



ROLE OF BRAND AWARENESS AND BRAND IMAGE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE ON 3 SECOND ON THE SHOPEE MARKETPLACE

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ABSTRACT

Purpose: This study aims to examine the effect of brand awareness, brand awareness and brand image on customer loyalty, with customer satisfaction as a mediating variable on 3Second clothing products in the Shopee marketplace.

Methodology: A quantitative approach is used using a questionnaire as the main data collection tool. The research sample was 105 consumers who had purchased 3Second hirt products on Shopee, which were dominated in Semarang City.

Results: The path coefficient hypothesis test shows a direct effect between the independent variables on the dependent variable, that brand awareness and brand image have a positive and significant effect on customer satisfaction, customer satisfaction and brand awareness have a positive and significant effect on customer loyalty, while brand image has no effect on customer loyalty. Then the indirect effect is shown by the specific indirect effect test, namely that brand awareness and brand image have a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable. The coefficient of determination (R^2) on customer satisfaction of 0.514 indicates that customer satisfaction is influenced by these factors by 51.4%, while 48.6% is influenced by other variables not studied. Meanwhile, the R-Square value on customer loyalty of 0.511 indicates that customer loyalty is influenced by these factors by 51.1%, while 48.9% is influenced by other variables. **Findings:** The combined effect of brand awareness, brand image significantly affects customer satisfaction and customer loyalty. **Originality:** This study provides insight into consumer behavior in purchasing 3Second products on the Shopee marketplace. **Novelty:** This study highlights the importance of these factors in shaping customer satisfaction which is reinforced by customer loyalty in the context of 3Second clothing products on Shopee. **Conclusion:** Increasing brand awareness and brand image can increase customer satisfaction and customer loyalty. **Type of Paper:** Empirical research paper.

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INTRODUCTION

In recent decades, the fashion industry in Indonesia has increasingly relied on e-commerce as one of the main channels that is growing. Fashion has become a crucial component of daily life, appearance, and more and more people are realizing that fashion is an expression of self-identity and not just clothing. Therefore, there is a growing demand from people to keep looking attractive among their friends and stay fashion-fit. This encourages organizations to continue to launch the latest products that align with trends and meet market needs, which can significantly increase sales. Fashion is not just about clothes or t-shirts, but it is also about shoes, bags, jackets, pants, and so on becoming phenomenal. With the rapid development of the times, fashion must also keep up with the times as well.

Marketplace is a website that functions as a mediator between sellers and buyers to carry out buying and selling transactions with the internet (Alfandi Cahyono, Wijayanto, & Pahlevi, 2024). The tendency to use gadgets is a reason to do shopping activities. The presence of a *marketplace* helps customers shop practically in selling and buying goods through only one website or application without a direct or market model. In Indonesia, Shopee is a company based on mobile phone applications that provides a wide range of goods (Alfandi Cahyono et al., 2024). Brand is an important asset for all companies around the world because brands consider consumers to make purchases. 3Second is a distro brand that has been around since 2002. 3Second clothes that are already popular with millennials in Indonesia. In 2017, the 3Second website recorded that there were 365 offline distributions throughout Indonesia. The following is a list of distro brands in Indonesia.

Table 1 List of Distro Brands in Indonesia

No	Distro Brand Name
1	Erigo
2	3Second
3	Kamengski
4	Peter Says Denim
5	Bloods
6	Shining Bright
7	Greenligt
8	KZL
9	Unionwell
10	Ouval Research,dsb

Source: <https://www.cekaja.com/info/brand-distro-lokal-ternama->

According to the table, that there are various kinds of distros in Indonesia, 3Second is ranked second after the Erigo brand. 3Second focuses on businesses that present youth-themed products. 3Second does not only sell t-shirts, but also shoes and sandals. Products from 3Second are strong brands so that they can beat other competitors (Naura & Tjahjaningsih, 2024). The brand image attached to 3Second products has also been widely admired by consumers. By using *celebrity endorsers* such as Raffi Ahmad, Ariele Noah, and Momo Geisha, making the image of the 3Second brand even higher and making the 3Second brand classy so that it is in demand by young people (Syahputra, Sulistyawati, Pembangunan, Veteran, & Timur, 2023). Its simple, unique, and attractive design and playing *with fonts* in each product are the attraction of this product. Some people think that by using 3Second products they have their own social value and pride, as well as increased self-confidence. As a *branded product*, 3Second shows its existence by having stores and customers that are almost spread across every major city in Indonesia. 3Second is known as a local brand with a

fairly wide market share in Indonesia. It is evidenced by the existence of 126 3Second stores that have been spread across various regions in Indonesia, which indicates that the business in the fashion industry continues to be developed by this brand (3Second.co.id, 20124).

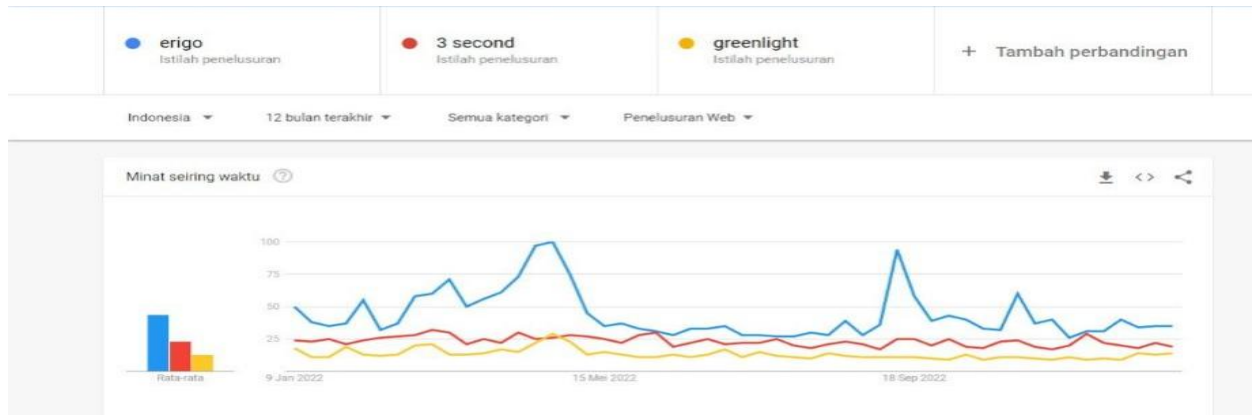


Figure 1 Local Brand Purchasing Trend Chart

Source: Google Trends 2022

Based on the chart above, we can see that the 3Second brand is ranked second by consumers who are often bought, 3Second itself is still under the Erigo brand. With the strategy carried out by 3Second in improving its product name, it makes consumer interest in 3Second even higher. This greatly affects customer loyalty.

Primary data source involving 10 respondents from February 20-21. The results of the pre-survey can be seen in the following table:

Table 2 Pre-Survey

No	Question	Agree	Disagree	Agree Percentage	Disagree Percentage
1.	When I saw the clothes products on the shopee marketplace, I immediately remembered the 3Second clothes product	7	3	70%	30%
2.	The 3Second shirt is perfect for use in any activity	9	1	90%	10%
3.	3Second clothes on the shopee marketplace have good quality	6	4	60%	40%
4.	I wear more 3Second shirts when there are other cheaper products	5	5	50%	50%

Source: Primary data processed, 2025

Based on table 1 of the pre-survey results on 3Second clothing products, it is explained that the average person who has bought 3Second clothing products who answered Yes was 27 or 68%, while the average consumer who answered was not as much as 13 or 33%.

Customer loyalty is shown through emotional attachment to a product and a commitment to repeat purchases (Wijayani & Prambudi, 2020). Loyal customers will continue to carry out repurchases because the products obtained from the organization can satisfy their needs. Customer loyalty is shown through emotional attachment to a product and a commitment to repeat purchases. The indicators of customer loyalty according to (Masitoh et al., 2019) are: Repurchase intention, Customer referrals, Emotional attachment, Resistance to switch, Engagement with the brand.

Factors that influence customer loyalty are brand awareness, brand awareness refers to the ability to be recognized and remembered by customers where a brand belongs to a certain part of the product. Brand diversity will influence the minds of customers to decide on the best product. Customers put brands at the highest rank in their minds, which indicates high brand awareness. Brand awareness indicators according to (Trisno et al., 2022): Brand recall, Brand recognition, Purchase decision, Consumption of the most memorable brands.

The next thing that influences customer loyalty is brand image, Brand image is an image that customers have when they hear or see a brand and their perception of it, which can encourage them to buy goods. There are several most important elements in the product, namely the brand image (Wijayani & Prambudi, 2020). Indicators according to (Irawan et al., 2022) that the brand image indicators are: Corporate Image, User Image Product Image.

According to Kotler in (Santosa & Mashyuni, 2021) the emotional state of customers, both in the form of happiness and disappointment, is formed from a comparison between the expectations that have been applied and the perception of the performance or output of a product. When the goods they buy meet or even exceed their expectations, consumer confidence will emerge. Customer satisfaction is a crucial component of improving purchasing decisions. Indicators in customer satisfaction. Appropriate (Trisno et al., 2022) The following indicators of customer satisfaction are: Repurchase intention, Customer references, Emotional attachment, Resistance to switching, Brand engagement.

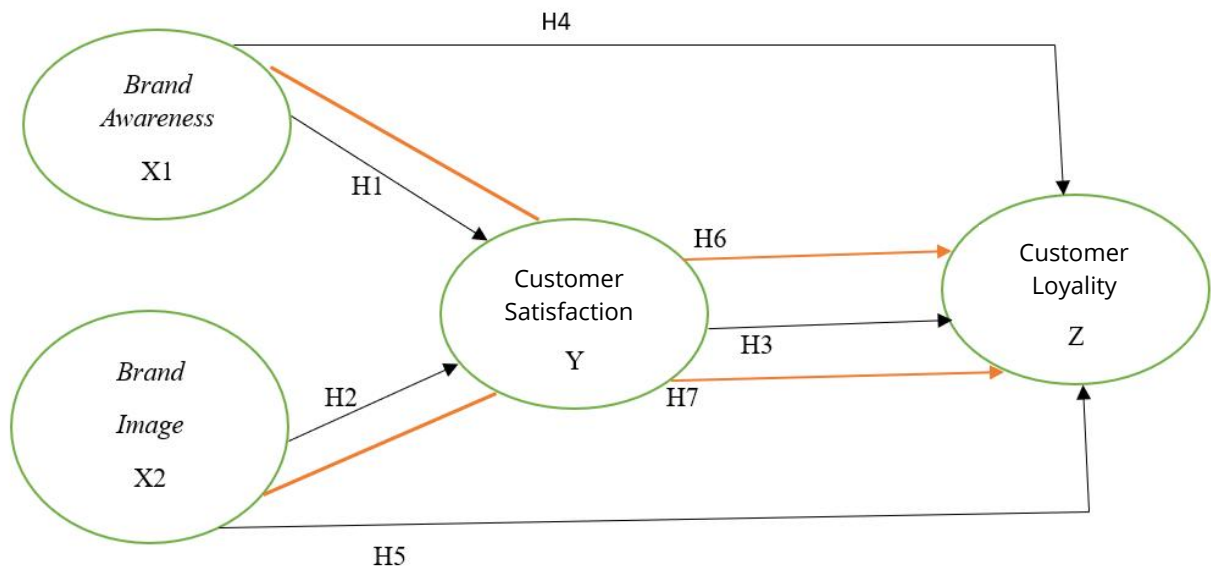
Research from Aida Zahro Amalia (2021), regarding *brand awareness*, the effect on customer loyalty can be seen that the research results have a significant effect, while in contrast to the research of Purwanto and Darmayanti (2020), Tandaro revealed that it did not have a significant effect. According to Sutanto's (2019) research, *brand image* has a significant impact on customer loyalty, but it is different from research conducted by Halim, et al. (2020) identified *that brand image* does not have a significant effect. Then research that states the significant impact of *brand awareness* on customer satisfaction, by Aji (2020), Diputra & Yasa (2020). However, the results are different from the research of Puspitasari & Wahyudi (2021), Sari & Putra (2019) which gave results that did not have a significant impact.

Research from Jamshidi & Rousta (2020), Diputra & Yasa (2020) revealed that *brand image* has a significant impact on customer satisfaction, contrary to research by Wilujeng & Mudzakir (2020) which revealed that it does not have a significant impact. According to research from Syafarudin (2021), consumer satisfaction has a significant impact on consumer loyalty, but in contrast to research conducted by Robby Dharma (2020), it indicates that customer satisfaction does not have a significant impact on customer loyalty.

According to research by Wijaya & Prasetyo (2019), Suryana & Dewi (2022), which states that the results of significant research on customer satisfaction are proven to mediate *brand awareness* to customer loyalty, but in contrast to the research results according to Permana & Fauzi (2020), Ningsih & Sari (2021) indicate *brand awareness* has no significant effect. Then according to Calvin Feliks Cantona's (2024) research, significant research results on customer satisfaction are proven to mediate *brand image* over customer loyalty, but contrary to the research results of Rizki & Prabowo (2022), *brand image* does not have a significant impact.

Based on this phenomenon, this research aims to export the role of *brand awareness* and *brand image* in customer loyalty mediated by customer satisfaction of 3Second clothes in the Shopee marketplace. This research is expected to provide deeper insight into the factors that affect customer loyalty, as well as help 3Second and other brands in designing more effective marketing strategies in the digital era. There are differences in research according to reviews on customer satisfaction and loyalty issues caused by *brand awareness*, *brand image*, so this research was carried out with the aim of finding out about "The Influence of *Brand Awareness* and *Brand Image* on Customer Loyalty through Customer Satisfaction as a Mediation Variable in Shopee's 3Second Marketplace Clothes".

Figure 2. Conceptual Framework



Research hypothesis

The Influence of Brand Awareness on Customer Satisfaction

(Wijayani & Prambudi, 2020a) revealed that most of the time, brand equity is a measure of consumer satisfaction. In other words, the brand equity of the product is high, the consumer satisfaction is high as well. One aspect of brand equity is brand awareness, because customers need to know the brand before the goods or services. After getting to know the brand, customers are usually more satisfied when they realize that they are buying products from brands that are already well-known and have consistently maintained quality, so customers who have a great awareness of the brand can be sure that customers have reached a level of satisfaction with the use of a product. In research, Anjelika (2021), Yusnia Oktavia (2023), and Anjanis Dewi (2023) revealed that brand awareness has a positive impact on consumer satisfaction. Based on the above statement, this hypothesis is:

H₁ = Brand Awareness has a significant positive effect on Customer Satisfaction

Influence of Brand Image on Customer Satisfaction

(Naully & Saryadi, 2021) define brand image, namely the perception and beliefs that consumers have, including images embedded in consumers' memories. Customers' perception of the brand will be good if the business person sells high-quality goods and can meet consumer needs. The brand image of the product or service offered must be felt by consumers when the product or service is used, it will affect the level of consumer satisfaction. A strong brand image in the minds of customers will result in greater confidence to use the items they buy. The results of research by Alex (2021), Uslatun (2022), and Rianto (2020) indicate that brand image has a significant positive impact on customer satisfaction. Based on this statement, a hypothesis was formulated, namely:

H₂ = Brand Image has a significant positive effect on Customer Satisfaction

Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction arises after the experience given to a product or service provider is felt by a person, according to the quality of the experience Subawa (Subawa & Sulistyawati, 2020) Thus, measuring customer satisfaction parameters is more complicated and more subjective than measuring customer loyalty parameters. When customers feel good quality of service and a good brand image, they become satisfied and become loyal customers. According to Supertini (2020), Dedek Kurniawan (2020), and Fifin (2020), customer satisfaction is a significant factor and positively related to customer loyalty. Based on the above statement, so that the hypothesis can be drawn, namely:

H₃ = Customer Satisfaction has a significant positive effect on Customer Loyalty

Influence of Brand Awareness on Customer Loyalty

According to (Trisno et al., 2022) brand awareness can be measured by two indicators: brand recognition and brand recognition. Customers who have a high awareness of a particular brand are more likely to consider and choose that brand when they make a purchase. When consumers have a strong brand awareness, they can become more confident and feel more confident in the brand. That brand knowledge has an effect on consumer loyalty. The study found that brand knowledge variables, which include name, slogan, price, and more, have a positive effect on consumer loyalty. According to ValianYoga (2024), Usman Fauzi (2023), and Indrayani (2023), brand *awareness* has a significant positive effect on customer loyalty. Based on pe (2020), Doni Marlin (2023) revealed that *brand image* affects customer loyalty. According to this statement, the hypothesis can be drawn are:

H₄ = Brand Awareness has a significant positive effect on Customer Loyalty

Influence of Brand Image on Customer Loyalty

One aspect of assessing someone before making a purchase is called brand *image*. Brand image is the perception of a brand that is formed in the consumer's mind and imprinted in the consumer's memory (Syah et al., 2022) However, according to (Trisno et al., 2022) consumer loyalty means that customers have a positive attitude towards a brand, are committed to the brand, and intend to buy the product again. Consumers who are loyal to a brand tend to be more loyal because they believe that the brand represents their personal identity or values. Loyal customers will continue to buy brand goods, advertisements from competitors are not easily influenced and the desire to recommend the brand to others is owned. The results of Alex Santana's research on customers. Based on this statement, the hypothesis can be drawn that:

H₅ = Brand Image has a significant positive effect on Customer Loyalty

Influence of Brand Awareness in Mediating Customer Satisfaction on Customer Loyalty

Customers tend to be happier when they know that they are buying from a brand that has a good reputation and is known for its consistency of quality, which allows them to feel more comfortable and secure when choosing a product. A research by (Friandiyas et al., 2022) indicates that brand awareness is the main factor when determining consumer satisfaction. The study found that the stronger the consumer's knowledge of a brand, the higher the consumer satisfaction. Because high consumer loyalty is influenced by consumers, it indirectly impacts consumer loyalty. The research results of Yusnia Oktavia (2023), Anjelika Prisilia Lengkong (2021), and Azzahra Ananda Pattilasa (2023) revealed that there is a significant influence on *Brand Awareness* to Customer Loyalty through Customer Satisfaction. Based on this statement, the hypothesis can be drawn that:

H₆ = Customer Satisfaction can mediate the influence of Brand Awareness on Customer Loyalty

Influence of Brand Image in Mediating Customer Satisfaction on Customer Loyalty

Customer satisfaction is directly influenced by a positive brand image. Various benefits, such as a more competitive market position than competitors, unique advantages that are difficult to replicate, increased customer loyalty, and a higher frequency of repeat purchases, are provided by a strong brand image (Said et al., 2022) the statement that customer loyalty is closely tied to the brand image. Research by Inayatilah Haerudin (2024) and I Komang Wira Kencana Putra (2023) indicates that there is a significant positive influence on customer loyalty through consumer satisfaction. Based on this statement, the hypothesis can be drawn that:

H₇ = Customer Satisfaction can mediate the influence of Brand Image on Customer Loyalty.

METHODS

Analysis Method

The type of research used in this study is associative quantitative research, namely to determine the effect of brand awareness and brand image on customer loyalty through customer satisfaction as a mediating variable on 3 Second On The Shopee Marketplace. The population in this study were all consumers who had purchased 3Second shirt products on Shopee which were dominated in Semarang City. In the data analysis technique, the formula was used by Hair et al., which was recommended because the size of the population was not yet known precisely and recommended a sample size of at least 5 to 10 times the number of indicator variables. With $N = 7 \times 15 = 105$, the results of the sample calculation using this formula showed that 105 respondents were used in this study. The sampling method used was purposive sampling. The data collection tool used was a questionnaire. The data analysis method used in the study was outer model analysis, inner model analysis, direct influence hypothesis testing, and mediation analysis with the help of SmartPLS software version 4.

Analisis Structural Equation Modeling (SEM)

1) Evaluation of Measurement Models (Outer Model),

Validity as well as reliability testing is included in the evaluation of the pe model to assess the effectiveness of the instruments used. The purpose of this evaluation is to ensure that consistent and valid data are generated by the instruments used: 1) Convergent Validity, an indicator is judged valid when the value of Average Variance Extracted (AVE) > 0.5 , which reveals an element capable of describing more than 50% of the associated variance; 2) Discriminant Validity is: the evaluation of the discriminatory validity of the measurement model with reflective elements is carried out through cross loading, where the value of cross loading in each variable exceeds > 0.7 so that good discrimination validity can be shown; 3) Composite Reliability: the test uses composite reliability at a minimum limit value of 0.7 to assess the consistency of the instrument.

2) Evaluasi Model Structural (Inner Model)

This test involves integrating relationships between several variables using indicators expressed on a scale of zero and a variance equal to one: 1) R-Square (R^2), used to analyze the extent to which variables affect each other. R^2 values of 0.75, 0.50, and 0.25 reveal the strengths, balances, and weaknesses of the relationship between variables; 2) Q^2 Predictive Relevance, Used to assess the relevance of the model to synthesis representations, cross-validation, and fitting functions. Q^2 value above 0 reveals the relevant model, while a value below 0 reveals the model's irrelevance. To measure the extent to which the value generated by the model corresponds to the observed data using Q^2 .

3) Hypothesis Test

This test was done to check T-statistics and P values. If the hypothesis is accepted with a P value of < 0.05 . The direct and indirect influence found in this research is due to the existence of exogenous, endogenous, and mediation variables in this program.

4) SEM Analysis with Effects Mediation

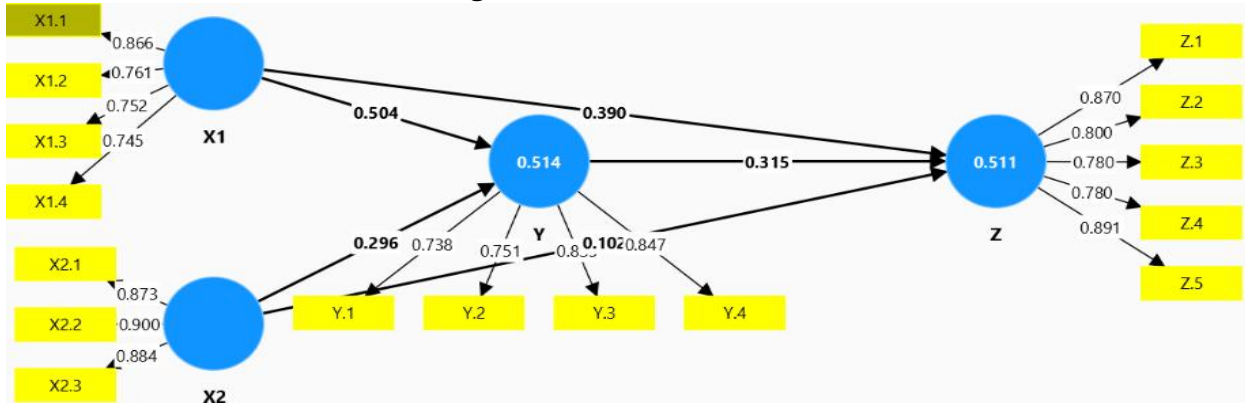
If the influence of the main variable is not significant but has an impact through the significant mediating variable with a t-statistic of >1.96, where the mediation variable functions as an important intermediary in mediating the influence between variables. This reveals that the mediation variable has a significant role in the relationship between the variables analyzed.

RESULTS AND DISCUSSION

RESULTS

Outer Model Analysis

Figure 3. Test Outer Model



The relationship between independent and dependent variables is determined through tests on the measurement model (outer model). In this test Convergent validity, discriminant validity, and reliability and validity constructs. The research hypothesis can be tested with PLS analysis output.

Convergent Validity

The outer loading value of each indicator for all constructs is used to test the validity of the convergence. Good reliability is considered to be possessed by the outer loading value if the value is > 0.70.

Table 3. Convergent Validity

Item	Brand Awareness (X1)	Brand Image (X2)	Customer Satisfaction (Y)	Customer Loyalty (Z)
X1.1	0.866			
X1.2	0.761			
X1.3	0.752			
X1.4	0.745			
X2.1		0.873		
X2.2		0.900		
X2.3		0.884		
Y.1			0.738	
Y.2			0.751	
Y.3			0.835	
Y.4			0.847	
Z.1				0.870
Z.2				0.800
Z.3				0.780
Z.4				0.780
Z.5				0.891

Source: SEM PLS 4, 2025

Based on the table, it is revealed that the loading factor value of all indicators is > 0.70 , So, all indicators are considered valid because the loading factor value is > 0.70 .

Discriminant Validity

This test is carried out through cross loading values. The validity of the discriminant is considered to be fulfilled if the cross loading value on the indicator is the largest compared to other variables.

Table 4. Discriminant Validity

	Brand Awareness (X1)	Brand Image (X2)	Customer Satisfaction (Y)	Customer Loyalty (Z)
X1.1	0.866	0.565	0.633	0.588
X1.2	0.761	0.354	0.584	0.501
X1.3	0.752	0.467	0.457	0.409
X1.4	0.745	0.412	0.408	0.555
X2.1	0.578	0.873	0.567	0.468
X2.2	0.465	0.900	0.516	0.447
X2.3	0.482	0.884	0.471	0.443
Y.1	0.510	0.558	0.738	0.446
Y.2	0.551	0.497	0.751	0.461
Y.3	0.606	0.424	0.835	0.585
Y.4	0.463	0.388	0.847	0.525
Z.1	0.502	0.410	0.583	0.870
Z.2	0.451	0.333	0.508	0.800
Z.3	0.572	0.360	0.426	0.780
Z.4	0.599	0.504	0.583	0.780
Z.5	0.587	0.478	0.517	0.891

Source: SEM PLS 4, 2025

The above test output uses *a cross loading test*, the value of each indicator in the construction is rated higher than with the indicator in the other construction. The conclusion is that the validity of the discriminant model is stated to be large.

Construct Reliability and Validity

This test was conducted with composite reliability at an AVE value with a minimum limit of 0.5 and Cronbach's alpha value of > 0.70 to indicate the consistency of the instrument.

Table 5. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Awareness (X1)	0.789	0.803	0.863	0.612
Brand Image (X2)	0.863	0.866	0.916	0.785
Kepuasan Pelanggan (Y)	0.803	0.806	0.872	0.631
Loyalitas Pelanggan (Z)	0.882	0.886	0.914	0.681

Source: SEM PLS 4, 2025

According to the test, it indicates that the AVE value of all indicators > 0.50 . This shows that each variable is reliable. Therefore, a high level of discriminant validity is possessed by each variable. A good degree of discrimination is also indicated by each indicator, with Cronbach's alpha value of more than 0.70, meaning that Cronbach's alpha criteria have been met by all variables.

Inner Model Analysis

The reliability and accuracy of the structural model that has been described is confirmed through the evaluation of the structural model (*inner model*). In the process of evaluating the structural model, the following indicators are analyzed:

Determinant Coefficient (R-Square)

Based on the output, the value of R Square is obtained, namely

Table 6. R-Square

	R-square	R-square adjusted
Customer Satisfaction (Y)	0.514	0.506
Customer Loyalty (Z)	0.511	0.499

Source: SEM PLS 4, 2025

As per the output, the R-Square value on Customer Satisfaction (Y) is 0.514. That 51.4% of customer satisfaction variables can be influenced by *brand awareness* and *the remaining brand image* (48.6%) is influenced by other variables outside the research model. Customer Loyalty (Z) has an R-Square value of 0.511, where 51.1% of customer loyalty variables can be influenced by *brand awareness*, *brand image*, the remaining 48.9% are influenced by other variables outside the research model.

Assessment Goodness of Fit (GoF)

In this test, it was seen that the NFI value ≥ 0.776 , which revealed that the model was considered fit. The output results obtained from data processing that have been carried out using the program are presented as follows:

Table 7. Goodness of Fit (GoF)

	Saturated model	Estimated model	Model
SRMR	0.085	0.085	FIT
d_ULS	0.872	0.872	FIT
d_G	0.422	0.422	FIT
Chi-square	287.633	287.633	FIT
NFI	0.778	0.778	FIT

Source: SEM PLS 4, 2025

According to the output, an NFI value of $0.778 \geq 0.776$ was obtained as a conclusion of FIT. So that the model in this research can have a high goodness of fit and is suitable for hypothesis testing.

Hypothesis Test (Direct Influence)

Next, the relationship between latent constructs is evaluated based on a predetermined hypothesis. This test is by analyzing T-Statistics and P-Values values. A hypothesis is declared acceptable if the T-Statistics value exceeds 1.96 and the P-Values are below 0.05.

Table 8. Uji Path Coefficients

		Original sample (O)	T statistics (O/STDEV)	P values	Hasil
H1	Brand Awareness (X1) -> Kepuasan Pelanggan (Y)	0.504	6.447	0.000	Diterima
H2	Brand Image (X2) -> Kepuasan Pelanggan (Y)	0.296	3.232	0.001	Diterima
H3	Kepuasan Pelanggan (Y) -> Loyalitas Pelanggan (Z)	0.315	2.438	0.015	Diterima
H4	Brand Awareness (X1) -> Loyalitas Pelanggan (Z)	0.390	3.161	0.002	Diterima
H5	Brand Image (X2) -> Loyalitas Pelanggan (Z)	0.102	0.792	0.428	Ditolak

Source: SEM PLS 4, 2025

- 1) *Influence of Brand Awareness on Customer Satisfaction*, according to the table *path coefficients* the variable *brand awareness* has a significant positive influence on Customer Satisfaction. It is seen through a p-value of 0.000 and a t-statistic of 6.447.
- 2) *Influence of Brand Image on Customer Satisfaction*, according to the *coeffisien table path*, *brand image* variables have a significant positive impact on customer satisfaction. Seen through a p-value of 0.001 and a t-statistic of 3.232.
- 3) *Effect of Customer Satisfaction on Customer Loyalty*, as per the table *path coeffisien* the customer satisfaction variable has a significant positive influence on customer loyalty. Seen with a p-value of 0.015 and a t-statistic of 2.438.
- 4) *Influence of Brand Awareness on Customer Loyalty*, according to the table *path coeffisien*, the *brand awareness variable* has a significant positive influence on customer loyalty. Seen through a p-value of 0.002 and a t-statistic of 3.161.
- 5) *Influence of Brand Image on Customer Loyalty*, the *coeffisien* variable table path *brand image* does not have a significant impact on customer loyalty. Seen with a p-value of 0.428 and a t-statistic of 0.428.

Mediation Analysis

Mediation testing was carried out by analyzing SmartPLS output in the Bootstrapping section, especially *Specific Indirect Effects*. This analysis was applied to evaluate how the role of mediation variables as a link between independent and dependent variables.

Table 9. Specific Indirect Effect

		Original sample (O)	T statistics (O/STDEV)	P values	Hasil
H6	Brand Awareness (X1) -> Kepuasan Pelanggan (Y) -> Loyalitas Pelanggan (Z)	0.159	2.202	0.028	Diterima
H7	Brand Image (X2) -> Kepuasan Pelanggan (Y) -> Loyalitas Pelanggan (Z)	0.093	1.971	0.049	Diterima

Source: SEM PLS 4, 2025

- 6) *The Influence of Brand Awareness on Customer Loyalty Mediated by Customer Satisfaction*, according to the table *path coeffisien* variable *brand awareness* on customer loyalty mediated by customer satisfaction reveals a positive relationship, because P-Value = 0.028 < 0.05 so that Customer Satisfaction mediates the impact of *Brand Awareness* on Customer Loyalty.
- 7) *The influence of brand image on customer loyalty is mediated by customer satisfaction*, according to the table *path coeffisien* variable *brand image* on customer loyalty mediated customer

satisfaction reveals a positive relationship because $P\text{-Value} = 0.049 < 0.05$ so that Customer Satisfaction mediates the impact of *Brand Image* on Customer Loyalty.

DISCUSSION

The Influence of Brand Awareness on Customer Satisfaction

Based on hypothesis testing, it indicates that brand awareness has a significant positive impact on customer satisfaction on 3Second clothes on the Shopee Marketplace. According to the original sample value of 0.520 and t-statistic, which is $6.653 > T\text{-table } Z_{\alpha} (1.96)$ and $p\text{-value } 0.000 < 0.05$. So the hypothesis "Brand awareness has a positive and significant effect" is accepted. The results of this research indicate that the 3Second brand is easily recognizable and recalled, both in terms of brand identity and product diversity. This indicates that the higher the brand awareness that customers have, the higher the level of customer satisfaction. Brand awareness is a crucial factor because it is closely related to the level of consumer trust in a brand. When consumers have a high level of awareness of a brand, consumers are more likely to trust the quality and credibility of the products provided. This trust will ultimately drive consumer loyalty, where customers are more likely to continue to choose and recommend the brand.

This research supports research from (Lengkong, Pio, & Mangindaan, 2021) (Pattilasa & Dwiridotjajtjono, 2023) revealed that brand awareness has a significant positive impact on customer satisfaction. This is that the greater the brand awareness, it will be able to increase consumer satisfaction.

The Influence of Brand Image on Customer Satisfaction

According to the hypothetical output, brand image has a positive and significant impact on customer satisfaction on 3Second clothes on the Shopee Marketplace. In the original sample results of 0.317 and t-statistic $3.625 > T\text{-table } Z_{\alpha} (1.96)$ and $p\text{-value } 0.000 < 0.05$. The hypothesis that says "Brand image has a significant positive effect" is accepted. The results of this research indicate that the stronger the 3Second brand image that is attached to consumers' memories, the more likely they are to feel satisfied with the products they purchase. A good brand image reflects the quality, credibility, and value of a product, which ultimately increases customer trust and strengthens long-term relationships with the brand.

This research supports research from (Pratama & Kurniawan, 2024) (Kristianto & Wahyudi, 2019) indicating that brand image has a significant positive impact on customer satisfaction. That brands that succeed in building a positive image are not only able to attract customers, but also increase their experience and satisfaction after making a purchase.

The Effect of Customer Satisfaction on Customer Loyalty

According to the hypothetical output, customer satisfaction has a significant positive effect on customer loyalty on 3Second shirts on the Shopee Marketplace. In the original sample results of 0.281 and t-statistic $2.134 > T\text{-table } Z_{\alpha} (1.96)$ and $p\text{-value } 0.033 < 0.05$. The hypothesis that "Customer satisfaction has a significant positive effect on customer loyalty" is accepted. The results of this research are that high consumer satisfaction with 3Second clothing products on the Shopee Marketplace contributes significantly to increasing customer loyalty. This indicates that consumers who are satisfied with the quality of the product, shopping experience, and services provided, tend to continue to buy again, recommend products to others and are more committed to the brand.

This research supports research from (Gultom, Arif, & Fahmi, 2020) (Agiesta, Sajidin, & Piksi Ganesha, 2021) revealed that customer satisfaction has a significant positive impact on customer loyalty. That satisfaction has a very high impact on customer loyalty. The higher the level of satisfaction felt, the more likely it is that customer loyalty is formed. Customer loyalty is driven by satisfaction as a key factor.

The Influence of Brand Awareness on Customer Loyalty

According to the hypothetical output, brand awareness has a significant positive effect on customer loyalty on 3Second shirts on the Shopee Marketplace. The original sample result was 0.403 and t-statistic was $3.188 > T\text{-table } Z_{\alpha} (1.96)$ and the p-value was $0.001 < 0.05$. The hypothesis that says "Brand awareness has a significant positive effect on customer loyalty" is accepted. The result is that the greater the brand awareness on 3Second on the Shopee marketplace, the greater the level of customer loyalty. Customers with strong brand awareness tend to be more likely to make purchases and remember the brand, ultimately driving repeat purchases. The greater the awareness of a brand, the more likely they are to remain loyal to the brand.

This research supports research from (Oktavia & Sudarwanto, 2023) revealing that brand awareness has a significant positive impact on customer loyalty. That brand awareness is closely related to brand equity, which also plays a role in shaping customer loyalty. Brands that are easy to remember and increasingly known by consumers will create added value, which can be a major factor in their decision to continue using products from the brand.

The Influence of Brand Image on Customer Loyalty

According to the hypothetical output, brand awareness is not significant in customer loyalty on 3Second clothes on the Shopee Marketplace. The original sample result was 0.106 and the t-statistic was $0.788 < T\text{-table } Z_{\alpha} (1.96)$ at a p-value of $0.431 > 0.05$. The hypothesis that "Brand image has a significant positive effect on customer loyalty" is rejected. These results, although brand image is crucial in building a positive perception of a brand, it does not always directly contribute to customer loyalty. This means that even if consumers have a good impression of the 3Second brand, it is not strong enough to encourage them to stay loyal to the brand and make repeat purchases. Customer loyalty can be influenced by other factors, such as customer satisfaction, and brand awareness.

This research supports research from (Syuhada & Rohmatin, 2023) revealing that brand image does not have a significant effect on customer loyalty. This means that consumers not only consider brand image in building loyalty, but also other aspects such as functional benefits, product satisfaction, and a consistent user experience.

The Influence of Customer Loyalty in Mediating Brand Awareness on Customer Satisfaction

According to the hypothetical output, customer loyalty can mediate the influence of brand awareness on customer satisfaction on 3Second clothes on the Shopee Marketplace. According to the original sample output of 0.146 and t-statistic of $1.980 > T\text{-table } Z_{\alpha} (1.96)$ and p-value $0.0481 < 0.05$. The hypothesis that says "The Influence of Customer Loyalty in Mediating Brand Awareness on Customer Satisfaction" is accepted. The results of the research revealed that the higher the consumer awareness of the 3Second brand, the more likely they are to become loyal customers, ultimately increasing their satisfaction with the products and services provided. Customer loyalty strengthens the connection between brand awareness and satisfaction by creating an emotional attachment and an ongoing positive experience to the brand.

This research reinforces the findings of (Pattilasa & Dwiridotjajtjono, 2023) customer loyalty is able to mediate the influence of brand awareness on customer loyalty. This is that consumers who have a high level of brand awareness tend to be more loyal to a brand, and this loyalty contributes to increasing consumer satisfaction.

The Influence of Customer Loyalty in Mediating Brand Image on Customer Satisfaction

According to the hypothetical output, customer loyalty mediates the influence of brand image on customer satisfaction on 3Second clothes on the Shopee Marketplace. According to the original sample output of 0.093, the t-statistic was $1.971 > T\text{-table } Z_{\alpha} (1.96)$ at a p-value of $0.049 > 0.05$. The hypothesis that says "The Influence of Customer Loyalty in Mediating Brand Image on Customer Satisfaction" is accepted. The results of the research show that brand image directly

increases customer satisfaction through customer loyalty. So, consumers have a good perception of the 3Second brand, which makes them loyal customers and increases their satisfaction.

The results of this research reinforce the research from (Rizki & Prabowo , 2022) that customer loyalty can mediate the impact of brand image on customer satisfaction. So this means that a good brand image can create a positive impression on a brand, it can ensure that customers will remain loyal and satisfied.

CONCLUSION

Based on the results of research and analysis of research data, it can be concluded that:

1. The R square result on customer satisfaction of 0.514 indicates that customer satisfaction is influenced by these factors by 51.4%, while 48.6% is influenced by other variables not examined. While the R-Square value on customer loyalty of 0.511 indicates that customer loyalty is influenced by these factors by 51.1%, while 48.9% is influenced by other variables.
2. The results of the pat coefficient hypothesis test show that the direct effect between the independent variable and the dependent variable, namely brand awareness and brand image has a positive and significant effect on customer satisfaction, customer satisfaction and brand awareness has a positive and significant effect on customer loyalty, while brand image has no effect on customer loyalty.
3. Then the indirect effect is shown by the specific indirect effect test, namely that brand awareness and brand image have a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable.

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