

MARKETING | RESEARCH ARTICLE

The Influence of Consistency and Originality on Brand Loyalty Mediated by Brand Attachment among Fajar Batik Ponorogo Customers

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ABSTRACT

This study aims to analyze the influence of Consistency and Originality on Brand Loyalty, with Brand Attachment serving as a mediating variable among customers of Fajar Batik Ponorogo. The study employed a quantitative approach using primary data collected through questionnaires distributed to 158 respondents. The analysis was conducted using the Partial Least Squares (PLS) method with the assistance of SmartPLS 3.0 statistical software. The results indicate that Consistency and Originality have a positive and significant effect on both Brand Attachment and Brand Loyalty. In addition, Brand Attachment has a significant effect on Brand Loyalty and is able to mediate the relationship between Consistency and Originality and Brand Loyalty. Originality was found to be the variable with the strongest influence on Brand Attachment, while Consistency emerged as the dominant factor in shaping Brand Loyalty. The high R-Square values for Brand Attachment (75.3%) and Brand Loyalty (80.0%) indicate that the model has strong explanatory power. The findings of this study suggest that customer loyalty is influenced not only by product consistency and uniqueness but also by customers' emotional attachment to the brand.

Keywords: Consistency, Originality, Brand Attachment, Brand Loyalty, Batik.

I. Introduction

The batik industry is one of the priority sectors within Indonesia's national creative industry, employing approximately 200,000 workers across 5,946 small and medium enterprises (SMEs) located in various batik production centers throughout the country, with the export value of batik and batik products increasing by 30.1% in 2022 (Antara news, 2024; IBAI, 2023). Despite these achievements, traditional hand-drawn batik (batik tulis) producers are facing increasingly evident structural pressures from stamped batik (batik cap) and printed batik (batik printing). This competition extends beyond pricing issues. Batik cap is produced using copper stamps, resulting in more consistent patterns and significantly shorter production times, while batik printing utilizes machinery that enables mass production at the most affordable prices among the three types of batik (Oemah Etnik, 2026; Pribadi Ikhsan et al., 2024). In contrast, batik tulis requires weeks or even months to complete a single piece of fabric because the entire process is carried out manually using a canting, resulting in limited production capacity and making it difficult to compete directly with batik cap and batik printing in terms of price (Dara, 2025). A study of batik tulis entrepreneurs in Brebes explicitly identified competition from batik printing as one of the primary obstacles to business sustainability, alongside limitations in skilled batik artisans and changing market trends (Adhitya Ibarda Putera, 2025). These pressures

make strategies based on authenticity and brand differentiation, rather than price competition, a more realistic approach for hand-drawn batik SMEs seeking to retain customers.

Within this context, brand attachment becomes a crucial yet often overlooked element among SMEs. Unlike large corporations that compete through economies of scale and cost efficiency, hand-drawn batik SMEs essentially compete through the emotional connections established between the brand and its customers. When customers feel connected to a brand because of its identity, values, and the experiences it offers, they are more likely to make repeat purchases and recommend it to others, a loyalty mechanism that is particularly important for SMEs with limited marketing resources (Hive Five, 2025). (Kotler & Keller, 2016) emphasize that strong brands create customer recognition and trust, which subsequently increase sales and loyalty, while (Nielsen, 2020) reinforces this view by reporting that 59% of customers prefer purchasing from brands they already know. For hand-drawn batik SMEs such as Fajar Batik, which compete not only with other batik tulis producers but also with cheaper and faster batik cap and batik printing manufacturers, customers' emotional attachment to brand originality and consistency represents a competitive resource that is extremely difficult for mass-production competitors to imitate.

Fajar Batik Ponorogo exemplifies this situation. As a producer that consistently preserves traditional hand-drawn batik techniques, natural dyes, and distinctive Ponorogo motifs amid the dominance of modern printed batik, the sustainability of the business largely depends on how customers perceive the consistency and originality of its brand as manifestations of brand authenticity. These perceptions are expected to foster emotional attachment (brand attachment), which subsequently leads to brand loyalty (Fritz et al., 2017; Sun et al., 2024). Several previous studies have confirmed that brand authenticity positively influences brand loyalty through brand attachment (Fritz et al., 2017; Sun et al., 2024; Xu et al., 2022). However, other studies have reported inconsistent findings. Tristandinata (2024) found that the originality dimension only affected relationship satisfaction and relationship commitment, indicating that its influence on brand loyalty was not direct. Similarly, Bian & Haque (2020) demonstrated that brand attachment does not always translate into loyal purchasing behavior, as its effect depends on customer characteristics and research contexts. These inconsistencies are further compounded by contextual limitations in existing studies. Most research on brand authenticity has been conducted in the cosmetics, restaurant, coffee shop, fashion, and footwear industries, while studies focusing on traditional Indonesian batik SMEs, particularly those examining brand authenticity through the separate dimensions of consistency and originality rather than as a unified construct, remain limited.

Based on these research gaps, this study aims to examine the influence of consistency and originality on brand loyalty, with brand attachment serving as a mediating variable among customers of Fajar Batik Ponorogo. This study is expected to enrich the branding and marketing literature within the context of traditional handicraft SMEs, which remains relatively underexplored, while also providing practical implications for hand-drawn batik entrepreneurs in developing authenticity-based differentiation strategies amid competitive pressures from batik cap and batik printing products.

II. Literature Review and Hypothesis Development

2.1. Consumer Behavior Theory

Consumer Behavior Theory (CBT) explains that customers evaluate product and brand attributes before making a purchase decision (Schiffman & Wisenblit, 2019). Evaluations of brand quality, consistency, and uniqueness shape perceptions of brand authenticity, which subsequently influence emotional attachment and customer loyalty. In this study, CBT serves as the theoretical foundation for explaining the relationships among consistency, originality, brand attachment, and brand loyalty.

2.2. Social Identity Theory

Social Identity Theory states that individuals tend to identify themselves with brands that reflect their values and identity (Tajfel & Turner, 1979, as cited in Trepte & Loy, 2017). Therefore, brands that represent local

culture, such as Fajar Batik Ponorogo, have the potential to develop stronger brand attachment among customers (Lam et al., 2010).

2.3. Self-Expansion Theory

Self-Expansion Theory explains that consumers build relationships with brands that align with their self-concept (Aron & Aron, 1986) as cited in (Emery et al., 2025). These relationships strengthen brand attachment and ultimately increase brand loyalty (Park et al., 2010).

2.4. Brand Authenticity

Brand authenticity refers to customers' perception that a brand is genuine and remains consistent with its core values (Fritz et al., 2017). In this study, brand authenticity is measured through two dimensions, namely consistency and originality (Sun et al., 2024). Previous studies by Fritz et al. (2017), Sun et al. (2024), and Deng et al. (2025) have demonstrated that brand authenticity has a positive effect on both brand attachment and brand loyalty.

a. Consistency

Consistency refers to a brand's ability to maintain the quality of its products, services, and brand promises over time (Grostol & Kristensen, 2018). In the context of Fajar Batik Ponorogo, consistency is reflected in the quality of its hand-drawn batik products, the continuous use of natural dyes, and the delivery of consistent customer service. Sun et al. (2024) demonstrated that consistency positively influences both brand attachment and brand loyalty. The indicators of consistency include consistency in product quality, service quality, brand communication, and the fulfillment of brand promises. At Fajar Batik Ponorogo, these indicators are manifested through the preservation of high-quality hand-drawn batik, the consistent use of natural dyes, and the maintenance of service standards for every customer.

b. Originality

Originality refers to the uniqueness of a brand in comparison to its competitors (Bruhn et al., 2012). In the context of Fajar Batik Ponorogo, originality is reflected through its distinctive Ponorogo motifs and strong local cultural identity. Ligaraba et al. (2024) found that originality enhances perceptions of authenticity, although Saadatul Helma et al. (2024) reported different findings, indicating that this relationship still requires further investigation. The indicators of originality include uniqueness of design, brand identity, and product characteristics. At Fajar Batik Ponorogo, these indicators are manifested through its distinctive Ponorogo motifs, the incorporation of local cultural elements, and batik designs that differentiate its products from those of competitors (Dlomag et al., 2018).

2.5. Brand Attachment

Brand attachment refers to the emotional bond that develops between customers and a brand through positive experiences and perceptions of brand authenticity (Park et al., 2010; Xu et al., 2022). Customers who possess strong emotional attachment are more likely to maintain a long-term relationship with the brand. Studies by Fritz et al. (2017), Sun et al. (2024), and Deng et al. (2025) consistently demonstrate that brand authenticity enhances brand attachment, while Hemsley-Brown (2023) confirms that brand attachment serves as an important mediator in strengthening brand loyalty. The indicators of brand attachment include emotional closeness, a sense of belonging, and psychological connection to the brand. In the context of Fajar Batik Ponorogo, these indicators are reflected when customers feel proud to wear local batik products and regard Fajar Batik as their preferred brand choice.

2.6. Brand Loyalty

Brand loyalty refers to a customer's commitment to repurchase, continue choosing, and recommend a brand to others (Deng et al., 2025; Kim et al., 2021). According to Oliver (1999) and Aaker (1991), as cited in Reyki et al. (2025), brand loyalty reflects a combination of stable attitudes and sustained purchasing behavior over time, rather than merely a temporary habit, and includes an affective dimension characterized by psychological attachment and resistance to competitors' offerings. Loyalty is demonstrated not only through repeat purchasing behavior but also through emotional commitment to the brand. Studies by Sun et al. (2024),

Xu et al. (2022), and Deng et al. (2025) indicate that brand loyalty is influenced by brand authenticity, both directly and indirectly through brand attachment as a mediating variable. The indicators of brand loyalty include repurchase intention, willingness to recommend the brand, and commitment to continue choosing the brand. In the context of Fajar Batik Ponorogo, these indicators are reflected in repeat purchases, recommendations to family members or relatives, and the willingness to continue choosing the brand despite the availability of alternative brands.

2.7. Hypothesis Development

This study aims to analyze the effect of consistency dan originality. This study examines the influence of consistency and originality on brand loyalty, with brand attachment serving as a mediating variable among customers of Fajar Batik Ponorogo. Based on the theoretical foundations and findings of previous studies, the following hypotheses are proposed.

H1: Consistency has a positive effect on Brand Attachment.

Brand consistency enhances customer trust through stable product quality and service, thereby strengthening customers' emotional attachment to the brand (Fritz et al., 2017; Sun et al., 2024)

H2: Originality has a positive effect on Brand Attachment.

Brand originality provides differentiation value that strengthens customers' identity and encourages the development of emotional attachment to the (Ligaraba et al., 2024; Sun et al., 2024).

H3: Brand Attachment has a positive effect on Brand Loyalty.

Customers who have an emotional attachment to a brand are more likely to be committed to repurchasing and recommending the brand to others (Deng et al., 2025; Park et al., 2010).

H4: Consistency has a positive effect on Brand Loyalty.

Consistency in product quality and the fulfillment of brand promises increase customer trust, thereby strengthening brand loyalty (Fritz et al., 2017)

H5: Originality has a positive effect on Brand Loyalty.

The uniqueness of a brand's products and cultural identity enhances customer preference and fosters long-term brand loyalty (Ligaraba et al., 2024)

H6: Brand Attachment mediates the effect of Consistency on Brand Loyalty.

Brand consistency builds customers' emotional attachment, which subsequently increases brand loyalty (Sun et al., 2024).

H7: Brand Attachment mediates the effect of Originality on Brand Loyalty.

Brand originality strengthens customers' emotional attachment, thereby encouraging the development of brand loyalty (Sun et al., 2024; Xu et al., 2022).

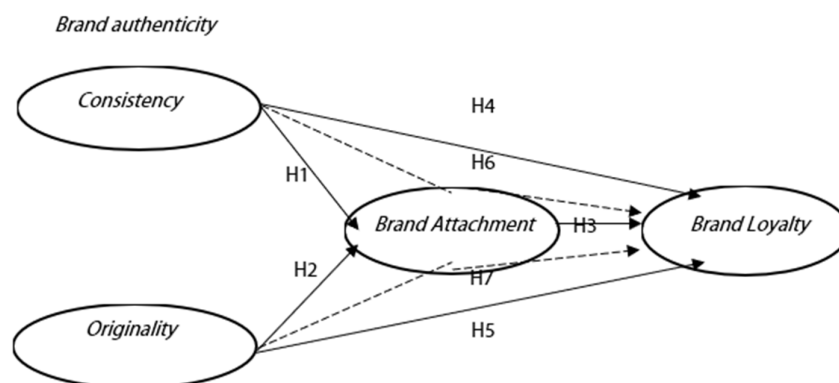


Figure 1. Conceptual Framework

III. Research Method

This study employs a quantitative approach with a causal research design to examine and explain the cause-and-effect relationships between Consistency (X1) and Originality (X2) and Brand Loyalty (Y), with Brand Attachment (Z) serving as a mediating variable among customers of Fajar Batik Ponorogo, a hand-drawn batik SME located in Ponorogo, East Java, that utilizes natural dyes. Data were collected through a questionnaire developed based on the indicators of each variable and measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The population of this study consisted of all customers of Fajar Batik Ponorogo. However, the exact number of customers was unknown due to the absence of a customer database. The sample was selected using purposive sampling, a non-probability sampling technique, with the following criteria: respondents must have purchased Fajar Batik Ponorogo products at least twice, possess purchasing capability, and be willing to complete the questionnaire in full. These criteria were chosen because repeated purchase experience enables respondents to provide more relevant assessments of brand consistency, originality, attachment, and loyalty. The sample size was determined using the gamma-exponential method proposed by (Kock & Hadaya, 2018), which estimates the minimum sample size required for PLS-SEM based on the number of construct indicators in the model. With 21 construct indicators ($k = 21$), the calculation resulted in $n = 10^{0.1(21+1)} = 10^{2.2} = 158.49$, which was rounded to 158 respondents. This sample size also exceeded the minimum threshold of ten times the largest number of structural paths directed at a single latent construct (Hair et al., 2019), indicating that it was sufficient to support the statistical power required for hypothesis testing.

The questionnaire items were developed from the operational definitions and indicators of each variable adapted from previous studies (Deng et al., 2025; Ligaraba et al., 2024; Sun et al., 2024; Xu et al., 2022) and contextualized to the characteristics of Fajar Batik Ponorogo. For example, Consistency was measured through the consistency of brand image, raw materials, service quality, pricing, and fulfillment of brand promises; Originality was measured through the uniqueness of motifs and product differentiation from competitors; Brand Attachment was measured through customers' emotional closeness and comfort with the brand; and Brand Loyalty was measured through repurchase intention, resistance to price changes, and willingness to recommend the brand. The language suitability and relevance of each item to its corresponding indicator were reviewed through expert judgment by academic supervisors before the questionnaire was distributed online via Google Forms to 158 respondents who met the sampling criteria. The data collection period spanned approximately two months, from February to March. The empirical validity and reliability of the instrument were subsequently assessed using the collected data through measurement model evaluation in PLS-SEM.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3.0 software. This method was selected because it enables the simultaneous analysis of causal relationships among latent variables, including both direct and mediating effects, while accommodating moderate sample sizes without requiring multivariate normality assumptions (J. F. Hair et al., 2019, 2022). The analysis was conducted in several stages: (1) descriptive statistics to describe respondent characteristics and perceptions of each indicator; (2) evaluation of the measurement model (outer model), including convergent validity (outer loading ≥ 0.70 ; AVE ≥ 0.50), discriminant validity (cross-loadings), and reliability (Composite Reliability and Cronbach's Alpha ≥ 0.70); (3) evaluation of the structural model (inner model) through path coefficients and R-square values; (4) hypothesis testing of direct effects (H1–H5) using the bootstrapping procedure, with significance determined by a t-statistic greater than 1.96 and a p-value less than 0.05; and (5) mediation testing (H6–H7), emphasizing the significance of indirect effects as the primary indicator of mediation (Zhao et al., 2010). Mediation effects were classified as complementary mediation (both direct and indirect effects significant and in the same direction), competitive mediation (both significant but in opposite directions), indirect-only mediation (only the indirect effect significant), or direct-only non-mediation (only the direct effect significant).

IV. Result and Discussion

4.1. Statistical Result

a. Respondent Overview

Table 1. Overview Of Respondent

Category	Description	Amount	Percentage
Age	21–30 Years	75	47%
	31–40 Years	21	13%
	41–50 Years	38	24%
	51–60 Years	24	15%
Gender	Male	65	41%
	Female	93	59%
Domicile	Ponorogo	136	86%
	Madiun	15	9%
	Wonogiri	3	2%
	Magetan	3	2%
	Nganjuk	1	1%
Education	Junior High School	10	6%
	Senior High School	87	55%
	Diploma	12	8%
	Bachelor's/Master's/Doctoral Degree	49	31%
Occupation	Government/Private Employee	46	29%
	Entrepreneur	46	29%
	Student	43	27%
	Others	23	15%
Purchase Frequency	2–3 Times	66	42%
	3–5 Times	44	28%
	More than 5 Times	48	30%

The respondent characteristics were analyzed based on age, gender, domicile, education level, occupation, and purchase frequency. The majority of respondents were aged 21–30 years, accounting for 75 individuals (47%), were female, accounting for 93 individuals (59%), and resided in Ponorogo, accounting for 136 individuals (86%). In terms of educational background, most respondents were high school graduates or equivalent, totaling 87 individuals (55%). Regarding occupation, the respondents were predominantly private-sector or government employees and entrepreneurs, each comprising 46 individuals (29%), followed by students, who accounted for 43 individuals (27%). Meanwhile, based on purchase frequency, the majority of respondents had purchased Fajar Batik Ponorogo products two to three times, totaling 66 individuals (42%), indicating that most respondents were repeat customers.

b. Analysis Result

The research data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 3.0 software. The analysis was conducted in two stages: the evaluation of the Measurement Model (Outer Model) to assess the validity and reliability of the research instruments, and the evaluation of the Structural Model (Inner Model) to examine model fit and the significance of both direct and indirect effects among the variables.

1) Measurement Model Testing (Outer Model)

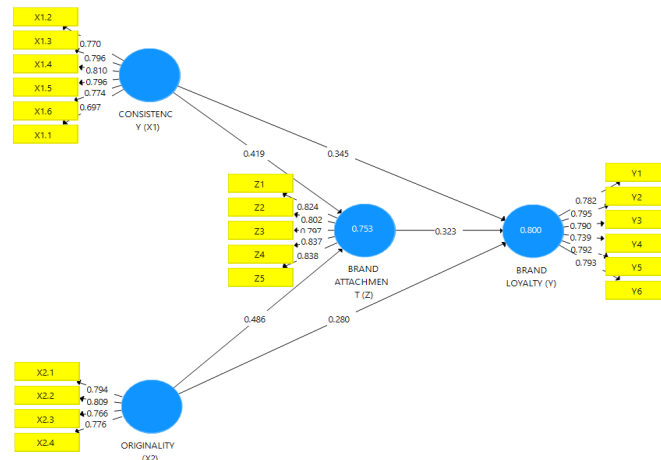


Figure 1. Measurement Model Testing (Outer Model)

a) Convergent Validity Test

The assessment of convergent validity was conducted using the loading factor and Average Variance Extracted (AVE) values.

Table 2. Outer Loading Value

	Consistency (X1)	Originality (X2)	Brand Loyalty (Y)	Brand Attachment (Z)
X1.1	0.697			
X1.2	0.770			
X1.3	0.796			
X1.4	0.810			
X1.5	0.796			
X1.6	0.774			
X2.1		0.794		
X2.2		0.809		
X2.3		0.766		
X2.4		0.776		
Y1			0.782	
Y2			0.795	
Y3			0.790	
Y4			0.739	
Y5			0.792	
Y6			0.793	
Z1				0.824
Z2				0.802
Z3				0.797
Z4				0.837
Z5				0.838

The results of the convergent validity test presented in Table 1 indicate that all indicators of the Consistency (X1), Originality (X2), Brand Attachment (Z), and Brand Loyalty (Y) variables have outer loading values above 0.60, indicating that they are valid measures of their respective latent constructs. This finding is consistent with Hair et al. (2019) and Ghazali and Latan (2015), who suggest that loading values ranging from 0.60 to 0.70 are still acceptable, provided that they do not reduce the Average Variance Extracted (AVE) or Composite Reliability values. Therefore, the research model satisfies the criteria for convergent validity.

b) Discriminant Validity Test

Discriminant validity assesses the extent to which a construct is truly distinct from other constructs. It is evaluated by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations among constructs, where the square root of the AVE should be greater than the inter-construct correlations. In addition, each indicator's loading value should be higher on its associated construct than on any other construct, indicating that the indicator more strongly represents its intended construct than other constructs in the model.

Table 3. Cross Loading Value

	Brand Attachment (Z)	Brand Loyalty (Y)	Consistency (X1)	Originality (X2)
X1.1	0.628	0.590	0.697	0.641
X1.2	0.626	0.656	0.770	0.639
X1.3	0.623	0.667	0.796	0.655
X1.4	0.661	0.658	0.810	0.680
X1.5	0.713	0.676	0.796	0.675
X1.6	0.580	0.683	0.774	0.593
X2.1	0.641	0.711	0.699	0.794
X2.2	0.728	0.699	0.677	0.809
X2.3	0.671	0.639	0.672	0.766
X2.4	0.579	0.578	0.570	0.776
Y1	0.667	0.782	0.680	0.690
Y2	0.694	0.795	0.653	0.648
Y3	0.756	0.790	0.705	0.652
Y4	0.598	0.739	0.610	0.685
Y5	0.616	0.792	0.700	0.635
Y6	0.609	0.793	0.614	0.624
Z1	0.824	0.673	0.686	0.648
Z2	0.802	0.712	0.702	0.721
Z3	0.797	0.625	0.675	0.642
Z4	0.837	0.704	0.632	0.691
Z5	0.838	0.732	0.687	0.721

The results of the discriminant validity test based on the cross-loading values presented in Table 2 indicate that all indicators of the Consistency (X1), Originality (X2), Brand Loyalty (Y), and Brand Attachment (Z) variables exhibit the highest loading values on their respective constructs compared to other constructs. Therefore, all constructs in the model satisfy the criteria for discriminant validity and are able to adequately distinguish themselves from other constructs within the research model.

c) Reliability Test

The level of reliability can be assessed through the values of Cronbach's Alpha and Composite Reliability. If all of these values exceed 0.70, the data are considered to have good internal consistency and are therefore regarded as reliable (Ghozali & Kusumadewi, 2023)

Table 4. Cronbach's Alpha and Composite Reliability Values

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Attachment (Z)	0.878	0.879	0.911	0.672
Brand Loyalty (Y)	0.873	0.874	0.904	0.612
Consistency (X1)	0.866	0.868	0.900	0.601
Originality (X2)	0.795	0.798	0.866	0.618

The test results in Table 3 show that all variables have Cronbach's Alpha, rho_A, and Composite Reliability values above 0.70, and AVE values above 0.50. Thus, all constructs are declared reliable and meet convergent validity, making them suitable for further analysis.

2) Structural Model Testing (Inner Model)

a) Path Coefficient

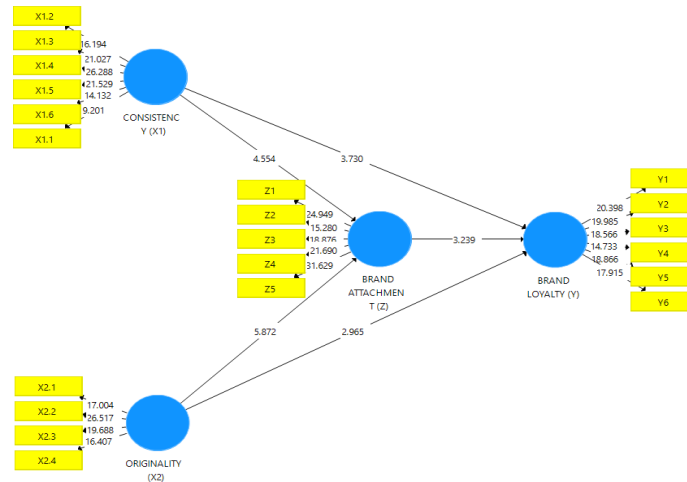


Figure 2. Structural Model Testing (Inner Model)

b) R-Square (R^2)

The R^2 value is used to measure the explanatory power of a model, with categories ranging from weak (0.25), moderate (0.50), and strong (0.75). The higher the R^2 value, the better the model's ability to explain endogenous variables (J. F. Hair et al., 2019).

Table 5. Value R – Square (R^2)

	R Square	R Square Adjusted
Brand Attachment (Z)	0.753	0.749
Brand Loyalty (Y)	0.800	0.796

Brand Attachment obtained an R^2 value of 0.753 (Adjusted $R^2 = 0.749$), meaning that 75.3% of the variation is explained by the variables in the model. Brand Loyalty obtained an R^2 value of 0.800 (Adjusted $R^2 = 0.796$), meaning that 80.0% of the variation is explained by the variables in the model. Both values are in the strong category, indicating that the model has high explanatory power.

c) Hypothesis Testing

Hypothesis testing aims to determine the influence between variables both directly (direct effect) and indirectly (indirect effect) on Fajar Batik Ponorogo customers, using the criteria of t-statistics > 1.96 and p-value < 0.05 .

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Explanation
(Z) -> (Y)	0.323	0.325	0.100	3.239	0.001	Significant

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Explanation
(X1) -> (Z)	0.419	0.402	0.092	4.554	0.000	Significant
(X1) -> (Y)	0.345	0.360	0.093	3.730	0.000	Significant
(X2) -> (Z)	0.486	0.503	0.083	5.872	0.000	Significant
(X2) -> (Y)	0.280	0.263	0.094	2.965	0.003	Significant
(X1) -> (Z) -> (Y)	0.135	0.130	0.048	2.828	0.005	Significant
(X2) -> (Z) -> (Y)	0.157	0.164	0.060	2.602	0.010	Significant

The results of the hypothesis testing in Table 5 show that Consistency has a positive and significant effect on Brand Attachment ($t=4.554$; $p=0.000$) and Brand Loyalty ($t=3.730$; $p=0.000$), so H1 and H4 are accepted. Originality also has a positive and significant effect on Brand Attachment ($t=5.872$; $p=0.000$) and Brand Loyalty ($t=2.965$; $p=0.003$), so H2 and H5 are accepted. Brand Attachment is proven to have a positive and significant effect on Brand Loyalty ($t=3.239$; $p=0.001$), so H3 is accepted. The results of the mediation test show that Brand Attachment partially mediates the effect of Consistency on Brand Loyalty with a VAF value of 28.1% ($t=2.828$; $p=0.005$) and partially mediates the effect of Originality on Brand Loyalty with a VAF value of 35.9% ($t=2.602$; $p=0.010$), so that H6 and H7 are accepted. Thus, all hypotheses in this study are accepted.

4.2. Discussion

a. The Effect of Consistency on Brand Attachment

Consistency has a positive and significant effect on Brand Attachment (coefficient = 0.419; $t = 4.554$; $p = 0.000$). This finding indicates that customers of Fajar Batik Ponorogo perceive the consistency of product quality, service, and the use of natural dyes as manifestations of brand authenticity, thereby enhancing their emotional attachment to the brand. Based on Consumer Behavior Theory (Schiffman & Wisenblit, 2019), customers evaluate brand attributes before developing emotional relationships with a brand. This finding also supports the concept of Brand Authenticity, which identifies consistency as an important dimension in building brand attachment (Fritz et al., 2017; Sun et al., 2024). Therefore, Fajar Batik Ponorogo should maintain the consistency of its product quality and brand identity.

b. The Effect of Originality on Brand Attachment

Originality has a positive and significant effect on Brand Attachment (coefficient = 0.486; $t = 5.872$; $p = 0.000$) and is the variable with the strongest influence. This result indicates that the uniqueness of Ponorogo's distinctive motifs and local cultural identity enhances customers' emotional attachment to the brand. According to Social Identity Theory (Trepte & Loy, 2017), customers tend to identify themselves with brands that reflect values and identities consistent with their own. This finding supports the study of Ligaraba et al. (2024), which found that originality enhances brand attachment, and is also consistent with Napoli et al. (2014), who argued that originality reflects brand differentiation capable of strengthening brand attachment. Therefore, Fajar Batik Ponorogo should continue to preserve the uniqueness of its products as a key element of its brand identity.

c. The Effect of Brand Attachment on Brand Loyalty

Brand Attachment has a positive and significant effect on Brand Loyalty (coefficient = 0.323; $t = 3.239$; $p = 0.001$). This finding indicates that the stronger customers' emotional attachment to Fajar Batik Ponorogo, the higher their level of loyalty, as reflected in repeat purchases and recommendations to others. Based on Self-Expansion Theory (Emery et al., 2025), customers tend to maintain relationships with brands that have become part of their self-concept. This result is consistent with the findings of Park et al. (2010) and Deng et al. (2025). Therefore, Fajar Batik Ponorogo should strengthen its emotional relationship with customers by providing positive customer experiences.

d. The Effect of Consistency on Brand Loyalty

Consistency has a positive and significant effect on Brand Loyalty (coefficient = 0.345; $t = 3.730$; $p = 0.000$). This result indicates that customers who perceive consistent product quality and service are more likely to trust and continue choosing Fajar Batik Ponorogo. According to Consumer Behavior Theory, positive evaluations of brand attributes influence repurchase behavior. This finding is consistent with Kotler & Keller (2016), who argue that consistent brands are more effective in building customer trust and loyalty. Therefore, Fajar Batik Ponorogo should continue to maintain the consistency of its product quality and service performance.

e. The Effect of Originality on Brand Loyalty

Originality has a positive and significant effect on Brand Loyalty (coefficient = 0.280; $t = 2.965$; $p = 0.003$). This finding suggests that the uniqueness of the brand's motifs and local cultural identity provides differentiation value that encourages customers to continue choosing Fajar Batik Ponorogo. Based on the concept of Brand Authenticity, originality is a dimension that strengthens perceptions of brand authenticity and consequently enhances customer loyalty (Deng et al., 2025). This finding supports the study conducted by Ligaraba et al. (2024), which demonstrated that originality influences brand loyalty. Therefore, the company should continue to develop innovative products while preserving its local cultural identity.

f. The Mediating Role of Brand Attachment in the Relationship Between Consistency and Brand Loyalty

The results indicate that Brand Attachment partially mediates the effect of Consistency on Brand Loyalty. However, the t -statistic for the mediating effect (2.828) is lower than that of the direct effect of Consistency on Brand Loyalty (3.730), indicating that the direct effect remains stronger. Based on Brand Authenticity and Self-Expansion Theory, brand consistency fosters emotional attachment, which subsequently enhances customer loyalty. This finding supports the study by Sun et al. (2024). Therefore, in addition to maintaining consistent product quality, Fajar Batik Ponorogo should also focus on strengthening emotional connections with its customers.

g. The Mediating Role of Brand Attachment in the Relationship Between Originality and Brand Loyalty

The results indicate that Brand Attachment partially mediates the effect of Originality on Brand Loyalty. However, the t -statistic for the mediating effect (2.602) is lower than that of the direct effect of Originality on Brand Loyalty (2.965), suggesting that the direct effect remains more dominant. Based on Social Identity Theory and Self-Expansion Theory, brand uniqueness strengthens customers' emotional attachment, which subsequently enhances brand loyalty. This finding is consistent with the studies of Sun et al. (2024) and Xu et al. (2022). Therefore, Fajar Batik Ponorogo should continue to preserve the uniqueness of its products while simultaneously strengthening emotional relationships with its customers.

V. Conclusion

Based on the findings of this study, it can be concluded that consistency, originality, and brand attachment have positive and significant effects on brand loyalty among customers of Fajar Batik Ponorogo. Furthermore, brand attachment was found to partially mediate the effects of consistency and originality on brand loyalty, although the direct effects of both variables remained stronger than their indirect effects. These findings indicate that customer loyalty is influenced by the consistency of product quality, product uniqueness, and customers' emotional attachment to the brand. Therefore, Fajar Batik Ponorogo should maintain product quality, develop innovative batik motifs, and strengthen emotional relationships with customers through storytelling, digital marketing, and customer communities. This study is limited to a single research object, namely Fajar Batik Ponorogo, and therefore its findings cannot be generalized to the entire batik industry. Future studies are recommended to examine more diverse research settings and incorporate

additional variables, such as brand trust, brand experience, or customer satisfaction, to provide a more comprehensive understanding of the factors influencing the development of brand loyalty.

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