

**MODEL *CUSTOMER BRAND LOVE* MELALUI *GENUINENESS*
PERSONAL BRANDING PADA BISNIS *FASHION* MUSLIM DI
JAWA BARAT**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada program Studi Doktor Manajemen
Konsentrasi Manajemen Pemasaran



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MODEL *CUSTOMER BRAND LOVE* MELALUI *GENUINENESS PERSONAL BRANDING* PADA BISNIS *FASHION* MUSLIM DI JAWA BARAT

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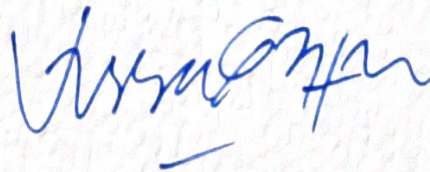
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BARAT**

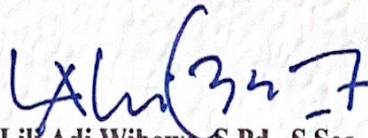
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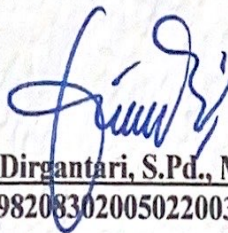
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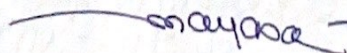
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ABSTRAK

Khoirun Nisa Bahri (2208764) “Model *Customer Brand Love* Melalui *Genuineness Personal Branding* Pada Bisnis *Fashion* Muslim di Jawa Barat”, di bawah bimbingan Prof. Dr. Vanessa Gaffar, S.Ak.,MBA, Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M, dan Dr. Puspo Dewi Dirgantari S.Pd., M.T., M.M.

Industri *fashion* khususnya bisnis *Fashion* Muslim di Jawa Barat, sebagai salah satu sektor dengan kontribusi terbesar dalam pertumbuhan ekonomi di Indonesia menghadapi tantangan untuk meningkatkan rasa cinta konsumen terhadap produk mereka. Penelitian ini bertujuan untuk mengidentifikasi secara komprehensif hubungan antara *Social Media Active Involvement*, *Self-Brand Distinctiveness*, *Genuineness Personal Branding*, *E-Brand Trust*, *E-Customer Engagement* dan *Customer Brand Love* pada Bisnis *Fashion* Muslim di Jawa Barat. Studi ini menggunakan pendekatan kuantitatif dengan metode survey pada 300 responden. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *social media active involvement* memiliki pengaruh positif signifikan terhadap *customer brand love* melalui mediasi *genuineness personal branding*. Namun, *self-brand distinctiveness* tidak menunjukkan pengaruh signifikan terhadap peningkatan *genuineness personal branding*. Penelitian ini merekomendasikan implementasi *social media active involvement*, disertai dengan peningkatan *genuineness personal branding* dan *customer brand love* guna memperkuat daya saing bisnis *Fashion* Muslim di Jawa Barat dalam menghadapi tantangan bisnis saat ini. Studi ini memberikan kontribusi praktis bagi bisnis *Fashion* Muslim di Jawa Barat untuk menggunakan strategi *genuineness personal branding* untuk meningkatkan *customer brand love* produk mereka.

Kata Kunci: *Social Media Active Involvement*, *Self-Brand Distinctiveness*, *Genuineness Personal Branding*, *E-Brand Trust*, *E-Customer Engagement*, *Customer Brand Love*

ABSTRACT

Khoirun Nisa Bahri (2208764) “Customer Brand Love Model Through Genuineness Personal Branding in Muslim Fashion Business in West Java”, under the guidance of Prof. Dr. Vanessa Gaffar, S.Ak., MBA, Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M, dan Dr. Puspo Dewi Dirgantari S.Pd., M.T., M.M.

The fashion industry, especially the Muslim Fashion business in West Java, as one of the sectors with the largest contribution to economic growth in Indonesia, faces the challenge of increasing consumer love for their products. This research aims to comprehensively identify the relationship between Social Media Active Involvement, Self-Brand Distinctiveness, Genuineness Personal Branding, E-Brand Trust, E-Customer Engagemnet and Customer Brand Love in Muslim Fashion Business in West Java. This study uses a quantitative approach with a survey method on 300 respondents. Data analysis was done using Structural Equation Modeling (SEM). The results of the research show that social media active involvement has a significant positive effect on customer brand love through the mediation of genuineness personal branding. However, self-brand distinctiveness does not show a significant influence on the increase of genuineness of personal branding. This research recommends the implementation of social media active involvement, accompanied by an increase in the genuineness of personal branding and customer brand love in order to strengthen the competitiveness of the Muslim Fashion business in West Java in facing the current business challenges. This study provides a practical contribution for the Muslim Fashion business in West Java to use the strategy of genuineness personal branding to increase customer brand love for their products.

Keywords: Social Media Active Involvement, Self-Brand Distsinctiveness, Genuineness Personal Branding, E-Brand Trust, E-Customer Engagemnet, Customer Brand Love

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