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## BRAND LOYALTY MODEL BASED ON BRAND LOVE AND BRAND TRUST

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### ABSTRACT

*This research aims to examine the relationship between brand love and brand loyalty through brand trust in BHS brand sarongs. The sample in this study was 100 respondents, with a sampling technique using a non-probability sampling technique, with a purposive sampling technique, namely a technique for determining samples with certain considerations. The analysis method used is the SEM method with SmartPLS. The findings of this research are that brand love has a direct effect on brand loyalty and brand trust, while brand trust has no direct effect on brand loyalty. And brand trust is unable to mediate the relationship between brand love and brand loyalty. The conclusion in this research is that brand trust has no effect on brand loyalty, indicating that even though a brand has high trust, if it is not accompanied by the ability to buy, it is impossible to give birth to brand loyalty. The next finding is that high brand love will give birth to brand loyalty to a brand.*

**Keywords:** Brand love, Brand trust, Brand Loyalty, BHS brand sarongs

### ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan brand love dan brand loyalty melalui brand trust pada sarung merek BHS. Sampel dalam penelitian ini berjumlah 100 responden, dengan teknik pengambilan sampel menggunakan teknik non-probability sampling, dengan teknik purposive sampling yaitu teknik penentuan sampel dengan pertimbangan tertentu. Metode analisis yang digunakan adalah metode SEM dengan SmartPLS. Temuan penelitian ini adalah kecintaan merek berpengaruh langsung terhadap loyalitas merek dan kepercayaan merek, sedangkan kepercayaan merek tidak berpengaruh langsung terhadap loyalitas merek. Dan kepercayaan merek tidak mampu memediasi hubungan antara kecintaan terhadap merek dan loyalitas merek. Kesimpulan dalam penelitian ini adalah kepercayaan merek tidak berpengaruh terhadap loyalitas merek, hal ini menunjukkan bahwa meskipun suatu merek mempunyai kepercayaan yang tinggi, namun jika tidak dibarengi dengan kemampuan membeli maka mustahil akan melahirkan loyalitas merek. Temuan selanjutnya adalah brand love yang tinggi akan melahirkan loyalitas merek terhadap suatu merek.

**Kata Kunci:** Brand Love, Brand Trust, Brand Loyalty, Sarung Brand BHS



## INTRODUCTION

In recent years, much research has focused on *brand love*. Research results (Carroll & Ahuvia, 2006), explain that there is agreement that brand love develops when consumers form bonds with self-expressive, hedonic and symbolic brands, such as luxury brands. This implies that when using *the brand love variable* in research, it is more appropriate to use luxury products or those that are identical to products that have expensive prices. Furthermore, research on luxury goods is mostly conducted on world-famous brands, while research using local brands is still rarely conducted. For this reason, researchers want to examine the role of *brand love* in building *brand trust* and *brand loyalty*, using the local brand BHS sarongs. BHS sarongs are one of the well-known sarong brands in Indonesia, which have a premium price, so the BHS brand is predicted to be able to create love for the brand.

This marketing study explains the importance of the relationship between *brand love* and *brand loyalty*. In building *brand loyalty*, *brand love from consumers* is needed for the product. *Brand loyalty* reflects aspects of behavior and attitudes. This aspect refers to the intention to buy and repurchase the brand, willingness to pay a higher price, reluctance to switch to another brand and willingness to recommend the brand to others (Oliver, 1999). Brand loyalty is one of the main consequences of brand love (Albert and Merunka, 2013; Aro *et al.*, 2018; Bergkvist and Bech-Larsen, 2010; Carroll and Ahuvia, 2006).

Research (Robertson, *et al.*, 2022) investigates the interaction between brand love and brand loyalty, and their impact on brand equity. Contrary to current literature, the findings suggest that consumers can develop brand love without becoming loyal to the brand and can demonstrate high brand love without purchasing from the brand. Brand love has a greater impact on brand equity than brand loyalty, brand love and brand equity will decrease when consumers experience brand betrayal. These results are in contrast to research results from (Wardhana and Yulia, 2021) which show that brand loyalty to coffee drinks, especially to the Kopi Kenangan brand, can be built well by brand love and brand trust. However, if we look more specifically, this research finds

that brand love has more impact on brand trust. The greater impact of *brand love* is expected to be something positive for start-ups.

Minh TH Le (2020) conducted research on the influence of *brand love* on *brand loyalty*, which was mediated by self-esteem (SE) and social influence (SNI). Minh (2020) conducted research on several product brands in Vietnam, this research focused more on the mediation of self-esteem and social influence.

*Brand love* is the key to success in gaining *brand loyalty* (Fournier, 1998), positive word of mouth (Carroll & Ahuvia, 2006), and increasing consumers' willingness to pay premium

prices (Batra *et al.*, 2012; Granot *et al.*, 2013). Rossmann and Wilke (2017) describe brand love as the level of emotionality that consumers have with a brand, while Bagozzi *et al.* (2017) consider brand love to be the most emotionally powerful consumer relationship with a brand.

Marliawatiy and Cahyaningdyah (2020) conducted research on the influence of *brand experience* and *brand image* on *loyalty* with *brand trust* as mediation, with the research object being the Ijjah Collection. This research is able to explain that *brand trust* is able to mediate the relationship between *brand experience* and *brand image* on *brand loyalty*, while research currently being conducted uses *brand love* as a mediating variable.

Wardhana and Yulia (2021), conducted research on the influence of *brand image*, *brand love* and *brand trust* on *brand loyalty*, a case study on memorable coffee. What differentiates this research from the research currently being researched lies in the role of *brand love*. *Brand love* in Wardhana and Yulia's (2021) research did not examine the influence of *brand love* on *brand trust*, whereas the research currently being conducted examines the influence of *brand love* on *brand trust*. Wardhana and Yulia's research results (2021) show that brand loyalty for memorable coffee drinks can be built well by *brand love* and *brand trust*. However, it was found that *brand love* has more impact on *brand loyalty* than *brand trust*. It is hoped that the greater impact of *brand love* will be something positive for coffee industry start-ups, especially memorable coffee brands, because *brand love* is able to build long-term relationships between brands and consumers.

Alhadaddad (2015) conducted research on the relationship between perceived quality, brand image and brand trust in building brand loyalty, which was conducted with 473 students from the College of Business Administration (HIBA) with the object of sports clothing. Based on the results obtained in this research, perceived quality has a significant positive effect on brand image and brand loyalty. Brand image also has a significant positive effect on brand trust and brand loyalty. Finally, brand trust was found to have a significant positive influence on brand loyalty.

Perceived quality has a greater impact on brand loyalty ( $\beta = 0.25$ ) when compared to both dimensions, brand image ( $\beta = 0.21$ ) and brand trust ( $\beta = 0.19$ ). The results are based on a brand loyalty model which consists of three dimensions, namely perceived quality, brand image and brand trust.

Several conceptual studies on *brand love* have been carried out, but they have not placed *brand love* as the main focus of research, especially as a mediating variable. This indicates insufficient clarification of the factors that influence *brand loyalty*. So far, *brand love* may still be considered complex, inconsistent and subjective. This situation fails to build on previous studies and bridge the gap between theory and practice. To make the research

direction clearer, this research tries to close this knowledge gap and analyze *brand love* in the fashion industry, especially BHS brand sarongs.

The description above is the basis for this research, so the aim of this research is to test and analyze the direct and indirect influence between the *Brand Image* and *Brand love variables* on *Brand trust* and *Brand Loyalty*.

## **METHOD**

### **Types of research**

This research is research using the explanatory research method. Namely research that connects one research with other research. This research is quantitative research which aims to develop knowledge through testing the proposed hypothesis, carrying out measurements and testing a theory.

### **How to Determine and Sample Size**

The population of this research is all customers who have purchased BHS brand sarongs, at least twice, in the East Java region, spread across several areas such as Malang, Surabaya, Gresik and Pasuruan. As for the population size, it is assumed that it is not known with certainty. Because the population is not known with certainty, the sampling technique used was a *non-probability sampling technique*, using purposive sampling. According to Hair *et.al* (2013) the appropriate minimum sample size in research is 100. Referring to this opinion, the sample size in this study was set at 100 people.

### **Data analysis method**

Questionnaires that are filled in completely are then selected and analyzed Structural Equation Modeling (SEM) or Structural Equation Model. This is SEM can complete the analysis with one estimate while the others are completed with several regression equations. SEM can perform factor, regression and path analysis simultaneously (Hair *et al.*, 2013). Apart from that, SEM is widely used in research in education, marketing, psychology, sociology, management, testing and measurement, health, demography, organizational behavior, and biology (Hair *et al.*, 2013).

To provide a description of the character of the variable, a frequency table is used which shows the average number (mean). This analysis uses SmartPLS software to verify several paths or relationships between constructs.

## **RESULTS AND DISCUSSION**

### **Direct Influence**

#### **H1: The influence of *Brand Love* on *Brand Loyalty***

From the PLS test results it is known that the first hypothesis is proven or significant. These

results show that when consumers have a high sense of love for a product brand, it will give rise to loyalty to that product brand. This is in line with the theory of (Song, et al., 2019) which explains that love for a brand brings an emotional attitude towards the brand which is a key factor that influences consumer brand choice and brand loyalty. This opinion concludes that *brand love* has a big contribution in forming *brand loyalty*, this shows that a product brand will be in great demand by consumers, when the product is able to create a sense of pride in consumers. So when consumers are proud to use the product, it creates high trust in the brand, because the brand is considered not to disappoint consumers. Research conducted by Chao-Chin Huang (2017) shows that *brand love* has a significant direct influence on *brand loyalty*. This research states that *brand love* is the main mechanism in growing brand loyalty for customers. Brand love is the main mechanism in developing customer behavioral loyalty, as is brand trust in forming their attitudinal loyalty.

## **H2: The influence of *Brand Love* on *Brand Trust***

From the results of statistical tests it is known that the second hypothesis has proven to be significant. These results explain that the higher *the brand love* that consumers have, the more trust they will create in a product brand. These results show that *brand love* has a direct effect on *brand trust*, see table 1. This proves that love for a brand can increase consumer confidence in a product, because the product is able to give consumers pride. By using BHS brand sarongs, consumers feel proud and happy, because apart from providing comfort when worn and high quality, BHS brand sarongs also provide a high social impression and prestige. Furthermore (Song, et al., 2019) explained that love for a brand brings an emotional attitude towards the brand which is a key factor that influences consumer brand choice and brand loyalty.

By looking at the relationship between brand and consumer loyalty, brand love can be considered as a construct that indicates the level of relationship between the brand and consumers as well as the quality of the brand relationship (Pandir and Yasin, 2017). In other research, *brand love* refers to the long-term relationship of a brand with consumers and *brand love* also has an impact on creating strong satisfaction when consumer satisfaction with a *brand* or product turns into love (Unal and Aydin, 2013). This explains that the higher *the brand love* a consumer has, the more trust will be created in the brand (*brand trust*), because the brand love that arises in the consumer's heart is a manifestation of satisfaction or satisfaction when using the product (BHS brand cover). ).

Hasugian (2015) also found something similar in his research which concluded that customers place trust in the brand as a key in showing a willingness to rely on the brand, and can also form positive purchasing intentions towards the brand or brand loyalty. As

explained by Tjahyadi (2006), consumer trust in a brand contributes to customers' intention to repurchase the same brand in the future, and their intention to recommend the brand to other people. Therefore, marketers need to build consumer trust in the brands they offer. Brand love is the main mechanism in developing customer behavioral loyalty, as is brand trust in forming their attitudinal loyalty.

### H3: The influence of *Brand Trust* on *Brand Loyalty*

The results of the third hypothesis test were not proven or were not significant. This is not in line with the theory which explains that *brand trust* influences *brand loyalty*. The results of this research are not in line with the findings of (Tussyadiah et al., 2018), which states that brands with high *brand community* and *brand prestige* support consumers in making final decisions, which in turn increases loyalty and recommends positive remarks about the brand to friends. These findings explain that the high level of consumer trust in the BHS sarong brand has not yet given rise to loyalty to the BHS sarong brand. This explains that even though the quality of BHS sarongs is very good and does not disappoint consumers, because BHS sarongs have a high price (premium), only consumers with money (rich people) can afford them. Meanwhile, consumers who are less well-off or in the lower middle consumer group only admire, but cannot afford to buy.

### Direct Hypothesis Testing

**Table 1. Hypothesis Testing**

Connection	Path Coefficient	P value	t statistics	Conclusion
Brand Love → Brand Loyalty	0.713	0,000	5,924	Significant
Brand Love → Brand Trust	0.360	0,000	5,419	Significant
Brand Trust → Brand Loyalty	0.118	0.516	0.651	Not significant

### Indirect Influence

#### H4: The influence of *Brand Love* on *Brand Loyalty* through *Brand Trust*

From the results of the indirect influence test, it is known that *brand trust* is unable to act as a mediating variable, namely the variable that connects *brand love* with *brand loyalty*. This proves that consumers who already have a high love for a brand, this *brand love* is able to encourage the birth of *brand loyalty* among customers of BHS brand sarong products. This happens because the brand love for BHS sarongs creates pride for BHS consumers, so that the feeling of love for the BHS brand is able to give birth to loyalty to the BHS brand. This phenomenon proves that high brand love can make consumers loyal. This is in line with research from (Pawle & Cooper, 2006) which explains that love for a brand is thought to inspire loyalty that goes beyond reason (Pawle & Cooper, 2006), because satisfied consumers are believed to become loyal consumers (Anderson et al., 1994).

This reality shows that consumers of BHS brand sarongs have a unique reason, because they use BHS sarongs, most of them are motivated because the ability to buy BHS sarongs creates a sense of pride. Because when consumers are able to buy BHS sarongs, this creates high self-confidence and prestige in the eyes of the public. This is in line with (Joshi & Garg, 2021) who explain that from a brand perspective, love for a brand includes more than just the promise of quality and durability. It takes a holistic branding effort to generate positive feelings towards a brand. Brand promotion, consumption experiences, and enhanced consumer-brand relationships contribute to building brand love, with rewards in the form of high-level emotions such as loyalty, positive word of mouth, and willingness to pay a premium. Brand loyalty, however, is considered a major consequence of brand love ( Albert and Merunka, 2013 , Carroll and Ahuvia, 2006 ).

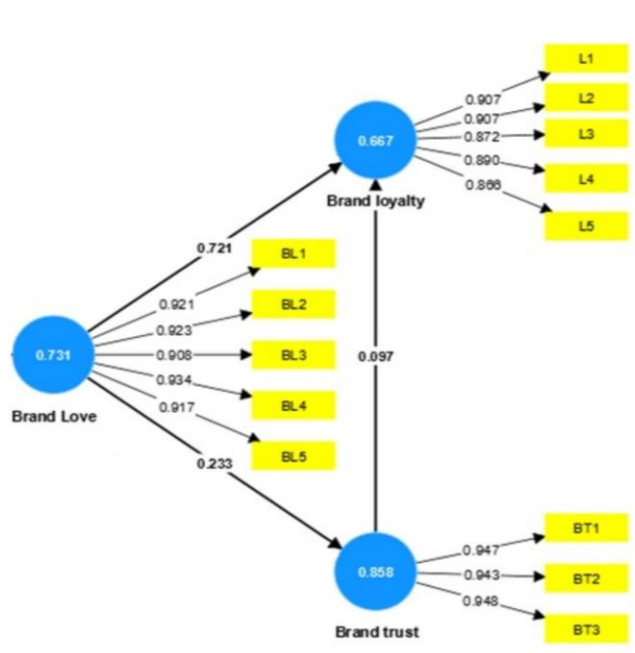
Brand love has been shown to influence behavioral and attitudinal loyalty (Albert and Merunka, 2013, Le, 2021), with research stating that brand loyalty increases when consumers fall in love with a particular brand (Carroll & Ahuvia, 2006). Consumers' love for certain brands also has an impact on their brand commitment (Albert & Merunka, 2013). The research results explain that feelings of pride have a stronger relationship to *brand loyalty* than to *brand trust*. This fact indicates that the BHS sarong brand has good quality, a strong image, so that consumers feel proud if they are able to buy or own this sarong. And these results are not in line with research from (Le, 2021), which says that consumers usually buy product brands because they are encouraged by their friends or community. Thus, through *brand trust*, consumers search for product brands that have social benefits, and then make purchasing decisions (Le, 2021). However, the results of this research prove that love of a brand is able to create loyalty and loyalty to the brand, especially to the BHS sarong brand.

### Indirect Hypothesis Testing

Table 2. t Test

Connection	P value	T statistics	Conclusion	Mediation Status
B.Love- →B.Loyalty	0,000	0.713	Significant	Predictor
B. Love- →BT →B. Lyt	0.525	0.636	Not significant	mediation

Figure 1. PLS Processing Results



## CONCLUSION

Based on the research results, it was found that *brand trust* has no effect on *brand loyalty*. These results indicate that high consumer trust in the BHS sarong brand does not necessarily give rise to loyalty to that brand. This is due to the high price of BHS brand sarongs, only people with deep pockets (rich people) can afford BHS sarongs. Furthermore, from the results of this research it was found that *brand trust* was unable to mediate the relationship between *brand love* and *brand loyalty*. This is due to the high love of consumers for BHS brand sarongs, which can give rise to a high sense of pride, self-confidence and prestige in the eyes of the public. Consumers' love for a particular brand also impacts their brand commitment. So when consumers fall in love with BHS sarongs, it will give birth to consumer loyalty to BHS brand sarongs.

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Volume 149, October 2022, Pages 651-662

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