

## QUO VADIS BRAND LOVE? ROLE OF COGNITION-AFFECTION-BEHAVIOR MODEL FOR LOCAL COFFEE SHOPS IN INDONESIA

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### ABSTRACT

*This study aims to identify the structural relationship between image, experience, love, trust, and brand loyalty for branded local coffee shops using the cognitive-affective-behavior (C-A-B) model. One hundred thirty-five respondents participated in this study, and data analysis was performed using the SmartPLS statistical tool with the PLS-SEM method. It was found that brand image and experience had a significantly positive relationship with brand love and trust. Brand love and brand trust also have a significant positive relationship with brand loyalty, according to the assessment of Indonesian people on their favorite local coffee shop brands. This study contributes to the literature that the C-A-B model can explain the factors that form brand loyalty in the local coffee shop industry. In practice, brand love and brand trust owned by local communities form brand loyalty relationships in local products. This study also shows the mediating effect of brand love and brand trust for branded local coffee shops. Brand Love indirectly mediates the relationship between Brand Image and Brand Loyalty, but Brand Trust does not directly mediate the relationship between Brand Experience and Brand Loyalty. This study's main limitation is using the brand love mark only for brand love. The dimension of the brand love mark as Brand Respect can be included in future research.*

*Keywords: Brand Love, Brand Loyalty, CAB Model, Coffee Shops*

### A. INTRODUCTION

Coffee shops are sure to always stay in style. Geographically diverse consumer groups are increasingly favoring the business. The rapid growth of this zone in international markets demonstrates a 9.1% increase in global sales between 2014 and 2015. (Rompaey, 2016). There are presently 131,000 coffee shops in the United States, with a total income of \$85 billion in revenue by 2025 (Coffee Talk, 2016). The industry is not only thriving in Western countries, the originator of the coffee-drinking lifestyle. However, It is also constantly reaching out to various underutilized but highly profitable Asian-Pacific nations, such as Korea and Japan (Friend, 2016). Thus the variety of players in the coffee franchise industry has grown over time. In the last ten years, the Indonesian coffee industry has experienced significant growth of

250%. The Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2019) said that Indonesia is the fourth largest coffee producer in the world after Brazil, Vietnam, and Colombia. Indonesia's coffee land area reaches 1.25 million ha with a total production of up to 761 thousand tons annually.

The development of various types of coffee and the proliferation of coffee shops bring coffee closer to society and become part of a modern lifestyle. Data from International Coffee Organization (2021) shows that Indonesia's average growth in coffee consumption is higher than that of the world. Hanging out in cafes is now a common sight in big cities. This phenomenon is closely related to various upper and middle-class circles, from adolescents to adults. Drinking coffee has become a mandatory ritual for a group of people, creating a new lifestyle. Due to the fierce rivalry among global coffee companies, brand loyalty has become a critical strategic element for any coffee company seeking to expand effectively in today's market. This is because devoted customers are more likely to buy frequently, trial new products and services (facilitating cross-purchase plans), bring in new customers, and assist the company's public image (Tu & Chang, 2012). It was found that a 5% increase in customer engagement results in a staggering 25-75% increase in earnings (Reichheld & Sasser, 1990). Maintaining client loyalty expenses companies five times less than engaging new prospects (Wills, 2009).

Kotler & Keller (2016), customer trust is the primary factor in creating a solid brand. As a result, numerous companies are eager for “systematic and well-assisted development of loyalty behavior among their customers” (Rai & Medha, 2013). In the local coffee shop industry in Indonesia, according to Rizaty (2022), it is explained that Kopi Janji Jiwa has the most consumers and is a favorite of the Indonesian people. However, local coffee shops currently need help in getting devoted consumers. According to a national survey, more than 50% of Kopi Janji Jiwa's customers frequently shop at its competitors across the international coffee industry, including Starbucks and McCafe, also known as 'roamers.' Starbucks and McCafe also maintain relatively high percentages of explorers, at 53% and 38%, respectively (Business Wire, 2011). The large percentage of nomads reflects the coffee franchise sector's lack of devoted consumers. Consumers are less devoted to companies due to shopping fragmentation, which provides too many options. (Russo, 2014). As a result, there is an urgent necessity for a more thorough study of the precursors of brand devotion in the context of the coffee store franchise business. Apart from the importance of customer loyalty, the research conducted by Song, Wang, & Han (2019) suggested using brand experience to measure brand

love and customer loyalty. Nevertheless, there has been little research into the intermediary mechanisms between these two categories in the marketing literature. This research covers that gap by identifying two important factors of brand love and trusts in the connection between brand experience and brand loyalty. Compared to earlier studies, this research provides a more thorough process model of how and to what extent consumers develop brand loyalty (Huang, 2017; Song et al., 2019).

The remainder of this paper is organized as follows. The underlying theory is the brand resonance model (Keller, 2013; Keller & Richey, 2003), first introduced, followed by a literature review on critical constructs. Following the reasoning of the hierarchy of effects, i.e., cognition-affection-behavior (C-A-B) model, customers' cognitive responses, for example, brand image and brand experience, then affection responses, for example, brand love and brand trust, can invoke their emotions on behavior, for example, brand loyalty (Breckler, 1984; Solomon, Dahl, White, Zaichkowsky, & Polegato, 2014). The research model and hypotheses are then presented with the methodology, results, and discussion. Finally, theoretical and managerial implications, limitations, future research, and conclusions are presented.

## **B. LITERATURE REVIEW**

In the following section, the literature on the theory of the brand resonance model (Keller, 2013), as well as the primary constructs, is reviewed.

### **The Brand Resonance Model**

Brand resonance consists of sub-dimensions: behavioral loyalty, attitudinal attachment, sense of community, and active engagement (Keller & Richey, 2003). The pioneering work done by Huang (2017) in the field of emotional connection and brand loyalty focuses on integrating brand experience as an antecedent of brand love. The author decided to extend the concept of brand resonance, considering that there needs to be more literature done in this field. In this study, several factors enable choosing brand trust and love as an intermediary for brand loyalty on each route. Brand love contains complicated emotions due to its elevated construct, thus precisely, as a moderator in this research among the emotional factors (Huang, 2017). Because the brand trust variable had previously been identified as an important intermediary in the brand loyalty model, it was selected for this research. These two intermediaries reflect logical and affective components of brand relationship quality (Khanna, Jacob, & Chopra, 2019).

## **Brand Image**

Brand image construction is a process of symbolizing object experiences stored in human associative memory, representing the significance of consumption, and including self-characteristics or expressions (Lau & Phau, 2007). Brand image has also become a topic of interesting debate in marketing literature and studies on consumer behavior (Lee & Lim, 2020; Song et al., 2019; Sousa, Nobre, & Farhangmehr, 2019). Brand image has played an essential role in differentiating businesses and an important role as a powerful marketing tool (Park & Park, 2019). Factors that increase brand image are product characteristics, business, marketing mix, brand-specific thinking, individual values, experiences, brand user characteristics, and environmental variables (Dam, 2020). Severi & Ling (2013) confirmed that a powerful brand image could improve brand viability in terms of market rivalry. Consumer perceptions and encounters reflecting their total information about a specific company tend to create the brand image as a decision-making element (Budiman, 2015). Therefore, testing the brand image construct needs to be repeated to confirm the results of previous studies that state that brand image is a robust marketing business tool. Several empirical examinations reveal that brand image is a precursor to brand love and positively impacts brand love (Islam & Rahman, 2016; Ismail & Spinelli, 2012). The hypothesis in this study is formed as follows.

H1: Brand Image is positively related to Brand Love.

H2: Brand Image is positively related to Brand Trust

## **Brand Experience**

Brakus, Schmitt, & Zarantonello (2009) divide the brand experience into four customer reaction dimensions: sensory, affective, behavioral, and intellectual. The "sensory" component describes the visible and brand elements experienced by the customer through their sensitive bodily parts (Hwang & Hyun, 2012). The aesthetic aspect of this brand can add to the sensory experience because it evokes the consumer's sensibilities, which involve touch or contact, sight, sound, and scent (Brakus et al., 2009). Furthermore, some marketers argue that design principles are used to mimic sense experiences (e.g., materials, colors, and styles) and themes (e.g., visual signs and slogans) that are highlighted in the brand content (Hultén, 2011; Mostafa & Kasamani, 2021). Brand experience, defined as the total of all a consumer's experiences with a brand, is also investigated in the online realm (e.g., e-shopping), where customers receive a consistent experience across all brand platforms (Yu, Yuan, Kim, & Wang, 2021). In addition, brand experience plays a vital marketing role in influencing consumer behavior in social networks (Yu et al., 2021). The previous literature research by Das, Agarwal, Malhotra, &

Varshneya (2019) demonstrated the significance of brand experience in influencing brand enthusiasm and dedication in the fashion industry. As a result, the growing importance of experience requires an investigation of its repercussions. The hypothesis in this study is as follows.

H3: Brand Experience is positively related to Brand Love.

H4: Brand Experience is positively related to Brand Trust.

### **Brand Love**

The love sign theory can be suggested as an appropriate theoretical framework to show the relationship between brands and loyal customers (Song et al., 2019). Although Kevin Roberts was the first scholar to develop the theory of love marks, love marks were not the only concept he first conceived. Fournier (1998) studied the love relationship between some products and previous consumers. Since those scholars, Roberts (2004) specifically proposed the structure and strong characteristics of tokens of love to describe the complicated connection between certain companies and their loyal consumers. Brand love is a social psychology concept. Shimp & Madden (1988) proposed their first work applying Sternberg's (1986) love triangle theory, while Ahuvia (1993) proposed their first empirical study. Fournier (1998) also implies that love/passion is essential in brand-quality relationships. Several studies on brand love, however, have been published in marketing publications (Ahuvia, 2005; Albert, Merunka, & Valette-Florence, 2008; Batra, Ahuvia, & Bagozzi, 2012; Whang, Allen, Sahoury, & Zhang, 2004) and this concept still requires a generally recognized meaning and measurement. Therefore, in this research, brand love is described as the emotion associated with the item, as opposed to pleasure, admiration, and trust (Carroll & Ahuvia, 2006). The main objective of this research is to find intermediary mechanisms for brand loyalty. As previously stated, brand love was selected because of its high ranking, including different types of emotions. Therefore, the hypothesis in this study is as follows.

H5: Brand Love is positively related to Brand Loyalty.

H6: Brand Love is a mediator of Brand Image and Brand Loyalty.

### **Brand Trust**

Brand trust and loyalty are critical elements of brand management (Chaudhuri & Holbrook, 2001). In the existing literature, brand trust has been operationalized several times. For example, Munuera-Aleman, Delgado-Ballester, & Yague-Guillen, (2003) define brand confidence as feeling secure when engaging with a brand based on the assertion that the brand will stay dependable and responsible for consumer satisfaction. Brand trust is also seen when

a customer relies on a brand (Zehra & Arshad, 2019). In addition, The assumption of brand trust is founded on the perception that a brand has particular features and qualities that are constant, capable, and trustworthy (El Nagggar & Bendary, 2017).

In addition, Morgan & Hunt (1994) point out that trustworthiness is essential in developing loyalty because connections are highly valued. In line with the above, Kumar & Advani (2005) stated that having a great deal of trust in a brand enables consumers to decrease perceived risk and support repetitive brand sales, which leads to allegiance. As a consequence of this argument, it makes sense that consumer trust in a brand has a favorable impact on customer loyalty to a brand. We contend that brand trust will forecast brand loyalty favorably and substantially.

H7: Brand Trust is positively related to Brand Loyalty.

H8: Brand Trust is a mediator of Brand Experience and Brand Loyalty.

### **Brand Loyalty**

Brand loyalty appears to be linked to a willingness to make recurrent purchases or promotions that favor a particular product or service in the future (Fatema, Zwar, Milton, Rahman, & Ali, 2015; Rahi, Yasin, & Alnaser, 2017; Sasmita & Suki, 2015). Brand loyalty frequently enables consumers to purchase a brand and refuse to move to another brand, regardless of how the circumstance changes or how successful the marketing is (Rahi et al., 2017). Keller (2013) states that even when rivals entice customers to switch to their brands, consumers tend to stick with the same brand and decline to transition. In addition, brand loyalty, which gives customers a favorable image of certain companies over rivals (Hanzaee & Andervazh, 2012), can influence a consumer's choice to purchase the same product (Nyadzayo & Khajehzadeh, 2016). From a conceptual point of view, customers who feel security, i.e., trust, in a brand are more inclined to buy it in the near future or have a purchase intention, i.e., behavioral loyalty (Huang, 2017). Likewise, customer behavioral loyalty must evolve over time as their trust in the company grows. This research was conducted to determine the antecedents of brand loyalty and their relationship with supporting mediators.

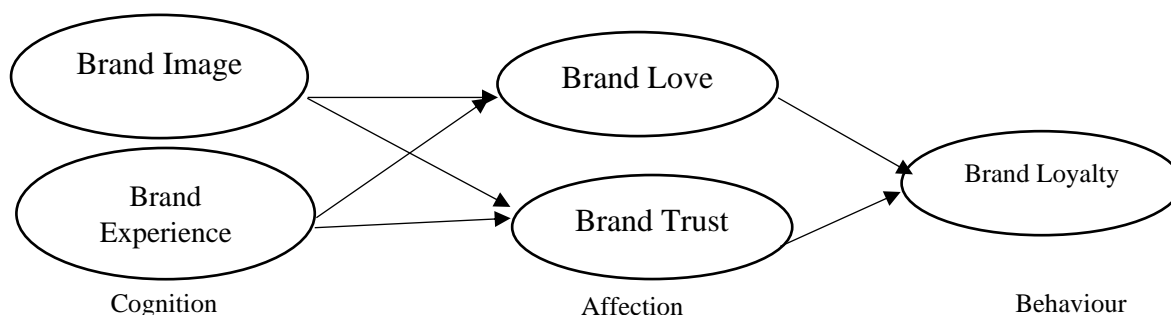


Figure 1. Research Framework (C-A-B Model)

Source: Song et al., (2019)

### C. RESEARCH METHOD

This study aims to explain the variables that influence brand loyalty in local coffee shops in Indonesia. Therefore, this study uses explanatory research to describe each variable's position and examine the relationship between the variables used (Sugiyono, 2017). This study uses quantitative research methods with a questionnaire distribution process on integrating communication via WhatsApp and personal and group telegrams. Whatsapp and Telegram reach male and female consumers who enjoy Local Coffee Shops in Indonesia. A special questionnaire is aimed at consumers who have purchased Kopi Janji Jiwa products in the last six months, which are available at various outlets in Indonesia. Distribution is carried out for one month, from November to December 2022.

The data collection technique in this study was a survey by distributing questionnaires. Furthermore, research is focused on consumers of Kopi Janji Jiwa because a survey from the Katadata Insight Center written by Rizaty (2022) shows that Indonesian people's favorite local coffee shop is Kopi Janji Jiwa. The timing of purchasing Kopi Janji Jiwa products for the last six months is based on consumer habits. If consuming the product for more than three months, it is considered possible to repurchase if the product gives a good impression to consumers (Farahdiba, 2022). In this study, the number of samples was determined using sample calculations from Ferdinand (2014), which state that determining the optimal number of models starts from 5-10 times the number of indicators. It is okay to choose a multiplication between 5 and 10. If the results do not match, you can add it up with a multiplication of 10. The researcher chose multiplication five because that is the number of variables in this study and follows the rule of thumb for sample calculations from previous studies. Therefore, a minimum

of 115 respondents is needed from the results of 5 variables x 23 indicators, and 135 respondents were collected in this study.

The testing technique used in this research is a validity test to measure whether a variable is valid. The validity test in this study used the Confirmatory Factor Analysis (CFA) method with a loading factor value of  $> 0.7$ , which was said to be valid and seen from the AVE (Average Variance Extracted) value, where the AVE value was said to be good if it had a value of  $> 0.50$  (Gudono, 2017). The results of the validity test in this study can be seen in Table 1. which shows that all indicators are valid with an AVE  $> 0.5$ . Furthermore, the reliability test is carried out, namely a test carried out on indicators, to measure the theoretical construct. Meanwhile, according to Sugiyono (2017), the reliability test results from measurements using the same object will produce the same data. A variable is said to be reliable if it has a Composite Reliability (CR) value of  $> 0.70$  (Blumberg, Cooper, & Schindler, 2014). The results of the reliable test can be seen in Table 1. which shows that the construct in this study is reliable with a CR value  $> 0.7$ . After testing the validity and reliability, a regression test was performed using PLS-SEM.

Table 1. Variabel Operational Definition

Variable	Variables' Operational Definition	Indicator	Measure ment Items	Source	Average Variance Extracted (AVE)	Composite Reliability
Brand Image	Kopi Janji Jiwa has a different image from other coffee shops	BI1	0.778	Song et al., (2019)	0.574	0.889
	Janji Jiwa Coffee gives a clean feeling.	BI2	0.791			
	Coffee, The soul promise of Starbucks, is the West.	BI3	0.638			
	The atmosphere at the soul promises coffee shop is very dynamic.	BI4	0.812			
	Janji Jiwa Coffee is elegant.	BI5	0.800			
	Kopi Janji Jiwa is a first-class coffee shop	BI6	0.709			
Brand Experien ce	This brand does not appeal to my senses.	BE3	0.751	Huang (2017)	0.557	0.863
	I was engaged in many thoughts when I came across this brand.	BE4	0.742			
	This brand stimulates my curiosity and problem-solving.	BE6	0.744			
	I engage in physical and behavioral actions when I use this brand.	BE7	0.706			
	This brand produces a body experience.	BE8	0.787			
I like Kopi Janji Jiwa.	BL1	0.519	0.590	0.875		



	Soul Promise Coffee is a joy for me.	BL2	0.808			
Brand Love	Soul Promise coffee is absolutely amazing.	BL3	0.858	Song et al., (2019)		
	Soul Promise coffee makes me feel good.	BL4	0.834			
	Soul Promise Coffee makes me feel alive.	BL5	0.771			
	I believe coffee promises the soul.	BT1	0.642			
Brand Trust	I think soul promise coffee is a company trying to keep its promises to customers.	BT2	0.887	Song et al., (2019)	0.550	0.782
	As a coffee shop, soul promise coffee meets my expectations	BT5	0.673			
	I will continue to visit Kopi Janji Jiwa	BLO5	0.810	Song et al., (2019) and Huang (2017)	0.635	0.874
Brand Loyalty	I think Kopi Janji Jiwa is the best coffee shop for me	BLO6	0.705			
	I prefer Kopi Janji Jiwa over other coffee shops	BLO7	0.847			
	I recommend Kopi Janji Jiwa to others	BLO8	0.818			

Source: Processed data (2023)

#### D. RESULTS AND DISCUSSION

Descriptive statistics have been utilized to examine the demographic characteristics of the interviewees. According to Table 2, most respondents (54.1%) are female, whereas 40.7% are between 24 and 26 years old. Results also show that most of the respondents (25.2%) shop online only when there is the need to do so, while the remaining show either more than three times a month (7.4%), once every two weeks (10.4%), and 57% shop once a week.

Table 2. Respondent Characteristics

Items	Level	Frequency	Percentage
Gender	Male	73	54.1
	Female	62	45.9
	Total	135	100.0
Age	18-20	23	17.0
	21-23	29	21.5
	24-26	55	40.7
	27-29	22	16.3
	30 years old and above	6	4.4
	Total	135	100.0
How Often Do You Buy Kopi Janji Jiwa Products?	Once a week	77	57.0

Once every two weeks	14	10.4
More than three times a month	10	7.4
Only bought when there is a need to drink	34	25.2
<b>Total</b>	<b>135</b>	<b>100.0</b>

Source: Processed data (2023)

This research showed the first stage of mass growth for consumer brand perception. As part of the verification process, researchers tested the facial and content validity of the gauging item measures used in this study, as Taherdoost (2018) suggested for the target respondents. The researchers used the Brand Resonance Model theory as a basic concept and constructed facial validity assessment from post-hoc theory. Furthermore, the quantifying components in this measure were adapted from Song et al., (2019) and are linked to previous research by Huang (2017). Besides that, brand love management experts have changed the final design for the assessment items scale by scrutinizing each item and the general observation. Lastly, favorable feedback was received from the expert's evaluation of the instrument's form and substance for quantifiable findings.

Table 3. R Square

	R Square
	Adjusted
Brand Love	0.461
Brand Loyalty	0.888
Brand Trust	0.437

Source: Processed data (2023)

The results of the R-square test can be seen in Table 3, which shows that the measurement of the brand loyalty variable as the dependent variable is 0.888 or 88.8%. Therefore, the factors in this study, including brand image, brand experience, brand love, and brand trust, can explain brand loyalty. Meanwhile, 22.2% is explained by other factors outside the model.

Table 4 shows that the collinearity test was carried out with Standardized Root Mean Square (SRMR) < 0.08. In addition, the results of the calculation of the root mean square residual variance (rms Theta) are close to zero, which is 0.210, and the construct's tolerance (VIF) values are > 0.2 and < 5. Therefore, the results of measuring the model's suitability in this study can be considered fit.

Table 4. Model Fit

	Saturated Model	Estimated Model
<b>SRMR</b>	0.080	0.097
<b>d_ULS</b>	0.891	0.974
<b>d_G</b>	0.210	0.261
<b>Chi-Square</b>	264.469	295.948
<b>NFI</b>	0.711	0.697

Source: Processed data (2023)

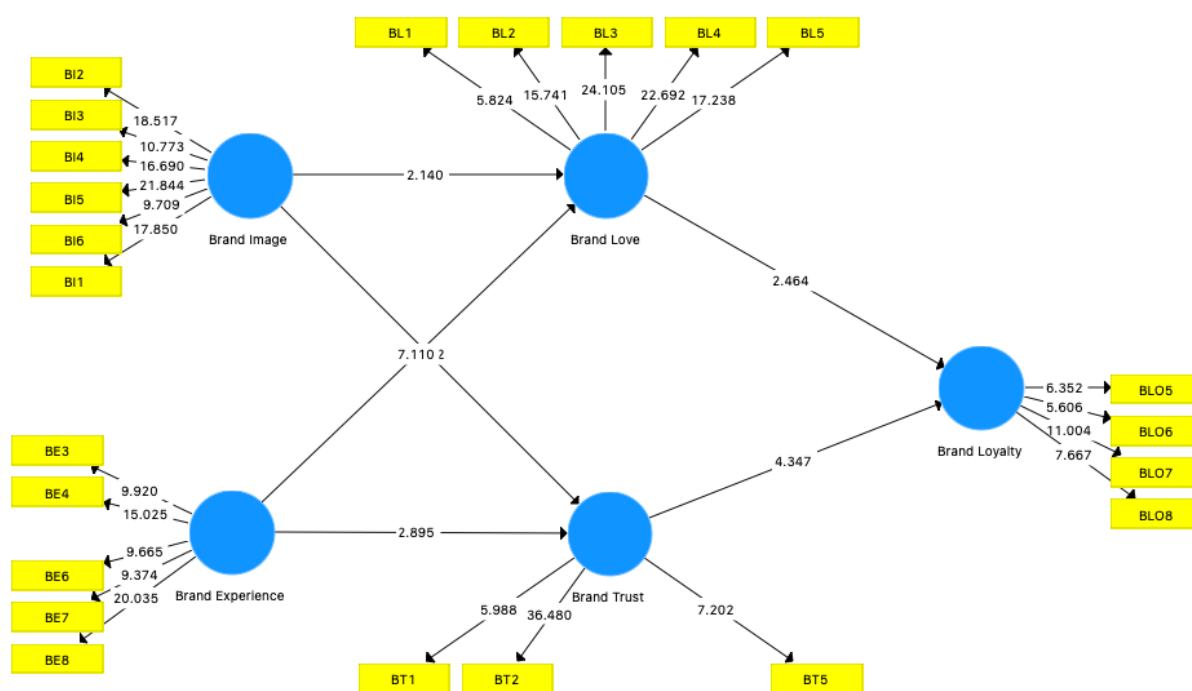


Figure 1. Output Model

Source: Processed data (2023)

In Table 5. shows brand Image has a direct effect on Brand Love of 0.033. The effect can be proven statistically because the p-values are less than 0.05. These results align with the research by Park & Park (2019) and Lee & Lim (2020). The better the company’s brand image, the more brand love from consumers will increase. Brand Image has a direct effect on Brand Trust of 0.00. The effect can be proven by the p-value of less than 0.05. This is in line with research conducted by Budiman (2015). The better the company's brand image, the higher consumer trust.

Brand Experience has a direct effect on Brand Love of 0.00. A p-value of less than 0.05 can prove the effect. This aligns with research conducted by (Hwang & Hyun, 2012). The better the brand experience the company provides to consumers, the higher the brand love from consumers. Brand Experience has a direct effect on Brand Trust of 0.004. A p-value of less than 0.05 can prove the effect. This aligns with Yu et al. (2021) and Das et al. (2019) research. The better the company's brand experience, the higher consumer trust.

Brand Love has a direct effect on Brand Loyalty of 0.014. A p-value of less than 0.05 can prove the effect. This is in line with research conducted by Song et al., (2019) and Carroll & Ahuvia (2006), which stated that the better the brand love felt by consumers, the higher brand loyalty from consumers. In this study, the respondents who participated in filling out the questionnaire indicated that their love for the Kopi Janji Jiwa brand indicated that they were loyal to the coffee shop brand. Stakeholders must give the buyer the impression of deep love to remain loyal to the Kopi Janji Jiwa brand.

Brand Trust has a direct effect on Brand Loyalty of 0.00. A p-value of less than 0.05 can attest to the effect. This is in line with research conducted by Zehra & Arshad (2019), which states that the better the brand trust given by companies to consumers, the higher brand loyalty among consumers. This research shows that consumers who trust the brand 'Kopi Janji Jiwa' also have loyalty to that brand. Stakeholders can provide a credible stimulus from promotions to attract consumers of the 'Kopi Janji Jiwa' brand to trust and have high loyalty.

Table 5. Path Analysis

	Hypothesis	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
H1	Brand Image → Brand Love	0.195	2.140	0.033	Supported
H2	Brand Image → Brand Trust	0.430	4.642	0.000	Supported
H3	Brand Experience → Brand Love	0.542	7.110	0.000	Supported
H4	Brand Experience → Brand Trust	0.303	2.895	0.004	Supported
H5	Brand Love → Brand Loyalty	-0.276	2.464	0.014	Supported
H6	Brand Image → Brand Love → Brand Loyalty ( <i>mediating</i> )	0.124	2.294	0.022	Supported
H7	Brand Trust → Brand Loyalty	0.413	4.347	0.000	Supported
H8	Brand Experience → Brand trust → Brand Loyalty ( <i>mediating</i> )	-0.024	0.396	<b>0.692</b>	<b>Not Supported</b>

Source: Processed data (2023)

### Mediating Effects of Brand Love and Brand Trust

Brand Love indirectly mediates the relationship between Brand Image and Brand Loyalty of 0.022. A p-value of less than 0.05 can prove the effect. This aligns with research conducted by Batra et al. (2012) that the company's brand image will impact consumer loyalty through feelings of brand love from consumers for the products produced by the company. Brand Trust does not directly mediate the relationship between Brand Experience and Brand Loyalty of 0.692. The effect can be proven by the p-value greater than 0.05. This is in line with research conducted by Sasmita & Suki (2015), namely, brand experience from consumers can provide a consumer response to being loyal to a company's products, not because of brand trust. To examine the mediating effect of brand love and trust between brand experience and brand loyalty relationships, the method proposed by Baron & Kenny (1986) was used to test two competing models. As presented in more detail in Table 6, Model 1 shows that the independent variable, namely brand image has a positive effect on the mediator, namely brand love and trust. This is because the relationship between brand image and brand love has a positive direct effect, and the relationship between brand love and the dependent variable brand loyalty also has a direct effect. Model 2 shows that the independent variable, namely brand experience, has a positive effect on the mediator of brand love but does not have a positive effect on the mediator of brand trust. Neither brand love nor trust mediates when intense sensory experiences are stimulated.

Table 6. Mediating Effects

	Paths	Mediating Effect
Model 1	Brand Image → Brand Love	Supported
	Brand Love → Brand Loyalty	Supported
	Brand Image → Brand Love → Brand Loyalty	Supported
Model 2	Brand Experience → Brand Trust	Supported
	Brand Experience → Brand Love	Supported
	Brand Trust → Brand Loyalty	Supported
	Brand Experience → Brand Trust → Brand Loyalty	<b>Not Supported</b>

Source: Processed data (2023)

## **E. CONCLUSION**

This study examines the interaction between the factors influencing brand loyalty by using brand love as a dimension of the consumer-brand relationship and the subsequent impact on consumer-brand relationships. The findings show that brand trust affects consumer loyalty, while brand love positively influences the relationship between brand image and brand loyalty. Other findings also confirm that brand image and brand experience positively influence brand love and trust, respectively. However, on the other hand, there is one finding of an indirect relationship. Namely, brand trust needs to mediate brand experience on consumer loyalty.

The findings in this study indicate that using the theory of brand resonance model has a new relationship that has no effect between brand experience and brand loyalty through the mediation of brand trust. Stakeholders must provide a good brand experience to consumers to increase consumer loyalty to a product. In this case, coffee drink products are currently viral among teenagers and millennials as work and play partners. The brand-love relationship has been shown to influence consumer loyalty, meaning that consumers in Indonesia agree that the products presented by Kopi Janji Jiwa can captivate the Indonesian tongue by providing several available flavors. However, it should be underlined that this study's results may differ when done with consumers of other products.

This study also shows the mediating effect of brand love and trust. Previous work reported that brand love and trust indirectly affect the brand experience and loyalty relationships. However, the object of previous research was mobile phone brands. The results of this study indicate that on the object of beverage brands (Kopi Janji Jiwa), only the effect of brand love can explain the mediating effect between brand experience and brand loyalty.

This study's main limitation is using the brand love mark only for brand love. For future research, the Brand Respect variable can be added. Then the limitations of the respondents in this study are the consumer groups who have already purchased Kopi Janji Jiwa products, so the results for other consumer groups will be different. The intended respondents are local Indonesian consumers. Therefore, the unit of analysis is limited. Another limitation of this study is the sample size, which analyzed the results of 135 people. The research sample can include international consumers with international coffee brands such as Excelso or Starbucks. Future research can add moderation variables outside the current research model. Moderation variables can be applied to measuring hedonic motivation and research objects on Luxury brands. Furthermore, research on brand topics is usually widely studied in only one category,

even though the Luxury Brand cluster is divided into Superpremium Brands, Ultra High-End Brand, Premium Brands, and Affordable Luxury Brand.

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