

The Role of Brand Love in Mediating the Effect of Brand Satisfaction and Brand Trust on Brand Loyalty (Study on Local Fashion Brand “HANAKA” in Denpasar, Bali, Indonesia)

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ABSTRACT : In this era of globalization, the competitive climate in the business world is getting tighter, so that many companies are trying to prevent their sales from decreasing. Some companies realize that the value of a brand becomes a company's identity in selling their products. This study aims to explain the role of brand love in mediating the effect of brand satisfaction and brand trust on brand loyalty. This research was conducted on 85 respondents with purposive sampling and analyzed by path analysis. The results show that brand trust has a positive and significant effect on brand loyalty, brand satisfaction has a positive and significant effect on brand loyalty, brand satisfaction has a positive and significant effect on brand love, brand trust has a positive and significant effect on brand love, brand love has a positive and significant effect on loyalty. brand, brand love is able to mediate brand satisfaction on brand loyalty and brand love is able to mediate brand trust on brand loyalty.

Keywords: *Brand Love, Brand Satisfaction, Brand Trust, Brand Loyalty.*

I. INTRODUCTION

In this era of globalization, the competitive climate in the business world is getting tighter, so there must be efforts made by companies so that sales do not decline. One of the important marketing decisions in product strategy is a decision about the brand. Some companies who are sensitive to the value of a brand on a brand, will realize that the brand is the identity of the company in selling their products. The problem that often arises in companies is the way the company carries out activities to disseminate information to its consumers, because many consumers have doubts about the quality of a product and service / facility made by the company. Before making a purchase, this makes it difficult or even impossible for consumers to distinguish product quality, both high quality and low quality (Khan et al., 2016). A consumer will look for information on a product before making a purchase. This is because a good image in a brand will immediately give consumers a positive perception of the product. Consumers who use these products will feel the positive and negative impacts of these products. consumers will feel positive when the product supports and meets consumer needs, while consumers will feel negative when consumers feel disappointed with the product. consumers who feel positive about these branded products will feel satisfaction (Oke et al., 2016)

After trust arises, consumers can decide what products to buy. The purchase decision is the five stages that consumers go through. The first is the introduction of the problem, the second is the search for information, the third is evaluation of alternatives, the fourth is the purchase decision, and the fifth is post-purchase. This has been done long before making the actual purchase which then has a very long impact (Dellaert, 2019). Satisfaction with a product and making consumers make repeated purchases will create a love for the product brand or Brand Love, Brand Love that emerges from consumers is a positive value that consumers give to products they trust. Bairrada et al.(2019) argue that brand love increases brand loyalty, the strong positive influence in the minds of consumers allows brand loyalty and brand commitment, this makes consumers willing to pay a premium price for certain brands. Huang (2017) said that brand loyalty is the impact of Brand Love and Brand Trust

Currently, Indonesia has launched many fashion stores from other countries. With more and more fashion stores available, consumers can choose according to the tastes they like and need. *Hanaka* is a company engaged in fashion in Bali, to form different marketing techniques and attract consumer interest, in order to increase sales at the *Hanaka*. *Hanaka* was founded in 2013 with a classic and simple style, so the *Hanaka* product design is suitable for any occasion from casual events to formal events. Based on the initial pre-survey consisting of 15 respondents, who knew the *Hanaka* brand by 100 percent, 66.7 percent stated that the *Hanaka* brand was the main choice, while those who were not committed were 33.3 percent.

Miharni Tjokrosaputro (2020) show brand trust may have an impact on brand satisfaction, brand love, and brand loyalty. Cuong (2020) show that brand satisfaction has a positive and significant impact on brand loyalty. Pande & Gupta. (2019) show brand experience is brand trust which is an antecedent of brand love. Lewarissa & Aji (2012), the level of brand satisfaction has a significant effect on the variable level of brand love (BL) which acts as a mediating variable. (Kadariusman & Deccasari. (2019) show that brand love is a mediator between the influence of brand trust and repurchase intention.

Based on existing empirical studies, it can be built or arranged as follows.

- H1: Brand trust has a positive and significant effect on brand loyalty
- H2: Brand satisfaction has a positive and significant effect on brand loyalty
- H3: Brand satisfaction has a positive and significant effect on brand love.
- H4: Brand trust has a positive and significant effect on Brand Love.
- H5: Brand love has a positive and significant effect on brand loyalty
- H6: Brand love mediates the effect of brand satisfaction on brand loyalty.
- H7: Brand love mediates the effect of brand trust on brand loyalty.

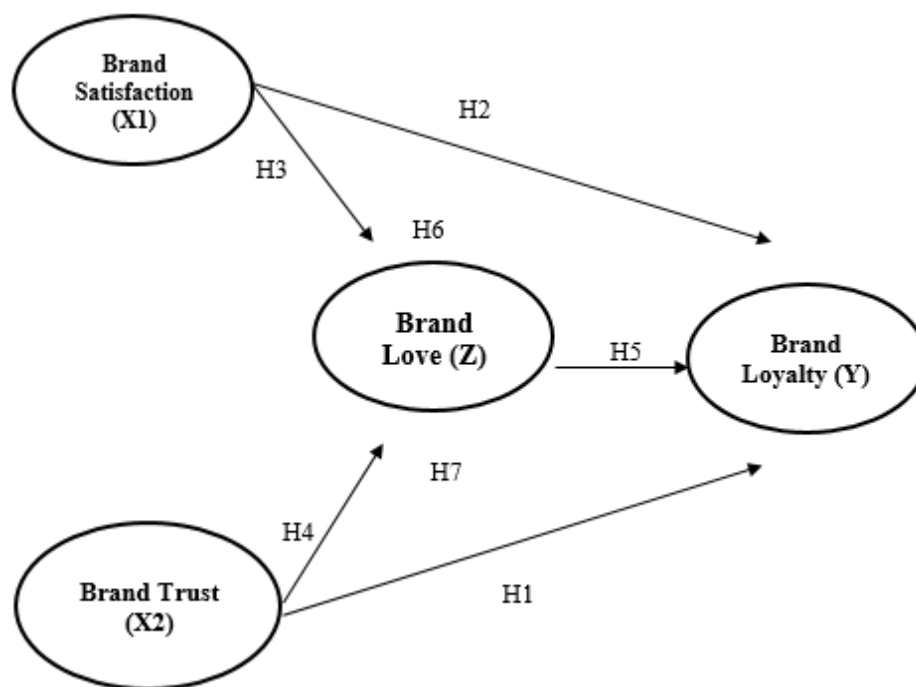


Fig. 1 Conceptual framework

II. RESEARCH METHODS

3.1 Research Design

This research is a quantitative research. The reason for choosing a quantitative approach is because this online survey of respondents can save time and reach more respondents. The population used in this study are consumers who have bought *Hanaka* products. The sampling technique used in this study was a non-probability sampling technique with a purposive sampling method with the criteria that at least they had graduated from high school and had already made purchases of *Hanaka* products. The number of indicators used in this study was 17 and multiplied by 5 so that the number of samples used was 85 respondents. The type of data used in this study is primary data obtained from the results of the questionnaire.

3.2 Operational definition of the variable

3.2.1 Brand Satisfaction (X1)

Zhong & Moon (2020) show that satisfaction occurs when the performance brand meets the buyers' expectations. Satisfaction with a brand is obtained if the person who buys the product gets according to the expectations / desires of the consumer or gets more than the expectations that the consumer thinks about, there will be satisfaction with the brand. Brand satisfaction indicators developed from Moreira et al. (2017): I am very satisfied with the product quality of the brand; The price of the brand's product is proportional to the quality

offered; I am very satisfied with the brand; I am happy with the brand; I made the right decision when I decided to use a brand.

3.2.2 Brand Trust (X2)

Hernandez-Fernandez & Lewis (2019) argue that brand trust is that consumers want to believe in themselves, and believe in a product that is available. Brand trust is obtained from consumers who have repeatedly bought products and get continuous satisfaction, then trust will appear in the brand. If the product always provides a very high quality product and of course the same as the desired expectation, the brand trust that they have expected will emerge a sense of brand trust. Susanti (2020) proposes an alternative measurement model for brand trust as an overall brand trust as follows: Comfortable, trustworthy, reliability

3.2.3 Brand Love (Z)

Brand love is emotional passion for customer satisfaction with certain brands. Brand Love is obtained if purchases continuously get the desired quality and even exceed, there will be brand love (Giovanis & Athanasopoulou, 2018). Brand love was further developed: Passion for brands; Bonds with brands; Positive evaluation of brands; Positive emotions in response to brands; Expression of love for the brand

3.2.4 Brand Loyalty (Y)

According to Rather et al. (2018), Brand Loyalty is found that brands are highly trusted because they have bought products many times and get more feedback according to consumers, brand loyalty will occur. Atulkar (2020) measure brand loyalty through several indicators.: The level of commitment to a brand; The level of emotional attachment to a brand; Fashion brand switching level to other brands; Consumers who are loyal to the brand

III. RESULTS AND DISCUSSION

Table 1. Sub structural Path Analysis 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.269	0.777		-0.347	0.730
Brand Satisfaction (X1)	0.710	0.085	0.653	8.376	0.000
Brand Trust (X2)	0.502	0.124	0.316	4.055	0.000

Table 1 indicate, The brand satisfaction variable has a coefficient of 0.653, which means that brand satisfaction has a positive influence on Brand Love. This means that if brand satisfaction increases, brand love will increase. The brand trust variable has a coefficient of 0.316, which means that brand trust has a positive influence on brand love, this means that if brand trust increases, brand love will increase.

Table 2. Sub structural Path Analysis 2

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-4.527	0.496		-9.136	0.000
Brand Satisfaction	0.350	0.074	0.419	4.748	0.000
Brand Trust	0.315	0.087	0.259	3.643	0.000
Brand Love	0.242	0.07	0.315	3.434	0.001

Table 2 indicate, The brand satisfaction variable has a coefficient of 0.419, which means that brand satisfaction has a positive effect on brand loyalty. This means that if brand satisfaction increases, brand loyalty will increase. The brand trust variable has a coefficient of 0.259 which means that brand trust has a positive influence on Brand Loyalty, this means that if brand trust increases, Brand Loyalty will increase. The variable Brand Love has a coefficient of 0.315, which means that Brand Love has a positive influence on Brand Loyalty, this means that if Brand Love increases, Brand Loyalty will increase.

To test the significance of the indirect effect, the Z value of the ab coefficient is calculated by the following formula.

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$$Sab = \sqrt{b^2Sa^2 + a^2sb^2 + Sa^2sb^2}$$

$$Sab = \sqrt{(0.242)^2 \cdot (0.085)^2 + (0.710)^2 \cdot (0.070)^2 + (0.085)^2 \cdot (0.070)^2}$$

$$Sab = \sqrt{(0.059) \cdot (0.007) + (0.504) \cdot (0.005) + (0.007) \cdot (0.005)}$$

$$Sab = \sqrt{0.000413 + 0.00252 + 0.000035}$$

$$Sab = \sqrt{0.002968}$$

$$Sab = 0.054$$

$$z = \frac{ab}{Sab}$$

$$z = \frac{(0.710).(0.242)}{0.054}$$

$$z = \frac{0.172}{0.054}$$

$$z = 3.185$$

The Role of Brand Love in Mediating Brand Trust on Brand Loyalty

$$Sab = \sqrt{b^2Sa^2 + a^2sb^2 + Sa^2sb^2}$$

$$Sab = \sqrt{(0.242)^2.(0.124)^2 + (0.502)^2.(0.070)^2 + (0.124)^2.(0.070)^2}$$

$$Sab = \sqrt{(0.059).(0.015) + (0.252).(0.005) + (0.015).(0.005)}$$

$$Sab = \sqrt{0.000885 + 0.00126 + 0.000075}$$

$$Sab = \sqrt{0.00222}$$

$$Sab = \sqrt{0.047}$$

$$z = \frac{ab}{Sab}$$

$$z = \frac{(0.502).(0.242)}{0.047}$$

$$z = \frac{0.121}{0.047}$$

$$z = 2.574$$

4.1 The Effect of Brand Trust on Brand Loyalty

The influence between brand trust on brand loyalty in this study obtained a Beta coefficient of 0.259 and a significance value of 0.000, so it can be said that **H1 is accepted** because the significance value is 0.000 < 0.05. It can be concluded that brand trust has a positive and significant effect on brand loyalty. In other words, the increasing brand trust, the more brand loyalty in products will increase. This is in line with the results of previous research conducted by Shin et al. (2019) stated that brand trust has a positive influence on brand loyalty.

4.2 The Effect of Brand Satisfaction on Brand Loyalty

The effect of brand satisfaction on brand loyalty in this study obtained a beta coefficient value of 0.419 and a significance value of 0.000, so it can be concluded that **H2 is accepted** because the significance value is 0.000 < 0.05. So it can be concluded that brand satisfaction has a positive and significant effect on brand loyalty. In other words, the increase in brand satisfaction, the more brand loyalty to *Hanaka* products will increase. This is in line with previous research conducted by Hariyanto (2018) show that brand satisfaction has a significant effect on brand loyalty.

4.3. The Effect of Brand Satisfaction on Brand Love

The effect of brand satisfaction on brand love in this study obtained a beta coefficient value of 0.653 and a significance value of 0.000, so it can be concluded that **H3 is accepted** because the significance value is 0.000 < 0.05. Then brand satisfaction has a positive and significant effect on Brand Love. In other words, the increasing brand satisfaction, the Brand Love on *Hanaka* products will increase. This is in line with previous research conducted with Kazmi & Khalique (2019) which shows that brand satisfaction is positively and significantly related to brand love.

4.4 The Effect of Brand Trust on Brand Love

The effect of brand trust on brand love in this study obtained a beta coefficient value of .316 and a significance value of 0.000, so it can be concluded that **H4 is accepted** because the significance value is 0.000 < 0.05. Then brand trust has a positive and significant effect on Brand Love. In other words, the increasing brand trust, the Brand Love in *Hanaka* products will increase. This is in line with previous research conducted by Zhang et al. (2020) Madeline & Sihombing (2019), which shows that brand trust has a positive effect on brand love.

4.5 The Influence of Brand Love on Brand Loyalty

The effect of brand love on brand loyalty in this study obtained a beta coefficient value of 0.315 and a significance value of 0.001, it can be concluded that **H5 is accepted** because the significance value is 0.001 < 0.05. Then brand love has a positive and significant effect on brand loyalty. In other words, the increase in

brand love, the more brand loyalty in the product will increase. This is in line with Murtiningsih (2019) Sallam (2016), Le (2021) which show that there is a positive relationship between brand love and brand loyalty.

4.6 The role of Brand Love in mediating the effect of brand satisfaction on brand loyalty

Based on the results of the sobel test, it shows that the result of the Z tabulation is 3.185 which means that the calculated z value is greater than the z table ($3.185 > 1.96$) so that it means that **H6 is accepted**, where it means that the variable brand love (M) is able to mediate the effect of brand satisfaction on brand loyalty.

4.7 The Role of Brand Love in Mediating the Influence of Brand Trust on Brand Loyalty

Based on the sobel test, it shows that the results of the Z count tab is 2.574 which means that the calculated z value is greater than the z table ($2.574 > 1.96$) so that it means that **H7 is accepted**, where it means that the brand love (z) is able to mediate the influence of brand trust.

4.8 Research Implications

This research is expected to be a consideration for *Hanaka* brand. Based on the results of research related to the statements contained in the questionnaire, it shows that brand satisfaction and brand trust in the *Hanaka* store will create brand love by consumers, resulting in brand loyalty to the *Hanaka*.

IV. CONCLUSION

5.1 Conclusion

Brand trust has a positive and significant effect on brand loyalty, this can indicate that the better brand trust in *Hanaka* products can increase brand loyalty to consumers who will buy the product. Brand satisfaction has a positive and significant effect on brand loyalty to the product, this can indicate that the more customers have satisfaction with the brand, it will be able to increase customer loyalty itself. Brand satisfaction has a positive and significant effect on brand love, this can indicate that the more customers have satisfaction with the brand, the more customers will have love (brand love) for this brand. Brand trust has a positive and significant effect on brand love, this can indicate that the better customer trust in the brand, the more customers will love (brand love) for this brand. Brand love has a positive and significant impact on brand loyalty, this can indicate that the more customers love the brand (brand love), it can increase customer loyalty to the brand. Brand love is able to mediate brand satisfaction with brand loyalty to products, this can indicate that brand love is able to increase customer loyalty to brands through customer satisfaction when buying products. Brand love is able to mediate brand trust in brand loyalty to the product, this can indicate that brand love is able to increase customer loyalty to the brand through the trust given to customers in the brand

5.2 Suggestions

To get brand love for customers, brands must provide their own satisfaction with each product that will be released and marketed to customers in order to create trust in the brand.

5.3 Research Limitations

This research was carried out only within the scope of fashion brand so that these results cannot be generalized. The factors that influence the behavior of brand loyalty in this study are limited, while still many other factors can influence based on the available literature.

5.4 Further Research

For future research, it is expected to conduct research with a wider scope such as conducting research in other sectors, adding other variables outside of this research, using different data analysis techniques and being able to add references to the variables to be studied.

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