

The role of brand love on brand satisfaction, brand engagement, and brand loyalty

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Abstract: *This research aims to examine the influence of brand satisfaction on brand love and subsequently on both brand engagement and brand loyalty in the context of beauty products. Additionally, this research examines the mediation effect of brand love on the relationship between brand satisfaction and brand engagement, as well as between brand satisfaction and brand loyalty. The sample for this research consisted of 358 respondents. This study employed structural equation modeling to analyze the data. The results of this research indicate that brand satisfaction has a significant positive effect on brand love and subsequently on both brand engagement and brand loyalty. Additionally, this research reveals mediation effects, with brand love mediating the relationship between brand satisfaction and brand engagement, as well as between brand satisfaction and brand loyalty. These findings suggest that beauty product marketers can utilize brand satisfaction to drive engagement, loyalty, and love to a brand as a marketing strategy.*

Keywords: brand engagement; brand love; brand loyalty; brand satisfaction

Peran kecintaan merek terhadap kepuasan merek, keterlibatan merek, dan loyalitas merek

Abstrak: *Penelitian ini bertujuan untuk menganalisis pengaruh brand satisfaction terhadap brand love dan selanjutnya terhadap brand engagement dan brand loyalty pada produk kecantikan. Penelitian ini juga menguji mediasi brand love pada pengaruh brand satisfaction terhadap brand engagement dan brand loyalty. Sebanyak 358 responden berpartisipasi pada penelitian ini. Penelitian ini menggunakan model persamaan struktural untuk menganalisis data. Hasil penelitian ini menunjukkan bahwa brand satisfaction berpengaruh positif signifikan terhadap brand love, dan selanjutnya berpengaruh baik pada*

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brand engagement maupun brand loyalty. Penelitian ini juga menemukan mediasi brand love pada pengaruh brand satisfaction terhadap brand engagement dan pada pengaruh brand satisfaction terhadap brand loyalty. Temuan ini menunjukkan bahwa pemasar produk kecantikan dapat memanfaatkan kepuasan pada marka untuk mendorong keterlibatan, loyalitas, dan kecintaan konsumen pada sebuah merek dalam strategi pemasaran.

Kata kunci: *kecintaan merek; kepuasan merek; keterlibatan merek; loyalitas merek*

INTRODUCTION

Essentially, consumers always want to look attractive, so skincare plays a pivotal role in enhancing their appearance. In the current era, cosmetic trends in Indonesia are shaped by consumers' desire for glowing, bright, radiant, and healthy skin. Additionally, many consumers are willing to invest their money in achieving a perfect and stunning look through skincare and cosmetics. Therefore, customer buying interest contributes to a positive company image, and the cosmetics industry offers highly promising opportunities (Sari & Sudarwanto, 2022).

Brand satisfaction plays a vital role in consumer making. Brand satisfaction can be fostered when consumers feel a strong desire and an irresistible urge to quickly purchase a product (Putri & Yasa, 2022). Brand satisfaction denotes a positive attitude experienced by individuals, resulting from pleasurable encounters that lead to contentment (Tuti & Sulistia, 2022). Brand satisfaction is characterized as consumers' perceptions of a brand aligning with their expectations (Kim et al., 2021; Yohanna & Ruslim, 2021). It can be grasped as a brand's ability to fulfill consumer needs with its products or services (Sari & Sudarwanto, 2022). This feeling of contentment emerges when a brand's performance aligns with consumer desires.

Brand love plays an essential role in purchasing decisions. It represents a deep interest in a chosen brand, which is often triggered by recommendations, perceived quality, and the widespread use of that brand (Joshi & Garg, 2022). Brand love reflects consumer behavior, where individuals actively think, feel, and act to connect with a brand they intend to purchase (Tiara & Sulistyowati, 2021). The affection for a brand can significantly impact its market dominance, making it challenging for competitors to replace it. Furthermore, brand love reshapes how buyers perceive a brand. Therefore, brand love wields a substantial influence on purchasing decisions, driving enhancements in marketing and sales performance by encouraging repeat purchases and making the right choices (Tiara & Sulistyowati, 2021).

Brand engagement is of paramount importance to consumers when deciding to shop for or purchase a product in a store. Positive brand involvement encourages consumers to participate in activities created by marketers (Tuti & Sulistia, 2022). Brand engagement refers to the level of an individual consumer's motivation related to a brand, which is influenced by their offline or online interactions with the brand (Rahadian & Rahman, 2023). Therefore, brand engagement signifies a positive sentiment among consumers toward a brand (Türk, 2021), characterized by enthusiasm, dedication, and direct engagement with the brand (Yolanda & Keni, 2022).

Another essential element in consumer decision-making is brand loyalty. Brand loyalty involves repeated purchasing behavior driven by consumer experiences with products or services meeting certain specifications (Agung & Sri, 2023). Furthermore, brand loyalty can be viewed from various perspectives. The significance of loyalty in marketing strategy has made it a crucial component in determining marketing success, supported by dedicated consumers who, in turn, contribute to the creation of more loyal customers (Wahyuni, 2020). Consequently, the emotional bond that forms between a brand and its customers as a result of regular product purchases is the foundation of brand loyalty (Yuliantari et al., 2020).

This research looks at how brand satisfaction affects brand love and, subsequently, on both brand engagement and brand loyalty in the context of beauty products. This research is important from a theoretical and practical standpoint. In the realm of skincare, there has been a dearth of research on the theoretical significance of brand love in branding strategy (Joshi & Garg, 2021; Salsabila & Apriliyanty, 2022; Tuti & Sulistia, 2022). On a practical level, this research can assist marketers in understanding

brand satisfaction, brand engagement, brand loyalty, and brand love. Furthermore, marketers can enhance consumer customer experiences by delivering more than what was promised (Suntoro & Silintowe, 2020).

LITERATURE REVIEW

Understanding how brand satisfaction affects brand love is crucial for sustaining great customer relationships. The establishment fosters a significant relationship between the customer and the brand, where the consumer finds contentment with a product and develops an emotional connection to their favorite brand (Kim et al., 2021; Salsabila & Apriliyanty, 2022). The perception of consumer creativity becomes a measure of satisfaction, allowing beauty product providers to deliver quality and contentment through the beauty care products they offer (Agung & Sri, 2023). This serves as the basis for the investigation of how brand satisfaction affects brand love in this study.

This research affirms brand love is significantly impacted by consumer brand satisfaction. Joshi & Garg (2021) contend that brand satisfaction positively influences brand love. Contentment serves as a necessary condition for raising general contentment (Kim et al., 2021). Brand love is nurtured through customer satisfaction with a product. Based on the proposed hypothesis, brand satisfaction holds the potential to significantly impact brand love (Yuliantari et al., 2020).

H1: Brand satisfaction has a positive and significant effect on brand love.

Comprehending the impact of brand love on brand engagement is paramount for marketers. A consumer's level of involvement with a brand increases with their level of brand affection, according to research on the relationship between the two (Joshi & Garg, 2021). Consumer affection for a brand actively involves them in utilizing the brand (Dwi & Fortuna, 2022). Consumer interaction with a brand can be viewed as a manifestation of their love for a product. There has to be more study done on the connection between brand involvement and brand love in the skincare and cosmetics industry (Joshi & Garg, 2021).

According to this study, brand love does affect brand engagement. Dwi & Fortuna (2022) argue that consumers who favor a brand tend to enhance their loyalty to that brand. Brand engagement typically indicates a robust relationship with customers, reflecting their fondness for the brand (Joshi & Garg, 2021). The conclusion drawn is that brand love has the potential to positively and significantly influence brand engagement.

H2: Brand love has a positive and significant effect on brand engagement.

Gaining a deeper understanding of brand love's effect on brand loyalty is crucial. The relationship between brand love and brand loyalty demonstrates that consumer loyalty grows as a result of brand affection (Torres et al. 2022). Brand love signifies a robust connection, and feelings of affection for a brand can significantly impact consumer loyalty towards specific products (Türk, 2021). Research exploring the relationship between these variables in the field of beauty skincare is still scarce (Tuti & Sulistia, 2022).

This research contends that brand love directly influences brand loyalty. Kim et al (2021) argued that customer fondness for a brand is an attitude that enhances brand loyalty. Türk (2021) also posited that brand loyalty can translate into a repeat purchasing process driven by love for the brand. Joshi & Garg (2021) argued that trust, coupled with a genuine emotional connection and consumer preference for a brand, represents a desire shared by every consumer. In line with the proposed hypothesis, brand love has the potential to significantly and positively affect brand loyalty.

H3: Brand love has a positive and significant effect on brand loyalty.

Understanding the role of brand love serving as an intermediary in the connection between brand pleasure and brand involvement is crucial. Consumer satisfaction is closely linked to their engagement with a brand, often leading to the development of a strong emotional connection or affection for a specific brand (Joshi & Garg, 2021). Consumer behavior significantly influences consumers, encouraging them to consider repurchasing a particular brand (Tiara & Sulistyowati, 2021). Individuals deeply interested in a brand tend to be actively engaged in all aspects related to that brand, and this liking is associated with their satisfaction (Dwi & Fortuna, 2022). In the domain of beauty skincare, the link between brand satisfaction, brand engagement, and the mediating component of brand love is yet unknown.

According to study, the link between brand satisfaction and brand engagement is mediated by brand love. Understanding the concept of brand love becomes more profound when analyzing how customers respond to the actual quality of a product. This phenomenon arises when brand satisfaction and brand engagement collectively relate to a deep affection or love for a specific brand. The mediating function of brand love in the link between brand satisfaction and brand engagement is not yet understood. Based on these arguments, this research formulates the following hypothesis:

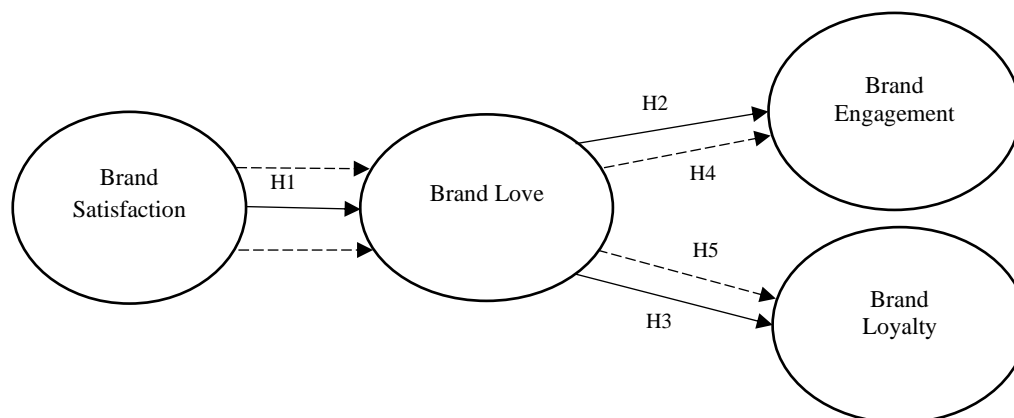
H4: Brand satisfaction has a positive and significant effect on brand engagement through brand love.

Enhancing the comprehension of how brand satisfaction influences brand loyalty through the mediating factor of brand love is of utmost importance. Improving product quality can stimulate an increase in consumers' inclination to make repeat purchases (Murniasih & Telagawathi, 2023). Furthermore, consumers can attain individual satisfaction through their affinity for a brand, contributing to a level of contentment closely linked to the impact of brand loyalty (Wahyuni, 2020). Some consumers experience a high level of comfort, which fuels their interest in purchasing and is influenced by their satisfaction with the brand (Agung & Sri, 2023). This serves as the basis for this study's examination of how brand satisfaction, via brand love, influences brand loyalty.

This study posits that a brand's affection serves as a link between brand satisfaction and brand loyalty. This notion aligns with prior research, indicating that consumers' willingness to make purchases can be swayed by their love for a brand and their perception of product quality based on past purchasing experiences (Putri & Yasa, 2022). Brand satisfaction exerts a positive and significant influence on brand loyalty through the function of brand love as a mediator (Wahyuni, 2020). Consumers can experience brand satisfaction through their interactions with a brand (Agung & Sri, 2023). Based on the argument above, brand satisfaction significantly affects brand loyalty through the love consumers have for the brand.

H5: Brand satisfaction has a positive and significant effect on brand loyalty through brand love.

This study illustrates the above hypotheses in Figure 1.



*Direct effect → ; Indirect effect -->

Figure 1. Research model

Source: Literature review (2023)

METHODS

The respondents in this research are consumers from Surabaya and surrounding areas who have experienced MS Glow skin care products. Partial least square structural equation modeling (PLS-SEM) was used in this work to examine the data. This choice was based on the recommendation of Hair et., al. (2019) stating that PLS-SEM is suitable for predictive research. According to Hair et., al. (2019), two stages of data analysis were carried out: assessing the measurement model to determine the viability of the research instrument and assessing the structural model to verify the hypothesis. This study employed a non-probability sampling method, specifically using purposive sampling with the criteria of having experience with MS Glow products. Those willing to participate as respondents were provided with a link to an online questionnaire, this was disseminated via instant messaging apps like WhatsApp and

social media sites like Instagram. In total, the questionnaire successfully collected responses from 358 consumers.

The questionnaire was adapted from previous studies. Brand satisfaction measurement utilized three questions from Joshi & Garg (2021), including “My choice to get MS Glow has been a wise one”. Brand love measurement consisted of three questions from Joshi & Garg (2022), including “MS Glow is a wonderful cosmetic brand”. Brand engagement measurement incorporated three questions from Joshi & Garg (2021), including “I make it a point to keep up with MS Glow news”. Brand loyalty was assessed using three questions from Torres et al. (2022), including “I ignore rival brands while deciding the kind of MS Glow product or service to buy utilize”. Table 2 displays the measurement questions. The responses in this study were measured using a seven-point scale, which provides a range of answer categories from “strongly disagree” (point 1) to “strongly agree” (point 7).

Table 1. Research instruments

Variable	Code	Indicator
Brand satisfaction	BSS01	Purchasing MS Glow was a smart decision on my part.
	BSS02	I chose the MS Glow product because it suited me.
	BSS03	I am happy with MS Glow.
Brand love	BLL01	MS Glow is a wonderful cosmetic brand.
	BLL02	I love MS Glow.
	BLL03	MS Glow makes me feel good.
Brand engagement	BE01	I make it a point to keep up with MS Glow news.
	BE02	I tell people about MS Glow all the time.
	BE03	I often browse the MS Glow website.
Brand loyalty	BLY01	I ignore rival brands while deciding the kind of MS Glow product or service to buy utilize.
	BLY02	If MS Glow isn't accessible, I'll put off buying or using its items.
	BLY03	I won't use another one if I don't buy or utilize MS Glow.

Source: Literature review (2023)

RESULTS & DISCUSSION

Results

Table 2 presents the characteristics of the participants. Compared to male respondents (34.36%), there were more female respondents (65.64%). The age range of the bulk of responders (61.73%) was 17 to 24 and they were pursuing bachelor degree program (50.00%). These characteristics align with the Indonesian population, which is predominantly young (Amballia & Saputri, 2021).

Tabel 2. Respondent profile

Profile respondent	Number	Percent
Gender		
Male	123	34.36%
Female	235	65.64%
Total	358	100%
Age		
Between 17-24 years	221	61.73%
Between 25-34 years	78	21.79%
Between 35-44 years	26	7.26%
Between 45-54 years	20	5.59%
Above 55 years	13	3.63%
Total	358	100%
Current education level		
Senior high school or lower	110	30.73%
Associate degree program	53	14.80%

Bachelor degree program	179	50.00%
Master degree program	12	3.35%
Doctoral degree program	4	1.12%
Total	358	100%

Source: Primary data processed (2023)

The data analysis in this research was conducted in two steps. Firstly, validity and reliability tests were performed, known as measurement model evaluation. According to Hair et al. (2019), the validity test aims to demonstrate the accuracy of variable measurements, while reliability testing assesses the consistency of indicators within a questionnaire. Secondly, once the variables were confirmed to be valid and reliable, this research tested the hypotheses by evaluating the structural model. These steps were systematically prepared and are expected to make a significant contribution to the field of marketing.

The assessment of the measurement model involved four steps. Firstly, the validity of item was considered satisfactory if each factor loading item achieved a minimum value of 0.708 (Hair et al., 2019).

Table 3. Loading factor and average variance extracted (AVE)

Variable	Code	Loading	AVE
	BSS01	0.952	
Brand satisfaction	BSS02	0.954	0.905
	BSS03	0.948	
	BLL01	0.935	
Brand love	BLL02	0.951	0.891
	BLL03	0.945	
	BE01	0.945	
Brand engagement	BE02	0.951	0.908
	BE03	0.961	
	BLY01	0.932	
Brand loyalty	BLY02	0.939	0.869
	BLY03	0.925	

Source: SmartPLS processing results (2023)

The results in Table 3 indicate the questionnaire items are acceptable since they have factor loadings above 0.708 (Hair et al., 2019). Secondly, the assessment of convergent validity in the reflective measurement model involves the calculation of the Average Variance Extracted (AVE). Each variable should have an AVE > 0.50 (Hair et al., 2019). As seen in Table 3, all AVE values meet these requirements, indicating good convergent validity (Hair et al., 2019). Thirdly, Cronbach's Alpha and Composite Reliability (CR) should be above 0.70 (Hair et al., 2019).

Table 4. Reliability test

Variable	Cronbach's alpha	Composite reliability
Brand satisfaction	0.947	0.966
Brand love	0.939	0.961
Brand engagement	0.950	0.967
Brand loyalty	0.924	0.952

Source: SmartPLS processing results (2023)

Table 4 demonstrates that the Cronbach's alpha and CR values for the investigated variables meet the criteria, thereby establishing their reliability. Lastly, discriminant validity which empirically showcases the distinctions between variables. Specifically, the correlation between two variables should be less than the square of AVE. As presented in Table 5, the variables discriminant validity is adequate, enabling us to discern significant differences between them and other variables (Hair et al., 2019).

Table 5. Discriminant validity test

	1	2	3	4
Brand engagement	0.953			
Brand love	0.873	0.944		
Brand loyalty	0.866	0.842	0.932	
Brand satisfaction	0.810	0.868	0.780	0.951

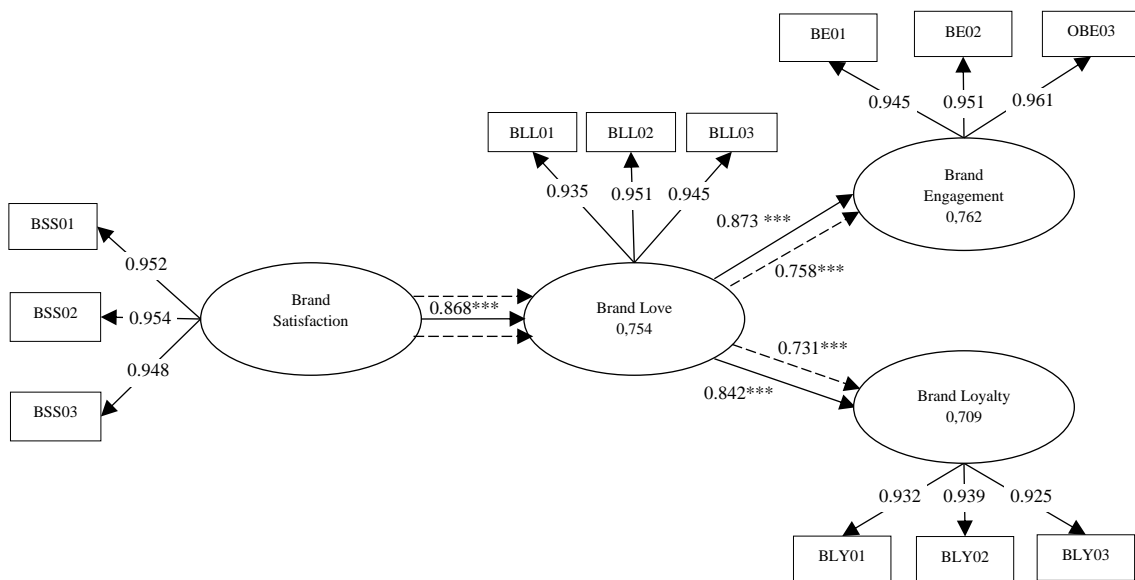
Source: SmartPLS processing results (2023)

Table 6 displays the evaluation findings of the structural model. As Table 6 shows, brand satisfaction has a significant effect on brand love (0.868, $p < 0.001$); thus, supporting H1. Furthermore, brand love has significant influences on brand engagement (0.873, $p < 0.001$) and brand loyalty (0.842, $p < 0.001$); thus, supporting H2 and H3. In addition, brand satisfaction has a significant influence on brand engagement through brand love, (0.758, $p < 0.001$); thus, supporting H4. Finally, brand satisfaction has a significant influence on brand loyalty through brand love (0.731, $p < 0.001$); thus, supporting H5.

Table 6. Hypothesis testing result

	Hypothesis	Coefficient	t-value	p-value	Conclusion
H1:	Brand satisfaction → Brand love	0.868	37.047	0.000	Supported
H2:	Brand love → Brand engagement	0.873	48.397	0.000	Supported
H3:	Brand love → Brand loyalty	0.842	35.816	0.000	Supported
H4:	Brand satisfaction → Brand love → Brand engagement	0.758	24.678	0.000	Supported
H5:	Brand satisfaction → Brand love → Brand loyalty	0.731	22.803	0.000	Supported

Source: SmartPLS processing results (2023)



***Significant at $p \leq 0.001$; Direct effect →; Indirect effect -->

Figure 2. PLS-SEM structural model evaluation

Source: SmartPLS processing results (2023)

Discussion

This study has five significant findings. Firstly, brand satisfaction exhibits a significant influence on brand love. This finding aligns with Joshi & Garg (2021) research, which emphasizes the substantial impact of brand satisfaction on brand love, as customer satisfaction is intricately tied to feelings of influence for beauty brands. Notably, our study differs from prior research, such as Joshi & Garg (2021), which primarily focuses on forming brand love within customer experiences, and Kim et al. (2021), which delves into consumer behavior towards beauty product services. The development of brand love and satisfaction can positively influence repeat beauty product purchases, a critical insight given the considerable number of beauty product users who derive satisfaction from brand love. This finding also resonates with Salsabila & Apriliyanty (2022), who highlights the potential of inclusive marketing for beauty products in driving brand sales and fostering customer brand love. The characteristics of the respondents in this study, predominantly young individuals aged 17-24 years, underscore the significance of creating guidelines for beauty product affordability that are easily understandable to young people. This aligns with the perspective of Sari & Sudarwanto (2022), who stressed the importance of involving young individuals in MS Glow beauty product research.

Secondly, brand love has a substantial influence on brand engagement. Our research underscores that a heightened consumer love for a brand can enhance their involvement with the brand. This aligns with Joshi & Garg (2021) perspective, which defines brand engagement as a customer attitude rooted in their influence for a product. Notably, our study diverges from previous research, such as Dwi & Fortuna (2022), which emphasized consumer comfort in using a brand. Brand love can flourish when consumers engage with the product, embedding it in their minds. This discovery is particularly significant, highlighting the profound customer relationships that reflect brand love. This finding is crucial as it indicates the enduring impact of brand love on enhancing brand engagement. The attributes of the participants in this study, predominantly women, underscore the necessity of ensuring clarity in beauty product affordability due to the essential information consumers require about product quality. This discovery aligns with the perspective of Lestari & Syah (2022), who emphasized the significance of female respondents in beauty product research.

Thirdly, brand love exerts a noteworthy effect on brand loyalty. Our study supports the notion that consumer loyalty thrives due to brand love, in line with the findings of Torres et al. (2022). Thus, brand love indeed influences brand loyalty. This finding is in accordance with Mody & Hanks (2020), who argue that consumers harboring brand love tend to cultivate a deep sense of customer influence and brand loyalty towards the product. Unlike previous research, such as which primarily focused on brand love and loyalty dynamics between customers and sellers, our research explores how brand love affects brand loyalty. Furthermore, other studies have looked at the relationship between brand love and consumer loyalty (Joshi & Garg, 2021) and sincere customer attitudes towards a brand (Kim, 2021). The love customers feel for beauty brands can significantly bolster brand loyalty, underscoring the importance of shaping customer perceptions. The majority of the study's respondents are doing bachelor's degree program, accounting for a total of one hundred and seventy-nine respondents. This profile highlights the necessity of enhancing consumer shopping experiences, such as providing testimonials to capture consumer interest. This is in line with the perspective of Mody & Hanks (2020), who emphasized the significance of shopping experiences.

Fourthly, the relationship between brand satisfaction and brand engagement, is mediated by brand love. These findings are consistent with previous research, such as Dwi & Fortuna (2022), as they emphasize that brand satisfaction connects with brand engagement, and Suntoro & Silintowe (2020), who similarly asserted the impact of brand satisfaction on brand commitment. Additionally, Joshi & Garg (2021) highlight that brand love significantly influences brand engagement. Our study distinguishes itself from prior research, particularly Dwi & Fortuna (2022), by focusing on consumers' influence on a brand, and Suntoro & Silintowe (2020) by investigating the role of satisfaction in brand purchases. Additionally, previous research, including Joshi & Garg (2021), has explored the context of forming brand love. Brand love and brand engagement with a product may both be accelerated by consumer interaction. This discovery is particularly noteworthy, given the influence of consumer engagement in fostering a positive product perception. As consumer brand engagement increases, so does the potential for higher product profits. Thus, our research unveils the influence of brand satisfaction on brand engagement through the mediation of brand love. The respondents in this study

are primarily doing bachelor program who experience beauty products, emphasizing the significance of consumer usage experience, such as offering purchase promotions, to enhance consumer appeal. These findings align with the perspective of Amballia & Saputri (2021), which highlights the importance of consumer experience in using beauty products.

Lastly, the relationship between brand satisfaction and brand loyalty, is mediated by brand love. This finding is similar to previous research, including Wahyuni (2020), which emphasizes how consumer experiences with brand has a beneficial effect on brand love, additionally Agung & Sri (2023), which similarly emphasizes this relationship. Additionally, Joshi & Garg (2021) assert that brand love plays a significant role in fostering brand loyalty. This study differs from prior research, particularly Joshi & Garg (2021), which primarily focuses on repeat purchases of a brand, and Wahyuni (2020), which delves into the influence of consumer intentions in brand purchases. Many consumers have acquired substantial experience from frequent product purchases. This finding is significant, particularly concerning the relationship between satisfaction and creating a sense of loyalty that can motivate consumers to heighten their brand loyalty. The characteristics of the study's respondents, of whom 21.79% were mature consumers (those between the ages of 25 and 34), underscore the significance of experience in assessing the appropriateness of beauty products for individual skin types, such as providing product recommendations, which pique consumer interest. This analysis aligns with the perspective of Murniasih & Telagawathi (2023), who emphasized the importance of genuine product usage reviews in skincare research.

CONCLUSION AND SUGGESTIONS

The use of brand satisfaction, engagement, loyalty, and love, has a significant contribution to the literature on the relationship between consumers and marketers. Skincare product marketers should leverage brand satisfaction to boost brand love, engagement, and loyalty. For instance, marketers can tap into the prevailing desire among Indonesians to possess distinctive characteristics that enhance attractiveness. Beauty trends like the Korean and Japanese styles have prompted marketers to adapt their skincare production. Providing precise and clear information can significantly influence consumer purchase intentions. Enhancing a product necessitates a grasp of the brand's emotional aspect to create synergy in marketing efforts. Marketers should persist in these efforts, as brand satisfaction proves to be an effective means of branding strategy.

The suggestions for future research can test mediating variables other than brand love. Future research can also consider products other than MS Glow by testing this research model or with a new research model so that it can enrich the understanding of consumer behavior in Indonesia. In addition, this article needs further research on the role of brand love in building pleasurable customer experiences (Joshi & Garg, 2021). Brand satisfaction needs further exploration as previous research primarily focused on customer satisfaction (Wahyuni, 2020). Brand love needs further exploration in relation to cognitive assessment (Joshi & Garg, 2021). The above suggestions are crucial as marketers should have a deep understanding of consumer behavior to elevate their success relative to competing products.

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