

The Effect of Brand Love and Brand Commitment on Positive Word of Mouth in Using Skincare MS Glow Distributor in Samarinda City

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ABSTRACT: This study aims to analyze and explain the effect of Brand Love and Brand Commitment on Positive Word of Mouth in Using MS Glow Skincare Distributors in Samarinda City. The population in this study is the community who buy and use MS Glow Distributor skincare products in Samarinda City, which is located at Jl. M. Yamin Mt. Head, District. Samarinda Ulu, Samarinda City, East Kalimantan. The sampling technique used was non-probability sampling with the purposive sampling method with a total sample of 120 people. Data collection techniques using questionnaires. The analysis was carried out using Partial Least Square (PLS) with the SmartPLS application version 3.8.9. The results of these studies indicate that the influence of Brand Love has a positive and significant effect on Positive Word of Mouth; the influence of Brand Commitment has a positive and significant effect on Positive Word of Mouth.

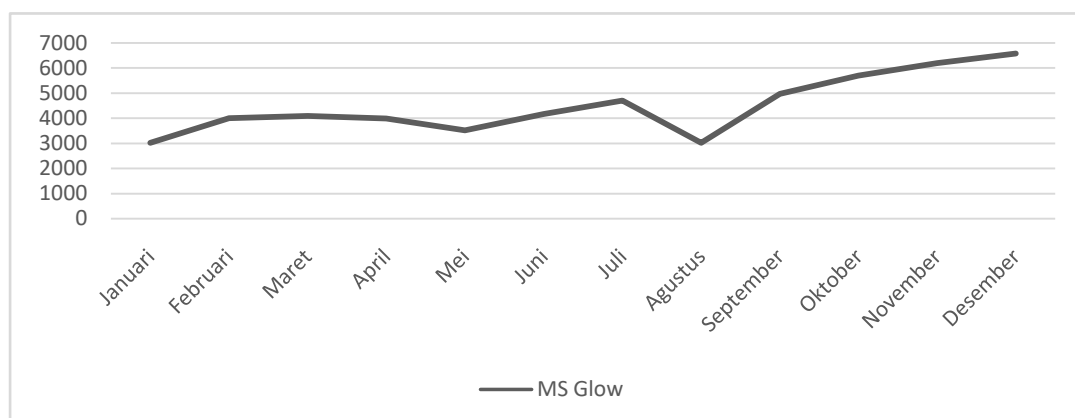
Keywords—Brand love, brand commitment, and positive word of mouth

I. INTRODUCTION

Skincare has become a necessity that is considered important for society. Skincare can be done in two ways, namely skincare from the inside and outside. *skincare* is a product used to perform skincare. The importance of using skincare is to treat the skin in the way it is used, namely with a cleanser, toner, serum, eye cream, moisturizer, sunscreen. (Chomaria, 2018). The more and more varied skincare can provide an alternative for consumers to take care of themselves. Before choosing the product to use, you should ensure that the selected product is registered with the Food and Drug Administration (BPOM) because not all products sold are safe to use. The number of products sold contains harmful ingredients, for example, ingredients that contain mercury can cause skin peeling, burning to itch. If you use skincare products that are not suitable for your skin type, it can have the opposite effect. When using skincare products there can be a purging process on the skin but this does not happen to every skin depending on the skincare products used.

MS Glow has several places in Indonesia, one of which is in the city of Samarinda. MS Glow in Samarinda has opened several store branches that make it easy for consumers to reach the products to be purchased and are supported by good rules and ethics. The graph below is the number of consumers purchasing MS Glow Distributor skincare in the city of Samarinda in 2020.

Figure 1. Consumer Graph in the Purchase of Skincare MS Glow Distributor in The City of Samarinda in 2020



Based on the graph above, the graph shows an increase or decrease every month for MS Glow Distributor skincare consumers in Samarinda City. Based on the data obtained, the problem in this study is that consumers who are less than optimal affect the number of consumer purchases that are still declining in several months. With this condition, MS Glow strives to retain existing customers and seek new customers. However, keep in mind that, of course, there is competition with other skincare products. However, if you use skincare products that are not suitable for your skin type, it can have the opposite effect and a purging process can occur on the skin, but this does not happen to every skin depending on the skincare products used.

Brand love is said to be able to influence the attitude of satisfaction and positive experience of the brand that consumers use (Karjaluo et al., 2016). Love for the brand makes consumers share their experiences and recommend others to buy and use the product (Parasmita et al., 2017). Brand commitment has a positive attitude towards the brand in maintaining a relationship with the product (Maisam & Masha, 2016). Consumers not only maintain a long-term relationship with the brand, but it can lead to their voluntary or willingness to spread positive word of mouth about the brand.

Satisfied consumers will provide positive word of mouth information that makes consumers make decisions to repurchase, but on the contrary, if dissatisfied consumers provide negative word of mouth information, consumers do not complete decision making and have an impact on companies that affect the company's image (according to...). Positive experiences can strengthen the relationship between brand love and brand commitment in the perspective of consumers by forming an opinion on MS Glow skincare products so that consumers are affected. Positive word of mouth will be formed if the consumer is satisfied with the brand of the product provided. Several research results influence the brand on positive word of mouth, namely the results of a research according to (Clara, 2019) (Shirkhodaie & Rastgoo-deylami, 2016) and (Wardhana & Terah, 2020) with positive and significant results. Research result (Heikki et al., 2016) with positive but not significant results.

II. LITERATURE REVIEW

Positive Word of Mouth

Word of mouth is effective marketing can influence consumer perceptions with thoughts, images, and consumer decisions. It can promote a product in the long term (Wicaksono & Seminary, 2016). Positive word of mouth is customers who spread positive information such as recommending products to others and talking about product quality (Ningsih et al., 2021). Positive word of mouth is very important to maintain consumer trust because the results of satisfaction obtained after service, satisfied consumers will recommend or support the product. When consumers consider the brand that has been decided to be the main choice, they are emotionally attached to the brand to recommend in positive word of mouth.

Indicators by (Tuškej et al., 2013) include:

Talk about positive things;
Recommend to others; and
Invite friends or family to shop.

Brand Love

Brand Love is a feeling that involves liking and attachment that describes an attitude that is directed towards others with an emotional sense (Zhang et al., 2020). Brand love is a passionate feeling of consumer satisfaction with the brand (Hariedhi Dwiputranto, 2017). Brand love means that consumers experience strong emotions to want the brand. Brand love in consumer behavior has an emotional attachment, brand loyalty, spreads word of mouth, and is willing to pay a higher price for the brand. (Bambang et al., 2017). Brand love provides consumer attachment to the brand and can provide tolerance for errors and product failures. Brands that experience product failure, but consumers can love a brand because it gives a passion for the brand and inspiration so that consumers get satisfaction (Yusniar et al., 2015). Indicator by (Sallam, 2014) among others:

Passion for a brand;
Brand attachments;
Positive evaluation of the brand;
Positive emotions in response to the brand; and
Declarations of love toward the brand.

Brand Commitment

Brand commitment is the behavior of consumers who are committed to using the brand because consumers believe the brand can meet the overall needs (Osuna Ramírez et al., 2017). There is a strong desire from consumers to continue the brand relationship with a willingness to maintain a relationship with the brand, where this is maintaining a long-term relationship. This commitment is seen as a consumer's emotional bond to a brand, so they are willing to establish a long-term relationship with the brand. (Ubud & Ubud, 2016).

Indicator by (Shuv-Ami, 2012) among others:

Involvement, satisfaction, loyalty, and relative performance.

III. RESEARCH METHODS

The research used in this research is quantitative. The population of this research is people who buy and use MS Glow Distributor skincare products in Samarinda City, which is located on Jl. M. Yamin Mt. Head, District. Samarinda Ulu, Samarinda City, East Kalimantan. Sampling with non-probability sampling technique is the purposive sampling method. The sample taken must meet certain criteria, namely as follows:

Customers who buy and use MS Glow skincare products in three repeat purchases;

Customers who are over 15 years old; and

Customers whose products at MS Glow and buy at Samarinda City Distributors.

The number of samples used in this study is used the formula according to (Sugiyono, 2015). The sample used by the researcher was 120 people.

Data Analysis Technique

The analytical tool applied in this study is the student version of the smartPLS 3.3.3 application.

Instrument Testing Techniques

Tests performed on instrument testing:

Validity test, the instrument is declared valid if the outer loading value > 0.70 , but the factor loading value is $0.50 - 0.60$ can still be tolerated, and the AVE value is > 0.50 ;

Reliability test, the instrument is declared reliable if the composite value of reliability and Cronbach's Alpha has a value of > 0.70 recommended, but the value of $0.50 - 0.60$ is still acceptable; and

Test the coefficient of determination, if the value of R^2 is getting closer to number 1, the more precise the model.

Hypothesis test

Tests carried out on hypothesis testing:

Test the direct relationship between variables, there is a relationship if the value of statistics t table; and

Test the indirect relationship between variables/mediation, the variable can mediate the relationship if the value of statistics t table

IV. RESULTS AND DISCUSSION

The characteristics of the respondents are as follows:

Table 1. Percentage of Respondents by Gender

No	Gender	Frequency	Percentage
1	Man	20	16.7%
2	Woman	100	83.3%
Amount		120	100%

Table 2. Percentage of Respondents by Age

No	Age	Frequency	Percentage
1	15-25	101	84.2%
2	26-35	13	10.8%
3	36>	6	5%
Amount		120	100%

Table 3. Percentage of Respondents by Occupation

No	Work	Frequency	Percentage
1	civil servant	4	3.3%
2	Private	7	5.8%
3	entrepreneur	4	3.3%
4	Student/Student	94	78.3%
5	Etc	11	9.3%
Amount		120	100%

Measurement Model (Outer Model)

Validity test

Convergent Validity

Table 4. Outer Loading Results

Indicator	Outer Loading
PWOM 1	0.862
PWOM 2	0.914
PWOM 3	0.872
BL 1	0.882

BL 2	0.876
BL 3	0.912
BL 4	0.917
BL 5	0.875
BC 1	0.879
BC 2	0.914
BC 3	0.879
BC 4	0.855

Based on table 4 above, the result of the measurement model test can be explained as follows:

Brand Love construct is measured by using indicators BL1-BL5.

All indicators of the Brand Love construct are valid because they have a loading factor > 0.7 ;

Brand Commitment construct is measured by using indicators BC1-BC4.

All indicators of the Brand Commitment construct are valid because they have a factor loading > 0.7 ; and

The Positive Word of Mouth construct was measured using the PWOM1-PWOM3 indicator.

All Positive Word of Mouth construct indicators are valid because they have a loading factor > 0.7 .

Discriminant Validity

Table 5. Crossloading test results

Variable	Brand Love	Brand Commitment	Positive Word Of Mouth
X1.1	0.882	0.744	0.755
X1.2	0.876	0.721	0.692
X1.3	0.912	0.839	0.692
X1.4	0.917	0.829	0.721
X1.5	0.875	0.810	0.693
X2.1	0.802	0.879	0.720
X2.2	0.811	0.914	0.716
X2.3	0.786	0.879	0.702
X2.4	0.704	0.855	0.536
Y.1	0.685	0.662	0.862
Y.2	0.727	0.726	0.914
Y.3	0.699	0.641	0.872

Table 6. Average Variance Extracted (AVE)

Code	Variable	Average Extracted Difference (AVE)	Minimum Loading AVE	Category
X1	Brand Love	0.797	0.5	Valid
X2	Brand Commitment	0.778	0.5	Valid
Y1	Positive Word Of Mouth	0.780	0.5	Valid

Based on tables 5, and 6 above, it shows that:

The Brand Love indicator (BC1 – BC5) has a higher loading factor than loading factor is another construct;

All indicators of the Brand Love construct are valid because they have an AVE value > 0.5 ;

The Brand Commitment indicator (BC1 – BC4) has a higher loading factor than the loading factor of other constructs;

Positive Word of Mouth Indicator (PWOM1 – PWOM3) has a higher loading factor than the loading factor of other constructs; and

All positive word of mouth construct indicators are valid because they have an AVE value > 0.5 .

Reliability Test

Table 7. Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha	Information
Brand love (X1)	0.951	0.936	Reliable
Brand Commitment (X2)	0.933	0.905	Reliable
Positive Word Of Mouth (Y)	0.914	0.859	Reliable

Based on the result of the calculation table above, show that the value of Cronbach's alpha and composite reliability of each construct in this study is > 0.70 .

Soitcanbestatedthatthemeasuringinstrumentused in this study isreliable.

Structural Model (Inner Model)R² TestResults

Table 8. R-Square (R²)

Variable	R Square
PositiveWordOfMouth	0.653

Basedonthetableabove, ituses 1 (one) exogenousvariablethataffects 2 (two) endogenousvariables, namelybrandloveandbrandcommitment. Table 4.11 showsthe R-squarevalueforthepositivewordofmouthvariableof 0.653, meaningthatthis model explainsthepositivewordofmouthphenomenonwhichisinfluencedbybrandloveandbrandcommitmentof 65.3% (0.653 x 100%).

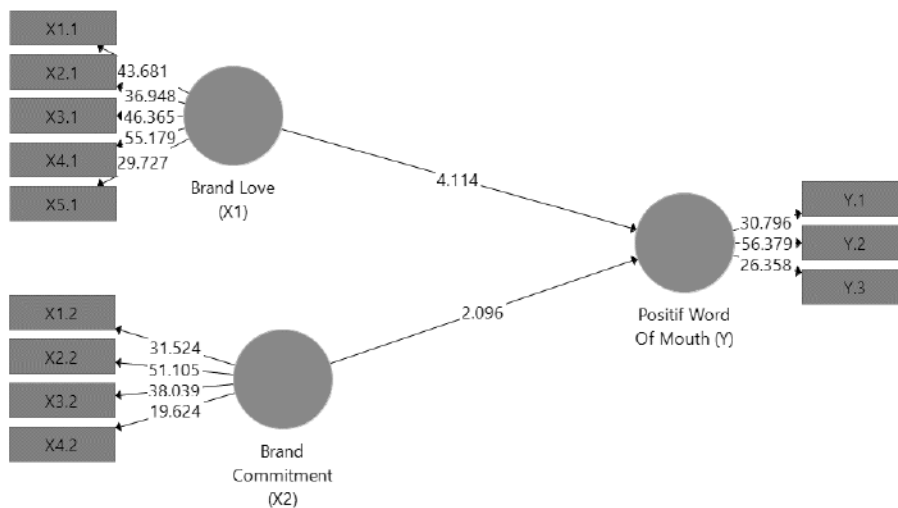
A directrelationshipbetweenconstructs (DirectEffect)

Table 9.Pathcoefficient

VariableInfluence		OriginalSa	Sample	Standard	T-	P
ExogenousVariable	EndogenousVariable	mple	Mean	Deviation	Statistics	Values
Brand Love	PositiveWord ofMouth	0.545	0.541	0.132	4,114	0.000
Brand Commitment	PositiveWord ofMouth	0.285	0.295	0.136	2.096	0.037

The resultsoftheestimationofthestructural model withallemimatesofthe PLS Algorithmmethodshowthepathcoefficientvaluethroughthe T-statisticaltest (> 1.96) andthe P-value (<0.05) betweenetheconstructvariables, canbeseen in Figure 9 below:

Figure2.BootstrappingResults



Basedonthetableofdirectrelationshipsbetweenconstructs (directeffect) above, thetestresultsforeachhypothesis are as follows:

The resultsshowedthat Brand Love had a positiveandsignificanteffectonPositive Word ofMouth. Thisisevidencedbytheinfluenceof Brand Love onPositive Word ofMouththroughthepathcoefficientvalueof 0.545, t-statisticof 4.114,and p-valueof 0.000. Thisvalueisgreaterthanthet table (1.96) and p-value<0.05. ThusthisindicatesHypothesis 1 isaccepted; and

The resultsshowedthat Brand Commitment had a positiveandsignificantinfluenceonPositive Word OfMouth. Thisisevidencedbytheinfluenceof Brand CommitmentonPositive Word OfMouththroughthepathcoefficientvalueof 0.285, t-statisticof 2.096,and p-valueof 0.037. Thisvalueisgreaterthanthet table (1.96) and p-value<0.05. ThusthisindicatesHypothesis 2 isaccepted.

V. DISCUSSION

The Effect of Brand Love on Positive Word of Mouth

The result of the analysis shows that brand love has a positive and significant influence on positive word of mouth in using MS Glow Distributor skincare in the city of Samarinda, is the higher the brand love, the higher the positive word of mouth in using MS Glow Distributor skincare in Samarinda city. The highest indicator or that dominates the brand love variable is positive emotion in response to the brand. The lowest indicator on the brand love variable is the declaration of love for the brand.

The result of the analysis shows that the brand love variable on the positive emotion indicator in response to the brand has been able to provide a dominating influence on positive word of mouth. This means that consumer experience positive effects after using MS Glow skincare, such as changes in the face that are getting brighter and glowing, breakouts or pimples on the face begin to decrease, these effects make consumers routinely use MS Glow. The positive evaluation indicators of the brand are sufficient to influence positive word of mouth. This means that consumers are satisfied after using MS Glow skincare because there are different skin changes before using MS Glow skincare, namely, the skin becomes clean, free from acne, brighter, glowing, and healthier skin. The spirit indicator for the brand has been able to have a positive effect on word of mouth. This means that consumers get results that are in line with expectations after using MS Glow skincare and have a BPOM Certificate permit and pass the Good Manufacturing Practices (GMP) test. As for the indicator of brand attachment, it is enough to have a positive influence on word of mouth, so consumers are bound to use MS Glow skincare routinely because each product has benefits and uses that make changes to consumers' skin after using MS Glow skincare. The indicators of declaration of love for the brand can positively influence word of mouth but are not dominant, this shows that not all consumers feel love for MS Glow skincare. However,

The higher the consumer's love for using MS Glow skincare, the more consumers share the positive word of mouth from MS Glow. This means that brand love and positive word of mouth have a very close relationship when consumers have positive emotions after using MS Glow skincare, so they get satisfaction which makes consumers share positive information because they like the brand of the product used.

This result is in line with (Wahyuningtyas et al., 2015) which states that if consumers already have a sense of love for a brand, then consumers have a desire to have a product issued by that brand. The consumer's love for the brand makes consumers tell a positive word of mouth from the brand. The results of this study also support previous research conducted by (Karjaluo et al., 2016), the result of his research stated that brand love had a significant effect on positive word of mouth.

The Effect of Brand Commitment on Positive Word of Mouth

The result of the analysis shows that brand commitment has a positive and significant influence on positive word of mouth in using MS Glow Distributor skincare in the city of Samarinda, is the higher the brand commitment, the higher the positive word of mouth in using MS Glow Distributor skincare in the city of Samarinda. The highest indicator or that dominates the brand commitment variable is satisfaction. The lowest indicator on the brand commitment variable is relative performance.

The result of the analysis shows that the brand commitment variable on the satisfaction indicator has been able to provide a dominating influence on positive word of mouth. MS Glow reflects a brand of skincare product to make the skin glow or glowing, this is where consumers have gotten the expected real results, which is to make the face bright or glowing after using the MS Glow skincare brand. The indicators of involvement are sufficient to have a positive effect on word of mouth. This makes consumers involved because before using MS Glow products, consumers can consult the MS Glow distributor in Samarinda for free. This makes consumers get satisfactory results after using MS Glow skincare. The loyalty indicator has been able to give a positive influence on word of mouth. This means that consumers are committed to using MS Glow skincare for approximately 1 year to 5 years. The relative performance indicators can positively influence word of mouth but are not dominant, this shows that not all consumers consider the MS Glow skincare brand to be better than other competitors. However, consumers consider that MS Glow skincare has the best quality and there are several kinds of products so that it does not only focus on one facial problem, therefore MS Glow skincare is already good and accepted by consumers.

The higher the consumer's commitment to the MS Glow brand, the more consumers share the positive word of mouth from MS Glow. High commitment will make consumers loyal to MS Glow skincare, creating a high interest and desire to stay loyal to MS Glow skincare. And here it can be seen that it will be a company advantage where when consumers love and tell the positive word of mouth, they will provide recommendations indirectly to people around.

This is in line with (Soepardjo et al., 2020) The emotional presence between consumers and brands can increase individuals who are committed to supporting the brand and have positive things about the brand. Commitment to the brand can maintain a

long-lasting relationship with the brand can provide positive consumer traits. The results of this study also support previous research conducted by (Shirkhodaie & Rastgoo-deylami, 2016) the results of his research stated that brand commitment had a significant effect on positive word of mouth.

VI. CONCLUSION

Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

The results of the analysis show that *Brand Love* has a positive and significant influence on *Positive Word of Mouth* in using MS Glow skin care.

The results of the analysis show that *Brand Commitment* has a positive and significant influence on *Positive Word of Mouth* in using MS Glow skin care.

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