can also increase. Likewise, the Indonesian people have fashion products that are produced and use local brands. Products with local brands also face challenges from foreign product offerings. Therefore, the love of local brands is a behavior that must be developed. To build love for local brands, of course, the products offered must be able to provide satisfaction to consumers, and must also get a positive attitude from consumers. Strategies to build a positive attitude and consumer satisfaction can be done by producing quality products, providing the best prices, and conducting online distribution, as well as vigorous social media promotion. The process of building local brand love by providing satisfaction and positive attitudes from consumers based on product quality, price perception, online distribution, social media promotion can be described as the following conceptual model.

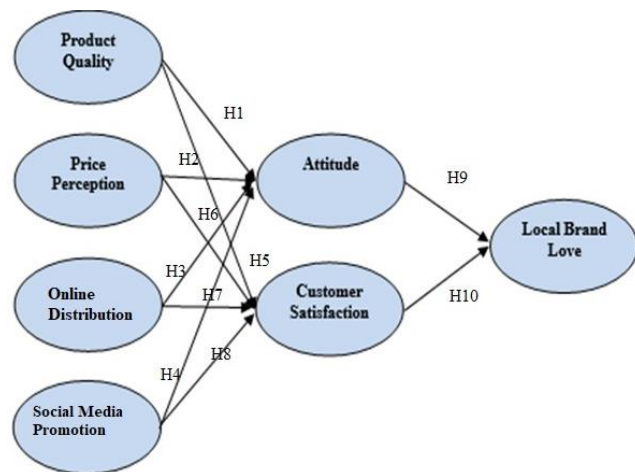


Figure 1: Conceptual Framework

3. Research Methods

This study aims to examine the causal relationship between the variables of product quality, price perception, online distribution, social media promotion, attitudes, consumer satisfaction, and local brand love. The research was conducted on Indonesian people who have bought products with local Indonesian brands at least twice. Indonesia was chosen because Indonesia is an archipelagic country and is the largest maritime country in the world, in the tourism competitiveness index, Indonesia has five advantages compared to other countries. Namely, price competitiveness, policy priorities, natural attractiveness, openness, and cultural attractiveness and business visits.

Questionnaires were distributed to many WhatsApp groups using google forms. The data collected as many as 30 respondents were tested for validity and reliability, and the results are presented in Table 1. Table 1 shows that all variables are valid because the correlation value is above 0.30 and reliable because the Cronbach's Alpha value is above 0.6.

Furthermore, data collection was continued by distributing questionnaires in google form format to many WhatsApp groups and collected as many as 240 respondents according to the formula used to determine the sample size, which is 10 x the number of indicators. A sample of 240 respondents, then analyzed using analytical tools, namely: Path Analysis using SEM-PLS.

Table 1. Instrument Validity and Reliability Test Results

Variable / indicator variable	Item	Korelasi r	Cronbach's Alpha α
Perceived Product Quality (X1)	X1		0.891
Good quality raw materials for local Indonesian brand products	X1.1	0.841	
Attractive product designs from local Indonesian brands	X1.2	0.905	
The choice of local Indonesian brand products is very diverse	X1.3	0.830	
Attractive packaging of local Indonesian brand products	X1.4	0.896	
Perceived Price (X2)	X2		0.851
The prices offered by local Indonesian brand products are in accordance with the quality	X2.1	0.819	
The prices offered by local Indonesian brand products are very competitive	X2.2	0.784	
The prices set by local Indonesian brand products are very affordable	X2.3	0.934	
Prices set by local Indonesian brand products are very reasonable	X2.4	0.794	
Online Distribution (X3)	X3		0.889
Indonesian local brand products are easy to get by ordering via the internet	X3.1	0.935	
Indonesian local brand products are easy to find through the marketplace	X3.2	0.893	
Indonesian local brand products, fast delivery	X3.3	0.893	
Social Media Promotion (X4)	X4		0.805
Indonesian local brand products are often advertised through Instagram	X4.1	0.925	
Indonesian local brand products are often promoted through Facebook	X4.2	0.701	
Indonesian local brand products are often sold via WhatsApp	X4.3	0.651	
Indonesian local brand products are often promoted through Tik Tok	X4.4	0.892	
Attitude toward brand (Y1)	Y1		0.836
Buying local Indonesian brand products is a good decision	Y1.1	0.914	
Buying local Indonesian brand products is a wise decision	Y1.2	0.867	
Buying local Indonesian brand products has a positive impact	Y1.3	0.826	
Brand satisfaction (Y2)	Y2		0.827
I am satisfied with the quality of local Indonesian brand products	Y2.1	0.891	
I am satisfied with the prices offered by local Indonesian brandproducts	Y2.2	0.860	
I am completely satisfied with local Indonesian brand products	Y2.3	0.844	
Local Brand Love (Y3)	Y3		0.865
I always put local Indonesian brands in my heart	Y3.1	0.882	
I really love local Indonesian brand products	Y3.2	0.898	
I feel like I have local Indonesian brand products	Y3.3	0.889	

Source: processed data, 2022.

4. Result and Discussion

Profiles of 240 respondents are presented in general with several characteristics including gender, age, last education, occupation. The characteristics of the respondents in this study can be described as follows. There are more female respondents than male respondents, namely 156 women and

84 male respondents. The age range of 18-28 years dominated filling the questionnaire by 216 people. Respondents with a high school/vocational equivalent education level dominate, as many as 178 people. Respondents in this study on average have other professions, such as: retirees, students, directors of SOEs, as many as 169 people. The grouping of respondents based on monthly

income obtained data that as many as 214 people earn Rp. 2 – 5 million. Characteristics of respondents are presented in Table 2.

Table 2: Characteristic of Respondent

No	Variable	Classification	Total (Orang)	Percentage (%)
1	Gender	Male	84	35
		Female	156	65
		Total	240	100
2	Age	18-28 y.o	216	90
		29-39 y.o	15	6.25
		40-50 y.o	6	2.5
		51-60 y.o	2	0.83
		61-70 y.o	1	0.42
		Total	240	100
3	last education	High school	178	74.2
		Associate's	5	2.1
		Bachelor's	42	17.5
		Post-bacc	15	6.3
		Total	240	100
4	Occupation	Public employee	5	2.1
		Private employee	38	15.8
		Self-employed	25	10.4
		Police/armed forces	3	1.3
		Others	169	70.4
		Total	240	100
5	Income	Rp 2 - 5 mil	214	89.2
		➤ Rp. 5 –15 mil	20	8.3
		➤ Rp. 15 – 25 mil	1	0.4
		➤ 25 mil	5	2.1
		Total	240	100

Source: Primary data processed, 2022.

This study uses a two-stage approach to measuring the model before it is used for hypothesis testing, aiming to verify the validity and reliability of a research model. First, by analyzing the convergent validity, then by analyzing the discriminant validity.

Test Outer Model Convergent Validity

The outer model test is carried out to ensure the research indicators are suitable for use as their role in measuring research variables, so to see whether a model is valid to be the basis for research, there are three criteria that must be met, namely: (1) all loading indicators must be above 0.65 (2) Composite Reliability (CR) must be above 0.8, and (3) Average Variance Extracted (AVE) for each construct must exceed 0.5.

Table 3: Model Criterion

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Product Quality (X1)	X1.1	0.878	0.926	0.757
	X1.2	0.866		
	X1.3	0.833		
	X1.4	0.903		
Perceived Price (X2)	X2.1	0.870	0.936	0.785
	X2.2	0.892		
	X2.3	0.880		
	X2.4	0.903		
Online Distribution (X3)	X3.1	0.926	0.946	0.855

	X3.2	0.943		
	X3.3	0.905		
Social Media Promotion (X4)	X4.1	0.864	0.920	0.740
	X4.2	0.876		
	X4.3	0.844		
	X4.4	0.858		
Attitude Toward Brand (Y1)	Y1.1	0.942	0.947	0.857
	Y1.2	0.936		
	Y1.3	0.898		
Consumer Satisfaction (Y2)	Y2.1	0.923	0.937	0.833
	Y2.2	0.895		
	Y2.3	0.921		
Local Brand love (Y3)	Y3.1	0.930	0.942	0.843
	Y3.2	0.950		
	Y3.3	0.873		

Source: Data processed, 2022.

Based on Table 3, it shows that all outer loading indicators have values above 0.65 with a range between 0.833 to 0.950 meaning they are at the recommendation limit, then the Composite Reliability (CR) value is in the range between 0.920 to 0.947, all of which are above 0.8, meaning that all constructs formed has good consistency as a research model, the third is the Average Variance Extracted (AVE) value where all of them are worth above 0.5, namely with a range from 0.740 to 0.857 so it can be

concluded that the research model in this study has good validity.

Discriminant Validity

To evaluate discriminant validity, a research model is suggested to ensure that the root value of the Average Variance Extracted ($\sqrt{AVE}$) of a latent variable must be greater.

Table 4: Correlation Between Latent Variables

Construct	Product Quality	Perceived Price	Online Distribution	Social Media Promotion	Attitude Toward Brand	Consumer Satisfaction	Local Brand love
Product quality perception	1.000	0.785	0.620	0.657	0.648	0.770	0.713
Price perception	0.785	1.000	0.667	0.667	0.638	0.850	0.709
Online distribution	0.620	0.667	1.000	0.671	0.570	0.705	0.620
Social media promotion	0.657	0.667	0.671	1.000	0.528	0.705	0.630
Attitude toward Brand	0.648	0.638	0.570	0.528	1.000	0.714	0.661
Consumer satisfaction	0.770	0.850	0.705	0.705	0.714	1.000	0.758
Local brand love	0.713	0.709	0.620	0.630	0.661	0.758	1.000

Source: Data processed, 2022.

Table 5: AVE root value

Construct	Average Variance Extracted (AVE)	Root of AVE
Product quality perception	0.757	0.870
Price perception	0.785	0.886
Online distribution	0.855	0.925
Social media promotion	0.740	0.860
Attitude toward Brand	0.857	0.926
Consumer satisfaction	0.833	0.913
Local brand love	0.843	0.918

Source: Data processed, 2022.

Discriminant validity is considered good if the root value of AVE ($\sqrt{AVE}$) in Table 5 is greater than 0.5. The research model proposed in this study can be considered good, where

the smallest AVE value is 0.860

Inner Model Test

Structural models focus on hypothesized relationships or

pathways between latent variables. The results of the inner model test can be seen in Figure 2.

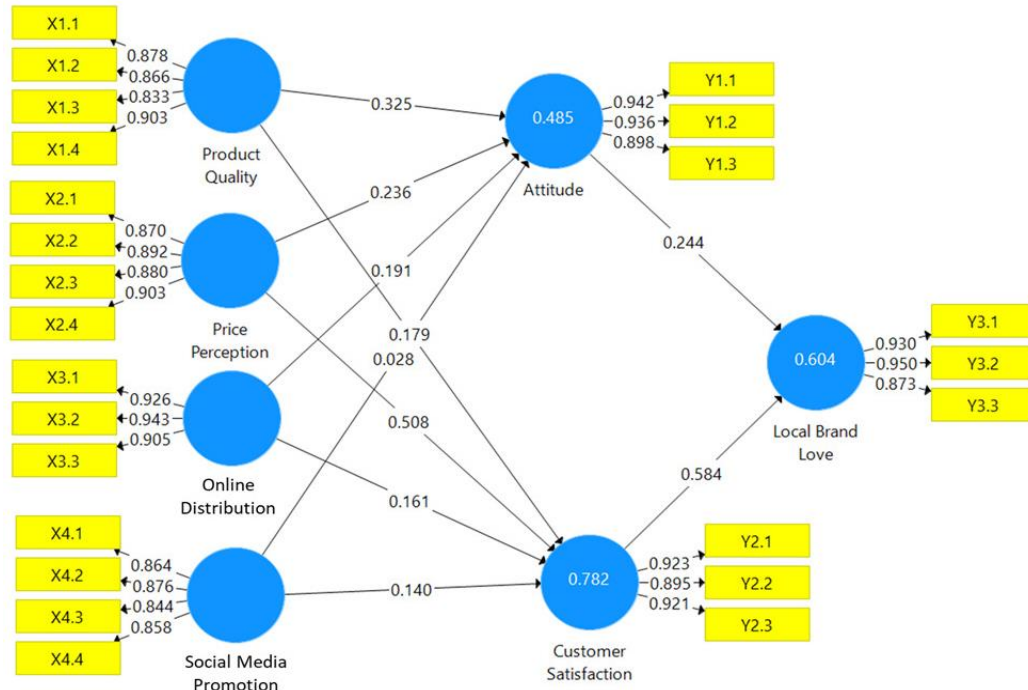


Figure 2. Structural Model

The structural model was evaluated using R-square for the dependent construct and t-test and the significance of the coefficients of structural path parameters.

Coefficient of Determination (R^2)

In this study, bootstrap was carried out which resulted in two measurements of the structural model, namely: the

value of t (t-test) and R^2 which were interpreted the same as multiple regression analysis in general. The predictive power of a research model can be seen by looking at the R^2 value generated by the bootstrapping process, in Table 6. the R^2 value for each exogenous variable contained in the model will be presented.

Table 6. Coefficient of Determination

Construct	R^2
Attitude Toward Brand	0.485
Consumer satisfaction	0.782
Local brand love	0.604

Note: only the endogenous (dependent) variable has a value of R^2

Source: Data processed, 2022

Based on Table 6, it can be explained that the highest R^2 value is found in the consumer satisfaction variable of 0.782 which means that as much as 78.20% of the consumer satisfaction variable can be explained by the constructs contained in the model, namely product quality perceptions, price perceptions, online distribution and social media promotions, while the value the lowest is the attitude variable with 0.485 which means that 48.5% of the consumer attitude variable can be explained by the constructs that affect the variable perception of product quality, price perception, online distribution, and social media promotion. From the examination of the R^2 value, it

can be concluded that in general the predictive ability of this research model is quite good, seen from all the variables that have the same R^2 value, almost 50% and there are 2 variables that have high values, above 50%, namely the variable of consumer satisfaction on the brand and local brand love.

Hypothesis testing

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis

is the value contained in the output path coefficients which is presented in Table 7.

Table 7: Path Coefficient

Hypothesis	Correlation between Variable	Path Coef	t-statistic	p-values	Information
H1	Perceived product quality → Attitude toward brand	0.325	3.817	0.000	Accepted
H2	Perceived Price → Attitude toward brand	0.236	2.443	0.015	Accepted
H3	Online Distribution → Attitude toward brand	0.191	2.649	0.008	Accepted
H4	Social media promotion → Attitude toward brand	0.028	0.343	0.732	Rejected
H5	Perceived product quality → Consumer satisfaction toward brand	0.179	3.037	0.003	Accepted
H6	Perceived Price → Consumer satisfaction toward brand	0.508	8.219	0.000	Accepted
H7	Online Distribution → Consumer satisfaction toward brand	0.161	2.773	0.006	Accepted
H8	Social media promotion → Consumer satisfaction toward brand	0.140	2.650	0.008	Accepted
H9	Attitude toward brand → local brand love	0.244	3.066	0.002	Accepted
H10	Consumer satisfaction toward brand → local brand love	0.584	9.573	0.000	Accepted

Source: Data processed, 2022.

Hypothesis testing is done by using t-statistics and looking at the p-value. If the p-value < 0.05 then the hypothesis is accepted. Based on Table 7, it can be explained that H1, H2, H3, H5, H6, H7, H8, H9, and H10 are accepted, while H4 is the only hypothesis that is rejected.

Perception of product quality on Attitude toward Brand has a t-statistic value of 3.817 with a p-value of $0.000 < 0.05$, so H1 is accepted. This means that the better the perception of product quality, the more positive the attitude of Indonesian customers to local brand products. The better the perception of product quality from local brand products, which is indicated by the good quality of raw materials, attractive designs, diverse choices, and good packaging, it is able to increase consumer attitudes towards local brand products to be positive. The results of this study at the same time strengthen the results of previous research conducted by Modig and Rosengren (2014), which stated that the perception of product quality plays an important role in building positive customer attitudes towards a product. Similar results have also been obtained previously by Chen and Chang (2013), which states that good product quality is able to build positive customer attitudes. The results of this study are also strengthened by the results of research from Gok et al. (2019) found that the product quality perception variable had a positive and significant influence on the customer attitude variable.

The price perception of attitude has a t-statistic value of 2.443 with a p-value of $0.015 < 0.05$, so H2 is accepted. This means that the better the price perception, the more positive consumer attitudes. So, the better the price perception of local Indonesian brand products, which is indicated by prices that match the quality, competitive prices, affordable prices, and reasonable prices, the positive attitude of consumers towards local brand fashion products will be. The results of this study at the same time strengthen the results of previous research conducted by Asadi et al. (2014), which states that the price perception variable has a positive and

significant effect on consumer attitudes. The results of this study were strengthened by the research of Sun et al. (2020), found the results of the price perception variable having a positive and significant effect on attitudes so that it can be concluded that a good price perception has a positive and significant influence on positive customer attitudes.

Furthermore, the online distribution of attitudes has a t-statistic value of 2.649 with a p-value of $0.008 < 0.05$, so H3 is accepted. These results mean, online distribution has a positive and significant effect on consumer attitudes of local brand products. This shows that the more intensive online distribution of local Indonesian brand products, which is indicated by local Indonesian fashion brand products that are easy to obtain in the marketplace, easy to buy in the marketplace, and fast delivery, the more positive attitudes towards local brand fashion products will be. The results of this study also strengthen the results of previous research conducted by Rezaie and Valaei (2017), regarding the role of online distribution in increasing positive attitudes towards local brand products. This result is also reinforced by the research results of Karampournioti and Wiedmann (2021), which found that online distribution has a positive and significant effect on positive attitudes towards local brand fashion products. It can be concluded that, to build a positive attitude of Indonesian consumers towards local Indonesian brand products, it is best to distribute them through the marketplace so that consumers are greatly assisted in the buying process.

Of the four elements of the marketing mix, only the social media promotion variable has no significant effect on Attitude toward Brand with a t-statistic value of 0.343 with a p-value of $0.732 > 0.05$, so H4 is rejected. These results indicate that social media promotion has a positive but not significant effect on attitudes. This means that the more complete the social media promotion platform used, which is indicated by the promotion of local brand fashion products through Instagram, through Facebook, through Whats App,

and through Tik Tok, then it is not able to make consumer attitudes towards local brands positive. The results of this study do not support the results of previous studies conducted by Shah et al. (2020), regarding the promotion of social media can increase positive attitudes towards local brand products. It can be concluded that social media promotion has a positive and insignificant effect on attitudes towards brands, this means that, with more complete social media promotions used by Indonesian local brand products, they have not been able to build positive attitudes towards local brand products. This could be due to the fact that consumer behavior for fashion products does not use all types or existing social media platforms, such as Instagram, Facebook, Whats App, and Tik Tok simultaneously so that the completeness of social media promotions is not able to make consumer attitudes positive towards local brand love.

Perception of product quality on consumer satisfaction with local brands has a t-statistic value of 3,037 with a p-value of $0.003 < 0.05$, so H5 is accepted. This means that the better the perception of product quality, the higher the satisfaction of Indonesian consumers with local brand products. This result means, the better the perception of product quality from local brand products, which is indicated by good quality raw materials, attractive designs, diverse choices, and good packaging, the better the customer satisfaction for local products is positive. The results of this study at the same time strengthen the results of previous research conducted by Srivastava and Sharma (2013), which states that the perception of product quality plays an important role in increasing consumer satisfaction with certain brands. Similar results have also been shown by the results of Soh et al. (2017), which states that good product quality is able to build high consumer satisfaction. The results of this study are also strengthened by the results of research from Park et al. (2022), found that the variable of product quality perception has a positive and significant influence on the variable of consumer satisfaction on local brands.

The perception of price on customer satisfaction has a t-statistic value of 8,219 with a p-value of $0.000 < 0.05$, then H6 is accepted. This result means that the price perception variable has a positive and significant effect on consumer satisfaction with the brand. So, the better the price perception of local Indonesian brand products, which is indicated by prices that are in accordance with the quality, competitive prices, affordable prices, and reasonable prices, then the consumer satisfaction with local Indonesian fashion brands can increase. The results of this study at the same time strengthen the results of previous research conducted by Winit et al. (2014), which states that the price perception variable has a positive and significant effect on consumer satisfaction. The results of this study are strengthened by the research of Chi and Chen (2020), finding the results of the

price perception variable having a positive and significant effect on consumer satisfaction so that it can be concluded that good price perceptions have a positive and significant influence on consumer satisfaction with local brands.

The online distribution of consumer satisfaction with brands has a t-statistic value of 2.773 with a p-value of $0.006 < 0.05$, so H7 is accepted. These results mean, online distribution has a positive and significant effect on consumer satisfaction of local brand fashion products. This means, the higher the online distribution of local Indonesian brand fashion products, which is indicated by the easy availability of local Indonesian fashion brands in the marketplace, easy to buy in the marketplace, and fast delivery, the higher consumer satisfaction. The results of this study at the same time strengthen the results of previous research conducted by Hsieh et al. (2012), regarding the role of online distribution in increasing consumer satisfaction with local brand products. These results are also strengthened by the results of the study of Murfield et al. (2017), found that online distribution has a positive and significant effect on consumer satisfaction with local brand products. It can be concluded that, to build consumer satisfaction on local Indonesian brands, it is better to distribute them online.

Furthermore, social media promotion also affects consumer satisfaction on brands with a t-statistic value of 2.650 with a p-value of $0.008 < 0.05$, then H8 is accepted. This means, the higher the promotion of social media, which is indicated by the promotion of local brand fashion products through Instagram, through Facebook, through Whats App, and through Tik Tok, then it is able to increase consumer satisfaction. The results of this study at the same time strengthen the results of previous research conducted by Ramanathan et al. (2017), regarding the promotion of social media can increase consumer satisfaction on local brand fashion products. Furthermore, Kwon, Jung, Choi, and Kim (2021), researching about the effect of social media promotion on customer satisfaction and loyalty also found the same results, namely social media promotion had a positive and significant effect on consumer satisfaction with brands. In addition, there are still several researchers who show consistent results, namely Kim and Park (2017); Casalo and Romero (2019); Shah et al. (2020); Shirazi, Adam, Shanmugaim, and Schulz (2021). It can be concluded that social media promotion has a positive and significant influence on consumer satisfaction with local brands, this means that the higher social media promotions carried out by local Indonesian brand products, the higher consumer satisfaction with local Indonesian brand fashion products.

Furthermore, the attitude towards the brand towards local brand love has a t-statistic value of 3,066 with a p-value of $0.002 < 0.05$, so H9 is accepted. These results mean that consumer attitudes towards local brand fashion products

have a positive and significant effect on local brand love. This means, the more positive consumer attitudes towards local brand fashion products are shown by buying local brand fashion products is a good decision, is a wise decision, and has a positive impact, then it is able to increase local brand love for Indonesian fashion brand products. The results of this study at the same time strengthen the results of previous research conducted by Kim and Kim (2018), regarding the effect of attitude being able to increase brand love. Previously, there were other researchers, namely Hegner et al. (2017), examines the attitude of being able to increase brand love; and Gahlot et al. (2019), found that positive attitudes towards local brand products have a positive effect on local brand love. This result is also reinforced by the results of research by Alvarado-Karste and Kidwell (2021), which found that customer attitudes had a positive and significant effect on brand love.

Consumer satisfaction with the brand for local brand love has a t-statistic value of 9.573 with a p-value of 0.000 < 0.05, so H10 is accepted. This means that the higher the consumer satisfaction with the brand, the higher the local brand love. The higher consumer satisfaction with local brand products, which is indicated by satisfaction with the quality of the raw materials, satisfaction with the price, and overall satisfaction, then it is able to increase local brand love, namely I love Indonesian brand products. The results of this study at the same time strengthen the results of previous studies conducted by Kim, Park and Glovinsky. (2018), regarding the effect of consumer satisfaction on increasing brand love. In addition, there are other researchers, namely Juanid et al. (2019), examining consumer satisfaction is able to increase brand love. These results are also strengthened by the results of research from Shetty and Fitzsimmons (2022), finding the results that consumer satisfaction has a positive and significant effect on local brand love.

5. Conclusion and Research Implication

The results of this study are: 1) Perception of product quality has a positive and significant effect on Attitude toward Brand. This result means that, the better the perception of the quality of local brand products, the more positive consumer attitudes towards local Indonesian brands are. 2) Price perception has a positive and significant effect on Attitude toward Brand. This result means that, the better the price perception, the more positive the consumer's attitude towards local Indonesian brands. 3) Online distribution has a positive and significant effect on consumer attitudes towards brands. This result means that, the more intensive the online distribution, the more positive the consumer's attitude towards local Indonesian brands. 4)

Social media promotion has a positive and insignificant effect on consumer attitudes towards brands. This result means that, the higher the promotion of social media, it is not able to make consumer attitudes towards local Indonesian brand fashion products positive. 5) Perception of product quality has a positive and significant effect on consumer satisfaction with the brand. This result means that, the better the perception of the quality of local brand products, the higher consumer satisfaction with local Indonesian brands. 6) Price perception has a positive and significant effect on consumer satisfaction. This result means that the better the price perception, the higher the consumer satisfaction with local Indonesian brands. 7) Online distribution has a positive and significant effect on consumer satisfaction. These results mean that the more intensive online distribution, the higher consumer satisfaction with local Indonesian brands. 8) Social media promotion has a positive and significant effect on consumer satisfaction. These results mean that the higher the promotion of social media, the higher the consumer satisfaction with local Indonesian brand fashion products. 9) Consumer attitudes towards brands have a positive and significant effect on local brand love. This result means that the more positive consumer attitudes towards local brand products, the higher the local brand love, i.e. I love Indonesian local brand products. 10) Consumer satisfaction has a positive and significant effect on local brand love. This result means that, the higher the consumer satisfaction for local brand products, the higher the local brand love level for Indonesian local brand products.

This research can enrich the concept of brand love that brand love should be built with a good marketing mix and add positive attitudes and consumer satisfaction. Likewise for businesses that produce products with local brands to pay attention to their marketing mix strategy, which consists of good product quality, good price perception, online distribution or selling products in the marketplace as well as the latest social media promotions in order to be able to improve consumer attitudes and satisfaction. ultimately have an impact on increasing local brand love for products that use local Indonesian brands. The practical implication of this research is this research can be a reference for local brand marketers to better be able to set the right strategy in order to create a love for local brands. In online distribution, with online distribution, it is easy for marketers to deliver content, online distribution, and electronic software distribution) is the delivery or distribution of multimedia content such as audio, video, software, and video games, through online methods.

The limitation of this study is that this study was only conducted in one country, so it cannot describe all countries in general, this study did not make a comparison between the use of local and non-local brands. In the future, the

research can be continued by conducting studies on the influence of local brand love on WOM, recommendations, and local brand loyalty, as well as the intention to repurchase local Indonesian brand products.

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