

**JOURNAL OF PROCEEDINGS
SOCIAL SCIENCE AND POLITICAL SCIENCE
DHARMAWANGSA UNIVERSITY**

BRAND LOVE AS MEDIATION ON BRAND IMAGE AND BRAND LOYALTY

Muhammad Ismuroji, Endang Sulistya Rini, Beby Karina Fawzee Sembiring

Master of Management Science, Faculty of Economics and Business, University of North Sumatra,
Indonesia.

ismuroji@gmail.com

Abstract

Along with increasing population growth and income levels, it has become a driving factor for increasing demand for needs that are not just for consumption, but over time, many have made it a way of life. The increase in the Coffee Shop business has made coffee a part of people's lifestyles. The purpose of this research is to analyze the impact of brand image on brand loyalty through brand love. The survey consists of three variables of brand image, brand loyalty and brand love. The sampling method used is accidental sampling. The population of this study were customers who visited Starbucks Multatuli with 120 respondents in this study. Data analysis was carried out through PLS-SEM using the SmartPLS 3.0 program. The results of the study show that brand image has a significant effect on brand love, brand image has a significant effect on brand loyalty, and brand image has a significant effect on brand loyalty through brand love.

Keywords: Brand Image; Brand Loyalty; Brand Love; Coffee Shop

Introduction

In the product and service business there is a lot of competition, so companies must be able to make something different. One of the things a company needs to do to have a good product or service in the eyes of customers and stand out from other products is to have a good brand image in the eyes of customers. Customers remember a good brand image because it is inimitable and because the brand cannot be imitated. Along with population growth and higher incomes, this has led to a higher demand for things that are not only for consumption but have become a way of life for many people. People drink coffee more often because now there are more and more coffee shops (Hadijah, 2017). The culture of drinking coffee does not only exist in the hearts of coffee connoisseurs; it is also the result of trends and ways of life (Sharma, 2016)

There are many famous coffee shops in the city of Medan, and all of them strive to be the best. But nowadays, most people in Medan City think of Starbucks Coffee when they think of coffee shops. Starbucks is one of the first coffee shops in the United States. Initially, customers could only buy coffee to take home. Over time, coffee shops grew to become places where people could not only buy coffee, but also food and coffee paraphernalia such as mugs and cups. Starbucks not only serves high-quality coffee drinks, but also comes up with the idea of a 'coffee shop' that makes customers

feel comfortable. Customers can study, meet or chat with colleagues, or just sit and enjoy the atmosphere while drinking coffee from Starbucks. This is because Starbucks wants to be the third place people visit after their home and school or work. This is supported by the results of the Top Brand Index 2022 which states that Starbucks Coffee is the most popular coffee shop. Table 1 shows the Top Brand Index Coffee Café:

Table 1
Top Brand Index Café 2022

Brand	TBI 2022	
<i>Starbucks</i>	49.2%	TOP
The <i>Coffee</i> Bean & Tea Leaf	10.3%	TOP
<i>Excelso Coffee</i>	7.5%	

source: <https://www.topbrand-award.com/> (2022)

From the data table 1 can be seen that the Café Brand that is very consistent and always occupies the Top position is Starbucks. Seeing the conditions of increasingly fierce competition, every business actor in the food and beverage industry needs to increase the existing strengths within the company by highlighting the differences or uniqueness of the company compared to competitors. Loyalty to the brand is needed so that the company can survive. In addition, maintaining brand loyalty is a strategic effort compared to attracting new customers. Brand issues are one of the issues that every company should monitor continuously. Therefore, coffee shop companies must try to create and maintain brand loyalty (Asmoningsih, 2016).

Brand Loyalty is a form of customer loyalty to a product (Suwarni et al., 2015). Brand loyalty provides consistent income certainty to the company, because customers have a preference for certain brands amid competition against other brands of similar products (Lam and Shankar, 2004). Strong and high-value brands can process customer emotions, besides that brands can have high value because it includes brand building activities which mean not only communicating, but also covering all kinds of efforts to strengthen the value of the brand. self.

In order to appear to be the best, of course, a brand must have its own added value in the market so that it can make consumers interested in buying it, besides that, of course, it must be able to increase emotional involvement. customers, so that customers always have different loyalty measures, both to brands and companies. creating love for the brand will have an impact on creating customer loyalty to repurchase or repeat the brand. Brands will also be easier to find if customers have love for the brand or it can be called brand love. Because with brand love for the brand, it will make customers like the brand and love for the brand will definitely accept all the shortcomings of the things they like. Kartajaya (2010) shows that there is a strong emotional bond between brands and customers, feelings that do not want to be separated and no other brand can take the brand from the customer's heart.

Batra et al. (2012) said that brand love is a type of relationship that customers build with brands, not emotions. It is made up of several interconnected cognitive, emotional, and behavioral elements, not a single, short-lived feeling of love. Brand love is when customers feel an emotional connection with a brand because it fulfills their needs. This can lead to brand loyalty. Customers who like a brand because they feel emotionally connected will be more loyal to that brand. So, the brand that has been embedded in the hearts and minds of customers will always be remembered by these customers. Brand love is a very emotional thing (Carroll & Ahuvia, 2016).

Reza's research (2018) shows that love for a brand has a positive and significant effect on brand loyalty. So, customers who love or care about the brand will be more loyal to the brand. However, research results (Parasmita, 2018) show that brand love has no effect on brand loyalty. Lewarissa (2012) said that customers are easily swayed by products that have a brand image on them, because they do not need to seek further information about the product. It depends (Kotler & Keller, 2016). Brand image is the way customers think about a brand based on the things they remember about that brand. With this brand image, the company can expand its product line and capitalize on its good reputation.

Altangerel and Munkhnasan (2019) say that there is a relationship between how a brand is seen and how loyal its customers are to that brand. This was also found by (Pratama & Suprpto, 2017; Jamshidi & Rousta, 2021; Eslami, 2020; Bilgin, 2018; Kim & Lee, 2019) Brand image has good quality, high satisfaction, and low risk, so that customers also has a good brand. know how safe it is. So, there is a strong and positive relationship between brand image and brand loyalty. Customers who like the product will continue to buy it again and again. This is because a good brand image leads to brand loyalty, which in turn makes customers buy the product repeatedly. However, research (Meilani & Suryawan, 2020; Taqi & Muhammad, 2020) shows that this statement is not true. This happens because the brand image is getting better, but this does not make people more loyal to the brand.

A strong brand image can be a huge advantage for a company, and can also give a company an edge in the market. The impression and love that customers have for a brand can affect how loyal they are to that brand. Customers like a brand when they show how much they like it (Adrianus, 2012). Loyalty to a product will grow when customers like the brand, which will lead to communication and interaction between customers and the product.

Research methods

Quantitative methods and descriptive research types are used in this study. Descriptive statistics are used to describe the data that has been collected without trying to draw any conclusions (Sugiyono, 2021). The people who go to Starbucks Multatuli are the people who are the target of

this research. In this study non-probability sampling was used because not all populations have the same opportunity to be sampled and because some of their characteristics make it difficult to be sampled. Hair et al. (2010) said that the minimum sample size is five to ten times the number of statement items. The number of statements in this study is 40, so the sample size is $26 \times 5 = 130$ respondents. Loading Factor and Average Variance Extracted (AVE) are used to test the validity and fit of the model. The Structural Equation Model (SEM) method is used to view data and test hypotheses in this study.

RESULTS AND DISCUSSION

Convergent validity is part of a measurement model commonly called the outer model in SEM-PLS and confirmatory factor analysis (CFA) in covariance-based SEM (Mahfud and Ratmono, 2013). If the outer model (measurement model) meets the convergent validity requirements for reflective construction, the loading must be above 0.7 and the p-value must be less than 0.05. (Hair et al. in Mahfud and Ratmono, 2013).

The indicator in models containing less than 0.40 must be excluded. But we have to see how removing indicators with loadings between 0.40 and 0.70 affects the average variance extracted (AVE) and the reliability of the composite. We can eliminate indicators with loadings between 0.40 and 0.70 if they can increase the average variance extracted (AVE) and composite reliability above their threshold (Mahfud and Ratmono, 2013). The cut-off value for AVE is 0.50, and the overall reliability is 0.7. When deciding to omit an indicator, you should also think about how it affects the content validity of the construct. Indicators with small content are sometimes defended because they help build content validity (Mahfud and Ratmono, 2013).

Table 2
Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.919	0.927	0.935	0.644
Brand Love	0.841	0.868	0.887	0.614
Brand Loyalty	0.894	0.899	0.918	0.653

The AVE value must be above 0.5. (Mahfud and Ratmono, 2013). All AVE values are greater than 0.5, which means they meet the AVE-based validity requirements. The next step is to test the hypothesis by looking at the direct effect of a variable (exogenous) that influences the affected variable (endogenous). When direct effects are used to test hypotheses, the following happens: Table 4.15 shows the results of the test to see if effects matter.

Table 3
Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Brand Love	0.439	0.446	0.104	4.237	0.000
Brand Image -> Brand Loyalty	0.196	0.214	0.095	2.059	0.040
Brand Love -> Brand Loyalty	0.286	0.286	0.094	3.030	0.003

Based on the results in Table 2, the following is true:

1. Brand image has a positive effect on brand love, with a path coefficient value (original sample) of 0.439, and this effect is significant, with PValues = 0.000 0.05. (Hypothesis Accepted).
2. Brand image has a positive effect on brand loyalty, with a path coefficient value (original sample) of 0.196, and this effect is significant, with PValues = 0.040 0.05. (Hypothesis Accepted).
3. Brand love has a positive effect on brand loyalty, with a path coefficient value (original sample) of 0.286, and this effect is significant, with PValues = 0.003 0.05. (Hypothesis Accepted).

Table 3
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Brand Love -> Brand Loyalty	0.126	0.124	0.042	3.011	0.003

Based on the results of Table 3, the following:

1. The test results show that the beta coefficient value of brand image on brand loyalty through brand love is 0.126 with a p-value of 0.003 which is smaller than 0.05. This shows that love for a brand can be a bridge between brand image and brand loyalty.

Conclusion

From research and discussions conducted with Starbucks Multatuli Medan customers about how brand image and customer satisfaction affect brand loyalty through brand love, the following conclusions can be drawn:

1. Starbucks is always creating new types of coffee based on how the brand is perceived. This suggests that creating new types of coffee will make customers happier and make them love and stick with the Starbucks brand more.
2. Based on customer satisfaction, Starbuck's service is as you expect. So, a high satisfaction

affective component will affect brand love, which includes the desire to show love for the brand and encourage brand loyalty.

3. I am willing to provide feedback after I use a Starbucks product because I love the brand. This shows that how much people love Starbucks has a big influence on their thinking and will make them more loyal to the brand.
4. Because I like the Starbucks brand, I am willing to pay more for the product. So how customers feel will influence what they do, such as buying again, which makes them loyal to the brand.

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