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## THE EFFECT OF BRAND SATISFACTION AND CONSUMER EXPERIENCE ON BRAND LOYALTY THROUGH BRAND LOVE

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### KEYWORDS

brand satisfaction, brand love, brand loyalty, consumer experience

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### ABSTRACT

The business concept in the form of activities carried out by business entities or individuals to benefit through a series of ways, such as manufacturing, selling, and purchasing by creating a fashionable brand and updates for Muslim women is certainly a bright prospect. This study aims to determine and analyze the influence of Brand Satisfaction and Consumer Experience on Brand Loyalty through Brand Love on Rabbani hijab consumers. The study used a type of quantitative method. The sample in this study was 200 consumers selected based on the purposive sampling method. The data was analyzed using the Structural Equation Model (SEM). The results showed that Brand Satisfaction affects Brand Love, Brand Love affects Brand Loyalty, Consumer Experience affects Brand Love and Brand Loyalty, and Brand Love mediates the relationship between Brand Satisfaction and Consumer Experience on Brand Loyalty. It can be concluded that consumer satisfaction and experience have a significant influence on brand loyalty through brand love. Therefore, to maintain and increase consumer loyalty, companies need to focus on improving consumer satisfaction and experience. Companies can do this by improving product quality, providing quality services, and optimizing consumer interactions with brands through various channels.

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## INTRODUCTION

One of the business concepts is an activity carried out by a business entity or individual to gain profit in a series of ways, such as manufacture, sale, and purchase. It is known that Indonesia is a Muslim-majority country. Therefore, creating a fashionable and updated brand for Muslim women is a bright prospect and a business that requires continuous innovation. In addition to offering Muslim fashion products that compete in the market, Rabbani was the first producer to pioneer the instant headscarf. School children often use this instant headscarf, and some even deliberately use Rabbani as a school headscarf because it is felt in terms of comfort. So, it is no wonder 2019 Rabbani won the 2019 Top Brand award. Namely the Top Brand 2019 Branded Veil category. The 2019 Top Brand award to Rabbani was awarded at the Mulia Hotel, Jakarta (Rabbani fashion, 2019).

One of the business goals is to gain a competitive advantage by making customers loyal to the brands being sold. (Ashraf et al, 2018) argue that brand loyalty plays an important role because it is not easier for companies to get new customers than to maintain loyal customers, so they do not easily switch to competitors. Therefore, companies must make strategic plans to create consumer value in order to remain competitive in their business. To create loyal customers, of the strategies to create them is by always pay attention to the responses given by consumers or the consumer's experience. Because now consumers tend to look at the experiences of other people before deciding to buy a product, they also always pay attention to consumers from their love for the brand because that can increase passion and

satisfaction for the brand, which makes increased love for the brand which in turn will make consumers make repurchases.

Brand love greatly affects brand loyalty Anggraeni & Rachmanita (2015). Brand loyalty is said to be consumer behavior that is committed to a particular brand and makes purchases repeatedly over time. To Cuong (2020), Brand loyalty reduces marketing costs. It improves the relationship between sellers, so they are not afraid to compete because loyal customers are likelier to buy more products and recommend them to others. Loyalty is also one of the main drivers of company profitability because it provides a cost advantage by retaining loyal customers (Popp & Wilson, 2018). Therefore, loyalty has a vital strategy and requirement for business; loyalty also has a strategic strength for retailers to compete in an intensely competitive environment.

Brand love is influenced by brand satisfaction and consumer experience (Roy et al., 2012; Drennan, 2015 ). Brand love is considered a marketing concept because, with the existence of brand love, the relationship between consumers and brands can lead to sustainable and long term. Brand and love are considered the level of emotional attachment satisfied consumers have to certain brands (Carroll & Ahuvia, 2006). From Valaei (2017), Brand love is known as emotions toward the brand, attachment to the brand, positive experiences toward the brand, and expressions of love for the brand. Satisfaction results from transactions after purchasing, but brand love results in long-term relationships between consumers and brands. Milan et al. (2021 ) brand love has a predictor variable for customer loyalty and has a positive effect on loyalty. Brand love for hijab increases the intention to return, especially among teenage consumers.

Another factor that strongly influences purchase loyalty is the consumer experience. In online marketing that uses social media, consumer experience is one of the sections that must be read before making a purchase, namely the experience of other people, or you can experience it yourself. The impression of the consumer experience of a brand in consumer memory lasts a long time compared to memories of the characteristics or benefits of the product (Chase & Dasu, 2014). Therefore, the consumer experience associated with the brand plays an important role in marketing and consumer behavior because businesses consider it a very relevant element in building long-term relationships between consumers and brands, which can also lead to brand loyalty. (Khan & Rahman, 2017) .

Meanwhile, in the Muslim fashion industry, brand satisfaction also has a role in influencing purchasing decisions. Satisfaction with the brand can increase loyal consumers; when they are satisfied with a brand they buy, consumers tend to buy it again or can even inform their peers about the brand because brand satisfaction can be referred to as a type of judgment as well as the result of a particular purchase or consumption experience. In short, satisfaction is created because the brand they buy meets their expectations (Ghorbanzadeh & Rahehagh, 2020).

Brand love and brand loyalty variables. Where brand satisfaction increases brand love ( Roy et al ., 2012; Correia Loureiro & Kaufmann, 2012; Albert & Merunka, 2013; Drennan, 2015; Aro et al ., 2018; Al-Haddad, 2019; Ghorbanzadeh & Rahehagh, 2020 ). And brand loyalty ( Belaid & Behi, 2011; Lombart & Louis, 2012; Drennan et al ., 2015; Song et al ., 2019; Ghorbanzadeh & Rahehagh, 2020). Consumer experience positively influences brand love ( Drennan, 2015; Karjaluo et al ., 2016; Milan et al ., 2021 ). and brand loyalty (Khan & Rahman, 2016; Tafesse, 2016; Milan et al ., 2021 ). Brand love influences brand loyalty (Carroll & Ahuvia, 2006; Bergkvist & Bech-Larsen, 2010; Correia Loureiro & Kaufmann, 2012; Hwang & Kandampully, 2012; Fetscherin et al., 2014; Drennan, 2015; Aro et al., 2018; Ghorbanzadeh & Rahehagh, 2020; Le, 2021; Milan et al., 2021 ).

Ghorbanzadeh & Rahehagh conducted previous research related to brand loyalty (Ghorbanzadeh & Rahehagh, 2020). However, this study only looks at it from the side of brand satisfaction, engagement,

and love. In this study, the brand attachment was replaced with consumer experience, where consumer experience is also positively related to brand loyalty (Milan et al ., 2021).

This research aims to fill the existing knowledge gap by exploring the effect of brand satisfaction and consumer experience on brand loyalty through brand love. This research can advance the scientific level of marketing management by developing a better theoretical understanding of the variables studied and can provide information and analyze market (community) needs or demands and explain the behavior of business competitors.

## METHODS

This study adopted measurements related to the variables studied from previous studies. Where the Brand Satisfaction variable is measured with three questions adopted from Rather & Sharma (2016). Then the Brand Love variable is measured using six questions adapted from Unal & Aydın (2013). Furthermore, the Consumer Experience variable consists of 4 questions adopted from Setiawan et al . (2021). Finally, the Brand Loyalty variable is measured using four questions adapted from Mrad & Cui (2017).

The population in this study were Rabbani hijab buyers with an age range of 17 years to 40 years, or you could say all ages can use it. The sample in this study was all women, and the criteria for the respondents were customers who had bought a Rabbani hijab at least two times during the last six months.

For data collection, respondents used the purposive sampling method. This study uses a formula (Hair et al ., 2021) that states that the sample that can be used is ten times the number of questions. Therefore, the sample size used in this study (17x10) was 170 respondents. Data is distributed in JABODETABEK with sociodemographic characteristics in this study, including place of residence, age, employment, education, and allocation of hijab shopping in a month.

This quantitative study uses the Structural Equation Model (SEM) method. The data obtained from the respondents were then processed with a statistical model using the SPSS 26 and Smart PLS 3 programs. Based on the processed pre-test results, data were tested using the factor analysis method with SPSS to determine validity and reliability. The validity test was carried out using the Kaiser-Meyer-Olkin (KMO) measurement and Measure of Sampling Adequacy (MSA) of more than 0.5, meaning the factor analysis is appropriate. As for the reliability test used Cronbach's Alpha measurement. The closer the Cronbach's Alpha value to 1, the better (Hair Jr et al ., 2021). This study's initial data collection technique was distributing questionnaires (pre-test) to 30 respondents. Based on the results of the pre-test conducted, all questions are valid.

## RESULTS AND DISCUSSION

The research respondents were Rabbani hijab buyers. Most of them live in Tangerang (56.5%). Most respondents are aged 17-25 years (71%) with student work (52.5%) and high school/vocational school education (67.5%). Some of the respondents spent Rp. 100,000-Rp. 500,000 (42.5%) for a purchase frequency within six months of 3x (41.5%).

### Validity and Reliability Test (pre-test)

**Table.1 KMO Validity Test and Barlet Test**

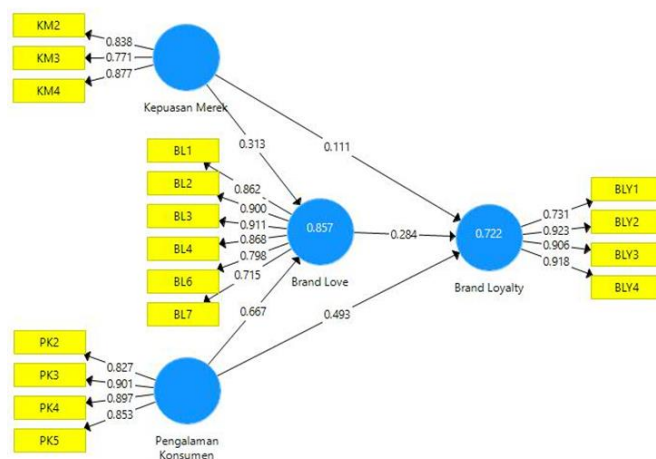
Items	KMO	Anti Image	Communalities	Components Matrix	Cronbach's Alpha
			Brand Loyalty		
BLY1		0.897	0.559	0.747	
BLY2	0.803	0.811	0.794	0.891	0.882

Items	KMO	Anti Image	Communalities	Components Matrix	Cronbach's Alpha
BLY3		0.746	0.827	0.909	
BLY4		0.805	0.774	0.880	
Brand Love					
BL1		0.790	0.677	0.822	
BL2		0.717	0.572	0.756	
BL3		0.629	0.633	0.796	
BL4	0.696	0.746	0.698	0.835	0.895
BL5		0.649	0.588	0.767	
BL6		0.714	0.680	0.825	
BL7		0.629	0.484	0.696	
Consumer Experience					
PK1		0.741	0.305	0.553	
PK2		0.859	0.585	0.765	
PK3	0.768	0.721	0.875	0.936	0.874
PK4		0.695	0.889	0.943	
PK5		0.905	0.718	0.847	
Brand Satisfaction					
KM1		0.845	0.609	0.780	
KM2	0.724	0.744	0.607	0.779	0.853
KM3		0.693	0.752	0.867	
KM4		0.674	0.822	0.907	

Source: Results of research data processing, 2023

To test the quality of the questionnaire, we pre-tested 30 respondents. In this test, validity and reliability tests were carried out using SPSS 26 by looking at the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) measurement values. KMO and MSA values are ideal if the value is > 0.50. Overall, the KMO value for each research variable is 0.696 to 0.803, and the MSA value in this study is 0.629 to 0.905. These results show that the items in the questionnaire statements are valid. In terms of Cronbach's Alpha, as a reference for determining reliability, based on Hair Jr. et al . (2021) for each variable whose Cronbach's alpha value is close to 1, it is said that the better the reliability value in this study shows the Cronbach' Alpha value of 0.853 to 0.895, meaning that the questions asked are all reliable.

**Outer Model Test**



**Figure 1. Outer Model Test**

Construct validity and reliability tests on the reflective measurement model were carried out based on recommendations from Hair Jr. et al . (2021). The loading factor value required in SmartPLS

3 is  $>0.70$ . The measurement of construct validity in this study was acceptable and declared valid because most of the indicators for each variable had a loading factor value above 0.70. Only the KM1, PK1, and BL5 indicators had a loading factor of less than 0.70, namely 0.679, 0.405, and 0.474. The results of Composite Reliability (CR) and Average Variance Extracted (AVE) calculations in this study fulfill the overall requirements. Hair Jr. et al. (2021) state that the required values are  $CR > 0.70$  and  $AVE > 0.50$ . Calculation results for CR and AVE for Brand Satisfaction ( $CR=0.869$ ;  $AVE=0.688$ ), Consumer Experience ( $CR=0.926$ ;  $AVE=0.757$ ), Brand Love ( $CR =0.937$ ;  $AVE =0.714$ ), and Brand Loyalty ( $CR= 0.927$ ;  $AVE=0.762$ ).

**Table 2. Construct Validity and Reliability**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Love	0.918	0.923	0.937	0.714
Brand Loyalty	0.893	0.908	0.927	0.762
Brand Satisfaction	0.780	0.832	0.869	0.688
Consumer Experience	0.892	0.894	0.926	0.757

### Discriminant Validity Test

Using empirical standards, discriminant validity illustrates that one latent variable is different from the other. The cross-loading value of each indicator of the latent variable can explain the discriminant validity test. Cross-loading value shows the correlation between an indicator to its construction and other constructs. The correlation value of the indicator to the latent variable needs to show greater results than the correlation value to the other latent variables. Based on the results of data processing using Smart-PLS, all variables meet the requirements of good discriminant validity.

### Internal Consistency Reliability Test

The Composite Reliability value can measure the internal consistency reliability test in SEM-PLS. The Composite Reliability value can be reliable if it is  $> 0.7$  (Hair Jr. et al., 2021). Based on the calculations in the table above, it is found that all latent variables (constructs) have a Composite Reliability value of  $>0.7$ .

### Coefficient of Determination

The value of the coefficient of determination explains to what extent the exogenous variable can explain the endogenous variable, namely by analyzing the value of  $R^2$  where the value that appears is categorized with the criterion of  $R^2$  value  $> 0.67$ , the influence of exogenous variables is considered strong, the value of  $R^2 = 0.33-0.66$  is considered moderate, and an  $R$ -value  $< 0.20$  is considered weak (Hair Jr et al., 2021). From this research, the analysis results show that the Brand Love variable is jointly influenced by the Brand Satisfaction and Consumer Experience variables, with a value of  $R^2 = 0.857$ . Thus, Brand Satisfaction and Consumer Experience can explain 85.7% of the variant of Brand Love, which means that the influence is strong. The remaining 14.3% can be explained by other variables not included in this study. The next analysis, namely Brand Loyalty, is jointly influenced by the variables of Brand Satisfaction and Consumer Experience with a value of  $R^2 = 0.722$ . This shows that 72.2% of the Brand Loyalty variant can be explained by the variables Brand Satisfaction and Consumer Experience, meaning the effect is also strong. Other variables explain the remaining 27.8%.

Significance of Path Coefficient (Hypothesis Test)

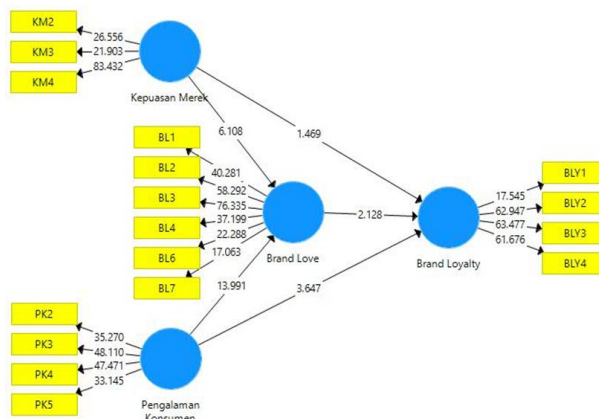


Figure 2. Path diagrams

Table.3 Hypothesis Test Results

Hypothesis	Statement	Original Sample (O)	Sample Means (M)	T Statistics ( O/STDEV )	P Value	description
H1	Brand Satisfaction has a positive effect on Brand Love	0.284	0.285	6,108	0.000	Supported hypothesis
H2	Brand Satisfaction has a positive effect on Brand Loyalty	0.313	0.309	1,469	0.142	The hypothesis is not supported
H3	Consumer Experience has a positive effect on Brand Love	0.111	0.113	13,991	0.000	Supported hypothesis
H4	Consumer Experience has a positive effect on Brand Loyalty	0.667	0.672	3,647	0.000	Supported hypothesis
H5	Brand Love has a positive effect on Brand Loyalty	0.493	0.492	2,128	0.034	Supported hypothesis

Source: Results of research data processing, 2023

Table 4. Indirect Effects Test Results

Hypothesis	Statement	Original Sample (O)	Sample Means (M)	T Statistics ( O/STDEV )	P Value	description
H6	Brand Satisfaction has a positive effect on Brand Loyalty through Brand Love	0.089	0.086	2,190	0.029	Supported hypothesis

Hypothesis	Statement	Original Sample (O)	Sample Means (M)	T Statistics ( O/STDEV )	P Value	description
H7	Consumer Experience has a positive effect on Brand Loyalty through Brand Love	0.190	0.193	2,011	0.045	Supported hypothesis

Source: Results of research data processing, 2023

Testing the hypothesis in this study can be seen through the results of the path coefficient significance. The path coefficient significance value can be obtained using the bootstrapping technique with the Smart-PLS software. According to Hair Jr. et al . (2021), if the T statistics value is  $> 1,960$ , with a P value  $< 0.05$ , it can be said that there is a significant influence.

In hypothesis testing, H1, H3, H4, H5, H6, H7 are proven, while H2 is not proven. The H2 test, namely the effect of Brand Satisfaction on Brand Loyalty, obtained the results of T statistics  $1.469 < 1.960$  with a P value of  $0.142 > 0.05$ , so it can be said that the hypothesis is not proven.

Meanwhile, as seen from the indirect effects test table results in this study, there is a mediating relationship between exogenous and endogenous variables, namely Brand Loyalty through Brand Love. This means both explain that the relationship between Brand Satisfaction and Consumer Experience through Brand Love has a positive and significant influence because it has a T statistics value of  $2.190$  and  $2.011 > 1.960$  and a P value of  $0.029$  and  $0.045 < 0.05$ .

Hijab Rabbani is an instant hijab that consumers like because it has a soft material that makes it comfortable. So it is no wonder that satisfaction has been considered an important factor in marketing (Hsu & Chen, 2018). The results of testing this hypothesis are supported by previous research, which also states a positive and significant relationship between brand satisfaction and brand love ( Ghorbanzadeh & Rahehagh, 2021).

Furthermore, testing the H2 effect of Brand Satisfaction on Brand Loyalty is said to have no positive and significant effect between Brand Satisfaction and Brand Loyalty. There is a possibility that even though consumers are satisfied with the Rabbani hijab, in terms of price, the Rabbani hijab is above the average compared to the hijab sold in the market. Because prices are set to prevent competitors from entering and maintaining customer loyalty (Saputri, 2019), it makes consumers disloyal; these results align with the results of research conducted by Brilliant & Achyar (2013), which states that brand satisfaction does not affect brand loyalty. This is also in line with what was stated by Erciş et al . (2012) that satisfaction alone might not be enough to make a consumer loyal. This research does not align with the results of the study by Ghorbanzadeh & Rahehagh (2020), which confirms that Brand Loyalty is directly affected by Brand Satisfaction. This difference occurs probably because the data is distributed only in JABODETABEK, and most of those who buy Rabbani hijab are students, that is, people who have not worked. Therefore, the tendency of consumers, even though satisfied with the quality of Rabbani's hijab but if it is to be loyal is still not strong.

Regarding the relationship between Consumer Experience and Brand Love, nowadays, everyone is active on social media, as well as buying a need and desire a lot of social media. So, it's no wonder that Consumer Experience plays an important role in marketing, to support the love of the brand. Consumers pay more attention to the chosen brand they like because of the good buying experience (Karjaluo et al., 2016). This is supported by previous research from (Milan et al., 2021), which states that there is a significant and positive relationship between the Consumer Experience and Brand Love.

Furthermore, the Consumer Experience is an important step towards shaping loyalty. Experience can be an evaluation that will foster consumer trust; of course, as a business person, it is very important to maintain the trust of potential consumers. Suppose from the beginning alone many consumers are already disappointed. In that case, it will impact the business in the future, in line with Tafesse's (2016) opinion, which shows that consumers are no longer interested in buying products for functional benefits only but focus on their experience. Previous research also supports these results that confirm a positive and significant relationship between Consumer Experience and Brand Loyalty (Milan et al., 2021).

Furthermore, the Rabbani hijab is among the leading hijabs. Hence, consumers feel happy to wear it based on the perceived comfort and variants produced. As for other things, Rabbani's hijab has a soft and smooth veil surface texture. The smoothness and softness of the materials used certainly make the scalp of consumers feel protected. This gives rise to consumers' love for the brand, which can further foster consumer loyalty. Therefore, in line with the research (Ghorbanzadeh & Rahehagh, 2021) which confirms the existence of a positive relationship between Brand Love and Brand Loyalty because brand love is said to be the strong emotional level that consumers have for a brand and makes the consumer loyal.

Meanwhile, judging from the results of this study's indirect effects test table, there is also a mediating relationship between exogenous variables and endogenous variables, namely Brand Loyalty through Brand Love. This means both explain that the relationship between Brand Satisfaction and Consumer Experience through Brand Love has a positive and significant influence. Rabanni hijab is one of the contemporary hijab solutions. However, it is easy to use because they make instant products that are easy to wear. Brand Love is an index that conveys impressions of a brand, brand love is expressed as the attitude that consumers have towards a brand and includes positive behaviours, feelings, and emotions that can make consumers loyal (Aro *et al.*, 2018) in line with previous research that explained the role of Brand Love as a mediation for Brand Loyalty (Vania & Putri, 2020).

## **CONCLUSION**

This research tested the effect of brand satisfaction and consumer experience on brand loyalty through brand love case studies on hijab rabbani consumers who used the consumer preferences of rabbani hijab users in JABODETABEK as the research object. This study describes the factors of Brand Satisfaction and Consumer Experience affecting purchase loyalty at Hijab Rabbani. The testing of all hypotheses shows that brand satisfaction has a positive and significant effect on brand love, but does not have a positive and significant effect on brand loyalty. This means that in this study, the results obtained from the data distributed showed that most of those who bought the Rabbani hijab were students, namely people who had not worked because they did not have a salary. Therefore, the tendency of consumers, although they are satisfied with the quality of Rabbani's hijab, is still not strong for loyalty. Therefore, the variable Brand Satisfaction on Brand Loyalty does not have a positive and significant effect. In addition, Consumer Experience has a positive and significant effect on Brand Love and a positive and significant influence on Brand Loyalty. Because satisfaction is considered a marketing theory and an important marketing strategy goal, it is not surprising that companies do various things to prioritize customer satisfaction. If consumers are satisfied, they usually tend to like and make them loyal to the brands they like because they get a sense of satisfaction after using the product they like. So, because of that, Consumer Satisfaction affects Brand Love and Brand Loyalty. Furthermore, Brand Satisfaction and Consumer Experience of Brand Loyalty through Brand Love also have a positive and significant influence.

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