

Increasing Brand Loyalty Through Brand Image, Brand Love and Brand Experience

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Abstract—Understanding and increasing customer loyalty to a brand is essential for the survival and success of the company. In the digital era and increasingly fierce business competition, creating and maintaining good cooperation and relationships with customers is very important for the continuity of the company. Brand image is a representation imagined by customers when they think of a brand or product, the representation is formed from past information or experiences. Business people always try to provide the best for their customers, with the hope that consumers will prefer their products over their competitors or become loyal customers. The results of previous studies provide evidence that brand image and brand love have a significant effect on brand trust, while brand experience has a less significant effect on brand trust, and brand trust has a significant positive effect on brand loyalty. This paper aims to discuss how to build brand loyalty through brand image, brand love, and brand experience and brand trust.

Keywords— Brand Image, Brand Love, Brand Experience, Brand Loyalty, Brand Trust.

I. INTRODUCTION

Understanding and increasing customer loyalty to a brand is essential for the survival and success of the company. In the digital era and increasingly fierce business competition, creating and maintaining good cooperation and relationships with customers is very important for the continuity of the company. Brand image is a representation imagined by customers when they think of a brand or product, the representation is formed from past information or experiences with the brand in question. Brand image is a group of associations that are perceived by customers for a particular brand. According to (Khuong & Tran, 2018) brand image is "a condition in which customers assume because they feel a characteristic of a particular brand, and this can well arouse consumers' purchase intentions so as to increase brand values. Hartanto (2019:10).

Brand image is a description and value of a brand that can be measured by what customers feel and think when they hear the brand (Firmansyah, 2018). If a brand has a positive image in the eyes of consumers, there will be a greater possibility that consumers will make purchases. A good brand can be the basis for building a positive company image. Brand love or brand love is an emotional feeling that arises in customers accompanied by customer comfort and satisfaction with the brand they love (Hidayah 2020). Meanwhile, according to research by Junaid et al., (2020) revealed that hedonic satisfaction has a positive impact on brand love. Brand love is also considered as an emotional bond between customers of a brand. Meanwhile, love for a product is a type of consumer

emotional satisfaction based on the consumer's experience of a brand, because they feel satisfied after buying the product. This can affect consumer love for brands, so that consumers are more loyal (Rakatama & Winarto, 2021).

Brand experience is basically the initial stage in receiving information. Consumers usually experience a variety of experiences such as sensorial, emotional, intellectual, and behavioral experiences that are so satisfying that they automatically build trust, preference, and commitment to the brand. Brand experience has a positive impact on consumer loyalty to brands (Khan et al., (2019). To increase brand value, it is necessary to develop a brand experience that is different and unforgettable compared to other brands, so as to facilitate the development of brand loyalty.

Brand loyalty is a measure that describes how closely a customer is connected to a brand, and how likely the customer will switch to a competing brand if there is a change in packaging, price, or other attributes. This was revealed by Aaker in Asri and Rozy (2018: 270). According to Rangkuti, brand loyalty is a measure of consumer loyalty to a brand (Asri and Rozy, 2018: 271). Oliver stated that brand loyalty is a promise to continue to buy certain products and remain loyal to that brand under any circumstances (Yosef Andre Sucahyo, 2017). Thus, brand loyalty refers to the level of customer attachment to a brand, so that customers will continue to use the product, even though they are faced with many offers from competitors.

Brand trust is the result of the company's efforts to create a memorable and sustainable experience for consumers, which is based on integrity, honesty and brand decency. Meanwhile, according to Lau and Lee in the journal Adrian and Tarigan (2017) customer trust in a brand is their desire to trust a particular brand in the face of risk, because they expect positive results from that brand. Thus, it can be concluded that brand trust comes from a sense of security and a positive experience felt by customers when using the brand.

Hartono & Rodhiah, (2021) in his research entitled "The Effect of Brand Communication, Brand experience, and Brand image on Yamaha Brand loyalty in West Jakarta: Brand trust as a Mediation Variable", the results of his research show that brand experience and brand image have positive and significant influence on brand loyalty, but in research conducted by Rahmat and Marso (2020) in their journal entitled "The Relationship between Brand experience, Brand image, Brand Satisfaction, and Brand loyalty in the Perspective of the Four-Stage Loyalty Model (study of student users smartphones in Tarakan)", indicating that the direct

effect of brand experience on brand loyalty is not significant, and the direct effect of brand image on brand loyalty is also not significant. According to the journal Margaretha et al., (2023), entitled "The Influence of Brand Love on Brand Loyalty Through Self-Esteem and Brand Trust", the conclusion is that there is a positive influence of brand love on brand loyalty through brand trust. Based on the background that has been formed, this paper discusses the role of brand image, brand love, brand trust and brand experience in building brand loyalty

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II. BRAND AND BRAND IMAGES

The American Marketing Association (AMA) defines a brand as a name, symbol, sign, design, or a combination of all these things, which is used to identify goods or services provided by an individual or group of sellers properly, and differentiate them from other products. Firmansyah (2019: 60) defines a brand as a perception that arises in the mind of a customer when remembering a brand of a particular product, including the arrangement of colors or a combination of other elements that can differentiate it from other products in trading goods or services. The role of brands in companies is very important, partly because brands help consumers make decisions about the products or services offered by companies. For consumers, brands can provide added value through the various functions and benefits offered by the product.

Brand image refers to "a view of a brand that is reflected through brand associations stored in consumers' memories". Suhaily and Darmoyo (2017) explain that brand image refers to situations where brands can influence consumer behavior in making purchasing decisions, and the better the brand image,

the greater the opportunity for purchasing decisions. Factors that can influence consumer behavior towards brands are personal experiences, experiences from people who are known, reviews from social media, and other factors. Meanwhile, Aaker and Joachimsthaler (2019), explained that brand image is a form of consumer perception of a brand, which is measured by perceptions of brand personality, brand attributes, brand values and benefits of the brand. This understanding is almost the same as the statement given by Keller (2020) which states that brand image is made of brand associations which include experience with the brand, product characteristics, consumer perceptions of customer loyalty to the brand and brand image.

Firmansyah, (2019) put forward brand image indicators, namely:

- a. Corporate Image is an opinion formed by customers towards companies that produce goods or services. According to Karyati (2016), the image of a manufacturer or maker includes reputation, integrity, corporate network and users.
- b. User Image, which is a collection of perceptions of other users who use the same services or goods.
- c. Product Image, which is a collection of consumer responses to the goods or services themselves.

Brand image is a collection of perceptions felt by consumers towards a product. This shows that brand image is how consumers view a brand and how much consumer trust in that brand. Brand image is a process for managing brands so as to increase brand equity in the long run. Brand image is the result of consumers' assessment of the brand, and this assessment is created from direct experience or knowing its reputation from other people. Hartanto (2019: 10) suggests that brand image is a set of associations that are perceived by customers for certain brands. There are three indicators of brand image, namely:

- a) Corporate image
- b) Consumer image (user image)
- c) Product image

III. BRAND LOVE, BRAND EXPERIENCE, AND BRAND TRUST

Carroll & Ahuvia (2006) define brand love as the level of strong emotional attachment to consumers and consumers are satisfied with the brand. Several previous studies have shown that brand love has an important influence on several marketing variables. As in research conducted by Anggraeni & Rachmanita (2015) stated that brand love can encourage consumers to do positive word of mouth. Huang (2017) also identified indicators of brand love which include:

- a. Love for the brand
- b. feeling satisfied,
- c. Interest in the brand, and
- d. Emotional attachment to the brand

Hidayah (2020) says brand love is an emotional feeling that arises and a feeling of satisfaction that consumers feel after using the brand they love. In a study by Junaid et al. (2020) stated that hedonic pleasure has a positive influence on brand love. Brand love is the consumer's love for the brand and becomes an important component in the brand's relationship with consumers. Huang (2017).

Huang (2017) also identified indicators of brand love which include:

- a. The feeling of love for the brand, after the first satisfying purchase results, consumers will make the product a mainstay product
- b. Feelings of satisfaction, when using the product, if the quality of the product meets consumer expectations, then satisfaction will be felt by consumers
- c. Interest in the brand, after making a purchase and the results are satisfactory, consumers will tend to continue to remember the brand
- d. Emotional attachment to the brand, after the first satisfying experience when buying, consumers will make the brand a favorite brand and continue to use it.

Love for a brand can enhance brand experience and trigger the formation of positive word of mouth (WOM), which will ultimately increase brand loyalty (Nikhashemi et al., 2019). According to Adriani (2018), brand love is an emotional experience that arises from the interpersonal relationships that are forged between brands and consumers. Meanwhile, Madelie (2019) added that brand love shows the emotional level felt by consumers towards their satisfaction with certain brands. Samuel & Susanto Putra (2018) explain that brand experience refers to consumer experience that includes sensations, feelings, understandings, and responses triggered by the brand itself, the marketing communications used to promote the brand, the people involved in brand marketing activities, as well as the environment in which the brand is marketed. Meanwhile, according to Brakus et al (2009) in Samuel and Putra (2018) brand experience is the feelings, cognitions, sensations and responses of buyers that arise as a result of the brand, the people and environment the brand is marketed to, and the way marketing communications are carried out. According to Nysveen, et al in Hanifah et al., 2018 there are indicators that can influence brand experience, including:

- a. Sense, there is a stimulus about the brand that enters through the senses of sight, hearing and feeling,
- b. Feel, the feeling of pleasure and pride that arises due to consuming a certain brand
- c. Act, behavior that usually appears when dealing with brands
- d. Think, stimulation to think from the brand to the customer.

e. Relate, the relationship between the interaction between brands and customers. Murthy in Firmansyah, (2019: 141), suggests that brand trust from the company's point of view is a brand that succeeds in creating a memorable brand experience for consumers that is sustainable in the long term, based on integrity, honesty and politeness. the brand. According to Munuera (Ngabiso et al., 2021, p. 129) states that brand trust is the capacity of a brand that is trusted by consumers when the product can fulfill the needs carried out on the brand both based on consumer confidence and prioritizing consumer needs. Lalu and Lee (Putu et al., 2018, p. 344) explain that brand trust is defined as the customer's desire to rely on a brand with the risks faced because the expectation of the brand will produce positive results. According to (Laksono & Suryadi, 2020) explains there are four indicators of brand trust as follows:

- a) Brand Credibility,
- b) Brand Competence,
- c) Brand Goodness,
- d) Brand Reputation.

Tjiptono and Marlizar (2020) state that marketing performance is closely related to the external environment, which is difficult for companies to control. In the marketing context, consumers are considered as assets that need to be maintained and cared for properly in order to remain loyal to using the products produced by the company (Romdonny and Rosmadi, 2019). Therefore, companies must make every effort to provide the best service to consumers so that they have a positive experience with the brand. Thus, consumer loyalty and trust in the brand will increase indirectly.

IV. BRAND LOYALTY

In an effort to increase loyalty, according to Soegoto (2016: 273), it is important to understand the various aspects related to the formation of trust and values. Brand loyalty is a measure/level of how much the consumer is attached to a brand. This level can provide an idea of how much risk customers switch to competing brands. Aaker in Asri and Rozy (2018: 270) illustrates 5 dimensions in brand loyalty, namely:

1. Switchers
namely buyers who do not pay attention to the brand and are not loyal to a particular brand.
2. Habitual buyers
namely buyers who are satisfied or not disappointed with certain products and buy certain brands out of habit.
3. Satisfied buyers
namely buyers who are satisfied with the product and brand used, but switching brands will incur switching costs, such as costs of time, money, or performance risk.
4. (Liking the brand)
namely buyers who start to like the brand and choose a particular brand because of certain associations.
5. Committed buyers
namely buyers who are committed and loyal to a brand and even feel proud to be a user of that brand.

Brand loyalty also has several indicators, according to Ballester and Aleman (2005: 191), brand loyalty is usually measured through 4 indicators, namely:

- a) Buy the same brand continuously when needed
- b) Provide recommendations to others
- c) Immunity to other marks
- d) Satisfied with the benefits provided

The trust factor of customers towards brands is very important in building loyalty, because if consumers trust the services or products offered by the company, then this will automatically provide a positive value.

Laksono & Suryadi, (2020) explained that there are 4 indicators of brand trust, namely:

- a. Brand Credibility,
- b. Brand Competence,

Trust in product sources that are in the brand to be able to increase brand value and quality.

Can be felt when customers know that the quality requested and provided are the same.

c. Brand Goodness,

Describe the company's image to consumers, such as health, social, and comfortable environmental conditions

d. Brand Reputation,

It is a reputation in the minds of customers who realize that the product quality of a brand is stable, so they are willing to pay more.

Brand loyalty is consumer loyalty when choosing the product to be purchased by looking at the quality of the product being marketed to attract buyers. Brand loyalty is an important marketing tool for companies and brands to build long-term consumer relationships in today's highly competitive market conditions (Dülek & Saydan, 2019). Schiffman and Kanuk, (2016) state that brand loyalty factors are customer satisfaction, recognition of product usefulness, trust in the brand, and interest in the product. Brand loyalty also has several indicators, according to Ballester and Aleman (2005: 191), brand loyalty in general can be measured through 4 indicators, namely:

- a. Buy the same brand over and over again when necessary
- b. Give recommendations to others
- c. Immunity to other brands
- d. Satisfied with the benefits provided

Customer loyalty to the product comes from the consumer experience when using the product. If the experience is positive, it will increase customer loyalty to the product.

V. THE RELATIONSHIP BETWEEN BRAND LOYALTY, BRAND IMAGE, BRAND LOVE AND BRAND EXPERIENCE

There are 2 previous studies that will be used as guidelines in this study. First, it is a reference research compiled by Hartono and Rodhiah (2021). This study entitled "The Effect of Brand Communication, Brand experience, and Brand image on Yamaha Brand loyalty in West Jakarta: Brand trust as a Mediation Variable", this study involved 150 respondents who are owners or users of Yamaha motorbikes in West Jakarta. Google Form is a data collection technique used in this study. This research uses SEM technique and SmartPLS 3.0 program. The results obtained from this study are that brand image, brand communication and brand experience have a positive and significant impact on brand trust and brand loyalty, brand trust has a positive and significant impact on brand loyalty. The second study was conducted by Margaretha et al., (2023). The second study entitled "The Influence of Brand Love on Brand Loyalty Through Self-Esteem and Brand Trust", the researcher chose to use respondents who were students of the Trisakti Faculty of Economics, Jakarta. The survey is distributed online via Google Form. There were 220 respondents who filled out the survey. The analysis technique used is Structural Equation Modeling-SEM, but before doing Goodness of Fit (GOF) testing. The purpose of this research is so that we can find out the role of brand love in brand loyalty by mediating self-esteem and brand trust. The results of this study are that brand love has a positive effect on brand trust and self-esteem, self-esteem and brand trust have a positive effect on brand loyalty. Self-esteem mediates the

effect of brand love on brand loyalty. Brand trust mediates the effect of Brand love on brand loyalty.

Brand identity has an important role in the business world. A good and strong brand image can make consumers loyal and reluctant to switch to competing brands, even though there are price increases. According to Hartanto (2019: 10), brand image is a collection of associations formed in the minds of consumers for a brand. The benefits of brand image for consumers and companies according to Caputo (2021), Foster (2016), Wardhana, et al. (2021), namely:

1. Consumers who have a positive image are more likely to make purchases,
2. The product line can be developed by the company by utilizing the positive image that has been formed by an old brand.

Brand image is the result of many factors such as brand association, buying experience, company reputation, form and size of advertising, and promotion. With a good brand image, consumers will have more trust and confidence in purchasing products from that brand. This theory has similarities with the results of research from Susilawati & Wufron, (2017) which shows that brand image has a positive influence on brand loyalty. The results of his research show that statistically, every 1% increase in brand image can increase 1.26% brand trust. The better the company is in implementing the image of the product brand it produces, the more it can increase customer trust in the product brand. Researchers (Hartono & Rodhiah, 2021), in their article which is used as a reference, entitled "The Effect of Brand Communication, Brand experience, and Brand image on Yamaha Brand loyalty in West Jakarta: Brand trust as a Mediation Variable", also revealed that there is a positive and significant influence

Research by Machado & Rodhiah (2021) found that brand trust has a positive influence on brand love. These findings are in line with research from Dirayani and Mandala (2022) which also found that brand trust has a positive effect on brand love. According to (Huang, 2017), brand experience has a positive impact on brand trust. Pleasant sensory and intellectual experiences can affect the level of consumer trust in a brand. Therefore, developing brand experience is very important to increase customer trust. By providing satisfying and memorable experiences, a brand can better meet consumer needs and increase the probability of being chosen by customers in the future. This shows that positive experiences can increase consumer trust in a brand (Khan et al., 2019). Increasing trust through customer experience of a brand is very important for business success (Ramaseshan & Stein, 2014).

Building brand loyalty is an important thing, and one of the main keys is to become a trusted brand. In a recent survey, it was found that around 83% of customers would recommend a brand to others if they trusted it (Nuraini, 2022). In addition, research from (Huang, 2017) shows that customer trust in a brand has a positive impact on customer decisions to make repeat purchases in the future, thereby increasing customer loyalty or brand loyalty. The concept of brand trust itself describes the customer's belief that a brand can meet their needs consistently and reliably (Chinomona, 2016). Another

study from Alhaddad (2015) shows that brand trust also has a positive and significant influence on brand loyalty. In conclusion, the more customers who trust a brand, the greater the opportunity to build brand loyalty and brand success in the market.

VI. CONCLUSION

From the results of the discussion, it shows that there is an influence between brand image and brand trust, and this effect is significantly positive. This means that if the brand image value is higher, then the brand trust value will also increase. Brand love will build brand trust. This means that if the value of brand love is higher, then the value of brand trust will also increase. Consumers who love a brand tend to have strong beliefs about the brand, and believe that the brand will always provide a positive experience, good quality and will fulfill their desires. Likewise brand experience will also build brand trust. This means that the value of brand experience will affect the value of brand trust. Furthermore, brand trust will increase brand loyalty. This means that if the value of brand trust is higher, then the value of brand loyalty will also increase. If you have achieved loyalty, then it is likely that consumers will tend to choose the Surabaya mixue shop compared to its competitors. Consumers who feel trust and love for the product will promote it to their relatives or family and will indirectly strengthen overall loyalty. Suggestions for researchers in the future, can make this article to be used as a reference if future researchers use the variables Brand image, Brand love, Brand experience, Brand loyalty and Brand trust.

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