



## From Dissatisfaction to Devotion: The Amplifying Role of Brand Love in Recovery Satisfaction and Repurchase Intentions Within Indonesia's Local Fashion Sector

Abdul Rohim

Universitas Trisakti, Indonesia

[122012411032@std.trisakti.ac.id](mailto:122012411032@std.trisakti.ac.id)

Kurniawati

Universitas Trisakti, Indonesia

[kurniawati@trisakti.ac.id](mailto:kurniawati@trisakti.ac.id)

Renny Risqiani

Universitas Trisakti, Indonesia

[rennyrisqi@trisakti.ac.id](mailto:rennyrisqi@trisakti.ac.id)

\*Corresponding Author: [122012411032@std.trisakti.ac.id](mailto:122012411032@std.trisakti.ac.id)

### Abstract:

This study aims to investigate the factors that sustain and enhance repurchase intention among consumers of local fashion brands in Indonesia. We posit that to foster continuous patronage, local entrepreneurs must prioritize customer satisfaction derived from past purchasing experiences, while also ensuring high product quality and competitive pricing. These elements are hypothesized to cultivate brand love, an emotional attachment that subsequently drives repeat purchases. Employing a quantitative approach, this study utilizes hypothesis testing on cross-sectional data gathered via an online survey with a Likert scale. The population comprises young adult consumers (aged 18 and above) who have purchased products from local fashion brands at least three times within the last six months. The findings confirm a significant positive relationship between recovery satisfaction and repurchase intention. Furthermore, product quality is shown to positively influence brand love, which in turn, positively affects repurchase intention. The analysis also reveals that brand love acts as a significant moderator, strengthening the association between recovery satisfaction and repurchase intention. From a managerial perspective, it is crucial to actively solicit and respond to customer feedback, maintain positive communication, ensure approachability, and demonstrate empathy. Strengthening brand love through consistent, positive customer experiences is essential for building a robust brand identity. This study recommends that future research explore additional variables influencing repurchase intention, such as brand trust, brand experience, and brand loyalty. The findings herein provide a foundation for evaluating consumer behavior patterns within the broader apparel and accessories market.

**Keywords:** Brand Love; Product Quality; Recovery Satisfaction; Repurchase Intention.

## 1. Introduction

In the contemporary globalized landscape, fashion in Indonesia has transcended mere trends to become a significant expression of local identity and cultural heritage. A distinct shift is occurring, particularly among Millennial and Gen Z consumers, who are increasingly favoring local fashion brands for their daily wear, prioritizing comfort and domestic appeal over international trends (Dita, 2025; Maulana, 2025; Sahu, 2024). This has intensified competition within the Indonesian fashion sector, where local and international brands compete for market share not only in apparel but also in accessories (Cho et al., 2025). Consequently, local fashion entrepreneurs are compelled to develop effective strategies to foster customer retention and encourage repeat purchases. The imperative for businesses is to identify efficient methods for maintaining consumer loyalty (Laksmana & Sutedja, 2025; Purwaningsih et al., 2021; Rosi & Muliatie, 2024). Negative service experiences are an inevitable consequence of brand failures to meet consumer expectations, leading to customer dissatisfaction and adverse emotional responses (Ali et al., 2023; Hoang et al., 2025). Therefore, cultivating and sustaining repurchase intention is a critical indicator of a local brand's long-term viability, making the retention of existing customers a more strategic imperative than the acquisition of new ones. To compete effectively, local brand entrepreneurs must enhance their product quality to surpass that of foreign competitors. Consumer satisfaction is a primary driver of repurchase behavior, and positive experiences with local fashion brands increase the probability of subsequent purchases (Giovandhi & Adlina, 2024; D. A. T. Sari & Giantari, 2020; Yoga Astuti & Kurniawati, 2024). The growing significance of the emotional connection between customers and brands necessitates a particular approach to service delivery. It is vital for local entrepreneurs to deliver an optimal service level that counters any consumer skepticism and allows them to compete effectively against the pervasive presence of international brands across Indonesia (Özdemir, 2023; Wardhana et al., 2023; Zauabi et al., 2025). Brand attachment positively influences repurchase expectations. Conversely, a failure in product quality can lead to negative brand sentiment. Customer satisfaction is intrinsically linked to a deep, passionate emotional connection, manifesting as a positive attitude toward the brand (Hoang et al., 2025; Huang, 2017; Zhang et al., 2020). Following this logic, brand love is likely to serve as a mediating variable that strengthens the effect of product quality on repurchase intention. Key dimensions of product quality—including durability, price fairness, product trust, aesthetics, features, brand reputation, usability, and craftsmanship—are critical for local fashion businesses to uphold. Previous research confirms that superior product quality is a significant factor that drives repurchase intention and deters brand switching (Aulia & Herawati, 2023; Gofur & Shafariah, 2024; D. A. T. Sari & Giantari, 2020).

This study positions product quality as an independent variable hypothesized to indirectly influence repurchase intention through the mediation of brand love. Theoretical precedents suggest that the consumer's emotional connection to a brand (brand love) can be cultivated through high product quality, which in turn fosters repurchase intention within the local fashion sector (Athoillah et al., 2024; Yoga Astuti & Kurniawati, 2024). While a single product failure may not entirely erode customer trust and loyalty, it does jeopardize satisfaction recovery; here, brand love can play a role in sustaining brand adherence (Fakhrudin et al., 2021; Kamath et al., 2020; Lim et al., 2025). Although research on brand love as a moderating variable is nascent, existing literature identifies it as a dynamic element in the brand-consumer relationship, capable of influencing repurchase intention and mediating the link between satisfaction and repeat purchases over time (Armenia & Kurniawati, 2024; Nguyen, 2025; Nurmallasari & Wijaya, 2022). It is therefore crucial to explore the moderating role of brand love in strengthening the relationship between recovery satisfaction and repurchase intention. Recovery satisfaction itself is significantly correlated with repurchase intention, particularly following a positive and seamless service experience. Local fashion entrepreneurs must implement effective recovery strategies to address customer issues related to product or service failures. In this context, brand love may function as a moderator, mitigating the negative impact of unmet expectations (Ali et al., 2023; Fakhrudin et al., 2021; Hoang et al., 2025). Consequently, this study also examines recovery satisfaction as an independent variable interacting with brand love in its moderating capacity. Accordingly, the objectives of this study are to: (1) analyze the effect of recovery satisfaction on repurchase intention; (2) analyze the effect of product quality on brand love; (3) analyze the effect of brand love on repurchase intention; and (4) test the moderating role of brand love on the relationship between recovery satisfaction and repurchase intention. The significance of this research lies in the challenges Indonesian local fashion brands face in maintaining customer loyalty against international competitors, making an understanding of service recovery, product quality, and emotional factors paramount (Aulia & Herawati, 2023; Purwaningsih et al., 2021; Putri et al., 2022; Rosi & Muliatie, 2024). This study explores how product quality and recovery satisfaction influence repurchase motivation, with brand love acting as a moderator that can fortify the

long-term consumer-brand relationship (Mahendra & Kurniawati, 2023; Rahmawati et al., 2025; Sudiartana et al., 2024). The study's population consists of adult consumers (aged 18 and over) who have purchased from selected nationally distributed Indonesian fashion brands (e.g., Erigo, Cotton Ink, This Is April, 3Second, Colorbox, Roughneck 1991, The Executive) at least three times in the past six months.

This study contributes to the Service Recovery Paradox (SRP) literature by incorporating brand love as a moderating factor, building on the premise that recovery outcomes are contingent upon the pre-existing relationship strength and the specific service failure event (McCollough et al., 2000). The novelty of this research is its demonstration that customers with high brand love exhibit greater resilience to service failures and are more receptive to recovery efforts. Consequently, for these customers, enhanced recovery satisfaction translates into a significantly stronger repurchase intention compared to customers with low brand love. This framework is uniquely applied to the local fashion brand segment in Indonesia. The practical implications for managers are twofold: brand love can be cultivated as a mediating variable linking product quality to repurchase, and it can serve as a moderating factor to amplify the positive effects of recovery satisfaction on repurchase intention. A customer's decision to repurchase is founded on positive evaluations of the brand's value and the overall experience, which drives repeat purchase behavior and, ultimately, business growth and profitability (Dash et al., 2025; Kehi & Kurniawati, 2025; Li et al., 2025). This research, therefore, offers valuable insights for optimizing investments in product quality, refining post-purchase satisfaction strategies, and leveraging brand love to enhance customer retention in the dynamic local fashion market.

## 2. Literature Review

### Service Recovery Paradox Theory

The Service Recovery Paradox (SRP) posits that a successful service recovery following a failure can lead to a higher level of customer satisfaction than if no failure had occurred at all (McCollough et al., 2000). An exemplary recovery effort—characterized by empathy, responsiveness, and fairness—can surpass customer expectations, thereby fostering a positive experience that enhances satisfaction and loyalty. This, in turn, can amplify brand love and stimulate repurchase intention (Hoang et al., 2025; Lim et al., 2025).

### Recovery Satisfaction

Recovery satisfaction is defined as a customer's positive evaluation of a firm's response to a service failure. This state is achieved when brand-initiated recovery efforts such as sincere apologies, compensation, or procedural adjustments effectively mitigate negative emotions like anger, disappointment, or a sense of betrayal, thereby signaling accountability and a commitment to rectifying the relationship (Fakhrudin et al., 2021; Hoang et al., 2025; Kamath et al., 2020). Extant literature indicates that when customers are satisfied with problem-resolution measures, their trust in the brand is restored, negative affect is diminished, and the likelihood of future purchases increases, while the inclination to switch brands decreases (Hoang et al., 2025; Kamath et al., 2020). Consequently, recovery satisfaction is a critical determinant of customer compliance, brand resilience, and overall profitability (Ali et al., 2023; Odoom et al., 2020).

### Product Quality

Product quality refers to the degree to which a product or service fulfills its intended functions, encompassing attributes such as durability, precision, functionality, and reliability. It is a crucial differentiator that distinguishes a business from its competitors, contributes significantly to brand image, and is a primary consideration for consumers (Giovandhi & Adlina, 2024; D. A. T. Sari & Giantari, 2020; Yoga Astuti & Kurniawati, 2024). Product quality refers to the degree to which a product or service fulfills its intended functions, encompassing attributes such as durability, precision, functionality, and reliability. It is a crucial differentiator that distinguishes a business from its competitors, contributes significantly to brand image, and is a primary consideration for consumers (Giovandhi & Adlina, 2024; Nair, 2023).

### Brand Love

Brand love signifies a deep and passionate emotional bond a customer holds for a particular brand, fortified by positive experiences with its products and services. This emotional attachment fosters brand growth by cultivating

customer gratitude and advocacy (Apriyana et al., 2024; Armenia & Kurniawati, 2024; Mrad et al., 2025). It is a powerful driver of brand loyalty, as consumers often develop affection for high-quality brands with a strong market presence (Armenia & Kurniawati, 2024). This positive affective state, characterized by feelings of happiness and contentment, arises from delightful brand experiences and is closely linked to perceived product quality. Applicable across diverse product categories, brand love ultimately fosters a deep sense of commitment, as consumers naturally develop affection for the brands they choose to purchase (Athoillah et al., 2024; Mayasari et al., 2023; Rahmawati et al., 2025).

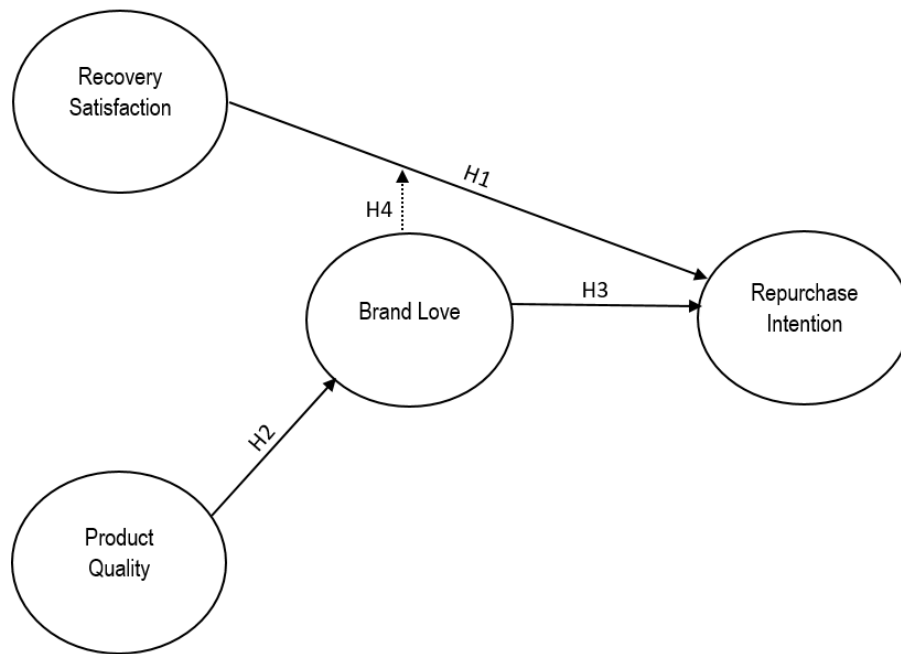
**Repurchase Intention**

Repurchase intention is the consumer's subjective probability of engaging in future purchase behavior with the same brand. This intention is often the result of a deep emotional connection, driven by perceptions of product quality, value, and the convenience that characterizes a positive long-term customer-brand relationship (Gani et al., 2024; Giovandhi & Adlina, 2024; Laksmana & Suttedja, 2025). It represents a conscious decision influenced by prior satisfaction and a favorable brand image, serving as a key metric for entrepreneurs to forecast revenue and assess the likelihood of continued patronage (Ichwandi & Immanuel, 2024; D. A. T. Sari & Giantari, 2020; Sudiartana et al., 2024).

**Hypothesis Development**

The conceptual framework is as follows:

**Figure 1:** Conceptual Model



**Note:** Developed by the Authors (2026)

From this framework, a hypothesis can be formulated:

**The Influence of Recovery Satisfaction on Repurchase Intention**

Effective recovery satisfaction, achieved through sincere apologies, fair compensation, or procedural enhancements, can mitigate negative emotions and cultivate positive affect toward a brand. This makes service recovery management a cornerstone of strategies aimed at maintaining loyalty and profitability (Hoang et al., 2025; Odoom et al., 2020). Consumers with a strong emotional attachment to a brand are more inclined to forgive service failures and maintain their intention to repurchase, underscoring the importance of relationship repair following a service lapse (Ali et al., 2023). When recovery efforts are perceived as competent and successful, negative emotions are assuaged, trust is restored, and brand dependency increases, thereby reducing brand switching and bolstering repurchase intentions. Conversely, unsatisfactory recovery erodes trust and leads to customer churn (Fadhil Fausta et al., 2023; Kamath et al., 2020; Le et al., 2025). Therefore, we hypothesize:

H1: Recovery satisfaction has a positive influence on repurchase intention

### The Influence of Product Quality on Brand Love

Product quality encompassing attributes such as reliability, durability, usability, and overall performance must be engineered to meet or exceed customer expectations and desires. Satisfaction is intrinsically dependent on this perceived quality (Giovandhi & Adlina, 2024; D. A. T. Sari & Giantari, 2020; Yoga Astuti & Kurniawati, 2024). A product is judged to be of high quality when it successfully fulfills customer needs. Previous research has established a positive correlation between consumers' assessment of product quality and their affection for the brand (brand love). This emotional connection, in turn, can mediate the relationship between quality and repurchase decisions (Nair, 2023; Rahmawati et al., 2025; D. A. T. Sari & Giantari, 2020). Therefore, we hypothesize:

H2: Product quality has a positive influence on brand love

### The Influence of Brand Love on Repurchase Intention

Brand love, characterized as a deep and passionate emotional connection, is often cultivated in customers who are highly satisfied with a brand. This satisfaction, developed throughout the purchasing process, reinforces a positive attitude and stimulates the intention to repurchase (Corrêa et al., 2020; Kadarusman et al., 2019; A. Sari et al., 2020). Brand love can thus be seen as a conduit for the effects of product quality, which itself is a composite of factors including design excellence, reliability, usability, aesthetics, and fair pricing (Athoillah et al., 2024; Nair, 2023). Furthermore, brand love can function as a moderator in post-purchase scenarios. In the event of a service failure, a fair and sincere recovery effort can be perceived as an opportunity for relationship enhancement rather than a betrayal. Because recovery efforts provide a foundation for emotional reconciliation, pre-existing brand love can encourage a more constructive evaluation of the situation and a greater willingness to re-engage with the brand (Ali et al., 2023; Hoang et al., 2025; Odoom et al., 2020). Therefore, we hypothesize:

H3: Brand love has a significant positive influence on repurchase intention

H4: Brand love moderates the relationship between recovery satisfaction and repurchase intention

## 3. Method

This study employed a quantitative, cross-sectional design utilizing a hypothesis-testing framework. Data were collected via an online survey instrument featuring a Likert scale assessment (Rachman et al., 2024; Sekaran, 2003). The research model comprises four latent variables: recovery satisfaction (3 indicators; Hoang et al., 2025), product quality (3 indicators; Yoga Astuti & Kurniawati, 2024), brand love (4 indicators; Yoga Astuti & Kurniawati, 2024), and repurchase intention (4 indicators; Yoga Astuti & Kurniawati, 2024). The target population consisted of adult consumers (aged 18 and over) who had purchased apparel or accessories from selected Indonesian local fashion brands (i.e., Erigo, Cotton Ink, This Is April, 3Second, Colorbox, Roughneck 1991, The Executive) within the preceding six months. A non-probability sampling method was utilized. Data were gathered in November 2025 from a final sample of 245 respondents. The demographic profile of the participants is detailed in Table 1.

**Table 1.** Number of Consumers Buying Local Fashion Brand Products

Characteristic	Category	Consumer	
		Freq.	Percent
Gender	Man	136	55.5
	Woman	109	44.5
	<b>Amount</b>	<b>245</b>	<b>100</b>
Age	18 – 22	32	13.1
	23 – 26	35	14.3
	27 – 31	39	15.9

	32 – 36	26	10.6
	More than 36 years old	113	46.1
	<b>Amount</b>	<b>245</b>	<b>100</b>
Work	Student	35	14.3
	Employee	162	66.1
	Housewife	10	4.1
	Self-employed	33	13.5
	Other	5	2.0
	<b>Amount</b>	<b>245</b>	<b>100</b>
Income	Less than IDR 2,000,000	27	11.0
	IDR 2,000,000 – IDR 4,000,000	19	7.8
	IDR 4,000,001 – IDR 6,000,000	26	10.6
	IDR 6,000,001 – IDR 8,000,000	32	13.1
	More than IDR 8,000,000	141	57.6
	<b>Amount</b>	<b>245</b>	<b>100</b>
Frequency of purchasing local fashion brand products in the last 6 months	3 times	115	46.9
	More than 3 times	130	53.1
	<b>Amount</b>	<b>245</b>	<b>100</b>
Indonesian local fashion brand products purchased	Erigo	14	5.7
	CottonInk	50	20.4
	This Is April	11	4.5
	3Second	6	2.4
	Colorbox	1	.4
	Roughneck 1991	4	1.6
	The Executive	14	5.7
	Others	145	58.6
	<b>Amount</b>	<b>245</b>	<b>100</b>

**Source:** Primary Data (2026)

The demographic analysis reveals a sample composed of 55.5% male and 44.5% female participants. The age distribution was skewed towards older respondents, with 46.1% aged over 36. Other age brackets included 27-31 years (15.9%), 23-26 years (14.3%), 18-22 years (13.1%), and 32-36 years (10.6%). Many respondents were employed (66.1%), followed by students (14.3%), self-employed individuals (13.5%), and homemakers (4.1%). In terms of monthly income, 57.6% reported earnings exceeding IDR 8,000,000. Regarding purchase frequency, 53.1% of participants had purchased local fashion items more than three times in the last six months, while 46.9% had made exactly three such purchases.

### Validity and Reliability Test

The psychometric properties of the measurement scales were assessed through validity and reliability analyses. Validity testing determines the extent to which the indicators accurately measure the intended latent constructs, while reliability testing evaluates the internal consistency of the measurement items (Hair et al., 2019). The results of these analyses are presented in Table 2.

**Table 2.** Validity and Reliability Testing of Research Variables

Indicator	Validity Testing	Reliability Testing
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	Factor Loading	Conclusion	Cronbach Alpha	Conclusion
<b>Variable: Recovery Satisfaction</b>				
The local fashion brand provided a satisfactory solution to my problem on this particular occasion	0.861	Valid		
I am satisfied with the local fashion brand	0.855	Valid		
I am happy with the way the local fashion brand handled my complaint	0.752	Valid	0.860	Reliable
<b>Variable: Product Quality</b>				
This local fashion brand offers a reasonable price compared to the quality of competing products	0.821	Valid		
The price of this local fashion brand's products is reasonable	0.870	Valid		
Compared to other local fashion brands, the relationship between price and product quality is very good and good	0.764	Valid	0.859	Reliable
<b>Variable: Brand Love</b>				
I am obsessed with the products of this local fashion brand	0.662	Valid		
I am attracted to the products of this local fashion brand	0.908	Valid		
The products of this local fashion brand make me happy	0.828	Valid	0.866	Reliable
The products of this local fashion brand are the products I want	0.815	Valid		
<b>Variable: Repurchase Intention</b>				
I will shop at this local fashion brand again in the future	0.852	Valid		
I am motivated to continue shopping at this local fashion brand	0.848	Valid		
I will continue to buy products from this local fashion brand for all my needs	0.669	Valid	0.872	Reliable
I am likely to buy products from this local fashion brand in the future	0.828	Valid		

Source: Data Processed, 2025

The analysis of the measurement model's psychometric properties indicates satisfactory validity for all constructs. As shown in Table 2, the factor loadings for all indicators of recovery satisfaction, product quality, brand love, and repurchase intention exceeded the recommended threshold of 0.35 (Hair et al., 2019), confirming convergent validity. The reliability of the scales was assessed using Cronbach's alpha. All constructs demonstrated acceptable internal consistency, with alpha coefficients surpassing the conventional benchmark of 0.70 (Afthanorhan, 2013; Hair et al., 2019). These results provide robust empirical support for the psychometric stability of the measurement model, establishing a solid foundation for subsequent hypothesis testing and interpretation.

### Goodness of Fit Test

Prior to hypothesis testing, the overall fit of the Structural Equation Model (SEM) was evaluated using a battery of Goodness-of-Fit (GoF) indices.

Figure 2. SEM AMOS 22 Research Model

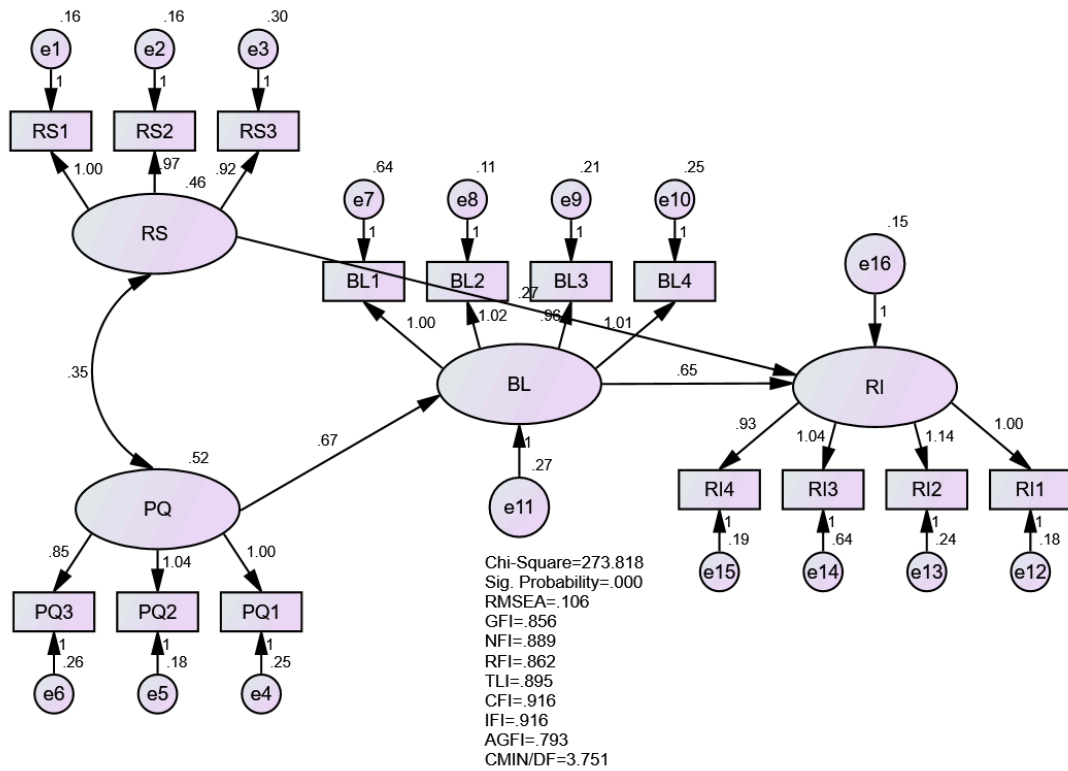


Table 3. Test Goodness of Fit Model

Type Measurement	Measurement	Model Fit Decisions	Results Processed	Decision
Absolute fit measures	Chi-square	Between 0 to 2	273.818	Poor Fit
	Sig.Probability	≥ 0.05	0.000	Poor Fit
	RMSEA	≤ 0.08	0.106	Poor Fit
	GFI	≥ 0.90	0.856	Marginal Fit
	NFI	≥ 0.90	0.889	Marginal Fit
Incremental fit measures	RFI	≥ 0.90	0.862	Marginal Fit
	TLI	≥ 0.90	0.895	Marginal Fit
	CFI	≥ 0.90	0.916	Good Fit
	IFI	≥ 0.90	0.916	Good Fit
Parsimonius fit measures	AGFI	≤ GFI	0.793	Good Fit
	CMIN/DF	Between 1 to 5	3.751	Good Fit

Source: Data Processed, 2025

The evaluation of the Structural Equation Model (SEM) using AMOS 22 involved eleven GoF criteria. As detailed in Table 3, four indices—CFI, IFI, AGFI, and CMIN/DF—indicated a good model fit. Four additional indices—GFI, NFI, RFI, and TLI—demonstrated a marginal fit. The remaining three indices—Chi-square, Significance Probability, and RMSEA—suggested a poor fit. Despite the suboptimal values for some indices, a holistic assessment indicates that many of the fit criteria were adequately met. The significant chi-square statistic is a common artifact in models with large sample sizes. Considering the overall pattern of the fit indices, the structural model was deemed sufficiently robust for proceeding with hypothesis testing. This approach aligns with contemporary SEM practices, which advocate for a comprehensive interpretation of multiple fit indices rather than reliance on a single metric.

### Descriptive Statistics Test

Descriptive statistics were computed to characterize the research sample and provide an overview of the primary variables under investigation. The results are summarized in Table 4:

**Table 4.** Descriptive Statistics Test

Indicator	Mean	Standard Deviation
The local fashion brand provided a satisfactory solution to my problem on this particular occasion	4.167	0.789
I am satisfied with the local fashion brand	4.310	0.774
I am happy with the way the local fashion brand handled my complaint	3.991	0.829
<b>Variable: Recovery Satisfaction (Hoang et al., 2025)</b>	4.156	0.798
This local fashion brand offers a reasonable price compared to the quality of competing products	4.195	0.879
The price of this local fashion brand's products is reasonable	4.191	0.863
Compared to other local fashion brands, the relationship between price and product quality is very good and good	4.089	0.799
<b>Variable: Product Quality (Yoga Astuti &amp; Kurniawati, 2024)</b>	4.159	0.847
I am obsessed with the products of this local fashion brand	3.379	1.066
I am attracted to the products of this local fashion brand	3.934	0.796
The products of this local fashion brand make me happy	4.012	0.817
The products of this local fashion brand are the products I want	3.902	0.872
<b>Variable: Brand Love (Yoga Astuti &amp; Kurniawati, 2024)</b>	3.807	0.888
I will shop at this local fashion brand again in the future	4.110	0.829
I am motivated to continue shopping at this local fashion brand	3.824	0.952
I will continue to buy products from this local fashion brand for all my needs	3.428	1.090
I am likely to buy products from this local fashion brand in the future	4.053	0.795
<b>Variable: Repurchase Intention (Yoga Astuti &amp; Kurniawati, 2024)</b>	3.854	0.916

**Source:** Data Processed, 2025

The mean score for recovery satisfaction was 4.156, suggesting that while customers were generally satisfied with the solutions provided by local fashion brands, there remains room for improvement in complaint handling. The mean for product quality was 4.159, indicating a favorable perception of price-quality competitiveness. The brand love variable yielded a mean of 3.807; while customers reported feeling happy with the products, their levels of obsession and interest were less pronounced. The mean for repurchase intention was 3.854, suggesting a moderate likelihood of future purchases, though motivation for exclusive brand loyalty was not strong. For all variables, the standard deviation was smaller than the mean, indicating a relatively homogeneous data distribution with minimal variance, which is conducive to further statistical analysis.

### Hypothesis testing

The final stage of data analysis involved testing the developed hypotheses. The results of the hypothesis tests are presented in Table 5:

**Table 5:** Research Hypothesis Testing Model

	Hypothesis	Estimate	CR	P	Conclusion
H1	Recovery satisfaction has a significant positive influence on repurchase intention	0,275	4,581	0,000	Hypothesis supported
H2	Product quality has a significant positive influence on brand love	0,665	8,344	0,000	Hypothesis supported
H3	Brand love has a significant positive influence on repurchase intention	0,645	8,465	0,000	Hypothesis supported
H4	Brand love moderates the relationship between recovery satisfaction and repurchase intention	0,629	6,095	0,000	Hypothesis supported

#### 4. Findings and discussion

##### The Influence of Recovery Satisfaction on Repurchase Intention

The results of the test for Hypothesis 1 (H1) revealed a statistically significant positive relationship between recovery satisfaction and repurchase intention ( $\beta = 0.275$ ,  $p < 0.001$ ). This finding supports H1 and is consistent with prior research, which has also demonstrated a significant positive association between these two constructs (Ali et al., 2023). The implication is that effective and satisfactory handling of customer complaints is a crucial driver of repurchase intention for local fashion brands.

##### The Influence of Product Quality on Brand Love

Hypothesis 2 (H2), which posited a positive relationship between product quality and brand love, was also supported by the data ( $\beta = 0.665$ ,  $p < 0.001$ ). This finding aligns with previous studies indicating that high product quality is a significant antecedent to brand love, which in turn influences repurchase decisions (Athoillah et al., 2024; Giovandhi & Adlina, 2024). The results underscore the critical role of product quality and fair pricing in fostering an emotional connection (i.e., brand love) with consumers, which can subsequently drive repeat purchase behavior.

##### The Influence of Brand Love on Repurchase Intention

The analysis for Hypothesis 3 (H3) confirmed a significant positive influence of brand love on repurchase intention ( $\beta = 0.645$ ,  $p < 0.001$ ). This result is congruent with existing literature, which suggests that a strong emotional attachment to a brand is a powerful motivator for repeat purchases (Giovandhi & Adlina, 2024). For local fashion brands, cultivating brand love is therefore a key strategy for encouraging sustained customer patronage.

##### The Moderating Role of Brand Love

Finally, the test for Hypothesis 4 (H4) revealed that brand love significantly moderates the relationship between recovery satisfaction and repurchase intention ( $\beta = 0.629$ ,  $p < 0.001$ ). This finding indicates that the positive effect of recovery satisfaction on repurchase intention is stronger for customers who have a high level of brand love. This aligns with research suggesting that emotional attachment can amplify the positive outcomes of successful service recovery (Hoang et al., 2025). In essence, pre-existing brand love can serve as a buffer against service failures and enhance the positive behavioral outcomes of effective recovery efforts.

#### 5. Conclusion and recommendation

##### Conclusion

This study provides empirical support for the proposed conceptual model. The findings confirm that recovery satisfaction has a significant positive influence on repurchase intention. Furthermore, product quality is a significant antecedent to brand love, which in turn positively affects repurchase intention. A key contribution of this research is the demonstration of brand love's moderating role; it significantly strengthens the positive relationship between recovery satisfaction and repurchase intention. This extends our understanding of brand love's function in post-failure service contexts. The findings of this study offer several actionable insights for managers of local fashion brands. First, it is imperative to not only implement effective service recovery procedures but also to address the root causes of service failures to mitigate negative customer sentiment. This involves actively listening to customer feedback, maintaining positive and empathetic communication, and ensuring approachability. Second, a strategic focus on product quality is non-negotiable. This extends beyond the physical product to encompass quality control, technological integration, human resource training, and supplier management, all of which are foundational to long-term success. Finally, managers should prioritize strategies aimed at strengthening brand love. This can be achieved by creating consistent, enjoyable customer experiences that foster a deep emotional bond with the brand, thereby solidifying brand identity and customer loyalty. This study has several limitations, as follows: (1) this study is limited to local fashion brands in Indonesia. Specifically, it only covers seven local fashion brands, namely Erigo, Cotton Ink, This Is April, 3Second, Colorbox, Roughneck 1991, and The Executive. (2) the respondents in this study consist of customers who have made at least three purchases from the local fashion brands selected as the research subjects. This study will focus on customers who have direct experience in consuming these local fashion brand products. (3) This study focuses on the influence of recovery satisfaction and product quality on repurchase intention, mediated and moderated by brand love. Other variables that may influence repurchase intention but are not studied in this study.

##### Suggestion

This study has several suggestions for future researchers, including: (1) future studies can add other regions or countries outside the object of study, not only researching local fashion brands. (2) future studies are expected to expand other variables or factors that can influence repurchase intention, such as brand trust, brand experience, brand loyalty, positive word of mouth, and so on. This would help to understand the influence of trust, experience, and positive communication of a product through customer recommendations, which ultimately affects the desire to repurchase a brand. Thus, future researchers can consider this study as an impetus to evaluate consumer behavior patterns in the marketing practices of clothing and other accessories.

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