

Brand Love Mediates the Influence of Brand Experience and Brand Trust on Brand Loyalty

Dimas Putra Ardana, I Nyoman Rasmen Adi

Universitas Pendidikan Nasional, Indonesia

Email: dimasputra910@gmail.com, rasmenadi1958@gmail.com

ABSTRACT

Uniqlo is a Japanese fashion brand that has garnered a large following in Indonesia due to its simple designs, high quality, and affordable prices. However, in an increasingly competitive business environment, Uniqlo needs to maintain consumer brand loyalty to remain a market leader. This study aims to examine the role of Brand Love in mediating the influence of brand experience and brand trust on brand loyalty to Uniqlo products. The population used in this study comprised all Uniqlo fashion customers living in Bali Province, with an unknown exact number. An infinite population is a population whose number cannot be determined with certainty. The sample size in this study was 21×5 , representing 105 Uniqlo consumers in Bali Province. Data analysis techniques used Structural Equation Modeling (SEM) and Partial Least Squares (PLS) version 4 software for inferential statistical analysis. The results of the study show that brand experience has a significant positive effect on brand love. Brand trust has no effect on brand love. Brand experience has a significant positive effect on brand loyalty. Brand trust has no effect on brand loyalty. Brand love has a significant positive effect on brand loyalty. Brand love mediates the effect of brand experience on customer loyalty to the Uniqlo fashion brand in Bali. Brand love does not mediate the effect of brand trust on brand loyalty to the Uniqlo fashion brand in Bali.

KEYWORDS

brand love; brand experience; brand trust; brand loyalty.



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INTRODUCTION

Brand Loyalty It is essential for businesses to maintain their survival in an era of globalization and fierce competition. A complacent attitude towards a brand or product that results in long-term repurchases or regular brand purchases is known as Brand Loyalty (Andriani & Dwi Bunga, 2018). Customer loyalty to a brand is demonstrated by repeated business recommendations and word-of-mouth recommendations. Brand experience and Brand Trust are two elements that influence Brand Loyalty (Pangestika and Khasanah, 2021).

Customers' perceptions, attitudes, and cognitive and emotional reactions to brand-related stimuli such as goods, packaging, trade, brand design, purchases, and environmental experiences carried out by the company are referred to as Brand experience (Fandos-Roig et al., 2021; Smith & Hanover, 2016). The consumer's experience of interacting with a brand is known as Brand experience. The readiness of consumers in general to have confidence in the capacity of a brand to fulfill its stated goals is known as Brand Trust. According to recent research in marketing, trust is essential in situations that include information, intimidation, and opportunistic fear (Chinomona, 2016). Brand Trust is consumer trust in a brand (Pandiangan et al, 2021).

Uniqlo is one of the fashion brands that originated in Japan and has many fans in Indonesia because it has a simple design, has high quality but at an affordable price (Vuong & Rajagopal, 2017). However, in increasingly fierce business competition, Uniqlo needs to maintain its consumers' brand loyalty in order to continue to exist in the market. In order for

consumers to have high loyalty to a brand, it is important for a brand to have supporting factors such as experience and trust. Experience with a brand is obtained through the assessment of other consumers who have bought products from that brand (Drennan et al., 2015; Gao, 2016; Huang, 2017; Zhang et al., 2020). Experience can also be gained through personal and other consumers' assessments of the layout of the products in the store. Other experiences can also be obtained through a direct assessment of the services provided by employees in the brand. Trust can be gained through consumers' experiences with the brand.

This research is based on several previous studies that have been conducted on Brand loyalty, Brand experience, Brand Trust, and Brand love. Some relevant studies include: "The Role of Brand Love in Mediating the Influence of Brand Trust on Brand Loyalty in Consumers of Devil's Noodle Consumers" (2022) by Dirayani, A., & Mandala, K. "The Influence of Brand Heritage Mediated by Brand Loyalty of Iphone Smartphone Users" (2021) by Nurjanah, F., & Salim, M. "Analysis of the Influence of Brand Image, Brand Experience, Brand Trust, and Brand Satisfaction Towards Brand Loyalty Financial Technology: E-Wallet" (2021) by Pangestika, Teta., & Khasanah, Imroatul.

Previous research has tried to explore from the side of Brand Trust towards Brand loyalty, Brand heritage mediated by Brand loyalty, and Brand image Brand experience Brand Trust Brand satisfaction towards Brand loyalty. However, to the author's knowledge, no research has been conducted on "The Role of Brand Love in Mediating the Influence of Brand Experience and Brand Trust on Brand Loyalty" using products from Uniqlo.

The formulation of this research problem is to test several relationships between variables related to Uniqlo fashion brand users in Bali Province. The research questions asked include: whether brand experience affects the brand love of Uniqlo fashion brand users in Bali Province; whether Brand Trust affects the Brand love of Uniqlo fashion brand users in the Province of Bali; whether brand experience affects the brand loyalty of Uniqlo fashion brand users in Bali Province; whether Brand Trust has an effect on the brand loyalty of Uniqlo fashion brand users in Bali Province; whether brand love affects the brand loyalty of Uniqlo fashion brand users in the Province of Bali; whether Brand love is able to mediate the influence of Brand experience on the brand loyalty of Uniqlo fashion brand users in Bali Province; and whether Brand love is able to mediate the influence of Brand Trust on the brand loyalty of Uniqlo fashion brand users in Bali Province.

The purpose of this study is to test and explain the influence of Brand experience on Brand love, the influence of Brand Trust on Brand love, the influence of Brand experience on Brand loyalty, the influence of Brand Trust on Brand loyalty, the influence of Brand love on Brand loyalty, and to test and explain the role of Brand love mediation on the influence of Brand experience and Brand Trust on the Brand loyalty of Uniqlo fashion brand users in the Province of Bali.

The benefits of this research are expected to make theoretical and practical contributions in the field of marketing and brand management, especially related to the role of brand love as a mediating variable in the relationship between brand experience, brand trust, and brand loyalty. Theoretically, this study enriches the marketing literature by deepening understanding of consumer psychological mechanisms, namely how brand experience and trust can form strong emotional bonds that drive brand loyalty.

METHOD

This research was conducted in the Province of Bali, on the grounds that the Province of Bali has the largest number of Uniqlo outlets in Indonesia, namely 5 outlets spread across the city of Denpasar and Badung Regency. The population of this study is all Uniqlo fashion customers living in Bali Province, although the exact number is unknown. The sampling technique used is auxiliary sampling, which is distributing questionnaires to consumers who are accidentally encountered without prior planning.

Based on the method used by Hair et al. (2010), the sample taken in this study was 105 respondents, by calculating the number of indicators (21) multiplied by 5. The variables studied in this study include Brand experience, Brand trust, Brand love, and Brand loyalty. Each variable is described with relevant indicators such as trust in the brand, emotional connection with the brand, and loyalty to the brand.

Data collection was carried out through a questionnaire distributed to Uniqlo consumers, and was previously tested for validity and reliability on 30 prospective respondents. Validity testing was performed by measuring the correlation coefficient of the moment product, and the reliability was tested using Cronbach's alpha coefficient. For data analysis, this study uses descriptive statistical analysis to describe the demographics of respondents and their perception of the indicators of the research variables.

In addition, inferential statistical analysis using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) was used to analyze the relationship between variables and test the proposed hypothesis, which consists of seven main hypotheses that examine the relationship between Brand experience, Brand trust, Brand love, and Brand loyalty (Sugiyono, 2019; Hair et al., 2010).

RESULT AND DISCUSSION

Company Overview

UNIQLO Indonesia is a subsidiary of a global retail company from Japan, Fast Retailing Co., Ltd. The brand officially entered the Indonesian market on June 22, 2013 by opening its first store at Taman Anggrek Mall, Jakarta. Since then, UNIQLO has grown rapidly and has dozens of outlets spread across various major cities such as Jakarta, Bandung, Surabaya, Medan, Yogyakarta, Bali, Makassar, and others.

UNIQLO Indonesia offers a range of LifeWear products — functional, comfortable, and simple clothing that is tailored to the lifestyle of the Indonesian people and the tropical climate. Products such as AIRism, UV Protection, and Ultra Stretch are in high demand because they are suitable for Indonesia's hot and humid climate. In addition to global collaboration, UNIQLO Indonesia has also raised local themes such as modern batik and Indonesian culture in several campaigns and designs. UNIQLO Indonesia also has an online store that supports purchases with various shipping methods, including the "Click & Collect" feature.

Until 2024, UNIQLO has more than 60 physical stores throughout Indonesia. The expansion is focused on major cities and strategic shopping centers. UNIQLO is also active in opening large-scale outlets such as in Grand Indonesia and Central Park Jakarta. UNIQLO Indonesia supports various sustainability and social responsibility initiatives, including clothing recycling programs through the collection of used clothes to be donated, education

and inclusion campaigns, including supporting workers with disabilities in the work environment and focusing on energy efficiency and waste reduction in stores.

UNIQLO occupies a strong position in the Indonesian fashion retail market, competing with brands such as H&M, ZARA, and local brands such as Erigo and 3Second. UNIQLO's main strength is in high quality, simple design, and affordable price, which suits the needs of Indonesian urban consumers.

Test Research Instruments

According to Sugiyono, (2017:172) research instruments are a measuring tool used to obtain information about variations in variable characteristics objectively. Instruments have an important role in research because the quality of the data produced is influenced by the quality of the instruments used. There are two instrument tests used in this study, namely the validity test and the reliability test.

The validity test was carried out on the indicator items, using the product moment Pearson correlation method. Questionnaire items/indicators are said to be valid if they have a correlation coefficient value of ≥ 0.30 and are statistically significant at the level of 0.05. The reliability test uses Cronbach's alpha method, the item/indicator is said to be reliable if the value of Cronbach's alpha ≥ 0.60 .

Although this study utilizes questionnaires that have been used in previous research and have also been tested for validity and reliability, in this study the validity and reliability of the questionnaire were still tested. The validity test was carried out on the questionnaire indicator items using the Corrected Item Total Correlation coefficient. The Corrected Item Total Correlation coefficient is calculated with the help of SPSS software sub menu Reliability. An item/indicator instrument is said to be valid if it has a Corrected Item Total Correlation coefficient value of ≥ 0.30 .

The reliability test used Cronbach's alpha method. The instrument is said to be reliable if Cronbach's alpha value ≥ 0.60 . The results of the calculation of Corrected Item Total Correlation and Cronbach's Alpha for the validity and reliability test are shown in Table 4.1 as follows.

The research instrument indicator has a Corrected Item Total Correlation coefficient greater than 0.30, so it can be stated that all indicators of each research variable are valid. Furthermore, the value of Cronbach's Alpha for all variables > 0.60 , so it can be stated that all questionnaires in this study are reliable (consistent). The results of this instrument test show that all research instruments are valid and reliable so that all items of this research questionnaire are suitable for further analysis.

Description of Research Variables

The description of the variables is carried out to find out the description of each variable seen from the brand experience of the frequency of respondents' answers to the statements of the variables being studied. For the interpretation of respondents' assessments, five interval classifications were used as follows (Umar, 2014 and Ferdinand Augusty, 2014):

$$\begin{aligned}\text{Interval} &= \frac{\text{Score Range}}{\text{Scale}} \\ &= \frac{5-1}{5}\end{aligned}$$

$$= \frac{4}{5}$$

$$= 0.8$$

Range = Max Score – Min Score

n = the number of scales created

So the interpretation of the average variable score with a positive response (*favorable*) is with the following criteria:

Table 1. Interpretation of the Average Score of Research Variables

Average score	Brand Love	Brand Experience	Brand Trust	Brand Loyalty
1,00-1,80	Very Bad	Very Bad	Very Low	Very Low
1,81-2,61	Bad	Bad	Low	Low
2,62-3,42	Pretty Good	Pretty Good	Quite High	Quite High
3,43-4,23	Good	Good	Height	Height
4,24-5,00	Excellent	Excellent	Very High	Very High

Source : Umar (2014) and Ferdinand Augusty (2014)

1. Description of Brand Experience Variable (X1)

The brand experience variable in this study consists of four indicators. The results of the descriptive analysis of the Brand experience variable are shown in Table e below.

Table 2. Description of Brand Experience Variables (X1)

No	Indicator	Frequency of Respondent Answer Score					Average	Remarks
		1	2	3	4	5		
1	X1.1	1	2	12	48	47	4.25	Excellent
2	X1.2	1	6	20	44	39	4.04	Good
3	X1.3	2	5	12	43	48	4.18	Good
4	X1.4	0	3	18	39	50	4.24	Excellent
5	X1.5	2	7	19	38	44	4.05	Good
6	X1.6	1	3	15	39	52	4.25	Excellent
7	X1.7	1	3	12	43	51	4.27	Excellent
8	X1.8		7	31	30	42	3.97	Good
Total							4,16	Good

2. Description of Brand Trust Variables (X2)

The Brand trust variable in this study consists of four indicators. The results of the descriptive analysis of brand trust variables are shown in Table 3 below.

Table 3. Description of Brand Trust Variables (X2)

No	Indicator	Frequency of Respondent Answer Score					Average	Remarks
		1	2	3	4	5		
1	X2.1	0	5	11	43	51	4.27	Excellent
2	X2.2	0	5	15	44	46	4.19	Good
3	X2.3	0	1	11	36	62	4.45	Excellent
4	X2.4	0	1	14	36	59	4.39	Excellent
5	X2.5	2	3	14	46	45	4.17	Good
Total							4,29	Excellent

3. Description of Brand Love (Z) Variable

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The brand love variable in this study consists of three indicators. The results of the descriptive analysis of the brand love variable are shown in Table 4.

Table 4. Description of Brand Love (Z) Variables

No	Indicator	Frequency of Respondent Answer Score					Average	Remarks
		1	2	3	4	5		
1	Z1	2	8	21	31	48	4.05	Good
2	Z2	4	8	22	40	36	3.87	Good
3	Z3	3	9	25	39	32	3.81	Good
Total							3,89	Good

4. Description of Variable Brand loyalty (Y)

The brand loyalty variable in this study consists of three statements which are a measuring tool for brand loyalty indicators. The results of the descriptive analysis of brand loyalty variable are shown in Table 5. as follows.

Table 5. Description of Brand Loyalty (Y) Variables

No	Indicator	Frequency of Respondent Answer Score					Average	Remarks
		1	2	3	4	5		
1	Y1	3	10	22	26	49	3.98	Good
2	Y2	7	12	18	25	48	3.86	Good
3	Y3	2	11	25	33	39	3.87	Good
4	Y4	0	6	26	40	38	4.00	Good
5	Y5	1	5	17	46	41	4.10	Good
Total							3,96	Good

Inferential Analysis

Inferential analysis was used to analyze the relationship between variables in this study, including brand experience, brand trust, brand love and brand loyalty. In analyzing the influence between free and bound variables, in this study, the statistical method of Structural Equation Modelling Partial Least Square (SEM-PLS) Version 4 was used. The analysis will include the evaluation of the measurement model (Measurement Model/Outer Model) and the evaluation of the structural model (Structural Model/Inner Model). The output algorithm of the PLS SEM processing results is as shown in Figure 1 below.

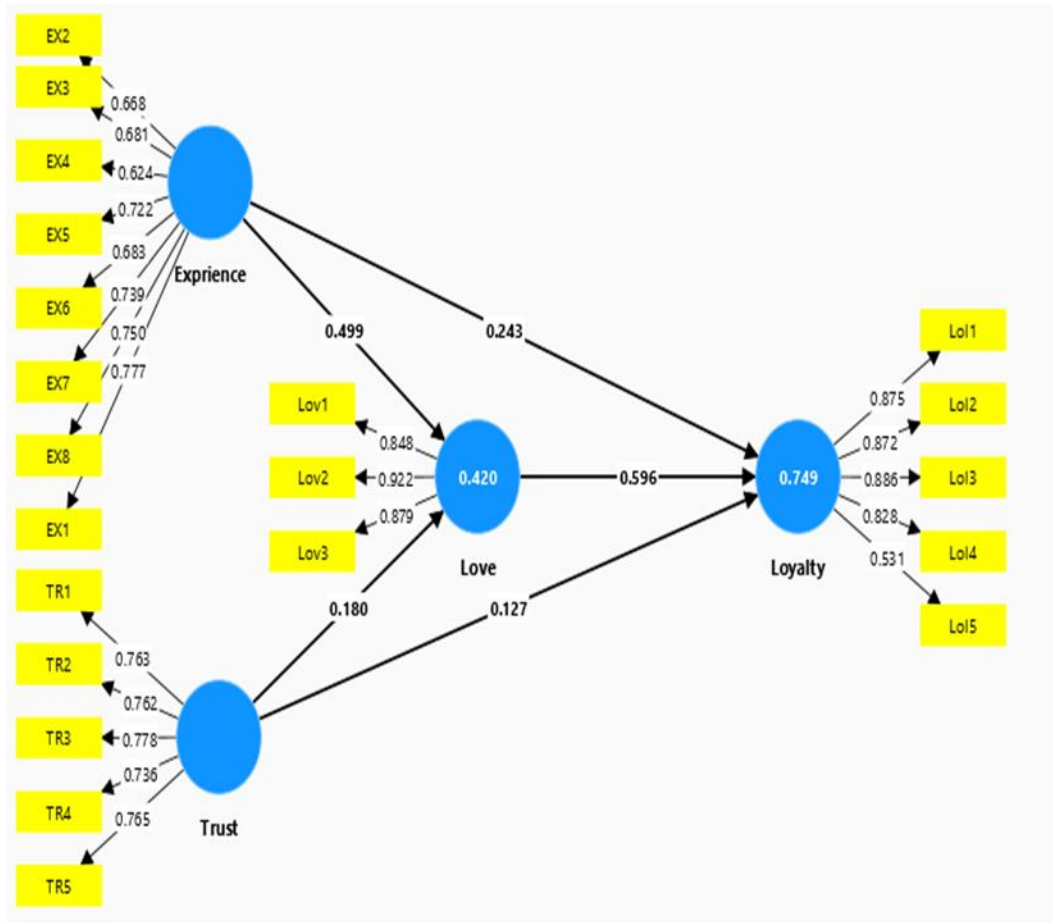


Fig 1. Output Algorithm PLS
Outer Loading dan Path Coefficients

1. Evaluation of Measurement Models (Measurement Model/Outer Model)

In relation to the indicators that form the latent variables in this study are reflective, the evaluation of the measurement model (measurement model/outer model), to measure the validity and reliability of these indicators is a) convergent validity, b) discriminant validity, and c) composite.

a. Convergent Validity

Convergent validity is a criterion in measuring the validity of a reflexive indicator. This evaluation is carried out through an examination of the outer loading coefficient of each indicator against its latent variable. An indicator meets convergent validity, if the outer loading coefficient is between 0.60 – 0.70 but for an analysis whose theory is not clear, outer loading 0.50 is recommended (Lathan and Ghazali, 2012:78).

Table 5. Outer Loading Model Estimation Results

	Experience	Love	Loyalty	Trust
EX1	0,777			
EX2	0,668			
EX3	0,681			
EX4	0,624			
EX5	0,722			

	Experience	Love	Loyalty	Trust
EX6	0,683			
EX7	0,739			
EX8	0,750			
Lol1			0,875	
Lol2			0,872	
Lol3			0,886	
Lol4			0,828	
Lol5			0,631	
Law1		0,848		
Law2		0,922		
Law3		0,879		
TR1				0,763
TR2				0,762
TR3				0,778
TR4				0,736
TR5				0,765

The results of the calculation of the outer loading value show that all indicators meet the valid requirements based on the convergent validity criterion, namely the outer loading value > 0.70 . The most dominant Brand experience (X1) variable is reflected by the EX6 indicator. The most dominant Brand trust (X2) variable is reflected by TR3. The most dominant variable Brand love (Z) is reflected by the Z2 indicator. The most dominant Brand loyalty (Y) variable is reflected by the Y3 indicator.

b. Discriminant Validity

Measuring the validity of indicators that form latent variables can also be done through discriminant validity. Discriminant validity can be done by comparing the root coefficient of AVE ($\sqrt{\text{AVE}}$ or Square Best of Average Variance Extracted) of each variable with the correlation values between the variables in the model. A variable is said to be valid, if the root of AVE ($\sqrt{\text{AVE}}$ or Square Best of Average Variance Extracted) (Lathan and Ghazali, 2018:78-79) and each AVE value is greater than 0.50.

Tabel 6. Discriminant Validity					
	Average variance extracted (AVE)	Experience	Love	Loyalty	Trust
Experience	0,790	0,707			
Love	0,780	0,738	0,883		
Loyalty	0,756	0,722	0,823	0,810	
Trust	0,798	0,771	0,796	0,752	0,761

Table 6 shows that the AVE value of the entire construct > 0.50 and the root of the AVE of each construct is greater than the correlation value between the constructs so that it qualifies for validity based on the discriminant validity criterion.

c. Composite Reliability

A measurement can be said to be reliable, if the composite reliability and Cronbach's alpha have an index value greater than 0.70. Composite reliability and Cronbach's alpha's is a measure of reliability between indicator blocks in the research model.

Table 7. Composite Reliability and Cronbach's Alpha Tests

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Experience	0,857	0,869	0,888
Love	0,859	0,860	0,914
Loyalty	0,863	0,898	0,902
Trust	0,820	0,827	0,873

Table 7. shows that the value of the composite reliability criterion of the entire construct has shown an index value greater than 0.70, and Cronbach's criterion of alpha of the entire index value of the construct has been greater than 0.70, meaning that the overall reliability requirements have met the reliability criteria based on the composite reliability criteria.

2. Structural Model Evaluation (Structural Model/Inner Model)

Structural Model Evaluation (Structural Model/Inner Model) is a measurement to evaluate the level of accuracy of the model in the research, which is formed through several variables along with their indicators. In the evaluation of this structural model, it will be carried out through several approaches, including: a) R-Square (R²), b) Q-Square Predictive Relevance (Q²), and c) Goodness of Fit (GoF). For the purposes of Structural Model Evaluation (Structural Model/Inner Model) and hypothesis testing.

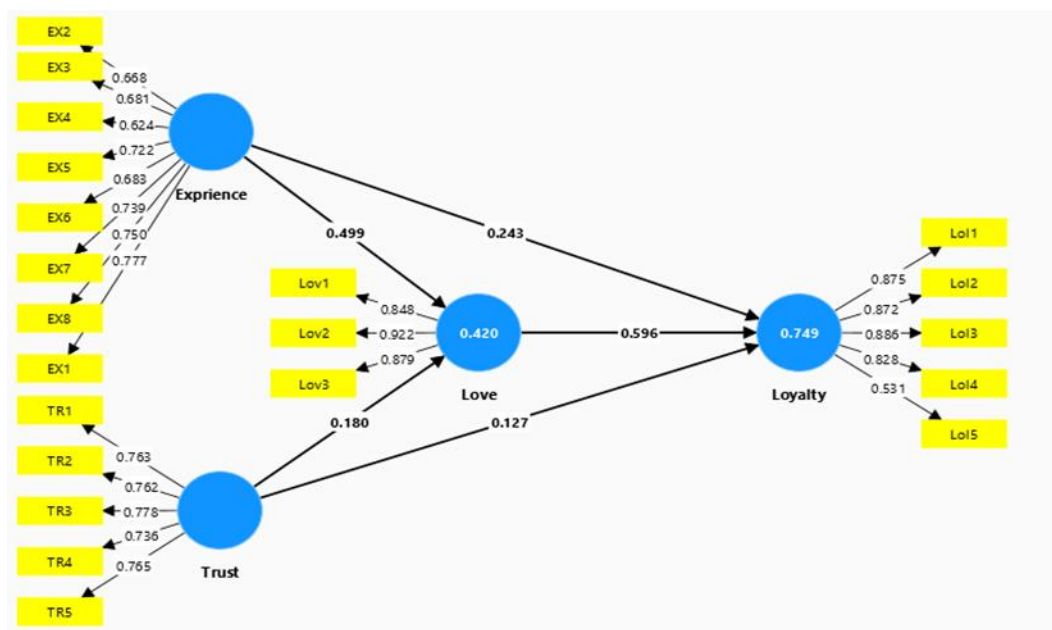


Figure 2. Output Bootstrapping SEM PLS Outer loading, Path Coefficients dan T-statistics

From the value of path coefficients between the above variables, two structural equations can be made of the influence on brand love and customer loyalty as follows.

Equation I, the influence on Brand love.

$$Z = 0,499 X_1 + 0,180 X_2 + e_1$$

This means that there is a positive influence of Brand experience (X1) on Brand love (Z) of 0.499 and there is a positive influence of Brand trust (X2) on Brand love (Z) of 0.180. Brand love (Z) was more dominant influenced by brand experience (X1), by $0.499/0.180 = 2.8$ times the influence of brand trust.

Equation II, the effect on loyalty.

$$Y = 0.243 X_1 + 0.127 X_2 + 0.596 Z + e_2$$

This means that there is a positive influence of Brand experience (X1) on Brand loyalty (Y) of 0.243, there is a positive influence of Brand trust (X2) on Brand loyalty (Y) of 0.127 and there is a positive influence of Brand love (Z) on Brand loyalty (Y) of 0.596. Brand loyalty (Y) is more dominant influenced by Brand experience (Y), which is $0.243/0.127 = 1.9$ times Brand trust and $0.596/0.243 = 2.4$ times Brand experience.

Furthermore, based on the data in Figure 2, a structural model evaluation (Structural Model/Inner Model) was carried out which included a) R-Square (R2), b) Q-Square Predictive Relevance (Q2), c) Goodness of Fit (GoF), d) Relationship test between variables, e) Hypothesis test.

a. Evaluation of Structural Models Through R-Square (R2)

R-Square (R2) can show the strong weak influence caused by the dependent variable on the independent variable. R-Square (R2) can also indicate the strength and weakness of a research model. According to Chin (Lathan & Ghazali, 2012:85), the RSquare (R2) value of 0.67 is classified as a strong model, R-Square (R2) is 0.33 a moderate model, and R-Square (R2) is 0.19 classified as a weak model.

Table 8. Evaluation of the Inner R-square Structural Model

	R-square	R-square adjusted
Love	0,420	0,841
Loyalty	0,749	0,743

Source : Attachment

Table 8 shows that the R-square value of Brand love is 0.420; based on the Chin criterion (Lathan & Ghazali, 2012:85), the model includes the strong model criterion, meaning that the variation in Brand experience and Brand trust is able to explain the variation in Brand love by 42.0 percent, the remaining 58.0 percent is explained by variations of other variables outside the analyzed model. While Brand loyalty has an R-square value of 0.749 or is strong, meaning that the variation of Brand experience, Brand trust and Brand love can explain the variation in Brand loyalty of 74.9 percent, the remaining 25.1 percent is explained by variations outside the model.

b. Structural Model Evaluation through Q-Square Predictive Relevance (Q2)

Q-Square Predictive Relevance (Q2) is a measure of how well observations are made to give results to the research model. The value of Q-Square Predictive Relevance (Q2) ranges from 0 (zero) to 1 (one). The closer you get to 0 the Q-Square Predictive Relevance (Q2) value,

the more you clue that the research model is getting worse and worse, while vice versa the further away from 0 (zero) and the closer you get to the value of 1 (one), this means that the research model is getting better. The criteria for strong model weakness measured based on Q-Square Predictive Relevance (Q2) according to Lathan & Ghazali (2012:85) are as follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model). The formula Q-Square is: $Q2 = 1 - (1 - R^{21}) (1 - R^{22})$.

The magnitude of the Q-Square value is $= 1 - (1 - R^{21}) (1 - R^{22})$ then $Q2 = 1 - (1 - 0.420) (1 - 0.749) = 1 - (0.580) (0.251) = 1 - 0.146 = 0.854$. Based on the calculation results, the model of the estimation results is included in the strong criteria, meaning that 85.4 percent of endogenous construct variations can be predicted by exogenous construct variations.

c. Evaluation of Structural Models through Goodness of Fit (GoF)

Goodness of Fit (GoF) is a measurement of the overall (global) accuracy of the model, because it is considered a single measurement of the outer model measurement and the inner model measurement. Measurement values based on Goodness of Fit (GoF) have a value range between 0 (zero) to 1 (one). The Goodness of Fit (GoF) value that is getting closer to 0 (zero), indicates that the model is getting less and less good on the contrary, the further away from 0 (zero) and the closer it is to 1 (one), the better the model. The strong criteria for the weak model based on the measurement of Goodness of Fit (GoF) according to Lathan & Ghazali (2012:88), are as follows: 0.36 (GoF large), 0.25 (medium GoF), and 0.10 (small GoF).

Table 9. R square and Communality Construct

Variable Construct	R Square	Communality of AVE
<i>Brand loyalty</i>	0,402	0,747
<i>Brand love</i>	0,749	0,850
<i>Brand experience</i>		0,866
<i>Brand trust</i>		0,783
Average	0,585	0,812

Source: Appendix 6

Calculations with GoF show an average value of R^2 of 0.575 while the average of Communality is 0.812, then the value of GoF is $\sqrt{A.R^2 * A.AVE} = \sqrt{0.585 * 0.812} = \sqrt{0.475} = 0.689$ This means that the global model is a large predictor, meaning that the model obtained in the estimation shows a good model (fit model).

3. Hypothesis

Hypothesis testing includes direct effects testing for hypotheses 1 to 5 and mediation testing for hypotheses 6 and hypotheses 7. The hypothesis test was carried out through a right-side t-statistic test with an alpha level of 0.05 (5%) or t-table 1.65. If the t-statistic value $>$ t-table (1.65), then this means that the test results show significant, while conversely if the t-statistic \leq t-table (1.65), then it means that the test results are not significant. For statistical testing purposes.

Table 10. Statistical Testing of Analysis Paths

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P value s
Experience -> Love	0,499	0,499	0,112	4,499	0,000
Experience -> Loyalty	0,243	0,243	0,092	2,643	0,008
Love -> Loyalty	0,596	0,591	0,079	7,586	0,000
Trust -> Love	0,180	0,187	0,116	1,549	0,121
Trust -> Loyalty	0,127	0,134	0,095	1,341	0,180

Source : Appendix 6

The results of the analysis of the influence between the above variables can also be presented in the form of a model as follows.

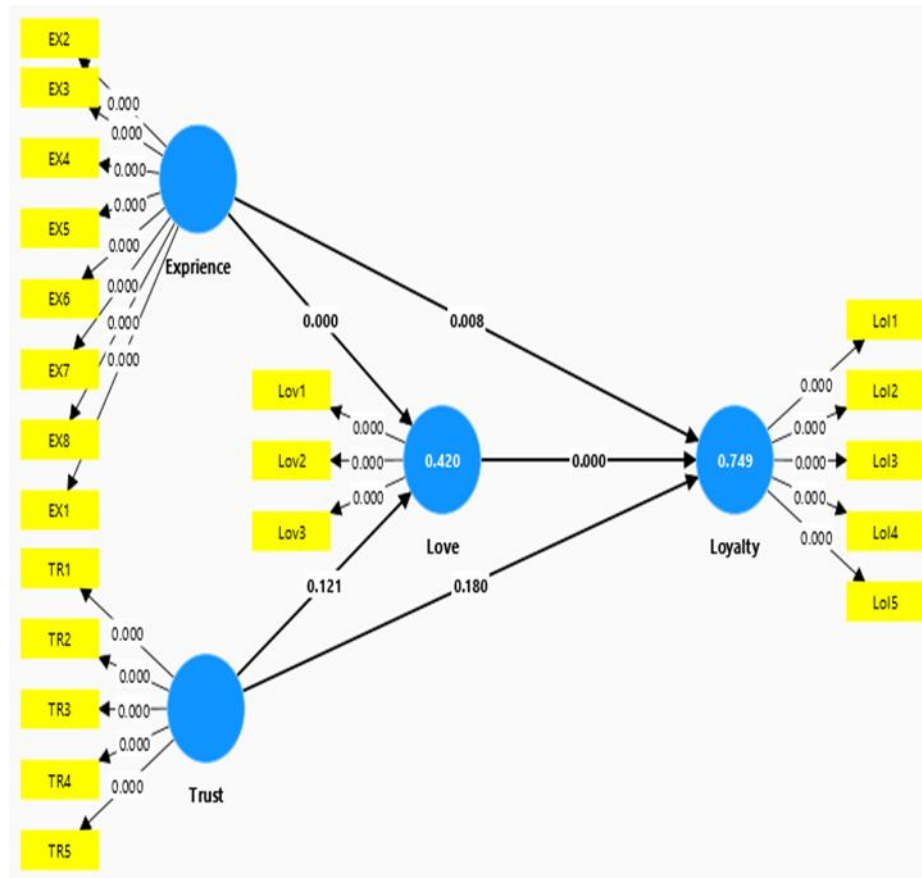


Figure 3. Statistical Test Results

The Influence of Brand Experience and Brand Trust on Brand Loyalty with Brand Love as Intervening:

- 1) Brand experience has a positive effect of 0.499 on brand love and the effect is significant at the level of 0.05 because the t-statistical value = 4.469 and the Pvalue of $0.000 < 0.05$. Based on this description, hypothesis 1 research, which reads that the better the brand experience, the higher the brand love is accepted or tested for truth.

- 2) Brand trust has a positive effect of 0.180 on brand love and the effect is significant at the level of 0.05 because the t-statistical value = 1.549 and Pvalue = 0.121 > 0.05. Based on this description, hypothesis 2 of the study which reads that the better the brand trust, the higher the brand love is rejected.
- 3) Brand experience has a positive effect of 0.243 on brand loyalty and the effect is significant at the level of 0.05 because the t-statistical value = 2.643 and Pvalue = 0.008 < 0.05. Based on this description, the hypothesis of 3 studies which reads that the better the brand experience, the higher the brand loyalty is accepted or tested for truth.
- 4) Brand trust had a positive effect of 0.127 on brand loyalty and the effect was significant at the level of 0.05 because the t-statistical value = 1.341 and Pvalue = 0.180 < 0.05. Based on this description, the hypothesis of 4 studies which reads that the better the brand trust, the higher the brand loyalty is rejected.
- 5) Brand love has a positive effect of 0.596 on brand loyalty and the effect is significant at the level of 0.05 because the t-statistic value = 7.586 and Pvalue + 0.000 < 0.05. Based on this description, the hypothesis of 5 studies which reads that the higher the level of brand love, the higher the brand loyalty is accepted or tested for truth.

For testing hypotheses number 6 and number 7, indirect influence data is displayed.

Table 11. Statistical Testing of Indirect Influence Analysis Path

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Experience -> Love -> Loyalty	0,297	0,296	0,082	3,627	0,000
Trust -> Love -> Loyalty	0,107	0,110	0,070	1,530	0,126

Source : Appendix 5

- 6) Brand experience has a positive effect of 0.297 on brand loyalty through brand love and the effect is significant at the level of 0.05 because the statistical value = 3.627 and Pvalue = 0.000 < 0.05. Based on this description, the hypothesis of 6 studies which reads that the better the brand experience, the higher the brand loyalty through brand love is accepted or tested for truth.
- 7) Brand trust has no effect on brand loyalty through brand love, and the effect is significant at the level of 0.05 because the statistical value = 1.530 and Pvalue = 0.126 > 0.05. Based on this description, the hypothesis of 7 studies which reads that the better brand trust, the higher the brand loyalty through brand love is rejected or not tested for truth.

The discussion of the research results in this case is intended to juxtapose the research findings with previous research.

The Influence of Brand Experience on Brand Love

The study found that brand experience has a positive effect and significant against brand love on Uniqlo fashion brand in the Province of Bali. This is supported by the fact that Fire experience has a positive and significant effect on Brand love (Pande & Gupta, 2019; Widiasuari & Sukaatmadja, 2021). The results of his research show that the better the brand experience Higher brand love. This means that the findings of this study can reinforce the findings of previous researchers.

The Influence of Brand Trust on Brand Love

This study found that brand trust did not have a positive and significant effect on brand love in Uniqlo fashion brands in Bali Province. This means that the findings of this study have not been able to strengthen the findings of previous researchers, which stated that the better the brand trust system, the higher the brand love.

The Influence of Brand Experience on Brand Loyalty

The study found that brand experience has a positive effect and significant against brand loyalty on Uniqlo fashion brand in the Province of Bali. The positive experience that consumers have while using a brand encourages consumers to repeat the experience because by repeating the purchase of a brand, consumers can also repeat the positive experience they feel (Başer et al., 2016; Ramadhani et al., 2019). This is supported by research that brand experience has a positive and significant effect on brand loyalty (Khan & Fatma, 2019; Semadi & Ariyanti Maya, 2018; Sukarman, 2019; Yang et al., 2017). This means that the findings of this study can strengthen the findings of previous researchers.

The Influence of Brand Trust on Brand Loyalty

This study found that brand trust did not have a positive and significant effect on brand loyalty in Uniqlo fashion brands in Bali Province. This means that the findings of this study have not been able to strengthen the findings of previous researchers.

The Influence of Brand Love on Brand Loyalty

The research found that brand love has a positive and significant effect on brand loyalty Uniqlo fashion brand in Bali Province. Consumer preference for a brand has a direct influence on brand loyalty. The love relationship with a brand can last a very long time, so it is natural for a brand that consumers love to be seen as irreplaceable and increasingly loyal to it. This is supported by research that Brand love have a positive and significant effect on Fire Loyalty (Bairrada et al., 2018; Lestari et al., 2018; Madeline & O. Sihombing, 2019; Sari & Sudarti, 2017). This means that the findings of this study can reinforce the findings of previous researchers.

The Influence of Brand Experience on Brand Loyalty Through Brand Love

Research It found that brand experience against brand loyalty through brand love Uniqlo fashion brand in Bali Province. Consumers who have feelings of love, begin to have a relationship and are emotionally connected with Brand (Batra & Ahuvia, 2015). Brand love also leads to positive brand awareness (Albert & Merunka, 2013), Consumer preference for a brand has a direct influence on brand loyalty. This is supported by research that Brand love have a positive and significant effect on Brand loyalty (Bairrada et al., 2018; Lestari et al., 2018; Madeline & O. Sihombing, 2019; Sari & Sudarti, 2017). This means that the findings of this study can strengthen the findings of previous researchers who stated that the better brand experience then the higher the brand loyalty through brand love.

The Influence of Brand Trust on Brand Loyalty Through Brand Love

This study found that brand trust in brand loyalty through brand love of Uniqlo fashion brand in Bali Province. Brand trust has no effect on brand loyalty through brand love. This means that the findings of this study have not been able to strengthen the findings of previous researchers who stated that the better brand trust , the higher brand loyalty through brand love.

CONCLUSION

This study concludes that brand experience positively influences both brand love and brand loyalty among Uniqlo customers in Bali Province, while brand trust exerts a significant positive effect solely on brand loyalty but not on brand love. Notably, brand love does not directly affect brand loyalty but fully mediates the relationship between brand experience and brand loyalty, whereas it fails to mediate the brand trust–brand loyalty link. To sustain high customer loyalty, Uniqlo management in Bali should prioritize enhancing brand love through superior experiences. For future research, scholars could explore moderating factors such as cultural values or digital interactions in Indonesia, or extend the model longitudinally to assess the stability of these relationships over time using larger, multi-province samples.

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