

Factors Influencing Customer Satisfaction and Loyalty in the Hijab Fashion Industry: A Study of Buttonscarves in Pekanbaru

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Abstract

Research aims :This study aims to determine the effect of logo, price, and hedonic value on customer satisfaction and loyalty of Buttonscarves Hijab Users at Buttonscarves Living World Pekanbaru Store.

Design/Methodology/Approach :

The sample in this study amounted to 100 respondents with a non-probability sampling method and the sampling technique used purposive sampling, namely consumers who have bought more than two Button scarves products at the Living World Pekanbaru Buttonscarves Store.

Research findings :

The results of the study explain that the logo variable (X1) has no effect on consumer satisfaction (Y1), price (X2) and hedonic value (X3) affect consumer satisfaction (Y1), and consumer satisfaction (Y1) affects consumer loyalty (Y2).

Theoretical Contribution/Originality :

This research emphasises that in a competitive market in the modest fashion industry, logo, price, and hedonic value are correlated with satisfaction in purchasing premium hijab which ultimately creates customer loyalty. In the context of Buttonscarves, hedonic value and the iconic 'B' logo become symbolic elements that increase prestige and exclusivity, for consumers price is no longer just an economic value, but a symbol of style and self-aspiration.



Practical/Policy/Social

Implications :

Buttonscarves products must maintain visual consistency, symbol uniqueness, and logo placement as elements of consumer pride. Buttonscarves products are not only about fashion, but also as a medium of self-expression and social status for modern Muslim women. This aims to enhance the image of women who wear hijabs as empowered, modern, and confident figures.

Research Limitations/Implications :

The results of this study indicate that the logo variable does not have a significant effect on consumer satisfaction and loyalty, given that Buttonscarves consumers are a premium segment with an aspirational lifestyle, so that the logo is not the main factor determining satisfaction, but rather the social context and user experience. It is hoped that further research can examine the mediating or moderating role of variables such as social status, community influence, or the impact of digital campaigns and influencers.

Keywords : *Logo, Price, Hedonic Value, Customer Satisfaction, Loyalty*

INTRODUCTION

Indonesia is the country with the largest Muslim industry development in the world, ranked 3rd (State of the Global Islamic Economy Report, 2020). Followers of Islam are required to cover the aurat when they enter the age of baligh or adolescence. This certainly has a big influence on the demand for Muslim clothing needs for Muslims in the world, especially in Indonesia. Muslim fashion includes clothes, hijab, hijab covers, socks, socks and so on that cover the aurat for Muslim women, and for men the Muslim fashion consists of koko shirts, pants, robes, and other Muslim clothing suits including skullcaps/peci as head coverings.

The rapid growth of the Muslim fashion industry in Indonesia along with increasing public awareness of halal lifestyles and global modest fashion trends has resulted in competition. This business competition encourages companies to provide and strive for added value that focuses on the advantages of the products offered, and presents added value products that are different from those created by other companies with similar products. One of the business competition in shaping the identity of a product is by creating a brand for the product.



A brand is a name, term, sign, symbol, design, colour, motion, or a combination of other product attributes that are expected to provide identity and differentiation from competing products (Tjiptono, 2019). In realising the brand, there is a close relationship between the brand and one of the brand elements, namely the logo. Logos are visual elements that are strategically designed to create cognitive and emotional associations between consumers and brands (Xi et al, 2022). In the context of the fashion industry, a logo not only functions as an identity, but also as a symbol of lifestyle and social status.

One of the brands from the Muslim fashion industry in Indonesia is Buttonscarves, which is one of the local Indonesian brands that has successfully penetrated the international market that carries luxurious lifestyle products with scarf as its main product. Buttonscarves is the first scarf brand in Indonesia with a very interesting signature laser cut hem that is embedded in almost all product lines. Buttonscarves was established in 2013 and has become a fearsome competitor for similar products because it can dominate the market in a short time. This brand comes with its own differentiation that is able to capture the hearts of consumers to always use it. Buttonscarves is able to create a logo value in the minds of consumers so that consumers will feel satisfaction with the product logo when they wear it.



Image 1. Buttonscarves Brand Logo

Source : www.buttonscarves.com

Besides logo, price is a factor that can influence consumer purchasing decisions on the products offered. Although it comes with a fairly fantastic price, an average of Rp 425,000 for a piece of hijab, Buttonscarves is able to reach its own market, this is evidenced by the Buttonscarves Brand already having many stores spread throughout Indonesia and even to Malaysia. There are approximately 41 stores spread across Indonesia and 2 stores have been established in Malaysia (www.buttonscarves.com, 2023). One of them is the Buttonscarves store at Living Word Pekanbaru City.



Furthermore, hedonic value describes the emotional dimension in the consumption process, such as pleasure, pride, comfort, and aesthetic pleasure (Patil et al, 2025). So that the hedonic shopping value creates satisfaction and happiness that occurs to consumers when shopping, in other words, the satisfaction that consumers get after shopping has a tendency to make repeat purchases to regain this satisfaction (Wheeler & Wiley, 2018) (Yudhistira et al., 2018). Hedonic values have a positive effect on purchase intention because fashion trends themselves are increasingly developing into various sectors so that customers want to fulfil their desire to be more up-to-date in maintaining their status, both in social life and social media as their entertainment media (Haryanti et al., 2020; Wang, 2020; Sumarliah et al., 2021).

Based on the background above, the author is interested in conducting research with the title The Effect of Logo, Price and Hedonic Value on Customer Satisfaction and Loyalty of Buttons scarves Hijab Users Pekanbaru

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

a. Expectation-Confirmation Theory (ECT)

Expectation-Confirmation Theory (ECT), first developed by Richard Oliver (1980), is a theory often used to explain consumer satisfaction in the context of post-purchase behaviour. This theory states that customer satisfaction is formed through a process of comparison between initial expectations and actual performance (perceived performance) of a product or service.

Using Expectation-Confirmation Theory, this study emphasises that customer satisfaction acts as a mediator between initial perceptions of logo, price, and hedonic value and customer loyalty. When customer expectations of these attributes are confirmed or even exceeded by actual experience, satisfaction will arise, which in turn leads to brand loyalty.

b. Logo

A logo is a special symbol of a company, service, object, idea, publication, person or service that must represent the vision and mission of a company, targeting the intended



segment of society (Wheeler, 2018). (Gita Srihidayati, 2023) states that a logo is a set of images or letters created to indicate originality, ownership or association. A logo acts as the main identity of a company, used to reflect the image and character of the institution, company or organisation. This logo is applied in various company facilities and activities as a form of visual communication (Arniati dkk., 2020).

The logo indicators are as a means of identification (branding), as a means of information, control, supervision and control, as a means of motivation, as a means of expressing emotions, and as a means of presentation and promotion (Carter & David, 2005).

According to previous research conducted by (Syah & Olivia, 2022), brand image and visual elements (such as logos) have a direct impact on loyalty through customer satisfaction, especially in Indonesian online fashion. (Mayasari et al, 2025) state that logos and brand identities play a role in shaping brand love and brand advocacy, which have an impact on customer satisfaction and loyalty in the local hijab industry.

Based on the description above, the following hypothesis is formulated:

H1 : There is an influence of the logo on the satisfaction of Buttonsscarves hijab users at the Buttonsscarves Livingworld Pekanbaru store.

c. Price

According to (Mardia, 2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. Price is the amount of money charged for a product (goods or services), or the amount of value that consumers must pay in order to benefit from the product (Kotler & Keller, 2020). The price indicators are (1) price affordability, (2) price comparison, (3) prices affordable by consumers, and (4) prices in accordance with consumer expectations (Kotler & Keller, 2020).

According to previous research conducted by Alanadoly & Salem (2022) state that prices that are commensurate with product quality have a significant impact on satisfaction and repeat purchases. The perception that prices are commensurate with quality and halal fashion brands significantly increases consumer satisfaction (Zainol et al, 2024).



Based on the description above, the following hypothesis is formulated:

H2 :There is an effect of price on customer satisfaction among hijab wearers at the Buttonsscarves Livingworld Pekanbaru store.

D. Hedonic Value

According to (Pramita & Danibrata, 2021) Hedonic value is a value that influences consumer interest in using a product not because of important needs but rather because of subjective needs, to fulfil desires, emotional satisfaction and pleasure. Hedonic value is a lifestyle choice that prioritises personal satisfaction, pleasure, curiosity, entertainment, self-expression and service (Shahpasandi et al, 2020).

There are several indicators that influence consumers in maximising Hedonic Value (Kesari & Atulkar, 2016), namely: 1) Entertainment Entertainment or entertainment is relevant to people who enjoy shopping. Consumers will get pleasure and entertainment from buying and using a product; 2) Exploration Exploration or exploration provides characteristics such as innovative, like new things, and impulsive. Exploration provides benefits that are able to provide learning on new experiences that consumers enjoy from purchasing and using a product; 3) Place attachment Place attachment is consumer behaviour that consumers like to shop in a certain place because it has become a habit; 4) Social status Social status customers realise when shopping there is an award they get and customers perceive the status of the service they receive.

According to previous research conducted by (Halim et al, 2021) (Puspita & Santoso, 2018) states that hedonistic value positively and significantly affects the satisfaction of e-marketplace users. Hedonic value has a positive and significant effect on consumer satisfaction with Wardah products (Raditya, 2025).

Based on the description above, the following hypothesis is formulated:

H3 :There is an influence of hedonistic value on customer satisfaction among users of Buttonsscarves hijabs at the Buttonsscarves Livingworld store in Pekanbaru.



E. Consumer Satisfaction

According to (Fatihudin & Firmansyah, 2019), customer satisfaction is a measure to determine the extent to which customers feel happy and satisfied with the products or services they receive. Meanwhile, (Halim et al, 2021) defines customer satisfaction as an initial evaluation of the actual performance of services felt after service or consumption, in accordance with consumer expectations.

The indicators that can be used to measure customer satisfaction include (Widyaningrum, 2020) (Arniati et al, 2020) (Novandy & Rastini, 2018): (1) There are no complaints or complaints that have been successfully resolved, (2) The customer's feeling of satisfaction with the overall product or service received, (3) Conformity to customer expectations.

According to previous research conducted by Sugiharto, S, et al (2020), Budiono, A (2021); Sucihati & Suhartini (2022), Customer satisfaction has a positive and significant effect on customer loyalty.

Based on the description above, the following hypothesis is formulated:

H4 : There is an influence of customer satisfaction on customer loyalty.

F. Customer Loyalty

Nasution, H (2023) defines customer loyalty as loyalty that develops when customers are consistently satisfied with the company's products or services. Customers who make repeat purchases, recommend products to others, and show resistance to alternative products are indicative of this loyalty. Nasution emphasises that consumer loyalty includes not only frequency of purchase, but also the formation of an emotional connection and a high level of trust in the brand.

According to Kotler & Keller in (Widyaningrum, 2020), customer loyalty can be measured through several indicators, namely: a. Repeat (Repeat): Customer loyalty which is reflected through the act of repurchasing a product; b. Retention: The ability of customers to remain loyal to the company even when faced with negative impacts; c. Referrals: The customer's desire to recommend the company as a whole to other people.



METHODS

This research was conducted from February to October 2024, focusing on the satisfaction and loyalty of consumers who use Buttonscarves hijabs in Pekanbaru. The population in this study were consumers who purchased Buttonscarves hijabs at the Buttonscarves Living World Pekanbaru store. Using the Lameshow formula, a sample of 100 respondents was obtained. The sampling technique used in this study was purposive sampling, namely consumers who had purchased Buttonscarves products more than twice at the Buttonscarves Living World Pekanbaru store. This study used a quantitative approach aimed at testing hypotheses through statistical data processing. Data analysis was performed using the Partial Least Squares (PLS) technique with SmartPLS4.0 software. PLS was chosen because it can handle structural models with small to medium sample sizes and latent variables that are not normally distributed. The hypotheses in this study were tested using the bootstrapping method in PLS to see the significance of the path between the independent and dependent variables. Hypothesis testing was conducted by looking at the t-statistics and p-values for each path.

The framework of thought is as follows:

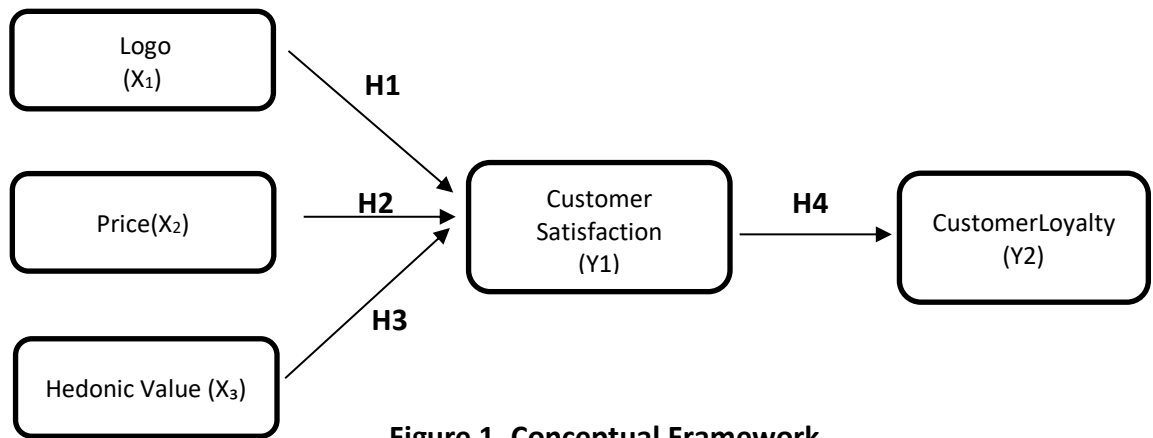


Figure 1. Conceptual Framework

Description :
 Exogenous Variables : X_1 = Logo; X_2 = Price; X_3 = Hedonic Value
 Intervening Variables : Y_1 = Customer Satisfaction
 Endogenous Variables : Y_2 = Customer Loyalty



Results and Discussion

A. Results

1. Respondent characteristics

The characteristics of the respondents in this study can be seen in Table 1 below:

Table 1 : Respondent characteristics

Respondent characteristics	Respondent Categories	Percentage (%)
Age		
≤ 25	18	18%
25 -30	49	49%
≥ 30	33	33%
Type of Work		
Student/Univercity Student	9	9%
Private sector employee	20	20%
ASN/BUMN/BUMD	38	38%
self-employed/entrepreneur	18	18%
Housewife	15	15%
Income		
≤ 3 juta	12	12%
3-5 juta	52	52%
>5 juta	36	36%

Source: Processed Data (2025)

Based on Table 1, it can be seen that the data above is classified according to age, type of work, and income. In terms of age, the majority of respondents were aged 25 to 30 years (49%). In terms of occupation, the majority of respondents worked as civil servants/state-owned enterprises/regional-owned enterprises (38%). Furthermore, in terms of income, the majority of respondents had an income of 3 to 5 million per month (52%).

2. PLS Output Results

In this study, data analysis used the Partial Least Squares (PLS) technique with SmartPLS4.0 software. The PLS evaluation model was used to assess the outer model and inner model. The measurement model (outer model) was used to test validity and reliability. The validity test consisted of convergent validity and discriminant validity. Convergent validity has two parameters, namely factor loadings and Average Variance Extracted (AVE). Meanwhile, discriminant validity can be seen from the cross loading value, where the correlation value of



each variable statement item itself must be greater than the correlation value with other variable statement items. Reliability testing has two methods, namely composite reliability and Cronbach's alpha. In addition, a structural model (inner model) is used for causality testing, which predicts the relationship between latent variables. Reliability testing has two methods, namely composite reliability and Cronbach's alpha. Meanwhile, the structural model (inner model) is used for causality testing, which predicts the relationship between latent variables.

a. Outer Model

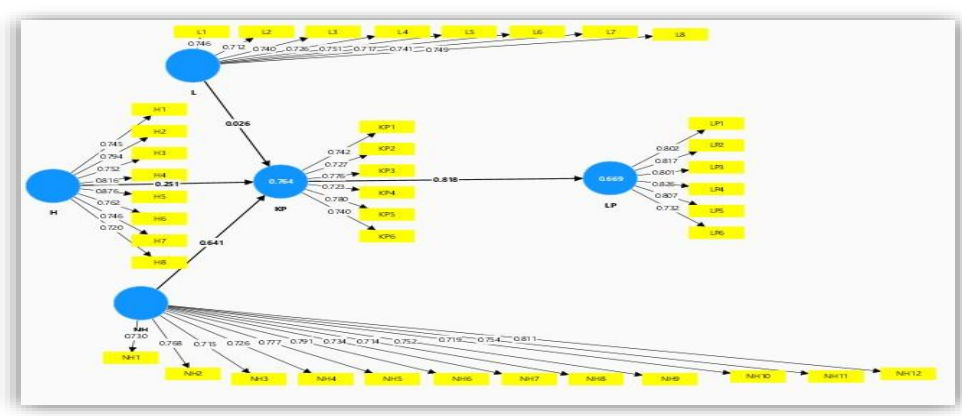


Figure 2. Outer Model Conceptual Framework

The image above shows the results of measurements using smartpls 4.0. The following are the results of tests conducted using this measurement model:

1) Convergent validity.

In this testing stage, all statement items in the study must have statistically significant outer loading values. This is considered high for individual reflexive measures if correlated with the measured construct above 0.70 (Hair et al., 2021).

Table 2. Convergent Validity

Variable	indicator	Outer Loading	Result
Logo (X ₁)	X1.1	0.746	Valid
	X1.2	0.712	Valid
	X1.3	0.740	Valid
	X1.4	0.726	Valid
	X1.5	0.751	Valid
	X1.6	0.717	Valid
	X1.7	0.741	Valid
	X1.8	0.749	Valid



Variable	indicator	Outher Loading	Result
Price (X ₂)	X2.1	0.745	Valid
	X2.2	0.794	Valid
	X2.3	0.752	Valid
	X2.4	0.816	Valid
	X2.5	0.876	Valid
	X2.6	0.762	Valid
	X2.7	0.746	Valid
	X2.8	0.720	Valid
Hedonic Value (X ₃)	X3.1	0.730	Valid
	X3.2	0.768	Valid
	X3.3	0.715	Valid
	X3.4	0.726	Valid
	X3.5	0.777	Valid
	X3.6	0.791	Valid
	X3.7	0.734	Valid
	X3.8	0.714	Valid
	X3.9	0.752	Valid
	X3.10	0.719	Valid
	X3.11	0.754	Valid
	X3.12	0.811	Valid
Customer Satisfaction (Y ₁)	Y1.1	0.742	Valid
	Y1.2	0.727	Valid
	Y1.3	0.776	Valid
	Y1.4	0.723	Valid
	Y1.5	0.780	Valid
	Y1.6	0.740	Valid
Loyalty Consumers (Y ₂)	Y2.1	0.802	Valid
	Y2.2	0.817	Valid
	Y2.3	0.801	Valid
	Y2.4	0.826	Valid
	Y2.5	0.807	Valid
	Y2.6	0.732	Valid

Source: Processed Data (2025)

Table 2 shows that the outer loading values of all statement items in the study were greater than 0.7, thus it can be concluded that the items used met the validity criteria.



2) Discriminant Validity.

In this test, the cross-loading value of a variable must be greater than the cross-loading value of the other variables that follow it. A research instrument can be considered valid if it meets these criteria.

Table 3. Discriminant Validity

	Logo	Price	Hedonic Value	Customer satisfaction	Loyalty Consumers
X1.1	0.746	0.425	0.537	0.484	0.295
X1.2	0.712	0.520	0.555	0.447	0.349
X1.3	0.740	0.514	0.568	0.497	0.296
X1.4	0.726	0.386	0.570	0.480	0.414
X1.5	0.751	0.526	0.583	0.570	0.483
X1.6	0.717	0.303	0.399	0.407	0.258
X1.7	0.741	0.415	0.454	0.399	0.290
X1.8	0.749	0.504	0.487	0.421	0.269
X2.1	0.513	0.745	0.541	0.520	0.400
X2.2	0.404	0.794	0.602	0.548	0.527
X2.3	0.518	0.752	0.624	0.576	0.464
X2.4	0.432	0.816	0.610	0.585	0.518
X2.5	0.616	0.876	0.676	0.620	0.508
X2.6	0.477	0.762	0.589	0.535	0.444
X2.7	0.394	0.746	0.667	0.703	0.640
X2.8	0.477	0.720	0.646	0.704	0.575
X3.1	0.707	0.703	0.730	0.699	0.464
X3.2	0.465	0.550	0.768	0.565	0.629
X3.3	0.381	0.586	0.715	0.536	0.619
X3.4	0.430	0.614	0.726	0.559	0.519
X3.5	0.521	0.587	0.777	0.635	0.669
X3.6	0.538	0.482	0.791	0.646	0.676
X3.7	0.357	0.563	0.734	0.704	0.798
X3.8	0.367	0.559	0.714	0.611	0.667
X3.9	0.575	0.706	0.752	0.684	0.585
X3.10	0.460	0.616	0.719	0.634	0.575
X3.11	0.752	0.586	0.754	0.677	0.472
X3.12	0.769	0.657	0.811	0.732	0.516
Z1.1	0.444	0.617	0.619	0.742	0.553
Z1.2	0.409	0.585	0.634	0.727	0.672
Z1.3	0.623	0.694	0.699	0.776	0.600
Z1.4	0.599	0.651	0.671	0.723	0.526



	Logo	Price	Hedonic Value	Customer satisfaction	Loyalty Consumers
Z1.5	0.415	0.443	0.603	0.780	0.663
Z1.6	0.367	0.516	0.634	0.740	0.650
Y1.1	0.282	0.634	0.671	0.626	0.802
Y1.2	0.413	0.450	0.609	0.634	0.817
Y1.3	0.465	0.715	0.682	0.724	0.801
Y1.4	0.325	0.510	0.648	0.549	0.826
Y1.5	0.292	0.433	0.600	0.724	0.807
Y1.6	0.414	0.425	0.604	0.619	0.732

Source: Processed Data (2025)

The table above shows that all cross-loading values are greater than the values of the variables that follow them. This indicates that all instruments can be considered valid, so the data in this study is suitable for further analysis.

3) Average variance extracted (AVE)

The next test is to assess the AVE (Average Variance Extracted) value to evaluate the validity of a model. A model is said to have high validity if it has a value greater than 0.5 (Hair et al., 2021).

Table 4. Average Variance Extracted Value (AVE)

Research Variables	AVE Value
Logo	0.541
Price	0.605
Hedonic Value	0.562
Customer satisfaction	0.560
Loyalty Consumers	0.637

Source: Processed Data (2025)

Based on the table above, the Average Variance Extracted (AVE) value of all variables is greater than 0.5 (Hair et al., 2021). Therefore, all models in this study can be said to have high validity.

4) Composite Reliability and Cronbach Alpha

Composite Reliability and Cronbach Alpha are used to measure reliability. A measuring instrument is considered reliable if the rule of thumb composite reliability and Cronbach Alpha values are greater than 0.6. (Hair et al., 2021).



Table 5. Composite Reliability Test Results and Cronbach’s Alpha

Research Variables	Composite Realibility	Cronbach’sAlpha	Result
Logo	0.883	0.879	Reliabel
Price	0.909	0.906	Reliabel
Hedonic Value	0.931	0.929	Reliabel
Customer satisfaction	0.843	0.843	Reliabel
Loyalty Consumers	0.889	0.886	Reliabel

Source: Processed Data (2025)

The table above shows the composite reliability and alpha values for all variables in the study, which are greater than 0.6. It can therefore be concluded that all measurement tools in the study are reliable.

b. Inner Model

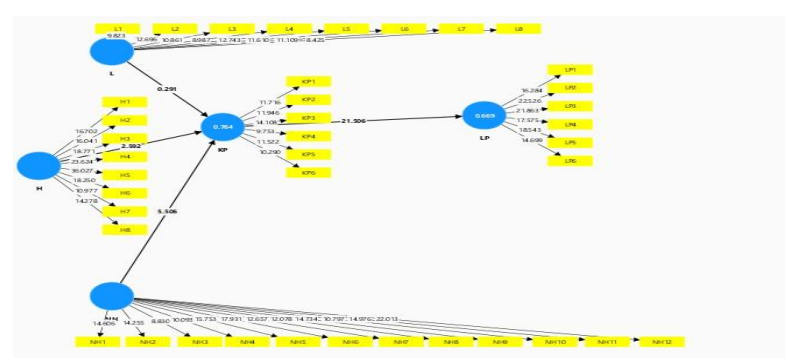


Figure 3. Inner Model

In assessing structural models with PLS, we begin by looking at the R-Square value for each endogenous latent variable as the predictive power of the structural model. Changes in the R-Square value can be used to explain whether the influence of certain exogenous latent variables on endogenous latent variables has a substantive effect. R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak, respectively (Sarstedt et al., 2017).

Table 6. Results of the Coefficient of Determination Test

Research Variables	R-Square	R-Square Adjusted
Customer satisfaction	0.764	0.757
Loyalty Consumers	0.669	0.665

Source: Processed Data (2025)



The table above shows that the R Square value for customer satisfaction is 0.764 and for customer loyalty is 0.669. This indicates a strong model in the study because it has a value of less than 0.5.

Hypothesis Testing

To determine the structural relationship between latent variables, hypothesis testing must be performed on the path coefficients between variables by comparing the p-value with alpha (0.05) or t-statistic >1.985). The P-value and t-statistic are obtained from the output in SmartPLS using the bootstrapping method. This test is intended to test four hypotheses, as follows:

Table 7. Hypothesis Test Results

Hypothesis	Original Sample (O)	Std, Deviation (ST DEV)	T-Statistics	P Value	Result
H1 : X1 → Y1	0.026	0.088	0.291	0.772	Rejected
H2 : X2 → Y1	0.251	0.097	2.592	0.011	Accepted
H3 : X3 → Y1	0.641	0.116	5.506	0.000	Accepted
H4 : Y1 → Y2	0.818	0.038	21.506	0.000	Accepted

Source: Processed Data (2025)

The results of the hypothesis testing in this study are as follows:

1. The Influence of Logos on Consumer Satisfaction.

The results of the first hypothesis test (H1) show a t-statistic value of 0.291 < 1.985 and a p-value of 0.772 > 0.05, which means that the logo (X1) has no effect on customer satisfaction (Y1), so this hypothesis is rejected. These results are in contrast to the study conducted by Ria, C.E., Simanjuntak, I.V.P., & Zai, R. (2022) entitled The Effect of Brand Identity on Customer Satisfaction at PT.Alfa Scorpii Medan. The results of this study show that brand identity has an effect on consumer satisfaction

2. The Effect of Price on Consumer Satisfaction

The results of testing the second hypothesis (H2) show a t-statistic value of 2.592 > 1.985 and a p-value of 0.011 < 0.05, which means that price (X2) has a positive and significant effect on satisfaction (Z), so this hypothesis is accepted. These results are in line with previous research conducted by Handoko B (2017), which states that price affects consumer satisfaction.



3. The Effect of Hedonic Value on Customer Satisfaction

The results of testing the third hypothesis (H3) show a t-statistic value of $5.506 > 1.985$ and a p-value of $0.000 < 0.05$, which means that hedonic value (X3) has a positive and significant effect on customer satisfaction (Z). These results are also supported by previous studies which state that hedonic and utilitarian values have a significant effect on customer satisfaction, which can lead to customer loyalty (Nejati & Parakhodi Moghaddam, 2013). In the context of premium hijab use, such as Buttonsscarves, hedonic value arises from luxurious designs, visual aesthetics, and the sense of confidence felt by users.

4. The Effect of Satisfaction on Customer Loyalty

The results of testing the fourth hypothesis (H4) show a t-statistic value of $21.506 > 1.985$ and a p-value of $0.000 < 0.05$, which means that customer satisfaction (Z) has a positive and significant effect on customer loyalty (Y). These results are in line with previous research conducted by Rohana T (2020), which showed that satisfaction affects customer loyalty at Shoe Store X in Medan.

B. CONCLUSION

From the results of data analysis, the following conclusions can be drawn: The logo has no effect on the satisfaction of Buttonsscarves hijab users at the Buttonsscarves Livingworld Pekanbaru store. Meanwhile, price and hedonic value have a significant effect on the satisfaction of Buttonsscarves hijab users at the Buttonsscarves Livingworld Pekanbaru store. Furthermore, satisfaction also has a significant effect on the loyalty of Buttonsscarves hijab users at the Buttonsscarves Livingworld Pekanbaru store.

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