WHEN THE INFLUENCE OF BRAND LOVE ON BUYING SATISFACTION AND INTENTION

Nur Fariz
Department of Economics, Universitas Esa Unggul, Jakarta, IndonesiaCorresponding

Unggul Kustiawan
Department of Economics, Universitas Esa Unggul, Jakarta, IndonesiaEmail:
Corresponding email: unggul.kustiawan@esaunggul.ac.id

Abstrak

Penelitian ini berusaha untuk menguji pengaruh brand love yang dibentuk oleh brand experience dan brand trust terhadap e-satisfaction serta melihat kemungkinan pelanggan untuk kembali menggunakan layanan online khususnya di bidang produk makanan. Survei ini dipilih dengan menggunakan purposive sampling di Jabota (singkatan dari Jakarta – Bogor – Tangerang) dengan kriteria pengambilan sampel penelitian ini adalah pelanggan food delivery online, dilakukan pada bulan Oktober – November 2022 dengan survei menggunakan kuesioner secara online . Analisis data menggunakan analisis faktor dan model persamaan struktural Lisrel (SEM). Temuan dari penelitian ini adalah hipotesis yang mendukung antara lain brand experience berkontribusi terhadap brand love, kemudian brand love menunjukkan hasil positif yang mempengaruhi e-satisfaction, dan brand love juga berpengaruh positif dengan repurchase intention. Penelitian ini diinterpretasikan pada brand trust yang tidak berpengaruh positif terhadap brand love, dimana brand experience tidak menunjukkan hasil positif terhadap re-purchase intention dan e-satisfaction juga tidak memberikan kontribusi positif terhadap re-purchase intention. Studi ini menginterpretasikan faktor-faktor merek yang mempengaruhi purchase intention secara elektronik yang dipengaruhi oleh brand love, brand experience, dan brand trust. Studi ini berusaha untuk mengeksplorasi apakah mereka mempengaruhi pelanggan untuk dapat membeli secara elektronik.

Kata kunci: Brand Experience, Brand Trust, Brand Love, E-satisfaction, Repurchase Intention

Abstract

This study seeks to examine the influence of brand love formed by brand experience and brand trust on e-satisfaction and see the possibility of customers to return to using online services, especially in the field of food products. This survey were selected using purposive sampling in Jabota (an acronym of Jakarta – Bogor – Tangerang) with the sampling criteria of this study is online food delivery customers, was conducted in October - November 2020 with interviews using questionnairesusers, using a survey with online questionnaires. Data analysis used factor analysis and Lisrel-structural equation modeling (SEM). The findings of this study are hypotheses that support, among others, brand experience contributes to brand love, then brand love shows positive results that affect e-satisfaction, and brand love also has a positive effect with re-purchase intentions. This resarce interpreted while brand trust does not have a positive effect on brand love, brand experience does not show positive results on re-purchase intention and e-satisfaction also does not contribute positively to re-purchase intention. This study interprets the brand factors that influence e-purchase intentions as

influenced by brand love, e satisfaction, brand experience and brand trust. This study seeks to explore whether they influence customers to be able to e-purchase.
Keywords: *Brand Experience, Brand Trust, Brand Love, E-satisfaction, Repurchase Intention*

INTRODUCTION

At this time the role of customer experience has increased in achieving the vision and mission of the company (Verhoef et al., 2009). One of the experiences that are important to research and have made measuring instruments is related to brand experience (Brakus et al., 2009). The relationship between brand and customer makes the brand must be involved in actions to bond with customers. The stronger the bond, the more positive the relationship (Ferreira et al., 2019). The bond is related to the relationship between brand love and brand experience (Albert et al., 2013; Baksi & Panda, 2018; Ferreira et al., 2019; Huang, 2017).

At the time of making purchases and making consumption, customers establish relationships with various touchpoints. Some touchpoints relate to customers during the search process, such as interacting with sales channels (Neslin et al., 2006). Likewise with regard to the customer experience, when shopping online, customers meet with the initial touchpoints that are online shopping websites, then in the next touchpoint is the product consumed. Different touchpoints will produce different experiences, and each touchpoint has a relative level of importance (Stein & Ramaseshan, 2019).

Several studies have explained the relationship between the experience of the brand and the customer. Research related to online shopping experience such as the relationship between affective experience and online shopping satisfaction (Rose et al., 2012) motivation and service quality with online customer experience (Swapana & Padmavathy, 2017) afective experience, e-satisfaction and e-trust against online repurchase intention (Micu et al., 2019), and research between product related drivers and website related drivers with online shopping experience (Izogo & Jayawardhena, 2018). Then research related to brand experience such as the relationship between brand love and brand experience (Ferreira et al., 2019), brand love, brand trust andbrand experience (Huang, 2017)andbrand identification, brand trust, brand passionandbrand commitment (Albert et al., 2013).

However, based on literature studies conducted, it is still rare for research that explains research on brand experience and brand love to be associated with touchpoints through customers. This study used online shopping websites as the first touchpoint and product brand as second touchpoint. This study explains the relationship between affective

experience, brand love, brand trust, brand experience to online shopping satisfaction and online shopping repurchase intention.

LITERATUR RIVIEW AND HYPOTHESIS DEVELOPMENT

A. Brand experience, brand love and e-purchase intention

Brand experience is a subjective internal response and is a behavioral response related to stimuli arising from brand design, identity, packaging, communication and environment (Brakus et al., 2009). Brand experience terdiri dari sensory experience, affective experience, behavioral experience dan intelectual experience (Nayeem et al., 2019) The result of this response is an experiential response that is stored in the customer's memory (Ebrahim et al., 2016). Therefore, the brand acts as an experience provider not just as an identification (Schmitt et al., 2015).

Brand experience is conceptually and empirically related but different from other concepts about brands such as brand attitudes, brand attachment, brand personality, brand involvement and customer delight (Brakus et al., 2009). The power of brand experience can affect brand satisfaction and brand loyalt (Schmitt et al., 2015). Brand experience also has stronger co-profiting power in hedonic products than in hedonic products (Merrilees, 2016).

Some research on brand experience shows a relationship between brand personality, brand satisfaction and brand loyalty (Brakus et al., 2009). In addition, the relationship between brand experience with customer satisfaction, brand credibility, brand attitude, brand trust, and word of mouth (Khan & Fatma, 2017) Then another study explained the relationship between brand attitude and post event brand equity, brand equity, and pre event brand equity (Zarantonello & Schmitt, 2013).

Online restaurant customers who have experienced shopping at a restaurant will certainly influence the restaurant brand. These effects can be sensory, emotional, intellectual or behavioral. If the customer has a positive experience with the restaurant brand, then he will have a better love for the restaurant brand compared to customers who experience negative experiences.Brand experience is known to affect brand love and brand trust in mobile phone brands (Huang, 2017). In addition, brand experience is also known to affect brand love in fashion product (Ferreira et al., 2019) Then brand love is also known as a mediator between consumption experience and engangement (Junaid et al., 2019).

The experience of using the product or the more often customers open an online application service can cause a sense of comfort with the convenience offered by the online application. This is one of the reasons a customer will have a sense of desire to repeat what has been obtained will even encourage customers to make a buy back. Lin & Lekhawipat (2014)

note that the frequency and length of time internet use is positively related to the intention of online purchases; That means that more and more frequently consumers making product observations through online media can improve the relationship between buyers and sellers as well as customers' knowledge of what is involved in purchasing over the internet. Thus we assume that the product experience through online shopping can have a positive influence on purchasing decisions.Therefore, the hypothesis is made as follows:

H1: Brand experience has a positive influence on brand love

H2: Brand Experience influence has a positive influence on e-Purchase Intention

B. Brand trust and brand love

Trust is important in relational marketing and affects commitment and affect (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). Trust means customer expectations about a brand's ability to deal with problems or a willingness to rely on brands to perform a function (Chaudhuri & Holbrook, 2001; Delgado-Ballester & Munuera-Aleman, 2002). Trust in general also means a person's willingness to lean on a party based on beliefs about the characteristics and behavior of that party when faced with risk.Trust in general also means a person's willingness to lean on a party based on beliefs about the characteristics and behavior of that party when faced with risk (Becerra & Badrinarayanan, 2013).

When customers order through an online network, there are two trusts that can be considered here, namely trust in brand trust and trust in the online network. In ordering food in restaurants through online networks, trust in the restaurant brand will strengthen customers' feelings of pleasure in the restaurant. Therefore, the stronger the confidence in the reliability of service from restaurant brands, the happier the customer feels.Some previous studies explained that in students both male and female, it is known that brand love moderates the influence of brand trust on brand advocacy.(Hassan et al., 2016) It was later discovered that brand trust and brand global identification affect brand love (Albert & Merunka, 2013). In addition, brand trust along with self expressive and hedonic products affect brand love (Karjaluoto et al., 2016).

H3: Brand trusts have a positive influence on brand love

C. Brand love, e-satisfaction, and e-purchase intention

Customers can have feelings of love for the brand, this feeling of love needs to be understood more deeply (Gómez & Pérez, 2018). Brand love can be defined as a feeling of affection for an object (Huang, 2017). Brand

love represents the values that exist in the customer's belief system, when it is followed up with characteristics that enhance self-image, social substance, and are strongly related to mental representation, the relationship between brand and customer will be strong and lasting like love (Kaufmann et al., 2016). Some research on the topic of brand love, including related to social media. Customers who give likes on social media such as Facebook can be categorized as inner self or social self. Customers with inner self experssive brands prefer to do WOM for the brand. While customers who engage with socially self-expressive brands are more accepting of mistakes from a brand (Wallace et al., 2014). Then brand love also becomes a mediation between brand experience and brand loyalty (Huang, 2017).Then brand love also affects commitment in the community, brand trust, brand loyalty and co creation value (Kaufmann et al., 2016).

Feelings of love for something can have a satisfied effect. This also applies to the love of a product, where the feeling of love can cause satisfaction. Usually, customers who already have a love for the product will return to review the product will even happen repurchase.This process also occurs when a customer feels in love with the product when ordering the product online and feels satisfied with the service then most likely the customer will return to order via the online shop.Store love and store satisfaction are known to affect store loyalty (Sreejesh et al., 2016). Pada industri fashion, diketahui bahwa brand love mempengaruhi customer satisfaction dan custome loyalty(Ferreira et al., 2019).Then in brand lover along with brand tribalism is also known to affect customer satisfaction (Kim et al., 2018). Research on previous brand experiences has been extensive and the results show influence in building some of the consumer's emotional state and determining consumer behavior, such as satisfaction and loyalty or even purchasing intent (Rodrigues et al., 2015).

Customer love of a service or product will consciously or unconsciously encourage a customer to make a buyback decision in the future. According to (Han et al., 2019),Brand love is a new part of the marketing process that influences important marketing variables, such as word-of-mouth intention and making purchasing decisions. From this information, the following hypotheses can be drawn:

H4: Brand Love variables have a positive influence on e-Satisfaction variables

H5: Brand Love has a positive influence on e-Purchase Intention

D. E-satisfaction and e-purchase intention

Customer e-satisfaction occurs when in the context of online customer retailing assumes that the product and services offered by online

retail websites meet the needs and expectations of customers (Subrahmanya Sastry & Madhusudhana Rao, 2017). Customer e-satisfaction is a thorough perception of the customer's relationship between the buyer and the e-retailer (Smith, 1998). Customer e-satisfaction occurs when products and services offered by retailers meet customer expectations, so it can be said to be an assessment of the services offered by online shopping websites whether it meets customer expectations or not (Subrahmanya Sastry & Madhusudhana Rao, 2017).

Online repurchase intention can be defined as the reuse by an online channel customer to make a purchase from a specific retaile (Chou & Hsu, 2016). Repurchase intention is different from purchase intention, because purchase intention is related to the purchase at the beginning, while repurchase intention is related to buybac (Wang et al., 2019). Repurchase intentions on online platforms are known to be influenced by trust and interactivity (Bao et al., 2016).

Customer satisfaction is one of the key determinants of the achievement of a company's goals and has a major influence on customer retention. In terms of the online environment, customer satisfaction is one of the important keys in the sales process, if linked to an increase in customer retention rates in terms of profitability, in addition to being seen in the long-term growth of online stores. Previous research has shown the importance of customer satisfaction in repetitive buying behavior; More specifically, satisfied consumers are more likely to buy back more in the future than dissatisfied customers (Lin & Lekhawipat, 2014). In addition, the research conducted by Rose et al. (2012). This shows that the greater the level of satisfaction of online shopping, the greater the level of online buyback intentions. From the information above, the following hypothesis can be drawn:

H6: e-Satisfaction has a positive influence on e-Purchase Intention

Based on the framework of the hypothesis above, the research model can be described as the following figure:
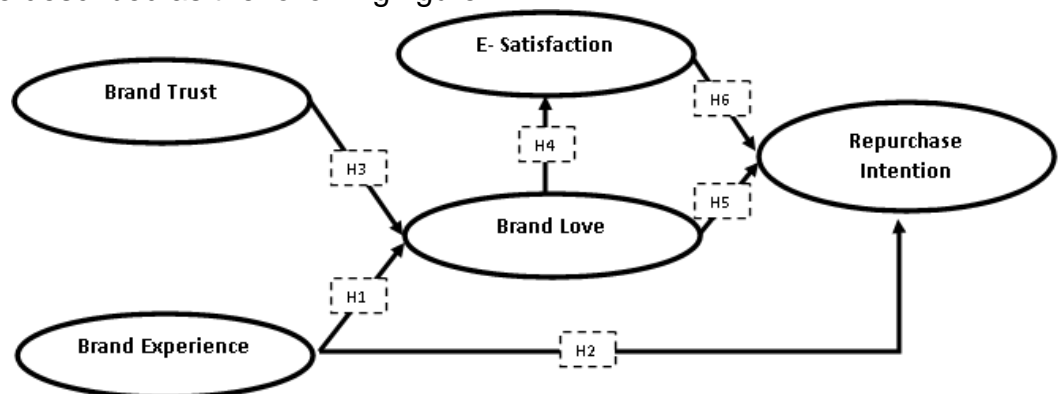
Figure 1: Research Framework

METHODS

A. Sample and Procedure

This research uses quantitative methods. The population of this study is online food delivery customers. The study was conducted in October - November 2022 with interviews using questionnaires. The survey method uses questionnaires with Google forms. The number of respondents used is 100 respondents (Wong, 2013). Data collection uses survey methods by spreading questionnaires online. Measurements are made using the Likert scale with a scale of $1 – 5$ (1 = strongly disagree and 5 = strongly agree)

The design used is single cross-sectional with purposive sampling to collect data (Malhotra& Dash, 2016). Purposive sampling criteria is that respondents have purchased products through online deliver food services in the cities of Jakarta, Tangerang and Bogor. The research was conducted quantitatively with the SEM (Structural Equation Model) method, while data processing and analysis used IBM SPSS 24 and Lisrel 8.8 software. At the time of pre-test, researchers conducted a factor analysis for the validity and reliability test with SPSS 24. The validity test was conducted by looking at the kaiser-meyer-olkin measurement values (KMO) and the Measure of Sampling Adequacy (MSA). The results of KMO (0.609 to 0.808) and MSA (0.582 to 0.914) are greater than 0.5 which means the factor analysis is appropriate. Reliability tests use Cronbach's Alpha measurements where the result (0.829 to 0.900), because it is closer to 1 then the better (Hair et al., 2014).

B. Measurement and structural model

Figure 1 describes the structural model. Instruments used to test the validity and reliability of research are convergent validity, average variance extracted (AVE), Discriminant validity, Composite validity and Cronbach alpha. Convergent validity uses values 0.60 or higher, AVE uses 0.50 or higher, and discriminant validity uses the square root of AVE as estimator (Fornell & Larcker, 1981). To maintain structural validity we use R2, Q2, t value and p value. R2 acceptance limit is 0.50 or higher, Q2 standard value is $0 < q2 < 1$, standard value t is 1.96 or higher (Chin, 1998). This research uses PLS SEM, because PLS SEM is able to explain better for complex models and use composites (J. F. Hair et al., 2011).

The variable measurement of brand trust is adopted from (Hidayanti et al., 2018) Consisting of 5 questions, variable brand experience is adopted from (Nayeem et al., 2019) Consisting of 11 questions, brand love adopted

from (Khandeparkar & Motiani, 2018). It consists of 5 questions. Then the e-satisfaction variable adopted from Vijay et al. (2019) consists of 4 questions. The variable e-repurchase intention adopted from Wang et al. (2019) consists of 4 questions.

RESULTS and DISCUSSION

Research conducted from October to November 2022 was shown to respondents who had enjoyed online shop services or delivery orders, using application services. As for the number of respondents who managed to fill out the questionnaire that we distributed as many as 183 people, consisting of 55.90% female and 44.10% male, with an age range between 13 - 35 years. The educational background of respondents consists of junior high – s2.This is close to the results of research conducted by the Indonesian Internet Service Providers Association (APJII), which said that internet users in Indonesia are dominated by the younger generation. Where internet penetration aged 15 years-19 years reached 91%, followed by ages 20-24 years (88.8%), and 25 years-29 years (82.7%).

The results of the Construct Validity and Reliability Test have been conducted in accordance with the recommendations of theHair et al. (2014) where the calculation of construct reliability and variance extracted in this study can be accepted and declared valid, because all indicators on each variable have a loading factor value of more than 0.50. The results of the calculations are qualified as a whole. According to Hair et al. (2014) The construct reliability test value must meet reliability requirements with a CR value above 0.60 and a VE value above 0.50. In this study all variables of calculation results for CR showed a value above 0.60 and the VE value above 0.50, namely Brand Trust (CR = 0.92; VE=0.72), Brand Experience (CR=0.93; VE=0.57), Brand Love (CR=0.87; VE=0.58), and E- Satisfaction (CR=0.91; VE=0.72), and for Repurchase Intention (CR=0.91 ; VE=0.71).

Based on conformity test analysis, most showed a good match including X2/df = 1,470; degree of freedom = 318; Chi Square = 469.18; RMSEA = 0.050; ECVI = 3.33; AIC = 645.18; CAIC = 1021.21; NFI = 0.98; Critical N =145.65 and GFI = 0.85. Thus there is an overall fit of the model (Goodness of Fit) although some at the close fit level, the results as described in the PATH diagram on Figure 2 and can be presented a hypothesis testing model as in Table 1. The results of the study are as described in the following T-Value diagram:
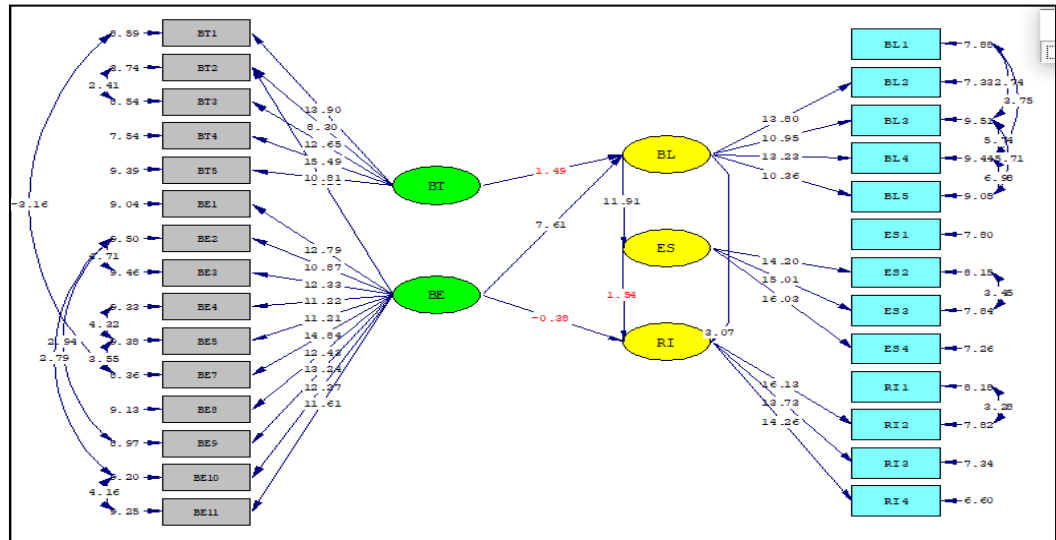
Figure 2. Path Diagram

Table 1. Hypothesis Testing of the Model

Hypothesis	Hypothesis Statement	T-value	Description
H₁	Brand experience has a positive influence on brand love	7.55	The data support the hypothesis
H₂	Brand Experience has a positive influence on e-Purchase Intentions	-0.38	The datado not support the hypothesis
H₃	Brand trusts have a positive influence on brand love	1.53	The data do not support the hypothesis
H₄	Brand Love variables have a positive influence on e-Satisfaction variables	11.93	The data support the hypothesis
H₅	Brand love has a positive influence on e-Purchase Intention	4.47	The data support the hypothesis
H₆	E-satisfaction has a positive impact on e-Purchase Intention	1.56	The data do not support the hypothesis

Source: Data Proceeded by Lisrel 2022

Based on the hypothesis test table above, it is known that of the six hypotheses proposed there are 3 hypotheses that have a T-Value below 1.96 which means the data from the analysis does not support the hypothesis including H2, H3, and H6. As for the other three hypotheses such as H1, H4 and H5 assessed from T-Value data in this study supports the research hypothesis built.

The purpose of research with the title when the influence of brand love on satisfaction and buying intentions is influenced by several touch points is to identify what variables can affect customers to make

repurchases through online-based services. When viewed from the proposed research model it appears thatSome variables are independent variables, namely brand trust and brand experience while brand love, E-satisfaction and re-purchase intention variables are dependent variables. This variable is identified in this study, whether all variables have a positive impact on other variables or even do not contribute to other variables.

In the results of hypothesis testing,it can be seen that HI shows positive results where it is said to be valid that brand experience has a positive influence on brand love, which means that the use of buying products through online shops or online services can create love for a product. This is in accordance with the results of previous research conducted by Huang, (2017)Where from the results of his research it is said that brand experience is known to affect brand love and brand trust. The same thing is also conveyed by Ferreira et al. (2019) Who conducted research in the field of fashion that brand experience is known to provide positive support to brand love.

While in the H4 hypothesis it is known from the results of this study that brand trust does not give positive results to brand love.From these results can provide evidence that not all customers believe in online services, it can be due to the habit of Indonesian people who tend to be more trust in products obtained offline because they have to see the goods directly before buying, rather than buying goods online that cannot observe the product directly and impressed customers have the potential not to get goods that match the order.

In the H4 hypothesis shows the Brand Love Variable has a positive influence on the e-Satisfaction variable, in other words that if the customer has been in love with a service because it gets a positive response from the service then it will automatically give a positive assessment of the service, which means the service can provide customer satisfaction.This is also explained from the results of previous research where in research on previous brand experiences have been done a lot and the results show influence in building some emotional state of consumers and determining consumer behavior, such as satisfaction and loyalty or even purchasing intentions (Rodrigues et al., 2015).

Furthermore, in the H2 hypothesis where the Influence of Brand Experience has a positive influence on purchase intentions, from the results of this study rejected, where the results of brand experience do not necessarily encourage people to repurchase a product through online services. This happens if the customer has a negative experience with a service so that the experience causes the customer will not make a purchase through the same service.This is in accordance with research conducted by Soedionon et al. (2020)That in online services of berry fashion

products there is no significant relationship which means that the experience does not have an effect on online buybacks for berry products.

From the results of this study, it can also be seen that the results support the H5 hypothesis where Brand Love has a positive influence on e-Purchase Intention.It is natural if someone loves a service or product then gets a good assessment and satisfaction itself almost certainly customers will make a repurchase through the service. This is in line with previous research in which brand love is a new part of the marketing process that influences important marketing variables, such as word-of-mouth intention and making purchasing decisions (Han et al., 2019).

For the H6 hypothesis of e-Satisfaction to have a positive influence on e-Purchase Intention in this study is not appropriate. Where the data of the study results does not support. If you look at the sampling activity in pandemic conditions where customers are forced to make online purchases or drastic changes from offline purchases then have to go through online services, it is suspected to be one of the factors why people are Not necessarily will make a repurchase through online application services, although it has done an assessment based on previous purchase experience, proven after the pandemic subsided some people returned to offline services, because the experience before the pandemic people feel closer to a product if directly feel and see the product and come directly to the place of offline sales.Previous research conducted in the field of ecommerce also showed insignificant results where variable e-satisfaction and repurchase intentions (Juniwati, 2015). This means that the assessment of online services to make repurchases is not significant.

CONCLUSION

All hypotheses in this study have been explained that not all variables support positively against other variables including brand trust does not support positively brand love, brand experience to brand love, and e-satisfaction to e-repurchase intention in online services in the field of food.Showing positive results include brand experience on brand love, brand love for e-satisfaction and brand love to e-repurchase intention. So that the results of this study can be interpreted that costumer who have felt the benefits of online services will cause love for the service and its products.Trust can also lead to a positive assessment of an online service which of course also has an impact on the repeated use of the service to get the desired product. However, trust and experience in a service will not necessarily cause likes for a service one of which is online if in the same condition.Different is the condition where consumers need comfort in utilizing offline services. It is possible that people are forced to use online services because of the impact of the pandemic. In addition, a positive

assessment of a service also does not necessarily cause the feeling to buy back if there are other options that can also be influenced by certain situations.With this, it is expected that the service provider must pay more attention to factors beyond the variables studied, namely related to the condition of the situation or what kind of moment can apply a type of service to consumers.

The limitations possessed in this study are expected to be used as a guideline in the future if they will conduct similar research. First, this study is limited to only one condition, namely pandemic conditions that force people to make purchases online. Therefore, in the future it can be compared with situations outside the pandemic era in addition to the need to also add other variables such as brand loyalty variables so that it can better ensure that other variables that already exist more show better results. And the third needs to be tested on an even broader age demographic. It also needs to be compared to gender.Because it is likely that more women use online services compared to men. The next implication is that further analysis is needed on brand experience variables to be calculated per dimension. It should also be done on other products such as gadgets or others.

The results of this research findings have implications with the determination of marketing and promotion strategies of a service or a product, namely where a marketing process and sales strategy must pay more attention to the situation that is happening or will occur. In addition to trust, experience alone is not enough to ensure people will make repurchases need to be ensured thatTrust and experience gained by consumers is a positive thing or something that is not owned by other services and products so that it can be a characteristic or identity of a business.Both service providers also need to ensure the targets to be reached because in the current way internet services have not reached all elements of society, so it is necessary to note whether online services are effective in one region, because even though the brand is known and trusted but the situation does not support it will also not be effective.

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