

# THE INFLUENCE OF BRAND EXPERIENCE ON BRAND LOYALTY THROUGH BRAND LOVE IN ACER BRAND LAPTOP USERS IN MEDAN CITY

Henty Trisna Gulo<sup>1</sup>, Hafizah<sup>2</sup>, Sunaryo<sup>3</sup>  
Universitas Harapan Medan

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**E-mail:**  
[hentisna00@gmail.com](mailto:hentisna00@gmail.com)

## ABSTRACT

This study aims to determine the effect of brand experience on brand love. To determine the effect of brand experience and brand love on brand loyalty partially. To find out the effect of brand experience on brand loyalty through brand love for Aceh Laptop Users in Medan City. The population in this study is not known with certainty and uses the MOE formula. So, the sample used in this study is 100 people. The sampling technique used was purposive sampling. The analysis technique used is path analysis. The results showed that brand experience had a positive and significant effect on brand loyalty, brand love had a positive and significant effect on brand loyalty, brand experience had a positive and significant effect on brand love, brand experience had a positive and significant effect on brand loyalty through brand love.

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## 1. INTRODUCTION

Marketing management is one of the keys to the success of the company. Because it is the implementation of marketing management that will determine whether a product or service is known to consumers or vice versa. Therefore, marketing management has an important role for a company. Doing this marketing management must be very concerned for a company because it will contribute to many things that are done based on the goal of achieving a smooth product marketing process.

Marketing itself is an activity to promote or introduce products to be sold, to the wider community. Marketing is all efforts or activities in conveying goods or services of producers to consumers where this activity aims to satisfy needs and wants in a certain way which is called exchange. (Sedjati 2018). Marketing is one of the main activities carried out by entrepreneurs in maintaining survival, for business development and for profit. Marketing becomes increasingly important with increasing public knowledge. Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, partners and society at large. (Lukmandaru & Istoto 2016).

The importance of marketing in the company is To build a brand image in the minds of customers so that they continue to remember when making purchases on laptop products, the brand is repeatedly used as a guarantee that the company allows users to produce laptops that are promoted especially in terms of quality and reputation for the quality of Acer laptop products. In intense competition, companies are always required to attract consumers or people who come to buy so that they can increase product value in the eyes of consumers and people who come to buy. especially laptop distributors.

Marketing activities applied to laptop distributors in the city of Medan continue to introduce product advantages and maintain customer satisfaction when using these electronic products. Consumer satisfaction is one of the goals of marketing activities to maintain customer loyalty which can be done by meeting customer needs or requests. At the present time, laptops are a technology that is a major requirement in several aspects of work. With the emergence of this technology, it can provide great benefits for users to facilitate activities related to communication media as well as learning media in the

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people of Medan. Besides being able to help with work, a laptop can also be used as entertainment by playing games and watching YouTube.

Basically, consumers use laptops with the Acer brand because people see it in terms of product durability, as well as existing features. Apart from that, it is likely that today's customers are so detailed in choosing the product to be used, this is because product quality is an important part for customers. Of course all this is not only for customers who use a product in question. In addition, consumers also see the services, facilities and agreements provided. Where there are more users but can also invite other people who are not product users. Because when someone is heartbroken and causes discomfort with a product, he will share his experiences with other people.

To avoid consumer disappointment Until now, Acer laptop products continue to innovate by offering various advantages, such as dHis designs always put forward futuristic concepts. When buying a laptop, don't just pay attention to the specifications, the price is friendly for all people and support services are easy to find. This is to keep consumers from getting bored with products that are just that, this is also to attract new consumers. The following are the ranking results in the Top Brand Award regarding laptops, as follows:

In 2018 the percentage reached 31.7%, then decreased in 2019 to 31.2%. In 2020 and 2021 the percentage will decrease again to 26.1% and 22.9%. The decline in percentage figures in 2019 to 2021 is due to prices that continue to soar and many new competitors are emerging offering lower prices with the same applications and the same functions.

Besides tThere are other factors related to the Covid-19 pandemic, namely people are reluctant (orprohibited) traveling and approaching crowds or what is commonly called social distancing. The fewer people who travel, the fewer potential customers will come to the store to buydirectly. Brand loyalty becomes a review to determine the extent to which consumers remain consistent with a product and do not switch to other products (Sutisna, 2001).

According to Schiffman and Kanuk (2019), brand loyalty is the most expected result of research on consumer behavior. Several definitions of brand loyalty are seen from various perspectives. The definition that is commonly used is the explanation that brand loyalty is a consistent consumer preference to make purchases at the same brand for products with certain details or services.

Brand loyalty can increase company profits because consumers who already have high loyalty will increase company profits over time (Nguyen and Miller, 2011). So that in this case the Acer Laptop product company needs to increase its loyalty to increase profits for the company and be able to compete by increasing the company's brand loyalty.

Several studies have been conducted regarding low brand loyalty, namely brand experience, this research was conducted by (Stefany, et al (2021). The title is the effect of brand experience on brand loyalty with brand love as a mediating variable for iPhone users in Surabaya. In this study, it was stated that brand good experience can involve consumers in a brand by building harmonious relationships (Freeman Research 2017), Brand experience is one of the causes of low brand loyalty because of the gaps that appear which become a new problem (Huang 2017). Then there is the impact of brand love in forming brand loyalty through, brand love becomes a positive preference and can be enjoyed by customers. This can be seen through the positive feelings felt by consumers on a brand so that this can make developments and improvements along with their experience with the brand. Bagozz et al (2017) Hegnet et al (2017) Lagner et al (2016) Sarkan (2017) Sihombing (2019). However, Acer laptops need to know that the experience created cannot be guaranteed to always be felt by consumers if it is often felt. Experiential branding cannot always be consumed repeatedly (because it contains occasional surprises) whereas emotional branding is done routinely. The shift from the industrial era to industrial services and emotional markets made it important to implement experiential branding and loyalty branding. This is in accordance with the opinion of Andrology (2018), Aulianda et al (2020), Bambang et al (2017), Putra and Keni (2020), Nursalamah (2020) which states that the findings of this study indicate that brand experience affects brand loyalty.

Brand love can occur when customers can see a brand as an individual they can love just like they love someone (Ranjbarian et al., 2013). Brand love and interpersonal love are two different things. Brand love is a one-way relationship, while interpersonal love is a two-way relationship (Bergkvist et al, 2009). Consumers are also expected not to miss sexual intimacy with the brand, a feeling commonly associated

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with interpersonal love. Brands that are loved also have attachments to their consumers and between brands and consumers will form a solid foundation, so that consumers will convey good opinions to potential customers. other consumers. Consumers will also convey constructive criticism of the brands they like (Ismail et al., 2012).

*brand love*, is one of the most difficult and complex components of brand creation, considered a strategic tool for brand management by practitioners and experts in the field. Creating a strong brand is related to the design and implementation of an original and effective brand personality (Keller, 2013). Brand love is created by attribution of personality traits to brands, which allows consumers to differentiate between different brands (Xue et al., 2017). This is in accordance with the opinion of Hanifah (2017) which states that the findings of this study indicate that brand experience descriptions affect brand love.

## 2. METHODS

### **Brand Loyalty**

There are several definitions of brand loyalty according to some experts. According to Mowen (2015), brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue to buy it in the future. According to Aaker in Marconi (2013) argues that brand loyalty shows a consistent pattern of purchases of certain brands over time and also a favorable attitude towards a brand.

### **Brand Experience**

*Brand experience* is the consumer's past experience with the brand, particularly in terms of usage. Thus it can be concluded that consumer experience of a brand is closely related to trust in the brand. According to Brakus et al (2012), brand experience is defined as consumer sensations, feelings, cognitions, and responses evoked by brands, related to stimuli evoked by brand design, brand identity, brand love, people and the environment the brand is marketed. According to Neumeier (2013) brand experience is the entire interaction of a person with products, services, organizations, all of which are the raw materials of a brand.

### **Brand Love**

*Brand love* is defined as the degree of emotional attachment that passionately satisfied consumers have for owning a particular brand (Carroll & Ahuvia, 2019). Furthermore, according to (Hwang and Kandampully, 2012), love is a very strong emotional experience both in terms of interpersonal relationships and relationships between consumers and brands. Brand Love can occur when customers can see the Brand as an individual they can love like loving someone (Ranjbarian et al., 2013). (Bergkvist et al, 2016) said that brand love and interpersonal love are two different things. Brand love is a one-way relationship, while interpersonal love is a two-way relationship. Consumers are also not expected to long for sexual intimacy with the brand, a feeling commonly associated with interpersonal love.

## Research Data Analysis Techniques

### **Path Analysis**

#### **Model Equations**

To determine the effect or relationship of the independent variable (brand experience) with the dependent variable (brand loyalty) through brand love, multiple linear regression methods will be used and data analysis will also use SPSS, the formula is as follows:

$$\begin{aligned} Y1 &= Y1X + e1 \\ Y2 &= Y2X + Y2Y1 + e2 \end{aligned}$$

## 3. RESULTS AND DISCUSSION

### **Path Analysis**

#### **Sub Structure I**

#### **Classic assumption test**

#### **Data Normality Testing**

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Table 1. Kolmogorov Smirnov Model I Test Results  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		100
Normal Parameters, b	Means	,0000000
	std. Deviation	4.29968933
Most Extreme Differences	absolute	,101
	Positive	,068
	Negative	-,101
Test Statistics		,101
asympt. Sig. (2-tailed)		,091c

a. Test distribution is Normal.

b. Calculated from data.

Based on the results of the normality test with the Kolmogorov-Smirnov model equation, the Asymp value is obtained. Sig of 0.091 is greater than 0.05, it can be concluded that the data is normally distributed.

### Heteroscedasticity Testing

Table 2. Glejser Model I test  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	6,837	1,472		4,643	,000
BrandExperience	-,303	,118	-,251	-1,566	,181

a. Dependent Variable: Abs\_Res

Based on the output above, it is known that the significance value (Sig.) for the brand experience variable (X) is 0.181. Because the significance value of the variables above is greater than 0.05, according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

### Testing the Coefficient of Determination (R<sup>2</sup>)

Table 3. Coefficient of Determination of Model 1

**Summary model b**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,624a	,389	,383	4.32157

a. Predictors: (Constant), Brand Experience

b. Dependent Variable: Brand Love

The R Square value indicates a value of 0.389 meaning that the ability of the brand experience variable to explain brand love is 38.9% while the remaining 0.611 or 61.1% is the error value of the substructure model variable I.

### Hypothesis test

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Table 4. Model 1 Hypothesis Testing  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	14,182	2,231		6,355	,000
BrandExperience	1,411	,179	,624	7,897	,000

a. Dependent Variable: Brand Love

Table 7 above shows that the probability value (p) of brand experience is 0.000. When compared with the Alpha value (0.05), it can be determined that the probability < Alpha ( $p < 0.05$ ), so it can be concluded that brand experience has a significant effect on brand love. The magnitude of the value of brand experience affecting brand love is equal to 0.624.

**Figure of Substructural Path Analysis Model I**

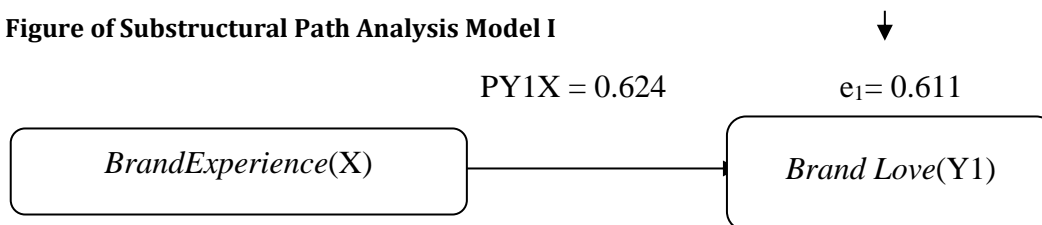


Figure 1. Substructural Path Analysis Model I

$$Y1 = 0.624 PY1X + 0.611e1$$

- 1).  $PY1X = 0.624$  for the independent variable X (brand experience) which has a positive sign indicating that every increase of 1 unit will increase the amount of brand love by 0.624.
- 2).  $e_1 = 0.611$  If there is an assumption error in the model, then the model assumptions can be corrected + 0.611 to approximate the actual results.

## Substructure II

### Classic assumption test

### Data Normality Testing

Table 5. Kolmogorov Smirnov Model II Test Results  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		100
Normal Parameters, b	Means	,0000000
	std. Deviation	2.56562992
Most Extreme Differences	absolute	,133
	Positive	,074
	Negative	-,133
Test Statistics		,133
asympt. Sig. (2-tailed)		,053 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the normality test with the Kolmogorov-Smirnov model equation, the Asymp value is obtained. Sig of 0.053 is greater than 0.05, it can be concluded that the data is normally distributed.

### Multicollinearity Testing

Table 6. Model II Multicollinearity Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	,931	1,590		,586	,559		
BrandExperience	,825	,137	,557	6.015	,000	,611	1,636
Brand Love	,132	,061	,202	2,179	,032	,611	1,636

a. Dependent Variable: Brand Loyalty

Based on the table above, it can be seen that the VIF value of brand experience and brand love is smaller or below 10 (VIF <10), this means that there is no multicollinearity between the independent variables in the regression model. The tolerance value of the brand experience and brand love values is greater than 0.1, this means that there is no multicollinearity between the independent variables in the regression model.

### Heteroscedasticity Testing

Table 7. Glejser Model II test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	1,799	1.085		1,658	,101
BrandExperience	,127	,094	,175	1,362	,176
Brand Love	-.048	,041	-,149	-1,160	,249

a. Dependent Variable: Abs\_Res1

Based on the output above, it is known that the significance value (Sig.) for the brand experience variable (X1) is 0.176 and the significance value (Sig.) for brand love variable (Y1) is 0.249. Because the significance value of the two variables above is greater than 0.05, according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

### Testing the Coefficient of Determination (R<sup>2</sup>)

Table 8. Coefficient of Determination of Model II  
Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,701a	,491	,481	2.59194

a. Predictors: (Constant), Brand Love, Brand Experience

b. Dependent Variable: Brand Loyalty



The R Square value indicates a value of 0.491 meaning that the ability of the brand experience and brand love variables to explain brand loyalty is 49.1%, while the remaining 509 or 50.9% is the error value of the substructure model variable II.

### Hypothesis test

Table 9. Testing the Model II Hypothesis  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	,931	1,590		,586	,559		
BrandExperience	,825	,137	,557	6.015	,000	,611	1,636
Brand Love	,132	,061	,202	2,179	,032	,611	1,636

a. Dependent Variable: Brand Loyalty

Table 12 shows that the probability value (p) of brand experience is 0.000, and the probability value (p) of brand love is 0.032. When compared with the Alpha value (0.05), it can be determined that the probability is smaller than the Alpha value ( $p < 0.05$ ), so it can be concluded that brand experience has a positive and significant effect on brand loyalty, and brand love has a positive and significant effect on brand loyalty. The magnitude of the value of brand experience affecting brand loyalty is equal to 0.557, and the magnitude of the value of brand love affecting brand loyalty is equal to 0.202.

**Figure Substructural Path Analysis Model II**

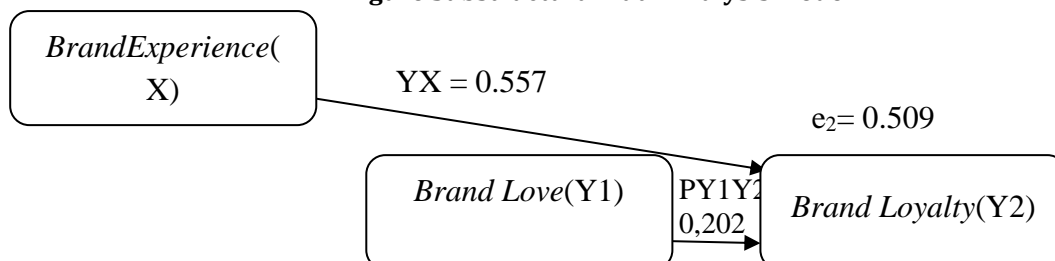


Figure 2. Substructural Path Analysis Model II

$$Y2 = 0.557 PY2X + 0.202 PY2Y1 + 509e2$$

- $PY2X = 0.557$  for the independent variable X (brand experience) which has a negative sign indicating that every increase of 1 unit will increase the amount of brand loyalty by 0.557.
- $PY2Y1 = 0.202$  for the independent variable Y1 (brand love) which has a positive sign indicating that every increase of 1 unit will increase the amount of brand loyalty by 0.202.
- $e2$  = If there is an assumption error in the model, then the model assumptions can be corrected + 509 to approximate the actual results.

### Indirect Effect Testing

Table 10. Sobel Test

Input:	Test statistic:	Std. Error:	p-value:
a 0.624	Sobel test: 2.40090598	0.05250018	0.01635454
b 0.202	Aroian test: 2.35060554	0.05362363	0.01874289
s <sub>a</sub> 0.179	Goodman test: 2.45458022	0.05135216	0.01410492
s <sub>b</sub> 0.061	Reset all	Calculate	

The table above shows that in the Sobel Test the probability value (p-value) is 0.016 less than 0.05 (0.016 < 0.05), so it can be concluded that there is a significant influence of brand experience on brand loyalty through brand love.

The magnitude of the indirect effect of brand experience on brand loyalty through brand love is as follows:

The path analysis model in this study is as follows:

$$Y1X \times pY2Y1 = 0.624 \times 0.202 = 0.126$$

### Path Analysis Model

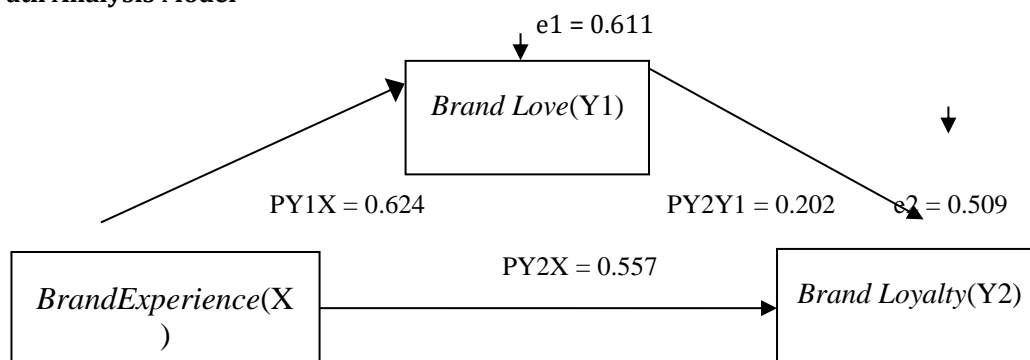


Figure 3. Path Analysis Substructure Path Analysis Model

Based on the picture and the results of the previous explanation, it can be calculated the total effect of each exogenous variable on the endogenous variable. The total influence is as follows:

1. Total Influence of Brand Experience on Brand Loyalty

$$\text{Total Influence: } pY2X + (pY1X \times pY2Y1) = 0.557 + 0.126 = 0.683$$

### Discussion

#### The Effect of Brand Experience on Brand Love

From the results of the t test it can be seen that there is a positive and significant influence of brand experience on brand love because the t test results obtained are  $7.897 > 1.984$  and the Sig. of  $0.000 < 0.05$ . Which means partially there is influence brand experience towards brand love.

Brand experience is defined as the extent to which consumers see their own self-image as overlapping brand images. Bagozzi, et al., (2016). Brand personality is also known as self-image congruence and self-connection. Algesheimer, et al., (2015) have investigated the role of brand experience, none have investigated the relationship between brand identification and brand love. Brand experience influences consumer brand liking, and they regard brand personality as an antecedent of brand love.

The average percentage of respondents' answers in the category of disagree, disagree and strongly disagree on variables brand experience and brand love an average of 34.00%. From the results of the distribution carried out shows that consumers also felt they had not made the right decision when I had to decide to use an Acer brand laptop product. Acer brand laptops have not been able to attract and



stimulate consumers' desire to try to buy them. Consumers are also not all interested in buying it because of the lack of strong emotional attachment between consumers and Acer brand laptops.

We recommend that Acer laptop manufacturers improve their quality and features so that consumers feel interested again in buying and using Acer laptops. Because by increasing and adding applications, it will be able to increase the bargaining power of consumers who want to buy by comparing it with other brands.

This result is in line with the results of research conducted by Naraganesha (2022), Stefany et al., (2021), Febrian (2021) which states that brand experience has a positive and significant effect on brand love. The magnitude of the contribution of brand experience to brand love is 0.624.

### **The Effect of Brand Experience on Brand Loyalty**

From the results of the t test it can be seen that there is a positive and significant influence of brand experience on brand loyalty because the t test results obtained are  $6.015 > 1.984$  and the Sig. of  $0.000 < 0.05$ . Which means partially there is influence *brand experience* on brand loyalty.

Brand experience conceptualization and scale development are very important to understand and manage the concept of brand trust and loyalty Brakus et al, (2014). Brand experiences can be positive or negative, short-lived, or long-lasting. Brand experience can positively influence brand loyalty.

The average percentage of respondents' answers in the category of disagree, disagree and strongly disagree on variables *brand experience* and brand loyalty an average of 35.00%. From the results of the dissemination carried out shows that consumers are not always tell positive things about Acer brand laptops. Consumers still have a desire to buy other products even though other brands offer less attractive offers. Consumers do not necessarily recommend Acer brand laptops to other people because they have not been able to fulfill consumer desires. So it's best if the manufacturer listens to every complaint or claim from consumers so that they can cover up deficiencies and improve the capabilities of Acer laptops.

These results are in line with the results of research conducted by Naraganesha (2022), Stefany et al., (2021), Febrian (2021) which states that brand experience has a positive and significant effect on brand loyalty. The contribution of brand experience to brand loyalty is 0.557.

### **The Effect of Brand Love on Brand Loyalty**

From the results of the t test it can be seen that there is a positive and significant influence of brand love on brand loyalty because the t test results obtained are  $2.179 > 1.984$  and the Sig. of  $0.032 < 0.05$ . Which means partially there is influence *brand love* on brand loyalty.

Reimen et al. (2012) indicated that brand love can be defined as the level of emotional attachment to a particular brand that results in an established relationship, loyalty, and positive word of mouth for that brand. Betra et al. (2012) concluded that consumers, display more loyalty to the brand they love. Khayeri et al. (2013) show that consumers, who are found to have emotional attachment, show higher levels of loyalty, spread more word of mouth about the brand and are willing to pay higher prices for the brand.

The average percentage of respondents' answers in the category of disagree, disagree and strongly disagree on variables *brand love* and brand loyalty an average of 35.00%. From the results of the distribution carried out shows that Acer brand laptop has not attracted interest from consumers to say positive things. Likewise with the desire of consumers to recommend Acer brand laptops to others because they have not fulfilled consumer desires. Likewise, consumer confidence has decreased due to a lack of experience using Acer brand laptops.

So it's better if the manufacturer informs consumers more often about the reliability of the Acer laptop itself through advertising or collaboration with other parties.

This result is in line with the results of research conducted by Naraganesha (2022), Stefany et al., (2021), Febrian (2021) which states that brand love has a positive and significant effect on brand loyalty. The magnitude of the contribution of the effect of brand love on brand loyalty is 0.202.

### **The Influence of Brand Experience on Brand Loyalty Through Brand Love**

From the results of the t test it can be seen that there is a positive and significant influence of brand experience on brand loyalty through brand love because based on the Sobel value test results, the Sig

value is obtained. of 0.016 <0.05. Which means partially there is influence *brand experience* towards brand loyalty through brand love.

According to Yoo, (2013), brand loyalty has the power to influence consumer decisions to buy the same product or brand and the decline shifts to competing brands. Brand image can be defined as consumer experience and feelings about the brand. Brand experience conceptualization and scale development are very important to understand and manage the concept of brand trust and loyalty Brakus et al, (2014). Brand experiences can be positive or negative, short-lived, or long-lasting. Brand experience can positively influence brand loyalty.

The average percentage of respondents' answers in the category of disagree, disagree and strongly disagree on variables *brand experience*, brand loyalty and brand love by an average of 35.00%. From the results of the distribution carried out shows that consumers do not trust to use Acer brand laptops. Acer brand laptops have not been able to attract and stimulate consumers' desire to try and buy them again. The emotional attachment that is not yet strong between consumers and Acer brand laptops influences consumers to buy them. It is hoped that the Acer manufacturer will further improve its features and applications so that it can increase consumer confidence in surfing the internet. This result is in line with the results of research conducted by Naraganesha (2022), Stefany et al., (2021), Febrian (2021) which states that brand experience has a positive and significant effect on brand loyalty through brand love.

#### 4. CONCLUSION

Based on the research above, it can be concluded as follows. *Brand experience* positive and significant effect on brand love on Acer brand laptop users in Medan City. Brand experience has a positive and significant effect on brand loyalty among Acer laptop users in Medan City. Brand love has a positive and significant effect on brand loyalty among Acer laptop users in Medan City. Brand experience has a positive and significant effect on brand loyalty through brand love for Acer brand laptop users in Medan City.

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