

**ABSTRACT**  
**THE STRATEGIES OF VISUAL BRAND COMMUNICATION,  
ENDORSEMENT, AND RESPONSIVENESS: THEIR INFLUENCE ON  
CUSTOMER LOYALTY WITH SOCIAL MEDIA ENGAGEMENT AS A  
MODERATING VARIABLE**

*(Case Study on Fashion Product Consumers in E-Commerce)*

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*This research aims to analyze the influence of Visual Brand Communication, Endorsement, and Responsiveness on Customer Loyalty with Social Media Engagement as a moderating variable on fashion product consumers in E-Commerce. A survey was conducted on 215 fashion product consumers aged above 18 who use social media and e-commerce on their mobile phones, using a questionnaire as the primary data collection tool, and the results were analyzed using PLS-SEM. The research findings indicate that Visual Brand Communication and Responsiveness significantly influence Customer Loyalty. To enhance Customer Loyalty, companies must be able to improve their visual brand communication and also strive for faster responsiveness, while Endorsement does not influence Customer Loyalty, so it does not need to be the main focus for companies in achieving Customer Loyalty. Furthermore, Social Media Engagement does not moderate the influence of Visual Brand Communication, Endorsement, and Responsiveness on Customer Loyalty, so companies do not need to overly focus on user interactions that occur on social media.*

**Keywords: Visual Brand Communication, Endorsement, Responsiveness, Social Media Engagement, Consumer Loyalty**