

## **The Influence of Brand Image and Sustainability Awareness on Customer Loyalty at Miniso Medan Mall**

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### **ABSTRACT**

Customer loyalty has become a critical factor for retail businesses operating in highly competitive environments. In the lifestyle and household goods sector, companies must strengthen both their brand image and their commitment to sustainability to retain customers. This study seeks to examine the impact of brand image and sustainability awareness on customer loyalty at Miniso Medan Mall. The research methodology employed is quantitative, utilizing questionnaires distributed to 91 respondents who are customers of Miniso Medan Mall. Data were examined utilizing validity tests, reliability tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination, employing SPSS Version 27. The findings indicated that Brand Image exerted a positive and significant influence on Customer Loyalty, whereas Sustainability Awareness demonstrated a positive yet insignificant impact on customer loyalty. Both variables concurrently exert a substantial influence on customer loyalty, evidenced by a coefficient of determination of 62.9%. This indicates that customer loyalty to Miniso Medan Mall is predominantly shaped by perceptions of Brand Image rather than by Sustainability Awareness. This study's findings suggest that Miniso should enhance product quality, design, and shopping experience, while upholding its commitment to Sustainability Awareness as a long-term strategy to address contemporary retail competition.

**Keywords:** Brand image, Sustainability Awareness, Customer Loyalty, Miniso, Sustainable Retail, Environmental Awareness.

### **INTRODUCTION**

The Indonesian business sector persists in its growth during the contemporary digital era, albeit swiftly evolving market dynamics. This is evident in shifts in consumer behavior, advancements in digital technology, and escalating competition. These alterations affect not just corporations' operational strategy but also the dynamics of the connection between brands and their consumers. In her journal, Meliana (2025) asserts that retail enterprises in Indonesia can be classified into two primary categories: traditional retail and modern retail. Modern retail is a consequence of the evolution of traditional retail formats that arose concurrently with economic development, technological advancements, and shifts in consumer lifestyles that emphasize shopping convenience. While contemporary retail provides convenience and simplicity, modern retailers must contend with the pressures of evolving consumer tastes that increasingly emphasize a personalized and technology-driven buying experience. Putri (2023) asserts that in the global market era, consumer preferences have transitioned from a primary focus on functionality to an emphasis on experience, brand, and lifestyle. Consumers are increasingly cognizant of the values endorsed by brands and products, particularly regarding sustainability and social impact.

PT Miniso Lifestyle Trading Indonesia (Miniso) is a swiftly expanding retail enterprise, a Japanese-designed brand co-established in Tokyo by Miyake Junya and Chinese entrepreneur Ye Guofu. Miniso subscribes to a life philosophy characterized by

"simplicity, nature, and quality," alongside the brand proposition of "returning to nature." As time progresses, competition within the business landscape is intensifying in both domestic and international markets. According to its 2024 financial report, Miniso saw a 22.80% increase in global revenue relative to the prior year. This growth indicates that Miniso continues to attract a diverse consumer base; however, the challenge of sustaining customer loyalty is significant due to intensifying competition.

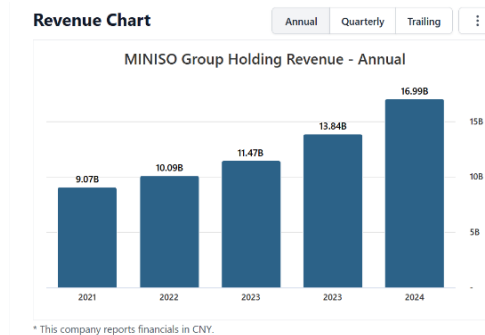


Figure 1. Revenue Chart

Revenue History				Annual
Fiscal Year End	Revenue	Change	Growth	
Dec 31, 2024	16.99B	3.16B	22.80%	
Dec 31, 2023	13.84B	2.37B	20.62%	
Jun 30, 2023	11.47B	1.39B	13.76%	
Jun 30, 2022	10.09B	1.01B	11.18%	
Jun 30, 2021	9.07B	92.67M	1.03%	

Figure 2. Revenue History

Source: [MINISO Group Holding \(MNSO\) Revenue 2019-2025](#)

Attracting and retaining consumers to ensure their loyalty is paramount for any organization. Devoted clients will significantly enhance the company's operational viability. Miniso now confronts the challenge of sustaining customer loyalty in the face of intense competition and a progressively saturated and unstable market. This criterion affirms that consumer loyalty is essential for the sustainability of the retail sector, especially Miniso in this mall.

Customer loyalty is a crucial element for business sustainability, as articulated by Isdianti (2024), which indicates that fostering customer loyalty yields substantial beneficial effects, given that loyal customers are inclined to make regular repeat purchases. They possess confidence in the company's brand and products. This increases their propensity to expend greater sums on the available products or services. Ellyany Sinaga (2024), asserts that enhancing consumer trust and loyalty necessitates responsible actions, including the reduction of carbon emissions, the utilization of eco-friendly materials, and the endorsement of community sustainability initiatives. Loyal customers cultivate a stable customer base, generate sustainable revenue, and contribute to the establishment of a favorable reputation for the Company in the long term. Furthermore, the publication of Damiati et al., (2021), asserts that retaining current consumers is more lucrative than acquiring new ones. Loyal consumers possess confidence in the company's products or services, facilitating their inclination to make repeat purchases or explore further offerings, as well as their readiness to provide constructive feedback for enhancement. In contrast, acquiring new clients necessitates

increased work, expense, and time to establish trust and persuade them to complete a purchase.

In this context, Brand Image plays a pivotal role as it is a significant factor influencing consumer loyalty and a strategic aspect in molding customer perceptions of the brand. Arifin & Vanessa (2017), assert that brand image comprises the associations or beliefs held by customers that distinguish it from other brands, including symbols, typography, or certain colors. Hidayah & Nugroho (2023), assert that a robust brand image must be cultivated by the corporation to sustain consumer loyalty towards its products. Furthermore Aaker (1997), posits that brand image can be established through multiple components, including product quality, design, marketing communications, and customer experience. A favorable perception of a brand among consumers correlates with increased trust, influencing repeat purchase behavior and fostering long-term loyalty. Numerous prior studies, including Mulyono & Sunyoto (2025), regarding eco-friendly products in Yogyakarta, indicate that brand image significantly influences consumer loyalty, suggesting that consumer loyalty is contingent not solely on satisfaction but also on emotional attachment and the values offered by the brand. Furthermore, research by Hidayah & Nugroho (2023) demonstrates that brand image significantly and positively impacts customer loyalty. Similarly, Yunaida (2018), indicates that brand image significantly affects consumer loyalty towards Evalube Lubricant Oil products in Langsa City. Consequently, brand image is a significant factor that can affect customer loyalty at Miniso, particularly at venues like Miniso Medan Mall.

Conversely, the phenomenon of heightened sustainability awareness is a significant factor that warrants attention. Sustainability awareness encompasses the comprehension and concern for environmental, social, and economic issues pertaining to sustainability. This study's concept of sustainability awareness centers on environmental consciousness. Haumahu (2025) defines Environmental Awareness as a profound comprehension among individuals or communities that is reflected in thoughts, attitudes, and behaviors conducive to environmental development. In marketing, environmental awareness influences consumer loyalty towards brands dedicated to sustainability. Previous studies by (Mulyono & Sunyoto, 2025), demonstrate that increased consumer awareness of environmental impact correlates with a greater likelihood of brand loyalty to those that embody sustainability values. Research by Mathori & Wulandaru, (2025), indicates that environmental awareness significantly influences customer loyalty when mediated by perceptions of product sustainability. Environmentally conscious consumers will exhibit greater loyalty when presented with tangible evidence of product sustainability, such as the utilization of eco-friendly packaging, transparent sustainability communications, or definitive actions undertaken by the company to safeguard the environment. This indicates that the variable of sustainability awareness is exceptionally suitable for research due to its robust theoretical foundation, empirical significance within the contemporary retail sector, and considerable practical advantages for the advancement of sustainable marketing strategies.

According to study by Wibowo & Ayuningtyas (2024), Generation Z, the future customers, prioritize brands that reflect their ethical and social values. Generation Z prioritizes environmental sustainability, social justice, and corporate transparency in their purchasing decisions. They typically endorse brands that exhibit a sincere dedication to these objectives, as demonstrated by practices such as sustainable resource utilization, eco-friendly packaging, and corporate social responsibility initiatives.

According to Miniso I2023), ESG Report, the company, as a global value retailer providing a diverse array of fashionable lifestyle products, is committed to advancing its corporate sustainability management system and augmenting its compliance and governance standards. Miniso is dedicated to advancing environmentally friendly, low-carbon, and sustainable practices, engaging in public welfare and corporate social responsibility, collaborating with employees and partners to promote a better society,

and vigorously advocating for sustainable development. It is a Chinese worldwide retail brand that embodies the concept of a lifestyle store, offering reasonable prices and minimalist product designs. Miniso has had remarkable growth in Indonesia, establishing itself as a preferred shopping location for urban consumers, particularly in the city of Medan. Miniso encounters a significant challenge in sustaining customer loyalty due to competition from analogous companies and swiftly evolving consumer tastes. Mulyono & Sunyoto (2025), conducted research on the impact of brand image and environmental awareness on customer loyalty. Most studies concentrate on the broader retail industry or eco-friendly products and have not thoroughly investigated the simultaneous relationship between these two variables in fostering customer loyalty to global lifestyle retail brands like Miniso.

Wibowo & Ayuningtyas (2024), indicate that, despite Generation Z's heightened awareness of sustainability issues as a consumer segment, there remains a scarcity of studies concentrating on specific local case studies, such as Miniso Medan Mall. The purchasing behavior of Generation Z and urban customers in Medan may exhibit distinctive traits shaped by societal values, global trends, and brand image attractiveness. This research is crucial for determining how brand image and sustainability awareness affect customer loyalty within this consumer segment, thus aiding in the formulation of contemporary retail marketing strategies, especially at Miniso Medan Mall, which functions in a fiercely competitive market characterized by constantly changing consumer preferences.

In response to the identified research gap, the researcher plans to undertake a study titled: "The Effect of Brand Image and Sustainability Awareness on Customer Loyalty to Miniso at Medan Mall." This study seeks to elucidate the simultaneous impact of brand image and sustainability awareness on customer loyalty, specifically within the realm of contemporary retail. The findings of this study are anticipated to provide a foundation for companies in developing more pertinent marketing strategies to sustain and improve long-term relationships with their consumers. This research theoretically advances marketing science by enhancing the comprehension of contemporary retail consumers who prioritize emotional values, social consciousness, and sustainability principles. This research's strength resides in the simultaneous examination of two variables: brand image and sustainability awareness, in connection to consumer loyalty. This research employed a quantitative methodology utilizing primary data collected directly from Miniso customers at Medan Mall, thereby offering empirical validation to widely examined theoretical concepts.

## LITERATURE REVIEW

### Customer Loyalty

Basith (2019), defines loyalty as the commitment of consumers to a product or service that effectively fulfills their expectations. Srisusilawati (2023), defines customer loyalty as a condition in which consumers experience satisfaction with the products or brands they utilize, leading them to repeatedly repurchase the same items or brands. Normasari (2013), posits that loyalty is manifested in the behaviors of decision-making units that consistently purchase goods or services from a favored company. Consequently, it may be inferred that loyalty is established via the experience of utilizing a specific product or service. From these three perspectives, it can be inferred that customer loyalty constitutes a manifestation of consumer allegiance to a selected product or service, cultivated via favorable experiences, contentment, and the realization of their expectations.

Customer Loyalty Indicators as delineated by Srisusilawati (2023), are:

- Repeat Purchase: the phenomenon of recurring acquisitions. A customer's repurchase of a product indicates satisfaction with all aspects provided by the

company. Optimal satisfaction enhances customer loyalty, prompting them to readily acquire the company's products.

- Retention: customer fortitude in the face of adverse factors impacting the organization. Customer retention refers to a company's capacity to maintain its current clientele.
- Referrals: initiatives to endorse or suggest a company's goods. Customers with positive experiences regarding a specific product are more inclined to endorse it to others. Customers can attain a favorable experience following the evaluation process.

### **Brand Image**

Arifin & Vanessa (2017), define brand image as the associations or beliefs held by customers that distinguish a brand from others, including elements such as logos, typeface designs, and specific colors. Nastiti & Astuti (2019), define brand image as the perceptions customers hold while assessing a product based on its brand. Mulyono & Sunyoto (2025), assert that consumer perception of a brand is shaped by their experiences, associations, and expectations regarding the company's products or services. According to Aaker (1997), Brand image is an association that is embedded in consumers' memories of a brand, which is formed through consumers' perceptions, experiences, and interpretations of brand attributes, benefits, and the value offered.. These definitions indicate that brand image is the perception and belief established in consumers' minds regarding a brand, shaped by specific associations like symbols, designs, colors, and reputation.

Mulyono & Sunyoto (2025), identify several essential dimensions for assessing brand image, specifically:

- Brand Attributes: the tangible and intangible characteristics linked to a brand, encompassing product quality, design, features, and sustainability factors.
- Brand benefits encompass the advantages consumers derive from engaging with a brand, including functional, emotional, or symbolic aspects.
- Brand Attitude/Personality: The association of a brand with specific values or its unique character as perceived by consumers.

### **Sustainability Awareness (Environmental Awareness)**

Sánchez & Lafuente (2010), asset that environmental awareness is a multifaceted notion related to behavior, encompassing psychological elements that affect an individual's propensity to participate in pro-environmental actions. This term encompasses beliefs, values, attitudes, knowledge, and other psychological factors associated with behaviors that protect the environment. Haumahu (2025), defines environmental awareness as a profound comprehension among individuals or communities that is reflected in thoughts, attitudes, and behaviors conducive to environmental advancement. Fadila & Mahmud (2025), assert that environmental awareness pertains to the state of the environment, encompassing comprehension of concerns such as climate change, pollution, and biodiversity loss. As stated by Sinaga Hommy et al., (2024), environmental awareness encompasses an individual's understanding of ecological issues, disposition towards sustainability, and readiness to participate in pro-environmental actions.

These four perspectives indicate that environmental awareness is a multifaceted concept that includes knowledge, values, attitudes, beliefs, and behaviors that motivate individuals and groups to prioritize and act towards environmental preservation. This awareness encompasses not only the comprehension of environmental issues like climate change, pollution, and biodiversity loss, but also signifies a commitment to actively participate in pro-environmental practices and endorse sustainability.



Environmental awareness constitutes an amalgamation of cognition, attitudes, and tangible actions aimed at environmental preservation.

Indicators of Environmental Consciousness Sánchez & Lafuente, (2010):

- Affective (Concern & Values): The extent to which customers prioritize the environmental implications of their purchases and endorse brands dedicated to ecological sustainability.
- Cognitive (Knowledge): Customers' awareness of Miniso's sustainability initiatives.
- Dispositional (Attitude & Readiness): The inclination to invest additional funds in eco-friendly products at Miniso and the conviction that one's choices can positively influence the environment.

### Theoretical Synthesis

Customer loyalty in contemporary retail arises from a sequential psychological process in which brand image functions as a primary antecedent that shapes consumers' cognitive and affective evaluations, while sustainability awareness acts as a modulatory-explanatory factor that strengthens loyalty when awareness evolves into behavioral intention through attitudes and norms. Strong and positive brand associations such as perceived quality, design appeal, and overall user experience produce direct and immediate effects on loyalty, whereas sustainability awareness contributes to loyalty primarily when consumers perceive the brand's sustainability actions as credible and aligned with their personal values. Based on this theoretical synthesis, customer loyalty (Y) is conceptually positioned as the final outcome influenced by two key determinants brand image (X<sub>1</sub>) as the primary cognitive affective driver, and sustainability awareness (X<sub>2</sub>) as the secondary normative-behavioral driver that reinforces loyalty under conditions of perceived environmental responsibility

The conceptual basis of this study is as follows :

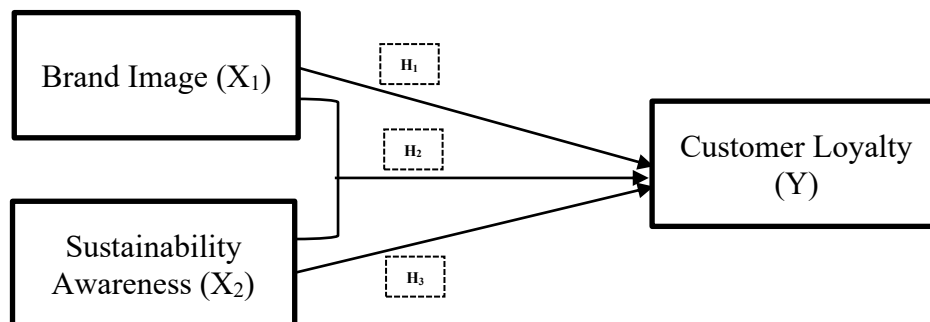


Figure 3. Conceptual Framework

### Research Hypothesis

The hypothesis in this study is as follow :

- H<sub>1</sub> :The brand image exerts a positive and significant influence on customer loyalty at Miniso Medan Mall.
- H<sub>2</sub> :The awareness of sustainability positively and significantly influences customer loyalty at Miniso Medan Mall.
- H<sub>3</sub> :Brand Image and Sustainability Awareness concurrently exert a positive and significant influence on Customer Loyalty at Miniso Medan Mall.

### RESEARCH METHOD

This research utilizes a quantitative approach through the sampling of a survey method. A quantitative methodology was selected for this study to objectively assess the impact of brand image and sustainability awareness on customer loyalty at Miniso Medan Mall,

utilizing numerical data amenable to statistical analysis. This study was carried out at Miniso Medan Mall (Jl. M. T. Haryono No. 8, Pusat Pasar, Medan Kota, North Sumatra) and included respondents who had acquired or utilized Miniso products from June to September 2025. The study population comprised all users of Miniso at Medan Mall who had purchased and utilized Miniso items. According to Miniso membership data, 978 customers were registered as members at Miniso Medan Mall, with the assumption that these registered members had made multiple purchases. The sample size in this study was calculated using the Slovin formula with a 10% margin of error, producing a computed sample size of 90, which was rounded up to 91 customers of Miniso Medan Mall who have made repeat purchases at the retail establishment. Purposive sampling was utilized in this study, stipulating that respondents must be a minimum of 17 years of age. Participants must have acquired or utilized Miniso items at least once within the past three months. Participants must consent to complete the research questionnaire. The data utilized is primary data, which denotes information gathered directly from respondents through questionnaires. Data collection occurred during the research period via the distribution of Google Form-based questionnaires to customers of Miniso Medan Mall, particularly those who had made repeat purchases. Participants were requested to evaluate each statement utilizing a 1–5 Likert scale

## RESULTS

This study employed a regression analysis model utilizing SPSS version 27 to analyze the research data. A total of 91 members from Miniso Medan Mall were designated as the key respondents. Before analyzing the primary data, the research instrument underwent validity and reliability assessments with 30 respondents to confirm that each questionnaire item served as an effective data collection tool.

### Validity and Reliability Test

The validity test results demonstrated that all items within each variable exhibited calculated  $r$ -values exceeding the  $r$ -table threshold of 0.361, thereby confirming the validity of all items. The reliability test results for each item indicated that the variables Brand Image ( $X_1$ ), Sustainability Awareness ( $X_2$ ), and Consumer Loyalty ( $Y$ ) exhibited Cronbach's Alpha values exceeding 0.6, thereby categorizing the reliability of each variable as satisfactory. Consequently, the validity and reliability test results indicate that the research instrument is valid, affirming that the items in this questionnaire effectively reflect the conditions measured in alignment with the research objectives.

### Normalitas Test

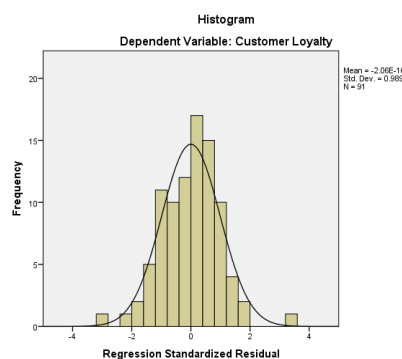


Figure 4. Normality Test

The Histogram test findings indicate that the residual data is distributed in a manner that closely resembles a normal distribution curve. The relatively symmetrical bar graph around the mean value (0) adheres to the characteristics of a normal distribution curve.

Consequently, the assumption of normality in linear regression is satisfied. This enhances the credibility of the regression model employed to evaluate the impact of Brand Image and Sustainability Awareness on Consumer Loyalty at Miniso Medan Mall.

### Normal P-P Plot Graph

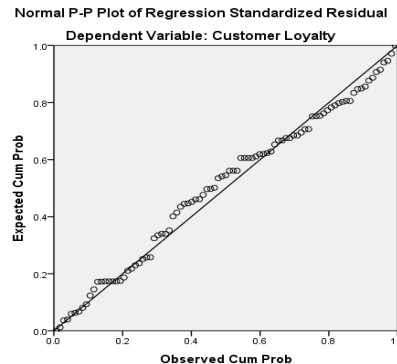


Figure 5. Normal P-P Plot Graph

The figure above illustrates that the data points are dispersed around and along the diagonal line, signifying that the regression model satisfies the normality condition.

### Kolmogorov-Smirnov One-Sample Test

The Kolmogorov-Smirnov Test for normalcy yielded a significance value (Asymp. Sig. 2-tailed) of 0.200, exceeding the significance threshold of 0.05 (Sig F>5%). This outcome signifies that the distribution of residual data is normal. Consequently, it can be inferred that the normality assumption in the model has been satisfied, allowing the data to proceed to the subsequent stage of analysis.

Table 1. Multicollinearity Test  
Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.445	2.249
	Sustainability Awareness	.445	2.249

a. Dependent Variable : Customer Loyalty

The Tolerance value is 0.445, exceeding 0.10, while the VIF value is 2.249, remaining below 10. Consequently, it can be inferred that multicollinearity does not exist among the independent variables in this regression model.

### Heteroscedasticity Test

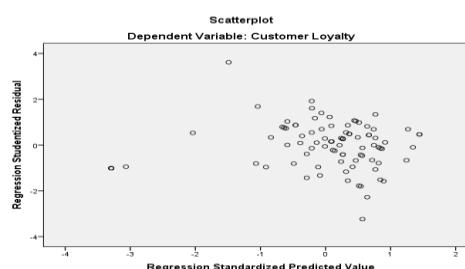


Figure 6. Scatterplot graph



The scatterplot above illustrates that the points are randomly distributed and do not exhibit a discernible pattern along the 0 line on the Studentized Residuals (Y) axis, signifying the absence of heteroscedasticity.

**Table 2.** Multiple Linear Regression Test  
 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients
		B
1	(Constant)	3.092
	Brand Image	.665
	Sustainability Awareness	.188

a. Dependent Variable : Customer Loyalty

The results of the Multiple Linear Regression Test produced the following equation:

$$\text{Customer Loyalty} = 3.092 + 0.665 (\text{Brand Image}) + 0.188 (\text{Sustainability Awareness}) + e$$

The constant 3.092 signifies that if Brand Image and Sustainability Awareness are both zero, Customer Loyalty would persist at 3.092. The regression coefficient for Brand Image is 0.665, indicating that a one-unit increase in Brand Image results in a 0.665 unit increase in Customer Loyalty. The positive coefficient signifies that Brand Image exerts a favorable influence on Customer Loyalty. The regression coefficient for the Sustainability Awareness variable is 0.188, signifying that a 1-unit increase in Sustainability Awareness corresponds to a 0.188-unit increase in Customer Loyalty. The positive coefficient indicates that Sustainability Awareness positively influences Customer Loyalty.

**Table 3.** T-test  
 Coefficients<sup>a</sup>

Model		t	Sig.
1	(Constant)	1.817	.073
	BrandImage	6.584	.000
	Sustainability Awareness	1.948	.055

a. Dependent Variable : Customer Loyalty

The partial t-test findings indicate that the Brand Image variable ( $X_1$ ) possesses a t-value of 6.584, exceeding the t-table value of 1.98667, with a significance level of 0.000 ( $< 0.05$ ). This indicates that Brand Image ( $X_1$ ) has a positive and significant influence on Customer Loyalty (Y). Meanwhile, The Sustainability Awareness variable ( $X_2$ ) has a t-value of 1.948, which is lower than the t-table value of 1.98667, with a significance level of 0.055, ( $> 0.05$ ). This suggests that Sustainability Awareness ( $X_2$ ) has a positive but insignificant impact on Customer Loyalty (Y). This study demonstrates that customer loyalty at Miniso Medan Mall is more significantly affected by brand image than by sustainability awareness.

### F-test

The table show that F-count (74.492) exceeds F-table (2.70) with a significance level of 0.000 ( $< 0.05$ ). This indicates that Brand Image and Sustainability Awareness concurrently exert a substantial influence on Customer Loyalty at Miniso Medan Mall.

**Table 4.** Coefficient of Determination Test ( $R^2$ )  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 <sup>a</sup>	.629	.620	2.93759

a. Predictors: (Constant), Sustainability Awareness, Brand Image

b. Dependent Variable: Customer Loyalty

The table indicates that the coefficient of determination ( $R^2$ ) is 0.629, signifying that 62.9% of the variance in Customer Loyalty is accounted for by Brand Image and Sustainability Awareness, whereas the remaining 37.1% is affected by extraneous factors not encompassed in this model.

## DISCUSSION

### The Effect of Brand Image ( $X_1$ ) on Customer Loyalty (Y)

The findings of the partial test indicate that the Brand Image variable ( $X_1$ ) exerts a positive and significant influence on Customer Loyalty (Y) at Miniso Medan Mall. This is evidenced by the t-value of 6.584, surpassing the critical t-table value of 1.98667. A more robust brand image at Miniso correlates with increased customer loyalty. The findings corroborate Mulyono & Sunyoto (2025), who highlighted the significance of brand image in fostering consumer loyalty, especially for retail products that offer emotional value and lifestyle advantages.

### The Effect of Sustainability Awareness ( $X_2$ ) on Customer Loyalty (Y)

The preliminary test results suggest that Sustainability Awareness ( $X_2$ ) exerts a favorable albeit statistically negligible influence on Customer Loyalty (Y) at Miniso Medan Mall. This is corroborated by a t-value of 1.948, which is inferior to the t-table value of 1.98667. This indicates that while certain Miniso customers value environmental concerns and recognize the company's initiatives, this aspect has not yet become a significant determinant in fostering loyalty. This finding contrasts with the study by Mathori & Wulandaru (2025), which asserts that environmental awareness significantly influences loyalty when substantiated by tangible evidence of deliberate practices. This disparity may stem from the traits of consumers in Medan, who prioritize functional attributes and brand image over aspirational factors. Consequently, awareness of desire has not yet fully emerged as a decisive element in repeat purchase decisions, although it retains long-term potential.

### The Effect of Brand Image ( $X_1$ ) and Sustainability Awareness ( $X_2$ ) on Customer Loyalty (Y)

The results of the simultaneous test using the F-test show that Brand Image and Sustainability Awareness together have a significant effect on Customer Loyalty at Miniso Medan Mall. The F-count value of 74.492 far exceeds the F-table of 2.70, and the significance level of 0.000 confirms that the combination of these two variables is able to strongly explain changes in customer loyalty. This simultaneous effect is also reinforced by the coefficient of determination ( $R^2$ ) value of 0.629, which means that 62.9% of customer loyalty variation can be explained by these two variables.

## CONCLUSION

The study concludes that Brand Image strongly influences Customer Loyalty at Miniso Medan Mall. A robust brand image can enhance consumer trust, satisfaction, and repeat purchases. Sustainability Awareness exerts a favorable yet negligible influence on

Customer Loyalty. Consumer concern for sustainability issues is not yet a primary component in fostering loyalty, while it nevertheless offers additional value to the organization. Brand Image and Sustainability Awareness collectively exert a substantial influence on Customer Loyalty, accounting for 62.9% of the variance. Consequently, these two variables are critical considerations for Miniso in developing its marketing strategy. In light of these findings, it is recommended that Miniso persist in enhancing its brand image through design innovation and a uniform shopping experience. The company should enhance education and communication about sustainability practices to elevate consumer understanding and appreciation of these principles. Subsequent research could enhance the study by include additional variables such as consumer Satisfaction, Service Quality, or Price to achieve a more holistic understanding of consumer loyalty in the contemporary retail industry.

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