

THE EFFECTS OF BRAND IMAGE, BRAND SATISFACTION, AND BRAND TRUST ON LOYALTY FORMATION: THE MODERATION ROLE OF BRAND LOVE AND BRAND RESPECT OF MIXUE ICE CREAM & TEA

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ABSTRACT

Trends in the beverage industry in Indonesia continue to develop at an increasingly positive and interesting pace to study. Consumers have long-term relationships with food and beverage brands, but are not reluctant to switch when trust declines due to poor product quality, price increases, and irrelevance. Mixue is in the middle of a hyper-competitive market and must be able to gain customer loyalty. This research is expected to be able to reveal the relationship and the significant effects of brand image, brand satisfaction, and brand trust on brand loyalty through the moderator variables of Lovemarks (brand love and brand respect). The approach used is quantitative and causal using online surveys through questionnaires on Google Forms and data processing using SPSS and SmartPLS 3.2.9. Based on the results of data analysis, it was found that there was a significant and positive influence obtained from the relationship between brand image on brand satisfaction and brand trust, brand satisfaction on brand trust, brand satisfaction and brand trust on brand loyalty, and moderation of brand love on brand satisfaction and brand loyalty relationships. . Meanwhile, the moderating effect on the relationship between other variables did not occur significantly. Suggestions from this study are that Mixue Ice Cream and Tea is expected to be able to maintain and strengthen marketing efforts, improve the quality of its products and services, increase emotional bonds and provide pleasant experiences.

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1. INTRODUCTION

Food and beverage brands must be able to acquire and maintain consumer loyalty. Not only because the price and margins, but also because the high level of competition in the market (Ministry of Cooperatives and SMEs, 2022). According to a survey, consumers have more loyalty to food and beverage brands than any other industry since foods and beverages appeal to multiple senses of flavours, aroma, vision, and touch. Consumers relate to more personal experiences than other commodity markets (Cision, 2021). The Mixue franchise now has the most boba outlets in Southeast Asia with almost a hundred locations throughout Vietnam, Thailand, Philippines, Singapore, Malaysia, and Indonesia (databoks, 2022). According to Chen (2021) the scale of Mixue may diminish in an environment of intense competition. As referring to Ministry of Cooperatives and SMEs (2022) the establishment of loyalty can be done when the consumer has their own consciousness. The goal is to change consumer attitudes by focusing more on changing their behaviour because brand loyalty indicates consumers' willingness to purchase a particular brand on a regular basis. Alamsyah & Rachmawati (2018) conducted a study to analyze whether several factors such as service quality, customer trust, customer satisfaction, and customer intimacy can influence the customer loyalty.

According to Roberts (2004) the reason why consumers are sceptical and picky about brands is that they are relying on loyalty the most. In this case, the milk and bubble tea's brand image provide a direct association and distinct identification of their product to determine the consumer behaviour as revealed by Farid (2021) that the consumers' perceptions, attitudes, mindsets, and behaviours may all impact their acceptance of a brand. To evaluate the strong base of loyalty, Arslan (2020) confirmed that it is developed as a result of factors such as product quality and customer satisfaction, thus the increase of customer loyalty is implicated by the level of consumer satisfaction and ongoing improvement. Moreover,

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Prawira & Setiawan (2021) claimed that consumers who are satisfied tend to come back and immediately trust the brand to show loyalty towards it. Therefore, it is also important to gain attention to brand trust that statistically approve by Shin, Amenuvor, Basilisco, & Antwi (2019) has an influential and significant influence towards brand loyalty. The research findings of Semadi & Ariyanti (2018) discovered that brand trust can be received from the fulfilment expectations so it is important to ensure that consumers are satisfied with the brand's quality of services as an effort to maintain the consumers' trust. Moreover, Alkhurshan & Rjoub (2020) argue that the motive of switching barriers is not only because the consumers are expecting an outstanding service but they also wants to build a relationships based on intimacy and trust.

According to Song, Wang, & Han (2019) Lovemarks considerably moderate the relationship between brand trust and brand loyalty (brand love and brand respect). According to research by Giovanis & Athanasopoulou (2018), while performing the Lovemarks to win over consumer loyalty, a brand must be coordinated its emotional components. The problems that have been explained provide a general idea regarding consumer loyalty within the competing market. Thus, this study is expected to be able to reveal the engagement and relationship between brand image, brand satisfaction, and brand trust towards brand loyalty through variable moderators from Lovemarks, consisting of brand love and brand respect. As an outcome, it is anticipated that this study will contribute a fresh viewpoint for future research on brand loyalty topics compared to the previous research.

Literature Review

Marketing Management

Marketing is the way how to engage with customers and manage a good relationship with them, and how can they create the customer's value, while marketing management can be defined as a piece of knowledge on choosing the target markets and creating a beneficial relationship with the target market (Kotler & Armstrong, 2018). Therefore, marketing's role is crucial to a company's success as it is particularly challenging when there is a lot of vigorous competitors. The fundamental ideas that form the basis of the marketing function are highlighted in customer interactions, value, quality, satisfaction, and loyalty as well as their needs and desires, demand, the market and its components, trade, and the outcome of the exchange process (Brunet, et al., 2018).

Brand Image

The findings of research by Ha (2020) indicate that brand marketing is crucial for boosting sales and market share in the milk tea sector. To attract consumers, strategies including word-of-mouth marketing, current news, attractiveness, and other media marketing must be increased. Customers choose which brand of milk tea to purchase based on the perceived value from brand image enhancement. The concept of a brand image refers to the process of emphasizing the company's identity and establishing a positive reputation among stakeholders (Firmansyah, 2019). Moreover, Abubakar and Sugito (2019) explains that consumers will assume that the image of a company will affect the brand image of the product they produce.

Brand Satisfaction

Nugraha, Indrawati & Sugiati (2023) stated that consumers are evaluating the performance of a product to determine their satisfaction based on the ability of the brand or products to perform better than they expected. Brand satisfaction determined as an evaluative conclusion of direct consumer experience which is influenced by the difference between expectation and the actual performance perceived upon the consumption activity or briefly it is a consumer's final decision that developed by their whole experience with a brand (Han, et al., 2018). The idea of satisfaction is shown in a context as an indirect source of brand loyalty since it influences future purchase behavior and establishes everlasting relationships between consumers and the brand. The Increases in brand loyalty may result from higher levels of satisfaction (Sahin, Zehir, & Kitapçı, 2011). Therefore, Kato (2021) emphasized that satisfaction is the fundamental foundation of loyalty, which is attained by consumer satisfaction with their brand- 16 related experiences. Loyal consumers are satisfied, yet loyalty may not always be the result of satisfaction

Brand Trust

Ma, Ou, & Lee (2022) claims that trust is a multi-dimensional construct of psychological variables that reflect a set of accumulated presumptions relating to the brand's achievement of performance as expected by the consumer, the ability to keep its promise and honesty, and lastly the ability to recognize the consumer's interest. As a matter of fact, trust in the brand is a crucial component in establishing and maintaining long-term customer-brand relationships with a high level of trust toward a brand that will result in beneficial attitudes toward the brand Sánchez, Illescas & Molinillo (2020). Trust is based on the

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consumers' view of a brand's reliability and commitment to their interests and wellbeing (Madeline & Sihombing, 2019). When trust is damaged, consumers may be on the verge of switching sides.

Lovemarks (Brand Respect and Brand Love)

According to Roberts (2004) the essential definition of a Lovemark is a product, service, or entity that arouses "loyalty beyond reason." According to Giovanis & Athanasopoulou (2018), lovemarks perform admirably and above all expectations. Lovemarks build direct, emotional connections between brands and consumers. You don't merely purchase lovemarks; you passionately embrace them. According to Pawle & Cooper (2006) emotions are strongly affected human behavior. Thus, consumers' behavior is heavily influenced by their emotional and intuitive senses. The results indicate that integrating brand love with brand loyalty offers more nuanced insights into the dimension of the relationship between consumer and brand that may cultivate brand relationships with different consumer segments (Robertson, Botha, Ferreira, & Pitt, 2022). Kazmi and Khalique (2019) defines brand love as a psychological construct consisting of excitement, infatuation, and obsession with a specific brand, where when a consumer already loves a specific brand, they will purchase their products explicitly and implicitly. Jahanvi & Sharma (2021) stated that if a brand reflects an inner self or improves its social standing in society, it becomes more acceptable to the consumer and easier for them to earn the respect referred to as brand respect as symbolizes the operational aspect of any brand.

Brand Loyalty

Consumers' constant commitment to repurchase their favorite products is known as brand loyalty, and it influences future purchases of the same brand (Madeline & Sihombing, 2019). According to Solomon (2019) brand loyalty is defined as continuous purchasing behavior that implies a purposeful decision to maintain consuming the same brand. It should be highlighted that this definition clarifies that the consumer has a strong positive attitude toward the brand in addition to consuming it repeatedly rather than just out of habit. The notion of brand loyalty is crucial in marketing strategy since loyal customers can preserve the brand's sustainability (Firmansyah, 2019). Brand loyalty is associated with consumers' repeated purchasing patterns over time, with an optimistically biased behavioral tendency for a recognized, tagged, or marked alternative or invention option (Zia, Younus, & Mirza, 2021).

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

- a. H1: There is a positive and significant relationship between brand image and brand satisfaction
- b. H2: There is a positive and significant relationship between brand image and brand trust
- c. H3: There is a positive and significant relationship between brand satisfaction and brand trust
- d. H4: There is a positive and significant relationship between brand satisfaction and brand loyalty
- e. H5: There is a positive and significant relationship between brand trust and brand loyalty
- f. H6a: The relationship between brand satisfaction and brand loyalty is significantly moderated by brand love.
- g. H6b: The relationship between brand trust and brand loyalty is significantly moderated by brand love.
- h. H7a: The relationship between brand satisfaction and brand loyalty is significantly moderated by brand respect.
- i. H7b: The relationship between brand trust and brand loyalty is significantly moderated by brand respect.

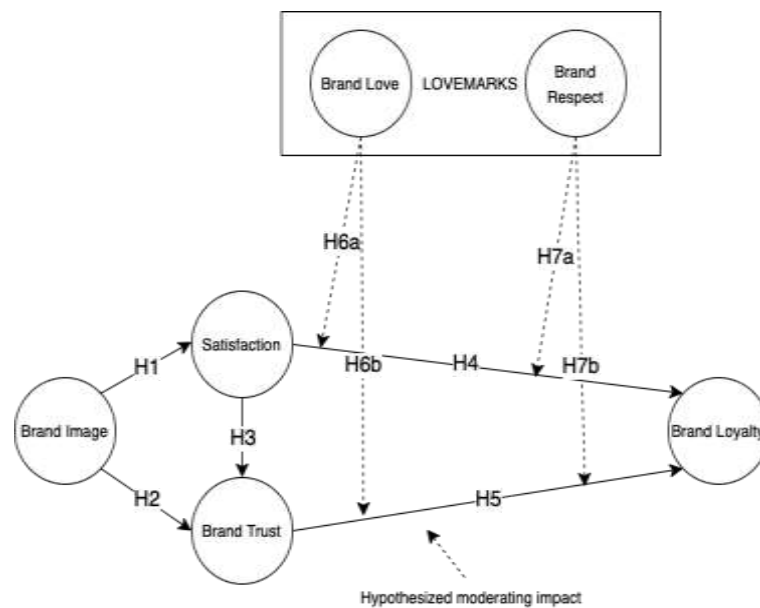


Figure 1. Theoretical Framework

2. METHOD

Research Characteristics

This research employed quantitative approach and classified under the category of causal study designed to explain the relationship between variables and researchers have no control over the treatment given to research subjects when conducting surveys without applying the assumption of equality so that a group has specific characteristics. According to Indrawati (2015) a causal research (conclusive) is identified by the availability of previous research that discusses the relationship of observed variables, hence the benefit of this research design is to offers a better understanding about the nature of the relationship between influential variables and affected variables. The contribution of causal research design to this research is to investigate the relationship and influence of exogenous variables such as brand image, brand satisfaction, and brand trust to the endogenous variable which is brand loyalty and the moderation effect of brand respect and brand love through hypothesis testing, provided previous research results, and detailed research questions. Furthermore, the data analysis is numerical data with various descriptive statistical tests and inferential or bivariate and multivariate to prove various hypotheses that are developed based on theories and theoretical concepts; in short, the research data is numerical, and the analysis is statistical (Sugiyono, 2018). This research is a cross-sectional study and adopting online survey through questionnaires on Google Forms with data processing using SPSS and SmartPLS 3.2.9 software.

Operationalization of Variable

In this study, there are three kinds of variables used, namely:

1. Exogenous Latent Variable (Independent)
Exogenous variables are equivalent with independent variables, which provide causation in SEM relationships (Bandur & Prabowo, 2021). The exogenous latent variables in this research are Brand Image (X1), Brand Satisfaction (X2), and Brand Trust (X3).
2. Endogenous Latent Variable (Dependent) The endogenous variables are impacted by exogenous variables both directly (direct effect) and indirectly (mediating effect) because endogenous latent variables are equivalent as dependent variables (Bandur & Prabowo, 2021). The endogenous latent variable (Y) of this research is Brand Loyalty (Y).
3. Moderating Variable The relationship between independent variables and dependent variables can be enhanced or reduced by moderating variables. These variables have an influence on how strongly variables relate to each other (Hardani, et al., 2020). The moderating variable in this research is lovemarks theory consisting of Brand Respect (M1) and Brand Love (M2).

Stages of Research

The stages of research are as follow:

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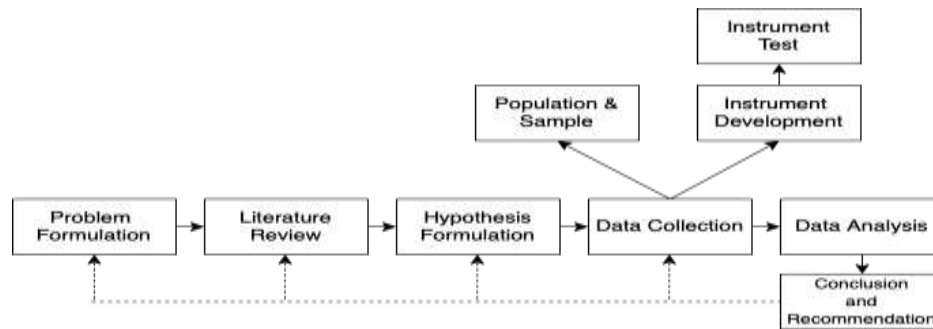


Figure 2. Stages of Research

Population and Sample

The respondents characteristics in this research are Mixue Ice Cream and Tea consumers who are at least 17 years old and have made at least 2 purchases and consumed Mixue Ice Cream and Tea products. According to Hair, et al., (2021) the sample size should be equal to the larger of 10 times the largest number of formative indicators used to measure a single construct. So, based on these guidelines, the minimum number of samples needed in this research are:

$$35 \times 10 = 350 \text{ respondents.}$$

Data Collection

This research will make an online questionnaire using google form to be further shared on various social media such as Instagram and Whatsapp. Mixue consumers who have met the criteria will be welcome to fill out a questionnaire in the form of a statement about the indicator with the results of the questionnaire in the form of a score based on the Likert scale. The data used are primary and secondary data. The primary data conducted in this research is sourced from questionnaires obtained from respondents' answers and there are several examples of secondary data such as publications that are written by other people and books.

Data Analysis Techniques

This research uses SmartPLS 3.2.9. Partial Least Squares (PLS) analysis is one of the variant-based SEM statistical approaches to analyzes the effect of dependent variables and independent variables. The data analysis consists of measurement model and structural model to execute the relationship between these variables.

3. RESULT AND DISCUSSION

Research Results

Measurement Model (Outer Model)

According to Hair, et al., (2021) in PLS-SEM, there are measurement models for the constructs that show the relationships between the constructs and the indicator variables referred as the outer models. Evaluation of the construct validity in the measurement model or outer model is the initial evaluating stage, which in PLS-SEM consists of convergent validity and discriminant validity to test the strong correlation between the construct and the question items, and the weak relationship with other variables (Hamid & Anwar, 2019).

1) Convergent Validity

According to Hamid & Anwar (2019) the construct validity, which consists of convergent validity and discriminant validity, is required to be tested when evaluating the measurement model (outer model) in PLS-SEM. A method of performing this model is to examine the correlation and relationship between the construct and the question items with other variables.

Table 1. Convergent Validity Results

Variable	Items	Loading Factors	Results
Brand Image (X1)	BI1	0.735	VALID
	BI2	0.732	VALID
	BI3	0.647	INVALID
	BI4	0.727	VALID
	BI5	0.638	INVALID
	BI6	0.722	VALID
Brand Satisfaction (X2)	BS1	0.777	VALID

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	BS2	0.765	VALID
	BS3	0.728	VALID
	BS4	0.712	VALID
	BS5	0.640	INVALID
	BS6	0.786	VALID
	BT1	0.817	VALID
Brand Trust (X3)	BT2	0.76	VALID
	BT3	0.782	VALID
	BT4	0.749	VALID
	BT5	0.811	VALID
Brand Respect (M1)	BR1	0.763	VALID
	BR2	0.81	VALID
	BR3	0.845	VALID
	BR4	0.783	VALID
Brand Love (M2)	BLO1	0.864	VALID
	BLO2	0.845	VALID
	BLO3	0.854	VALID
	BLO4	0.792	VALID
	BLO5	0.825	VALID
Brand Loyalty (Y)	BL1	0.667	INVALID
	BL2	0.764	VALID
	BL3	0.785	VALID
	BL4	0.771	VALID
	BL5	0.741	VALID
	BL6	0.819	VALID
	BL7	0.802	VALID
	BL8	0.672	INVALID
	BL9	0.738	VALID

Source: Data Processed (2023)

Based on Table 1 there are five invalid statement items. According to Hair, Black, Babin, & Anderson (2019) to demonstrate acceptable convergence or internal consistency, construct reliability should be 0.70 or greater. Due to this explanation, the construct model needs to be re-estimated by removing the five items that were considered invalid, namely BI3 with a result of 0.647, BI5 with a result of 0.638, BS5 with a result of 0.640, BL1 with a result of 0.667, and BL8 with a result of 0.672. The following is a re-estimated model for the convergent validity test results.

Table 2. Re-estimated Convergent Validity Results 1

Variable	Items	Loading Factors	Results
	BI1	0.805	VALID
Brand Image (X1)	BI2	0.794	VALID
	BI4	0.713	VALID
	BI6	0.682	INVALID
Brand Satisfaction (X2)	BS1	0.791	VALID
	BS2	0.796	VALID
	BS3	0.730	VALID
	BS4	0.729	VALID
	BS6	0.794	VALID
Brand Trust (X3)	BT1	0.816	VALID
	BT2	0.761	VALID
	BT3	0.784	VALID
	BT4	0.749	VALID
	BT5	0.809	VALID
Brand Respect (M1)	BR1	0.757	VALID

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Brand Love (M2)	BR2	0.81	VALID
	BR3	0.847	VALID
	BR4	0.787	VALID
	BLO1	0.864	VALID
	BLO2	0.845	VALID
Brand Loyalty (Y)	BLO3	0.854	VALID
	BLO4	0.791	VALID
	BLO5	0.826	VALID
	BL2	0.777	VALID
	BL3	0.788	VALID
	BL4	0.798	VALID
	BL5	0.742	VALID
	BL6	0.844	VALID
	BL7	0.819	VALID
BL9	0.745	VALID	

Source: Data Processed (2023)

Based on Table 2 there are five invalid statement items. Therefore, the construct model needs to be re-estimated by removing the five items that were considered invalid, namely BI3 with a result of 0.647, BI5 with a result of 0.638, BS5 with a result of 0.640, BL1 with a result of 0.667, and BL8 with a result of 0.672. The following is a re-estimated model for the convergent validity test results.

Table 3. Re-estimated Convergent Validity Results 2

Variable	Items	Loading Factors	Results
Brand Image (X1)	BI1	0.833	VALID
	BI2	0.838	VALID
	BI4	0.713	VALID
Brand Satisfaction (X2)	BS1	0.790	VALID
	BS2	0.796	VALID
	BS3	0.729	VALID
	BS4	0.732	VALID
	BS6	0.793	VALID
	BT1	0.816	VALID
Brand Trust (X3)	BT2	0.762	VALID
	BT3	0.784	VALID
	BT4	0.750	VALID
	BT5	0.809	VALID
Brand Respect (M1)	BR1	0.757	VALID
	BR2	0.810	VALID
	BR3	0.847	VALID
	BR4	0.787	VALID
Brand Love (M2)	BLO1	0.862	VALID
	BLO2	0.845	VALID
	BLO3	0.854	VALID
	BLO4	0.791	VALID
	BLO5	0.826	VALID
Brand Loyalty (Y)	BL2	0.777	VALID
	BL3	0.788	VALID
	BL4	0.798	VALID
	BL5	0.743	VALID
	BL6	0.844	VALID
	BL7	0.819	VALID
	BL9	0.745	VALID

Source: Data Processed (2023)

In table 3, each statement item in this study can be said to be valid because the factor loading value is > 0.70 after re-estimating the construct model. According to Hair, et al., (2021) the average variance extracted (AVE) explains the grand mean value of the squared loadings of the indicators related with the construct or the sum of the squared loadings divided by the number of indicators. Thus, the value of each

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variable should be at least 0.50 to determine convergent validity (Hair, Black, Babin, & Anderson, 2019). The following table presents the AVE value for each variable.

Table 4. Average Variance Extracted (AVE) Before Re-Estimation Results

Variable	Average Variance Extracted (AVE)	Results
Brand Image (X1)	0.492	INVALID
Brand Satisfaction (X2)	0.542	VALID
Brand Trust (X3)	0.615	VALID
Brand Respect (M1)	0.641	VALID
Brand Love (M2)	0.700	VALID
Brand Loyalty (Y)	0.567	VALID

Source: Data Processed (2023)

Based on table 4 the AVE value of Brand Image failed to meet the criteria because the results is 0.492 (< 0.50) and can be concluded as invalid. Therefore, re-estimating the model is required. The following are the re-estimated AVE results.

Table 5. Re-Estimated Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)	Results
Brand Image (X1)	0.635	VALID
Brand Satisfaction (X2)	0.591	VALID
Brand Trust (X3)	0.615	VALID
Brand Respect (M1)	0.641	VALID
Brand Love (M2)	0.700	VALID
Brand Loyalty (Y)	0.621	VALID

Source: Data Processed (2023)

Based on the results of the re-estimated AVE results in table 4.5, it can be concluded that the AVE value of each variable is > 0.50 so that the discriminant validity has been accomplished.

2) Discriminant Validity

According to Hair, et al., (2021) discriminant validity is the level of how a construct is different from others, as measured by how significance of their correlations along with how substantially indicators represent a construct. One of the measures of discriminant validity is cross-loadings. The following are the results of the discriminant validity test using the cross-loading criteria.

Table 6. Discriminant Validity Results

	Brand Image	Brand Satisfaction	Brand Trust	Brand Respect	Brand Love	Brand Loyalty
BI1	0.735	0.586	0.636	0.565	0.527	0.524
BI2	0.732	0.673	0.671	0.488	0.471	0.478
BI3	0.647	0.406	0.369	0.458	0.468	0.528
BI4	0.727	0.550	0.515	0.517	0.486	0.517
BI5	0.638	0.432	0.393	0.479	0.510	0.562
BI6	0.722	0.540	0.509	0.623	0.654	0.686
BS1	0.586	0.779	0.606	0.713	0.616	0.571
BS2	0.585	0.765	0.633	0.545	0.546	0.499
BS3	0.569	0.727	0.551	0.491	0.520	0.476
BS4	0.507	0.712	0.604	0.460	0.462	0.388
BS5	0.567	0.640	0.482	0.510	0.547	0.609
BS6	0.603	0.786	0.693	0.584	0.558	0.526
BT1	0.608	0.672	0.817	0.663	0.625	0.617
BT2	0.556	0.589	0.760	0.540	0.548	0.520
BT3	0.634	0.644	0.782	0.586	0.537	0.551
BT4	0.524	0.650	0.749	0.521	0.457	0.404
BT5	0.642	0.721	0.811	0.667	0.615	0.634
BR1	0.486	0.480	0.546	0.763	0.589	0.545
BR2	0.545	0.526	0.539	0.810	0.686	0.670
BR3	0.683	0.660	0.667	0.845	0.717	0.665
BR4	0.641	0.648	0.692	0.783	0.672	0.633
BLO1	0.611	0.611	0.595	0.734	0.864	0.727

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BL02	0.572	0.590	0.534	0.676	0.845	0.706
BL03	0.639	0.649	0.650	0.699	0.854	0.728
BL04	0.617	0.674	0.663	0.688	0.792	0.636
BL05	0.633	0.563	0.555	0.694	0.825	0.755
BL1	0.576	0.577	0.631	0.607	0.594	0.667
BL2	0.526	0.418	0.443	0.558	0.644	0.764
BL3	0.606	0.525	0.556	0.618	0.656	0.785
BL4	0.546	0.464	0.413	0.544	0.589	0.771
BL5	0.600	0.615	0.608	0.657	0.676	0.741
BL6	0.644	0.598	0.565	0.652	0.734	0.819
BL7	0.581	0.457	0.456	0.578	0.642	0.802
BL8	0.598	0.587	0.630	0.567	0.589	0.672
BL9	0.528	0.458	0.428	0.531	0.616	0.738

Source: Data Processed (2023)

According to the results in table 6 and Figure 4.20, all latent constructs or variables already have good discriminant validity due to the fact the loading value of each indicator item against its construct is greater than the cross-loading value and that the indicators in the indicator block construct are greater than the indicators in other blocks.

3) Reliability Test

According to Hair, Black, Babin, & Anderson (2019) reliability is the degree to which a variable or group of variables consistently measures what it was created to measure. When several measurements are done, the values of the reliable measures will all be consistent. The acceptable composite reliability for measuring internal consistency reliability should be greater than 0.70, but in exploratory research, a value of 0.60 to 0.70 is considered acceptable with composite reliability as the upper bound and Cronbach's alpha as the lower bound (Hair, et al., 2021).

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Results
Brand Image	0.797	0.853	Reliable
Brand Satisfaction	0.830	0.876	Reliable
Brand Trust	0.843	0.889	Reliable
Brand Respect	0.813	0.877	Reliable
Brand Love	0.892	0.921	Reliable
Brand Loyalty	0.903	0.921	Reliable

Source: Data Processed (2023)

Based on the data above, the Cronbach Alpha and Composite Reliability values of each variable fulfill the requirements to be said as reliable because each variable has a construct value greater than 0.70.

a. Structural Model (Inner Model)

According to Hair, Black, Babin, & Anderson (2019) in PLS-SEM, the structural model can be referred as the inner model consists of the latent variables or constructs and their path relationships. The structural model portrays the relationships between construct (Hair, et al., 2021). Significance of the path coefficients, coefficient of determination or R^2 values, and the predictive relevance Q^2 serve as the main criteria for examining the structural model in this research.

1) Path Coefficient

According to Hair, et al., (2021) the estimation of path coefficients can be determined for the structural model relationships using p values to determine significant levels, which reflect the predicted connections between the constructs. Considering this research use one-tailed test at a significance level of 5%, the critical value is 1.28 and the p value needs to be lower than 0.10 (Hair, et al., 2021).

Table 8. Direct Path Coefficient Results

Structural	Original Sample	T Statistics	P Values	Results
Brand Image -> Brand Satisfaction	0.775	30.800	0.000	Supported, Positive
Brand Image -> Brand Trust	0.275	4.917	0.000	Supported, Positive
Brand Love -> Brand Loyalty	0.604	10.709	0.000	Supported, Positive
Brand Respect -> Brand Loyalty	0.171	3.115	0.001	Supported, Positive
Brand Satisfaction -> Brand Loyalty	0.109	2.150	0.016	Supported, Positive

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Brand Satisfaction -> Brand Trust	0.624	11.705	0.000	Supported, Positive
Brand Trust -> Brand Loyalty	0.078	1.305	0.096	Supported, Positive
Satisfaction*Love -> Brand Loyalty	0.176	2.389	0.008	Supported, Positive
Satisfaction*Respect -> Brand Loyalty	-0.101	0.795	0.213	Not Supported, Positive
Trust*Love -> Brand Loyalty	-0.062	0.731	0.232	Not Supported, Positive
Trust*Respect -> Brand Loyalty	-0.011	0.141	0.444	Not Supported, Positive

Source: Data Processed (2023)

From Table 8 the results of the direct relationship in this study shows that there is a direct and positive relationship between Brand Image to Brand Satisfaction, Brand Image to Brand Trust, Brand Love to Brand Loyalty, Brand Respect to Brand Loyalty, Brand Satisfaction to Brand Loyalty, Brand Satisfaction to Brand Trust, Brand Satisfaction to Brand Loyalty and the moderating role of Brand Love on the relationship between brand satisfaction and brand loyalty are all stated as positive and significant due to the obtained of p value which is < 0.10 and t value > 1.28 . Brand Love to Brand Loyalty and Brand Respect to Brand Loyalty are having the same positive and significant direct effects as the t values are 10.709 and 3.115 (> 1.28) and p values at 0.000 and 0.0001 (< 0.10). While the results of brand respect in moderating the relationships of brand satisfaction to brand loyalty and brand trust to brand loyalty along with the moderating role of brand love on the relationship of brand trust to brand loyalty are positive but not significantly occurred or not significantly supported in moderating the relationships directly because the p value is > 0.10 .

Table 9. Indirect Path Coefficient Results

Structural	Original Sample	T Statistics	P Values	Results
Brand Image -> Brand Loyalty	0.143	3.650	0.000	Supported, Positive
Brand Image -> Brand Trust	0.484	10.514	0.000	Supported, Positive
Brand Satisfaction -> Brand Loyalty	0.049	1.322	0.093	Supported, Positive

Source: Data Processed (2023)

Based on table 9, the positive indirect relationships are obtained from Brand Image to Brand Loyalty, Brand Image to Brand Trust, and Brand Satisfaction to Brand Loyalty because the p value < 0.10 and t value > 1.28 .

Table 10. Specific Indirect Path Coefficient Results

Structural	Original Sample	T Statistics	P Values	Results
Brand Image -> Brand Satisfaction -> Brand Loyalty	0.084	2.109	0.017	Supported, Positive
Brand Image -> Brand Trust -> Brand Loyalty	0.021	1.173	0.12	Not Supported, Positive
Brand Satisfaction -> Brand Trust -> Brand Loyalty	0.049	1.322	0.093	Supported, Positive
Brand Image -> Brand Satisfaction -> Brand Trust -> Brand Loyalty	0.038	1.319	0.094	Supported, Positive
Brand Image -> Brand Satisfaction -> Brand Trust	0.484	10.514	0.000	Supported, Positive

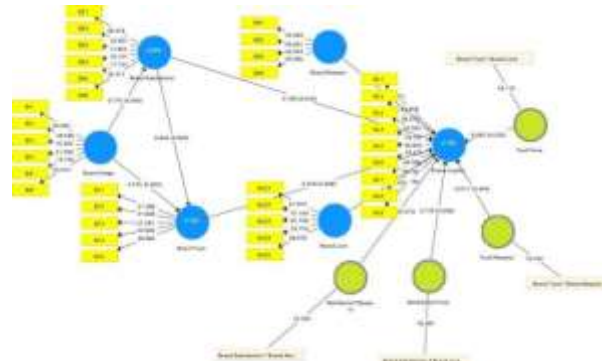
Source: Data Processed (2023)

Based on table 10, the positive and significant specific indirect effects are obtained from Brand Image to Brand Satisfaction to Brand Loyalty with 0.017 as p value (< 0.10) and 2.109 as t value (> 1.28), meaning that the higher Brand Image, the higher Brand Satisfaction, and will correspondingly affected a high Brand Loyalty. Brand Image to Brand Satisfaction to Brand trust are also proven to have positive and significant indirect effect with 10.514 as t value (> 1.28) and 0.000 as p value (< 0.10), meaning that the higher Brand Image, the higher Brand Satisfaction, and will affected a high Brand Trust consequently. Brand Satisfaction to Brand Trust to Brand Loyalty are also proven to have positive and significant indirect effect with 1.322 as t value (> 1.28) and 0.093 as p value (< 0.10), meaning that the higher Brand Satisfaction, the higher Brand Trust, and will affected a high Brand Loyalty. Brand Image to Brand Satisfaction to Brand Trust to Brand Loyalty are proven to have positive and significant indirect effect too with 1.319 as t value (> 1.28) and 0.094 as p value (< 0.10), meaning that the higher Brand Image, the higher Brand Satisfaction, the higher Brand Trust, and will affected a high Brand Loyalty. the remain

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structural relationships which is Brand Image to Brand Trust to Brand Loyalty is positive but not significantly proved and concluded as not affecting at all because the t values are lower than 1.28 and the p values are higher than 0.10.



Source: Data Processed (2023)

Figure 3. Structural Model

2) Coefficients of Determination (R²) or R-Square

According to Hamid & Anwar (2019) R-Square (R²) is one of the component items that become criteria in evaluating the structural model or inner model. It measures the level of changed variation in the independent variable to the dependent variable. The value for a strong model is 0.75, meanwhile the value of 0.50 is consider moderate, and 0.25 is weak. The following are the results of R-Square value in this research.

Table 11. R² Results

Variable	R2	Results
Brand Loyalty	0.756	Strong
Brand Satisfaction	0.600	Moderate
Brand Trust	0.730	Strong

Source: Data Processed (2023)

Based on the results on Table 11, the R-Square value for Brand Satisfaction is 0.600 meaning that the ability of Brand Image to explain this variable is 60% or moderate and the other 40% is determine by other variables that is not measured in this study. The R-Square value for Brand Trust is 0.761 which means Brand Image can explain 76.1% of the variable or in a moderate to strong level while the remaining 23.9% is being investigated through other variables that is not included in this research. Lastly, the R-Square of Brand Loyalty is 0.756 reflects that the ability of exogenous variables in this research to explain this variable is 76.1% or strong while the other 24.4% needs further investigation.

3) Blindfolding and Predictive Relevance (Q²)

Blindfolding helps to evaluate the predictive power of the model which can be seen from the Q² (Hair, Black, Babin, & Anderson, 2019).

Table 12. Q² Results

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Loyalty	3600	2093.962	0.418
Brand Satisfaction	2400	1631.432	0.320
Brand Trust	2000	1115.934	0.442

Source: Data Processed (2023)

Table 12 shows the results report for construct cross-validated redundancy estimates with the summary that Q² values of all three constructs are considerably above zero. Brand Trust has the highest values at 0.442, followed by Brand Loyalty at 0.418, and Brand Satisfaction at 0.320. The results provide clear support for the model's predictive relevance regarding the endogenous latent variables.

4) Effect Size F²

The significancy of exogenous construct on the endogenous construct is indicated small, moderate, or large by the F² values of 0.02, 0.15, and 0.35 (Hair, et al., 2021). According to Ghozali (2021) a very low moderation effect will providing a low effect size and will not influencing the interaction effects significantly.

Table 13. F² Effect Size for Brand Respect

Variable	R ² Included	R ² Excluded	F ² Effect Size
Brand Loyalty	0.751	0.749	0.002
Brand Satisfaction	0.6	0.6	0.000
Brand Trust	0.73	0.73	0.000

Source: Data Processed (2023)

Hence, the results consider the effect size of construct Brand Respect on the endogenous latent variable Brand Loyalty as small because the value is 0.002, while the effect size on the other endogenous latent variable considered to be very low because the values are < 0.002. It means Brand Respect as the predictor construct contributes a small influence on the R² value of a brand loyalty as the target construct in the structural model.

Table 14. F² Effect Size for Brand Love

Variable	R ² Included	R ² Excluded	F ² Effect Size
Brand Loyalty	0.756	0.749	0.007
Brand Satisfaction	0.6	0.6	0.000
Brand Trust	0.73	0.73	0.000

Source: Data Processed (2023)

For Brand Love, the results consider this variable's effect size on the Brand Loyalty as small because the value is < 0.15, while the effect size on the other endogenous latent variable considered to be very low because the values are < 0.002. Meaning that Brand Love as the predictor construct contributes a small influence on the R² value of a brand loyalty as the target construct in the structural model.

Table 15. F² Results

Variable	Brand Loyalty	Brand Satisfaction	Brand Trust
Brand Image		1.505	0.112
Brand Love	0.374		
Brand Loyalty			
Brand Respect	0.027		
Brand Satisfaction	0.011		0.578
Brand Trust	0.005		
Brand Satisfaction*Brand Love	0.019		
Brand Satisfaction*Brand Respect	0.002		
Brand Trust*Brand Love	0.002		
Brand Trust*Brand Respect	0.000		

Source: Data Processed (2023)

The results obtained on Table 15 shows that F² of Brand Image towards Brand Satisfaction and Brand Trust are 1.505 (> 0.35) and 0.112 (> 0.02) or indicate to have large and small to moderate effect, meaning that the ability of Brand Image to explain Brand Satisfaction is classified as large and the ability of Brand Image to explain Brand Trust is classified small to moderate. The result for F² of Brand Love towards Brand Loyalty is 0.375 (> 0.35) or indicate to have a large effect, meaning that the ability of Brand Love to explain Brand Loyalty is classified as large. The result for F² of Brand Respect towards Brand Loyalty is 0.027 (> 0.02) or indicate to have a small effect, meaning that the ability of Brand Respect to explain Brand Loyalty is classified as small. The results for F² of Brand Satisfaction towards Brand Loyalty and Brand Trust are 0.011 (< 0.02) and 0.578 (> 0.35), meaning that Brand Satisfaction have no effect at all or failed to explain Brand Loyalty while the effect on Brand Trust indicate as large or the ability of Brand Satisfaction to explain Brand Trust is large. The effect size of moderating the effect of Brand Love on Brand Satisfaction and Brand Loyalty, Brand Respect on Brand Satisfaction and Brand Loyalty, Brand Love on Brand Trust and Brand Loyalty, and Brand Respect on Brand Trust and Brand Loyalty is 0.019, 0.002, 0.002, and 0.000 classified < 0.02 meaning that the effect size is very low so it will not significantly affect the interaction effects.

Discussion

There is a positive and significant relationship between brand image and brand satisfaction

Based on the presented results of path coefficient, t values of Brand Image -> Brand Satisfaction is 30.800 (>1.28) and the p values is 0.000 (< 0.10). These findings can explain that there is a positive and significant relationship between both variables. Therefore, H1 is accepted. The same results were obtained from research conducted by Song, Wang, & Han (2019) that confirmed about the positive and

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significant relationship between brand image and brand satisfaction. Research by Diputra & Yasa by (2021) is also demonstrate that brand image has a positive and substantial impact on customer satisfaction. The other findings by Alfiani & Rachmawati (2020) also confirmed the positive and significant effect of brand image towards brand satisfaction. Thus, the significant effect of brand image on brand satisfaction formed by Mixue's image that differ with other similar brands, Mixue's clean impression, Mixue's comfortable and pleasurable atmosphere, Mixue's elegant impression, and Mixue's image as a first- class milk and bubble tea shop can affecting the brand satisfaction significantly.

There is a positive and significant relationship between brand image and brand trust

P values is 0.000 (< 0.10). These findings can explain that there is a positive and significant relationship brand image and brand trust. Therefore, H2 is accepted. It is noticeable in by Song, Wang, & Han (2019) findings that the structural equation modeling of brand image has a significant positive influence on trust. that confirmed about the positive and significant relationship between brand image and brand trust. Bernarto, Berlianto, Palupi, Masman, & Suryawan (2020) also revealed the empirical relationship between brand trust and brand image is further supported by the notion that highlight the importance of maintaining all the indicators of brand image to boost brand trust. Therefore, it is important to build a different image of Mixue compared with other brands, provide clean impression, gives comfortable and pleasurable atmosphere, gives an elegant impression, and creating an image of first- class milk and bubble tea shop to gain a positive relationship of brand trust significantly.

There is a positive and significant relationship between brand satisfaction and brand trust

Based on the presented results of path coefficient, t values of Brand Satisfaction-> Brand Trust is 11.705 (> 1.28) and the p values is 0.000 (< 0.10). These findings can explain that there is a positive and significant relationship between the two variables with the interpretation that if Mixue's Brand Satisfaction increases, the value of Brand Trust will also increase. Therefore, H3 is accepted. The same results were obtained from research conducted by Song, Wang, & Han (2019) that claimed about the positive and significant relationship between brand satisfaction and brand trust. The results outcome from Cuong (2020) showed that brand satisfaction positively impacted brand trust. The findings explained that the significant effect of brand satisfaction on brand trust formed by the consumer's satisfaction of Mixue's taste, the staff services, Mixue's store atmosphere, Mixue's price, the consumer's personal satisfaction that higher than other consumers, and consumer's satisfaction of Mixue overall service.

There is a positive and significant relationship between brand satisfaction and brand loyalty

Based on the presented results of path coefficient, t values of Brand Satisfaction -> Brand Loyalty is 2.150 (> 1.28) and the p values is 0.016 (< 0.10). These findings can explain that there is a positive and significant relationship between the two variables with the interpretation that if Mixue's Brand Satisfaction increases, the value of Brand Loyalty will also increase. Therefore, H4 is accepted. The same results were obtained from research conducted by Song, Wang, & Han (2019) that approved the positive and significant relationship between Brand Satisfaction and Brand Loyalty. Accordingly, the other results came from Chen, Wang, Li, Wei, & Yuan, (2020) explained that brand satisfaction was shown to be both directly and indirectly correlated with brand loyalty. The other former results from Diputra & Yasa, (2021) explained about a positive and significant effect of brand loyalty from brand satisfaction. Overall, the satisfaction of consumers related to Mixue's taste, the staff services, Mixue's store atmosphere, price, the consumer's personal satisfaction that higher than other consumers, and satisfaction of Mixue service can play an essential role in influencing brand loyalty.

There is a positive and significant relationship between brand trust and brand loyalty

Based on the presented results of path coefficient, t values of Brand Image -> Brand Satisfaction is 1.305 (< 1.28) and the p values is 0.096 (> 0.10). These findings can explain that there is a positive but not significant effect in the relationship between the two variables with the interpretation that if Mixue's Brand Trust increases, and so the value of Brand Loyalty will increase but not significant at all. Therefore, H5 is accepted. Similar with the results from Song, Wang, & Han (2019) which stated that there is a positive and significant relationship occurs between Brand Trust and Brand Loyalty, the findings explained that Mixue's consumer trust, Mixue's ability to keep its promise, Mixue's consistency, and the ability of Mixue to provide good service are the formation that can contribute to forming the positive relationship between brand trust on brand loyalty.

The relationship between brand satisfaction and brand loyalty is significantly moderated by brand Love.

From the results of the path coefficient above, the interaction variable between Brand Satisfaction and Brand Love on Brand Loyalty obtained t value of 2.389 and p value of 0.008 at the significance level of 0.10 which means that the p value must be < 0.10 and $t > 1.28$, it can be interpreted that the Brand Love variable is a moderator variable or can moderate the relationship between Brand Satisfaction and Brand Loyalty variables positively and significantly or the higher the Brand Love value, the stronger the relationship between Brand Satisfaction and Brand Loyalty. Therefore, H6a is accepted. The results were different from the previous research conducted by Song, Wang, & Han (2019) which their findings were not supporting this hypothesis and explained that there is non-significant moderating effect on the relationship between brand satisfaction and brand loyalty. Research by Maduretno & Junaed (2022) has shown that brand love is a strong predictor of brand loyalty. The other study conducted by Ghorbanzadeh & Rahehagh (2021) believed that emotional constructs such as feelings of attachment and brand love play a mediating role in the relationship between satisfaction and loyalty. However, the moderation effect formed by the consumer's love towards Mixue, the ability of Mixue to gives joy to their consumers, the awesomeness of Mixue, the ability of Mixue to gives a good feeling, and the ability of Mixue to makes their consumers feels enthusiasm.

The relationship between brand trust and brand loyalty is significantly moderated by brand love.

From the results obtained of the path coefficient above is t value 0.731 with significance level at 0.10 which means that the t value failed to meet the criteria of > 1.28 , along with the failure of p value to pass the criteria of < 0.10 because the p value obtained is 0.232. Thus, the interaction variable between Brand Trust and Brand Love on Brand Loyalty can be interpreted as non-significant because the Brand Love cannot be said to be a moderator variable or able to moderate the relationship between Brand Trust variables and Brand Loyalty. Although the relationship is positive, but it is not significant and has no effect on strengthening or weakening the relationship between Brand Trust and Brand Loyalty. Therefore, H6b is rejected.

The results were different from research conducted by Song, Wang, & Han (2019) that said brand love provide a significant moderating effect on the relationship between brand trust and brand loyalty. However, contrary to prior studies' findings, it is likely to explain the gap between the research's findings due to the differences in demographic of the participants and the qualities of the brand or brands under investigation. Mixue's brand love failed to perform a significant moderation effect on the relationship between brand trust and brand satisfaction in this research.

The relationship between brand satisfaction and brand loyalty is significantly moderated by brand respect.

From the results of the path coefficient above, it can be seen that the interaction variable between Brand Satisfaction and Brand Respect for Brand Loyalty obtained t value 0.795 and significance level at 0.10 which means that the p value must be < 0.10 and $t > 1.28$, but this cannot be achieved where the p value obtained is 0.213 (> 0.10) it can be interpreted that the Brand Respect variable is not proven to act as a moderator variable or able to moderate the relationship between variables Brand Satisfaction and Brand Loyalty, although the relationship is positive, but it is not significant and has no effect on strengthening or weakening the relationship between Brand Satisfaction and Brand Loyalty. Therefore, H7a is rejected. The results obtained are supported by the previous research by Song, Wang, & Han (2019) which validate a stable relationship between brand satisfaction and brand loyalty regardless the existence of lovemarks and the level of respect within the relationship is vary on every brands. Thus, this research find that brand respect cannot assess a significant moderation effect on the relationship between brand satisfaction and brand loyalty in Mixue Ice Cream and Tea.

The relationship between brand trust and brand loyalty is significantly moderated by brand respect.

From the results of the path coefficient above, it can be seen that the interaction variable between Brand Trust and Brand Respect for Brand Loyalty obtained t value 0.141 and significance level at 0.10 which means that the p value must be < 0.10 and t value 1.28, but this cannot be achieved where the p value obtained is 0.444 (> 0.10) it can be interpreted that the Brand Respect variable is not proven to act as a moderator variable or able to moderate the relationship between Brand variables Trust and Brand Loyalty, although the relationship that is owned later is positive, but it is not significant and has no effect on strengthening or weakening the relationship between Brand Trust and Brand Loyalty. Therefore, H7b is rejected. These results supported by Song, Bae, & Han (2019) that confirmed brand respect didn't

engage in a major part for mediating the relationship between loyalty and trust. Consequently, brand respect cannot assess a significant moderation effect on the relationship between brand satisfaction and brand loyalty of Mixue Ice Cream and Tea.

4. CONCLUSION

According to the conducted research results regarding the effects of brand image, brand satisfaction, and brand trust on brand loyalty moderated by brand love and brand respect with the majority of respondents are female, between 17-30 years old, formally employed, having monthly income at Rp5,001,001 and Rp10,000,000, customers of Mixue for 3-7 months, having a purchase history of 5-7 times in the last 6 months, having a purchase frequency of 1-5 times every week, and having last purchase of Mixue products less than a week ago. The conclusions that can be drawn are as follows: Brand image has a significant and positive influences on brand satisfaction and brand trust which can be interpreted that a high level of Mixue's brand image has a significant influence on a high level of each brand satisfaction and brand trust directly. Additionally, brand image has a significant and positive indirect effect on brand loyalty and brand trust. The results also revealed a specific indirect effect that positively significant in the structure of Brand Image -> Brand Satisfaction -> Brand Loyalty and Brand Image -> Brand Satisfaction -> Brand Trust -> Brand Loyalty. At the same time, the results show the relationships of Brand Satisfaction, Brand Trust, and Brand Loyalty are confirmed as positive and significant directly. An indirect effect also recognized between Brand Satisfaction and Brand Loyalty, along with the specific indirect effect of Brand Satisfaction -> Brand Trust -> Brand Loyalty. The results discovered that the increase of Mixue's Brand Satisfaction and Brand Trust will also impacting the increase of Brand Loyalty. Brand Satisfaction can significantly influence the Brand Trust in a positive way, or the ability of Brand Satisfaction to determine the level of Brand Trust is classified as crucial. If Mixue's Brand Satisfaction increases, the value of Brand Trust will also increase. The results examined that the Brand unable to moderate the relationship between Brand Satisfaction and Brand Loyalty, although the relationship is positive, but it is not significant and has no effect on strengthening or weakening the relationship between Brand Satisfaction and Brand Loyalty. Therefore, brand respect cannot assess a significant moderation effect on the relationship between brand satisfaction and brand loyalty. Similar with the previous findings, Brand Respect also not proven to act as a moderator variable to contribute a significant impact on the relationship between Brand Trust and Brand Loyalty, although the relationship that is later positive, but it is not significant and has no effect on strengthening or weakening the relationship between Brand Trust and Brand Loyalty. Therefore, brand respect cannot assess a significant moderation effect on the relationship between brand trust and brand loyalty. The interaction between Brand Satisfaction and Brand Loyalty is verifying the role of Brand Love as its moderator variable. According to the results, Brand Love can perform a significant moderation on the relationship between Brand Satisfaction and Brand Loyalty where a high level of Mixue's Brand Love can establish a stronger relationship between Brand Satisfaction and Brand Loyalty. The relationship of Brand Trust and Brand Loyalty demonstrate an insignificant influence of Brand Love to moderate it. Therefore, Brand Love cannot be said to be a moderator to affecting the level of relationship between Brand Trust and Brand Loyalty. Although the relationship is positive, but it is evaluated as not significant and has no effect at all

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